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Brand Expression

From the Magnificent Mile to Route 66, Illinois offers a wide variety of travel experiences. The unifying force behind these experiences is our Illinois brand. And the face of that brand is our Illinois logo. By following the logo guidelines set forth in this guide, we will maintain the integrity of our Illinois brand and benefit from its full impact when used across all marketing channels.

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Illinois Office of Tourism Mission Statement
Manage industry efforts that result in sustainable and significant economic and quality-of-life benefits for Illinois residents.

Contact

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Logo

The new Illinois logo is simple and modern. To ensure the logo stands out beautifully, please review these guidelines below on usage and clear space.

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Primary Logo

This is the primary Illinois logo that should be used in all communications. The smallest height it can be used at is .5in or 60px. For anything smaller the small space version should be used.

Small Space Logo

This small space version of the logo should be used when the height is less than .5in or 60px.

Clear Space

Clear space around the logo is based on the width and height of the location pin around "illinois" in the wordmark.

No text, image, or other graphic element should encroach on this space.

Color Palette

The Illinois Blue is the primary color for our logo. The logo is also available in two single-color options, black and white. When selecting a color, be sure the color contrasts with the background. An extended color palette will be available at a later date.

Primary Color
Pantone 2369 C
C 77 M 67 Y00 K00
R 60 G 64 B 218
#3C40DA

Reversed
C 00 M 00 Y 00 K 00
R 255 G 255 B 255
#FFFFFF

Black
Pantone Black
C 00 M 00 Y 00 K 100
R 0 G 0 B 0
#000000

Best Practices

Consistent use of the Illinois logo is paramount in gaining instant recognition across all media channels. Avoid the following to make sure the Illinois logo remains clear, legible and instantly recognizable.
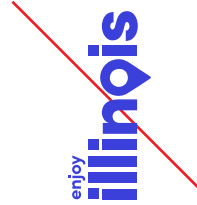
DO NOT
Distort the logo vertically or horizontally

DO NOT
Rotate the logo

DO NOT
Resize the location pin

DO NOT
Resize the only one word

DO NOT
Use multiple colors for the logo

DO NOT
Fill the logo with a pattern or a gradient

DO NOT
Place the logo on a hard-to-read background

DO NOT
Fill the pin with a color

DO NOT
Use the Logotype without the Mark

Additional Partnership Guidelines

When working with the Illinois Office of Tourism as a partner, there are a few additional rules that apply, depending on the advertising medium.

Digital

Use the logo at the minimum size or larger.

All display banners must link to a page where the Illinois logo hyperlinks to enjoyillinois.com

All websites must include the Illinois logo and link to enjoyillinois.com for the first year from the beginning of funding.

Social & Mobile Ads

If you encounter space constraints when working with mobile and social media communications, then the brand does not have to be represented in the initial communication.

Our logo, however, must appear on the ad's click-through page and link to enjoyillinois.com.

Radio

When the Illinois brand identity is used by a grantee in radio, it should be placed at the beginning or end of the advertisement and include words to the effect of: "brought to you by [sponsor] ... and the Illinois Office of Tourism."

The announcer may be male or female. Delivery should always be in a confident and proud tone of voice.

TV

The logo must always be placed in the 4x3 title safe area and must be at least the minimum size.

The logo is required to appear on-screen for at least three consecutive seconds.

Print

Use the logo at the minimum size or larger.

Logo must be placed in the lower right-hand corner of the layout unless there is a more prominent placement that is complementary to the ad available.

Travel Guides, Brochures and Magazines

Logo must appear on either the front or back cover.