



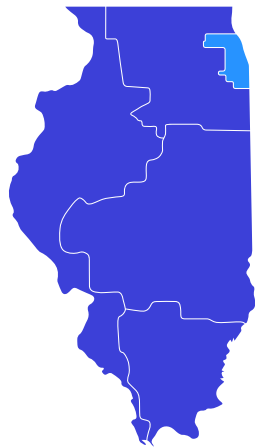
Illinois

brand book



The Illinois Office of Tourism leads tourism industry efforts to inspire visitation to, and within Illinois, resulting in significant economic impact and quality-of-life benefits for all Illinois residents. We are committed to making Illinois a model of inclusivity and celebration of diversity.

Illinois is a state that embodies innovation, craft, surprise and creativity. Whether domestic and international visitors are traveling for business or leisure, the Illinois Office of Tourism is their trusted guide in crafting an unforgettable experience.

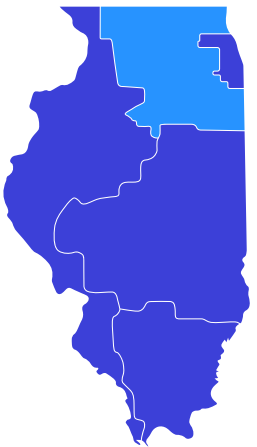


Chicago

Chicago may be known as the Second City, but it's truly first-class in all things culture. From globally influential architecture, incomparable museums and theaters, and award-winning culinary delights, there is no city on Earth quite like Chicago.

Treat yourself to a pampered luxury getaway, or come explore the world-class shopping, bustling neighborhoods, and hustling nightlife.

And if sports are your thing, you are in the right place with our world-champion professional teams.

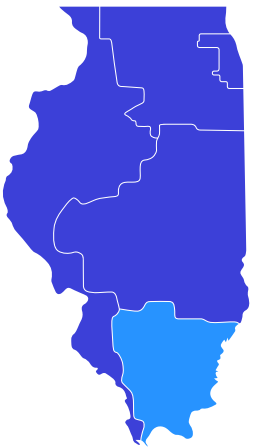


Just Beyond Chicago

Explore the surrounding areas of Chicago which includes theme and water parks, magnificent gardens, and great shopping. This region is an architect's dream, with one of the state's two Frank Lloyd Wright UNESCO World Heritage sites.

Discover craft beer trails and magnificent outdoor adventures at some of our state's most popular state parks featuring sandstone canyons, waterfalls and wooded trails.

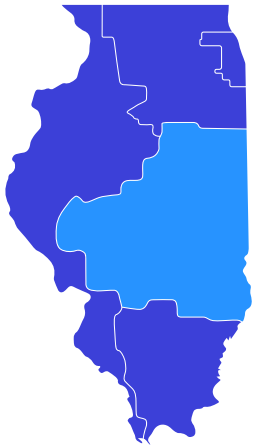
And relive a piece of Americana on the open road as you explore the first 100 miles of Route 66.



Trails to Adventure

An area perfect for outdoor adventures whether you are looking for ziplining, golfing, hiking, biking, rock climbing, horseback riding, and kayaking, you can find it here in Shawnee National Forest.

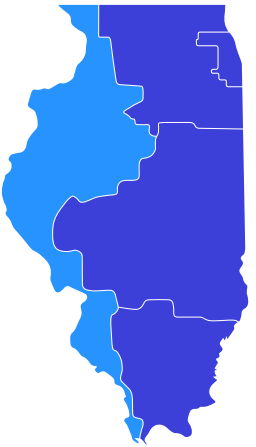
Visit several wineries along the Shawnee Hills Wine Trail and enjoy the breathtaking scenery. Lots of cabins to get close to nature or stay at a new casino resort. It's the perfect place for exploring wildlife.



Land of Lincoln

Visit the state capital of Springfield and walk in President Abraham Lincoln's footsteps at the Lincoln Home National Historic Site. Enjoy his life's journey at the Abraham Lincoln Presidential Museum and other Lincoln sites in the area.

You can explore Amish Country, visit two major state university towns, and experience an American-sized serving of roadside nostalgia along Route 66.



Great Rivers Country

Explore charming river communities along the Mississippi and Illinois Rivers.

Adventure through historic 19th-century towns, sip wine in vineyards, and explore everything from French forts to ancient civilizations at a UNESCO World Heritage Site.

From Main Street shopping to outdoor adventures and beautiful state parks, you will see some incredible scenic river views. Make sure not to miss the ziplining and alpine coaster fun.

brand logo

The Enjoy Illinois logo is simple, modern, and visually positions Illinois as a must-visit destination, through the use of its dynamic location pin element.

To ensure the Enjoy Illinois logo variations stand out, and are treated uniformly across materials, please review the guidelines on the following pages for rules on usage and clear space.

For our full Enjoy Illinois logo suite, visit the link below.

[Logo Suite](#)

PRIMARY BRAND LOGO





BRAND LOGO VARIATIONS



Primary brand logo

This is the Enjoy Illinois primary brand logo that should be used in all Enjoy Illinois-specific communications. Clear space around the primary 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.



Primary brand logo: Small

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



Primary brand logo as URL

The primary logo with URL should be used only in the absence of another Enjoy Illinois primary logo and at minimum size, while the Typographic URL may be used when other branding is present.



BRAND LOGO SYSTEM DON'Ts

<p>DO NOT Distort the logo vertically or horizontally</p>		<p>DO NOT Rotate the logo</p>		<p>DO NOT Resize the location pin</p>	
<p>DO NOT Resize only one word</p>		<p>DO NOT Use multiple colors for the logo</p>		<p>DO NOT Fill the logo with a pattern or gradient</p>	
<p>DO NOT Place the logo on a hard-to-read background</p>		<p>DO NOT Fill the pin with a color</p>		<p>DO NOT Use the logotype without the pin</p>	

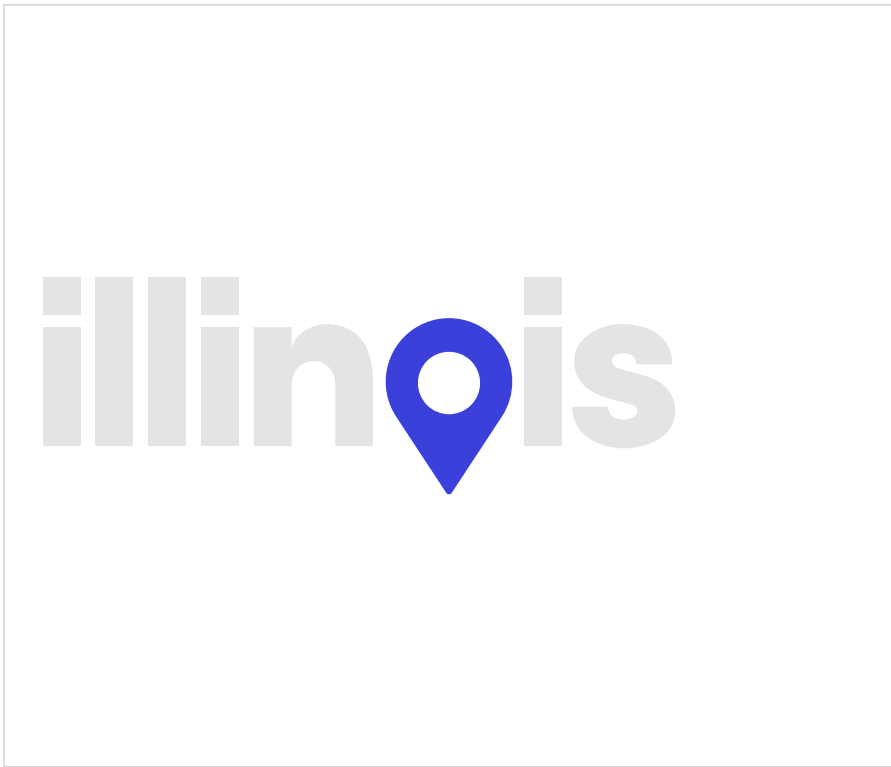
the pin

The Enjoy Illinois pin is one of the most dynamic components of the brand system.

It not only serves to represent Illinois as a must-visit destination, but can also be used to highlight specific messaging, house campaign imagery, and serve as a key compositional element within brand materials.

It has also been adapted to showcase unique scenes from across the state's diverse landscape, providing viewers a glimpse of the beauty and adventure they can expect to experience while visiting Illinois.

THE PIN



Usage

The Illinois pin is derived from the main Illinois wordmark. The pin can also be used as a singular design element as seen on the right.

THE PIN IN LAYOUT



LGBTQIA+ logo variations

The Enjoy Illinois brand system proudly features logo variations representing the members of our LGBTQIA+ community.

These logo variations are to be used across all LGBTQIA+ advertising and communications, and to highlight audience-specific events such as Illinois' vibrant and inclusive statewide Pride celebrations.

Usage

When integrating a headline under the pin, always select the logo variation without the word "Enjoy".

LGBTQIA+ PIN



LGBTQIA+ PIN WITH HEADLINE



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.



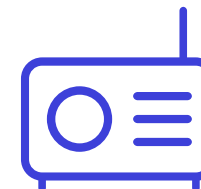
Digital

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.

brand typography

Much like the Enjoy Illinois logo system, the brand's typography communicates modern simplicity, while allowing the other elements within our toolbox, like our dynamic photography, to shine.

The system consists of multiple typographic styles coming together to establish and support a clear messaging hierarchy.

Though not all styles will be utilized in every piece of brand communication, the diversity and flexibility of the Enjoy Illinois typographic system ensures that multiple types of content are always accounted for.

BRAND TYPOGRAPHY ON WHITE

Acumin Pro Bold

All Caps

Acumin Pro Bold

Lowercase

Acumin Pro Light

Title Case

Acumin Pro Regular

Sentence Case

Acumin Pro Bold

Title Case

EYEBROW TYPE

headline goes here

Subhead Goes Here

Body copy type. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam.

Caption & Call-Out Type

type on color

Illinois values communication, accessibility, and inclusivity, therefore contrast and legibility are key factors when it comes to the correct utilization of type style and color.

Usage

While the main color of each palette can support white typography, the gradients and supporting colors must be handled with care.

White type may only be placed on the darker portions of the system's gradients, while the lighter supporting colors, with the exception of the overarching brand blue, require darker type.

TYPE ON HERO BRAND & SPRING/SUMMER PALETTE

headline goes here

Lorem ipsum dolor sit amet,
consectetur adipiscing elit, sed do
eiusmod tempor incididunt ut labore
et dolore magna aliqua.

headline goes here

Lorem ipsum.

Lorem ipsum dolor sit amet, consectetur
adipiscing elit, sed do eiusmod tempor
incididunt ut labore et dolore magna
aliqua. Ut enim ad minim veniam.

ILLINOIS OFFICE OF TOURISM CONTACTS:

Sports Illinois & Niche Markets

Greg.Mihalich@illinois.gov

Domestic Marketing & Advertising

Lisa.Link@illinois.gov

International Marketing & Advertising

Elisa.Marcus@illinois.gov

**thank
you**