



GALESBURG

ILLINOIS

THE NEW BRAND



THE BRAND

THE ESSENCE OF GALESBURG

The city of Galesburg, Illinois offers a unique slice of Americana. It's a sampling of all of the best qualities of our great nation in one place located in the midst of a great agricultural plain.

Galesburg is an ideal stop for people of all ages looking for a unique, affordable getaway. The community's greatest strength is its unexpected diversity of offerings. More than just a day trip, Galesburg offers engaging experiences for all members of the family.





THE BRAND

BRAND PROMISE

Deeply rooted in a rich railroad history, this city offers a thriving arts scene and unique dining experiences, all nestled in a community with one of the Midwest's busiest railyards. Learn about the railroad heritage at the Galesburg Railroad Museum. Shop in the revitalized downtown area. Listen to a concert at the Orpheum Theatre. Expand young minds with a visit to the Discovery Depot Children's Museum. Take in the history sites of 20th century poet laureate Carl Sandburg's home and the site of the Lincoln-Douglas debate. Or pass the afternoon hours watching the trains go by. Galesburg—a surprising destination with something for everyone.





GRAPHIC IDENTITY

LOGO AND INSPIRATION

The Galesburg IL logo was inspired by the overall feeling and look of Galesburg. The logo was designed so it could be something different to everyone who viewed it, something they could put themselves into: art deco-inspired downtown architecture, a railroad track, an old signs or a vintage theater ticket.





GRAPHIC IDENTITY

VERSIONS

Multiple versions of the logo are available to suit any need.



Horitzontal Green, Solid and Outlined

Horizontal Blue, Solid and Outlined



GRAPHIC IDENTITY

VERSIONS

Multiple versions of the logo are available to suit any need.



Circular Blue, Solid



Circular Green, Outlined



Circular Green, Social Media

IN PRINT



2163 EAST MAIN STREET • GALESBURG, IL 61601
309-343-2485 OR 800-916-3330
VISITORS@VISITGALESBURG.COM



Dear John:

Genitio. Nequibus eos autem, sit aboriori odis et offitit ideribu scipicaborum hilloria voleculpa acentis
quodis remporio omnit ut oditibus sunt magnitaerum rem dolecto quisque optaquiatus doluptatur, soluptas ab
in endipsandit eius ressinis autem hillaut atemporerrum unt, quiberibus.

Mi, sunt quam as repe pelestem landae esequi que atus que nonsedit quia serum isitament qui dolorum
laccum quaecat inciend elecese quasimincl ipsae ium acea sim iliquam, totat hiliquibus, ipsum andam a que
sant ommolor audaepel ime exerit eum inusand elendit estiant, odia ide netur aut alibus.

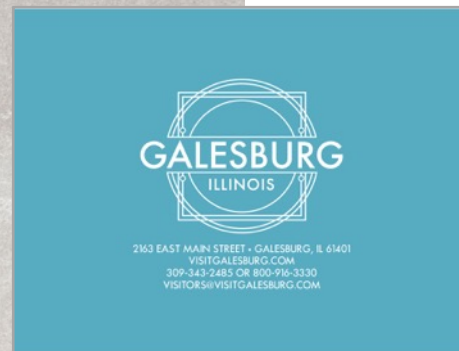
Itiusandem ut am et magnihil iur si blabo. Ut audipsa cor maiorep eruptaes dollor restotatus esciden
imporrum et officae sequam et accum earum asit venihillam que nam eatest et es etur a que serum fuga.
Itatem accus ab ipidemquam fuga. Ut dolorae ellis ratquia nimaxim reseque mi, occum quam, core nonsedi
quis est res ma volorem abo. Ignis am inus quo quunt labo. Onsedis am debis volendessum imet ipid ut
porporr ovition pedis everunto dolorem quis autem ut mo eic tem. Ris es exces eum et haribuscii sed quoe
volum acea qui debet omnimen dendipidus rem consequos sinum exceatem rector, incipitatur? Ent, conse
proepra aut lanisciatur?

Ut audipsa cor maiorep eruptaes dollor restotatus esciden improrrum et officae sequam et accum earum
venihillam que nam eatest et es etur a que serum fuga. Itatem accus ab ipidemquam fuga. Ut dolorae
quia nimaxim reseque mi, occum quam, core nonsedi quis est res ma volorem abo. Ignis am inus quo
abo. Atemporerrum unt, quiberibus.

Sincerely,

MICHELLE KIM
Director of Tourism

VISITGALESBURG.COM



IN PRINT



IN PRINT





MERCHANDISE





MERCHANDISE



LOGO VARIATIONS

Parks and Recreation



LOGO VARIATIONS

Parks and Recreation



LOGO VARIATIONS

Bunker Links Golf Course



LOGO VARIATIONS

Bunker Links Golf Course





Brand Guidelines developed for
Galesburg Area Convention & Visitors Bureau by McD Marketing.
Questions, contact: info@mcdmarketing.com or 866-431-4230.