



GALESBURG

ILLINOIS

BRAND GUIDELINES

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. Created from its historic ties to the railroad dating back to 1854, Galesburg is no ordinary city but rather a place where art and culture form the very core of the community. Experience the rich rail history at the Galesburg Railroad Museum. Take a walk down Seminary Street and shop the revitalized downtown area. Listen to a concert by the Knox-Galesburg Symphony at the Orpheum Theatre. Expand young minds with a visit to the Discovery Depot Children's Museum. Visit the last remaining site of the Lincoln-Douglas debates at Knox College and the boyhood home of early 20th century poet laureate Carl Sandburg. Or pass the afternoon hours watching the trains go by.

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.

BRAND PROMISE

We live in an era when travelers are looking for experiences. They crave new sights and sounds. They're looking for the unexpected and surprising. They want something outside of the ordinary—which describes the city of Galesburg perfectly. Our brand promise will live at the core of all the community's messaging going forward and encapsulates the best qualities of the community.

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

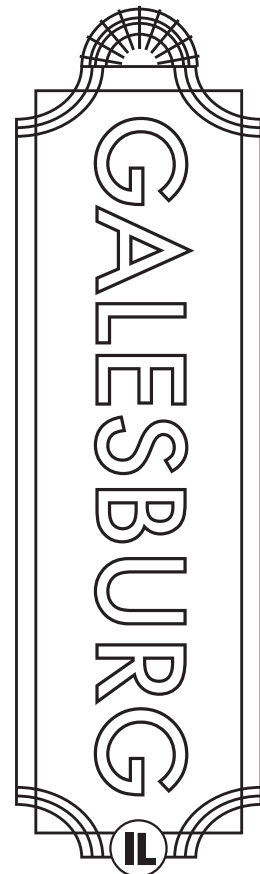


THE LOGO AND INSPIRATION

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. With its art deco-inspired line work, one could easily see the downtown architecture. Or someone else could view the top as a railroad track. The shape of the logos might be seen as a nod to old signs or a vintage theater ticket. This creates an interesting conversation piece that helps tie everything Galesburg has to offer into one icon.

The logo can be used in two formats, circular and rectangular, and can be used in multiple colors for more flexibility. "Galesburg" may be displayed with outlined or solid text depending on the medium in which the logo is used.

The typeface used within this logo is Futura Medium.



Typography

The right typeface, used consistently, creates an effective presence and provides a sense of familiarity for the reader. It will also provide a consistent look and feel throughout all communications. Futura comes in several different weights and styles. Futura is a versatile font, working well as both a headline and as body copy. It also works easily with other typefaces, which can be substituted within headlines. Use Arial when Futura is unavailable.

Primary Typeface

FUTURA - Bold (Headline)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

FUTURA - Medium (Body)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Secondary Fonts

MUSEO SLAB - 500 (Headline)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

MUSEO SLAB - 300 (Body)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

LATO - Heavy (Headline)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

LATO - Regular (Body)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

GRAPHIC IDENTITY

LOGO VERSIONS

Primary Version

The Primary version of the logo may be shown in any of the color variations with the word "Galesburg" shown as an outline.



Secondary Version

When the logo is shown smaller than 1.5" in width, use the secondary version with the word "Galesburg" solid.



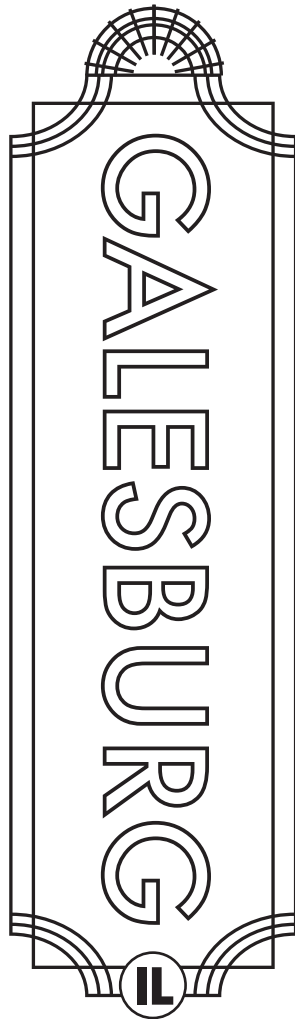
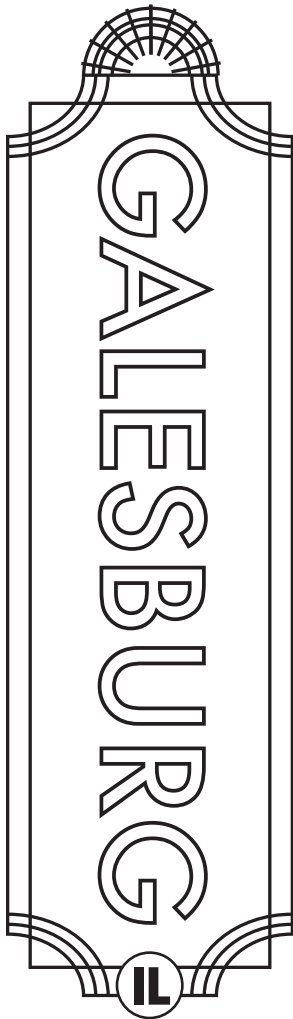
Social Media Icon

The simplified G logo is explicitly designed for social media profile images. Use it on Facebook, LinkedIn, Twitter, Youtube, Instagram, Google, etc.



Vertical Versions

Although the preferred versions of the logo are horizontal and circular, there may be some instances in where a vertical version is needed. The logo is available in black, reverse, green and blue and can also be shown with the word "Galesburg" facing inwards or outwards.



Outline Vs. Solid Text

When shown larger than 1.5" wide, the outlined text is appropriate for the logo. The only exception for this would be when the logo is placed on a busy background or the text is not easily read. When this is the case, use the solid version. The solid version should always be used when the logo is shown at less than 1.5" wide.



Minimum Size and Clear Space

To ensure readability, never reproduce the Galesburg IL logo smaller than 1" wide. Maintain a clear space around the logo. This prevents text, illustrations, photos or other elements from interfering with the logo's legibility. More space is generally preferred. For the logo, the height of the letter "A" in the word "GALESBURG" should be used as a measure to determine the minimum amount of space required between the logo and the other elements and text.



GRAPHIC IDENTITY

INCORRECT USAGE

Following are some examples of how NOT to apply the Galesburg IL logo. A good rule to follow is, the logo should never be modified or changed and only an approved version should be used.



Do not place the logo at an angle.



Do not add elements to the logo.



Do not stretch or distort the logo.



Do not change the font in the logo.



Do not use the full-color version of the logo on busy backgrounds.



Color Options

The logo can be shown in all black, reverse, (for dark backgrounds) green and blue.

This allows for maximum flexibility and color choice within the Galesburg IL marketing segments.



Dark Green

R: 56
G: 100
B: 48

C: 78
M: 37
Y: 100
K: 30
#376430



Mid Green

R: 100
G: 138
B: 60

C: 65
M: 27
Y: 100
K: 10
#648a3b



Light Green

R: 133
G: 170
B: 63

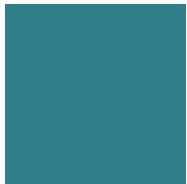
C: 54
M: 16
Y: 100
K: 1
#84a93e



Dark Blue

R: 35
G: 52
B: 107

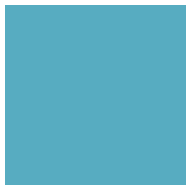
C: 100
M: 91
Y: 29
K: 17
#22346a



Mid Blue

R: 47
G: 126
B: 137

C: 81
M: 36
Y: 41
K: 7
#2f7e88



Light Blue

R: 87
G: 172
B: 193

C: 64
M: 15
Y: 20
K: 0
#56acc0



Black



Reverse

IN PRINT

STATIONERY KIT

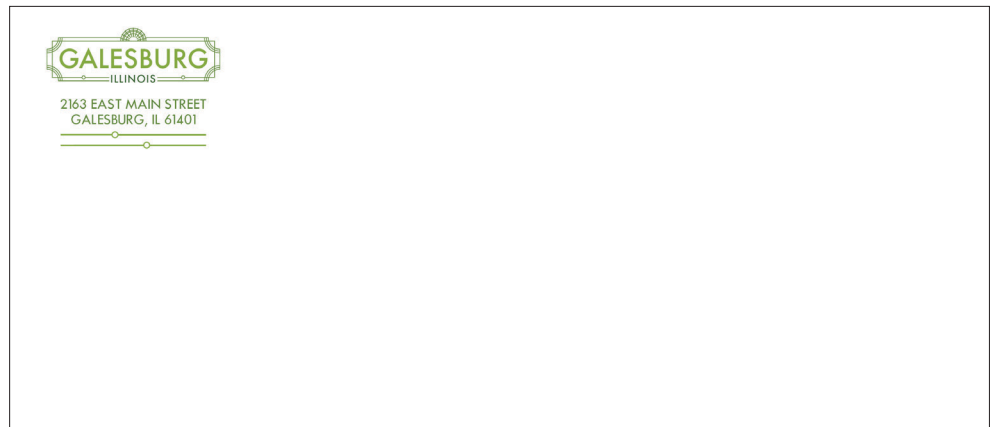
The stationery kit includes the letterhead, envelopes, business cards and thank you cards. The letterhead should be printed on 8.5"x11" paper. The business cards are 3.5"x 2". Envelopes range in size from A2 to #10.



LETTERHEAD



THANK YOU CARD FRONT & BACK



#10 ENVELOPE



A2 ENVELOPE



BUSINESS CARDS



MERCHANDISE





LOGO VARIATIONS

PARKS AND RECREATION

Below are additional logos available for use by the Parks & Recreation department. The same rules apply regarding color, font, size, placement and use as the Galesburg logo, as detailed previously. When using these logos, they should be used on their own and not in addition to the Galesburg logo.



BUNKER LINKS GOLF COURSE

Below are additional logos available for use by the Bunker Links Golf Course. The same rules apply regarding color, font, size, placement and use as the Galesburg logo, as detailed previously. When using these logos, they should be used on their own and not in addition to the Galesburg logo.





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

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