



**BRAND GUIDELINES**



# THE BRAND

Havana, Illinois, is a city rich with both history and potential. Residents take pride in the city's connection to outdoor recreation such as hunting, fishing, kayaking, and more on the Illinois River or the nearby Emiquon National Wildlife Refuge. The city takes pride in its efforts to revitalize its historic, downtown storefronts with new restaurants and boutiques filling the previously empty spaces. In addition, city officials and residents alike recognize the potential in promoting the city's past as a getaway for some of the more colorful figures of the 20th century. Havana also boasts a massive amount of industrial potential with plenty of space for new businesses and manufacturers, making the city an ideal spot for organizations to open or relocate.

The goal of our marketing materials is to position Havana as a perfect spot for families to settle and put down roots, from an exceptional school district to a wealth of outdoor, family-friendly activities. In addition, we are marketing the city as a destination to get away from the hustle and bustle of the concrete jungle — a place to visit, explore, and unwind.

With a dual brand promise that promotes Havana as both a destination for families and businesses as well as a draw for tourism and leisure, we promote both the physical and emotional aspects Havana evokes in each experience. These brand promises will lead our marketing efforts and serve as a basis for future interactions with guests in Havana.

## **Brand Promise**

### **New Residents/Business Owners:**

When you cruise past the boulevards of Havana, Illinois, and soak in the majestic, natural beauty, you'll know this isn't just a stopping point in your life — this is home. Our picturesque small town is a place to put down roots. In Havana, you'll feel safe raising your children in a close-knit community that educates and cares for its own. As you dig into the local restaurants and peruse our independent, locally owned shops, you'll uncover a wealth of history and tradition that remains untapped and ready to burst forth with pride. When you relocate or start a new business in Havana, you'll find an abundance of spaces and places in a historic downtown setting — as well as a thriving business community that prioritizes cooperation over competition. Welcome home to Havana, Illinois.

### **Tourism/Leisure:**

When you bask in the natural beauty of Havana, Illinois, you'll immediately feel the stress of everyday life melt away. In Havana, you'll find that life moves at a much different pace, so take your time as you discover what our city and surrounding area has to offer. Hide away in the unspoiled splendor of Chautauqua National Wildlife Preserve and Emiquon National Wildlife Preserve. Cast a line, set up a blind, or simply spend a day paddling or floating down the Illinois River. Explore our local shops for your latest treasure. Grab a bite or raise a glass at our independently owned restaurants and taverns or stop in and enjoy the live entertainment as music fills the summer night air. Trace the footsteps of the more colorful historical figures who once made Havana a Midwest gambling hub. We're sure once you tap into Havana, you too will be overflowing with pride for this humble river community. Welcome to Havana, Illinois.

# GRAPHIC IDENTITY



“Blocks and simplified scroll” represent class and simplicity along with the brick roads and downtown architecture.

“1853” – identifies historic significance.

“Bridge Rocker” represents bridging Havana into the future as well as the actual bridges found in Havana.

“Havana Font” shows strength – strength in community – strength in leadership.

“Illinois” – shows the regional value.

“Duck and waves” represent natural resources.



**HAVANA**  
ILLINOIS

Geared Slab - Regular

Proxima Nova Semibold

## 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. Proxima Nova comes in several different weights and styles. Proxima Nova 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 Proxima Nova is unavailable. The secondary font, Geared Slab, should be used sparingly as it is not as easy to read in small sizes or large amounts of copy. Geared Slab should be used for headlines and in call-out text.

### Primary Fonts

#### Proxima Nova - Semibold (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

#### Proxima Nova - 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

### Secondary Fonts

#### Geared Slab - Regular [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

## Color Scheme



#### Brick Road Red

C: 31

M: 95

Y: 88

K: 38

**PMS:** 7427 C

**Hex:** #7c1f21



#### Cigar Band Gold

C: 18

M: 46

Y: 100

K: 2

**PMS:** 131 C

**Hex:** #ce8f2a



#### Riverfront Blue

C: 86

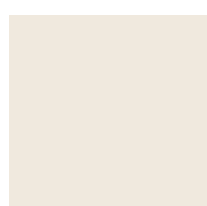
M: 76

Y: 41

K: 32

**PMS:** 540 C

**Hex:** #323c59



#### Matanzas Beach Sand

C: 5

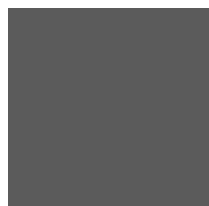
M: 7

Y: 11

K: 0

**PMS not available -  
use white**

**Hex:** #efe7dd



#### Water Tower Slate

C: 63

M: 55

Y: 54

K: 28

**PMS:** Cool Gray 11 C

**Hex:** #5a5a5a

## Logo Variations

The logo can be shown in a variety of colors – this allows for maximum flexibility and color choice within the Havana, IL, marketing segments. When choosing which version of the logo to use, take into account the other colors that will be seen around the logo and choose the option that works best in that color scheme.

### Primary Version



### Other Acceptable Versions



On dark backgrounds, the “Matanzas Beach Sand” version is to be used.



### Minimum Size and Clear Space

To ensure readability, never reproduce the Havana, IL, logo smaller than 1" wide. Always 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 "HAVANA" should be used as a measure to determine the minimum amount of space required between the logo and the other elements and text.



## Incorrect usage

Following are some examples of how NOT to apply the Havana, 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.

Make sure to choose the right color option when placing logo:



**Acceptable** (logo is easy to read and has enough contrast with background image)



**Unacceptable** (logo is difficult to read and doesn't have enough contrast with background image)

**IN PRINT**



Stationery kit

The stationery kit includes the letterhead, envelope and business cards. The letterhead should be printed on 8.5"x11" paper. The business cards are 3.5"x 2". The envelope sample is an A10.



Dear Joe,

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Brenda Stadsholt  
Mayor

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Letterhead



227 West Main Street  
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Business Cards

#10 Envelope

**MERCHANDISE**



**SIGNAGE**





UNWIND ON HAVANA TIME.



Small stop sign signage





# LODGING PROPERTIES

*Downtown*



## BABES ON PLUM

*118 North Plum St.*



## STAG TAP

*106 North Plum St.*



## BUSINESS NAME

*100 Address St.*









# PHOTOGRAPHY EXAMPLES























**227 West Main Street  
Havana, Illinois 62644**



Brand Guidelines developed for  
Havana, IL by McDaniels Marketing.  
Questions, contact: [info@mcdmarketing.com](mailto:info@mcdmarketing.com) or 866-431-4230.

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