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# JACKSONVILLE

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## *Brand Standards*



**JACKSONVILLE**  
AREA CHAMBER OF COMMERCE



**JACKSONVILLE**  
REGIONAL ECONOMIC DEVELOPMENT CORPORATION



**JACKSONVILLE**  
AREA CONVENTION & VISITORS BUREAU



**JACKSONVILLE**  
MAIN STREET



# the Brand

## THE JACKSONVILLE BRAND

The Jacksonville, Illinois, area has plenty of stories just waiting to be told. It's our challenge to not only tell the incredible history of Jacksonville and Morgan County, but also to represent the area's desire to move forward into the future while simultaneously honoring the past. Visitors will find a spacious downtown square that seamlessly blends historical charm with modern amenities in addition to stunning, 19th-century architecture scattered throughout the city and wide-open spaces for hiking, biking, and fishing. New residents will find a welcoming, supportive community that offers small-town charm but remains connected to larger metro areas, in addition to world-class centers of education, top-shelf sports facilities, and a superb hospital. Business owners see the Jacksonville area as bursting with opportunity, following in the path of businesses that have already found decades of success here.

# BRAND PROMISE

## NEW RESIDENTS

Looking to make your mark in a right-sized community as resilient as it is authentic? The legacies we pass down to our children have the power to instill a sense of conviction, community, and pride. In the long history of the Jacksonville, Illinois, area, we've been molded by such trailblazers whose ingenuity came to define the region, evidenced in the magnificent, stately homes standing over State Street leading to our gorgeous town square. While steeped in history, Jacksonville isn't a city that dwells on its past – here, you'll find a city committed to a brighter future, from inclusive education for all children to employment opportunities across a wide spectrum of economic sectors. From art galleries to county fairs to downtown festivals, entertainment options are never at a shortage, nor are the occasions to enjoy the great outdoors at Nichols Park or Lake Jacksonville. When you make a home in Jacksonville, you write your name among the pioneers who came before to forge a new legacy.

## TOURISM/LEISURE

In the Jacksonville, Illinois, area, uncover the legends that helped define life in Central Illinois as we know it today. Tales of Illinois' frontier days reverberate throughout the halls at the remarkably preserved Governor Duncan Mansion, as do the harrowing accounts of people escaping the chains of slavery and those who aided their quest for freedom at the city's Underground Railroad sites. A legendary past flawlessly blends with new investment taking place around our gorgeous downtown square, where new, independently owned businesses occupy storefronts that have stood over the city for generations – monuments to a storied past now fostering a thriving present and an exciting future. The area's brightest artistic minds are highlighted – as are those who came before – in a stunning, Second Empire style mansion at the David Strawn Art Gallery. The latest blockbusters fill audience's minds with excitement and wonder in the historic Illinois Theater, the city's longest-running cinema. Live music and local flavors fill the air at Waters Edge Winery & Bistro. The melodic sounds of the Jacksonville Symphony Society and performances from the campus-run Illinois College TheatreWorks engross captivated audiences. Alluring flavors occupy repurposed spaces, from woodfired pizza in a refurbished storefront to locally sourced American fare at the city's historic train depot. Experience the down-home, rustic charm of the agritourism destinations growing fresh blueberries and pumpkins, an indicator of the farming heritage that fuels our local economy and helps feed the nation. Feeling adventurous? The city's outdoor spaces at Nichols Park and Lake Jacksonville provide plenty of common ground to stretch out, bike, or hike through the natural, Central Illinois beauty – as well as some of the best bass fishing in the state. And in nearby Meredosia, nature lovers get up close and personal with majestic bald eagles soaring high above the Illinois River. No matter what your idea of a good time is, you'll find that creating your own experiences comes as easily as discovering those that came before.



## ECONOMIC DEVELOPMENT

Bring your vision to life in a community that supports and rallies behind you. Businesses thrive in the Jacksonville, Illinois, region. After all, our businesses are just as much a part of our communities as the residents who work for them, from large-scale, industrial manufacturers to small, independently owned boutiques to farms that have been passed down from generation to generation. Here, you'll find workspace is as varied as the businesses that make a home here – refurbish a classic storefront casting shadows on a historic square or explore wide-open space waiting to be developed. Our educational institutions promise a skilled, highly trained workforce to set your business up for success. Manage your business operations seamlessly with the city's broadband access. Stay connected to rest of the United States and the world via Interstate 72 with nearby air freight service. When you locate your business in the Jacksonville area, you join a pantheon of economic trailblazers who forged a new path for the city, taking up their mantle and carrying on their legacy for a new generation. Now it's time to join a business community that is teeming with life – our citizens and leadership will welcome you with open arms.

## SPORTS

Do you embrace the competitive spirit that lives in us all? In the Jacksonville, Illinois, area, we live for the thrill of athletic endeavors, from our kids' youth baseball games to NCAA Div. III football. But don't just watch from the sidelines – take the field yourself at our state-of-the-art athletic complex, where the Future Champions of baseball and softball begin their journey to the big leagues. Revel in heart-pounding, full-throttle action at the city's half-mile dirt track. Play a round – or two – at the city's beautiful, spacious golf courses. And while you're here, explore all the area has to offer, from delectable eateries you won't find anywhere else to unique, independently owned shops that promise a rare find unlike any other. Take a timeout in our outdoor spaces like Nichols Park, Lake Jacksonville, and nearby Meredosia, where eagles soar and the fishing is out of this world. Who knows – you may even just fall in love and want to extend your stay beyond extra innings.

# Graphic Identity

## JACKSONVILLE LOGO FAMILY

### ALL TOGETHER, NOW!

The Jacksonville logo family consists of logos for the (1) City of Jacksonville, (2) Jacksonville Area Chamber of Commerce, (3) Jacksonville Area Convention & Visitors Bureau, (4) Jacksonville Regional Economic Development Corporation, and (5) Jacksonville Main Street. Each shares the same typefaces, similar typesetting, and half-star icon. Each logo has a specific primary color palette that works well with the others, creating brand unity throughout the family.

### MAIN LOGO DESCRIPTION

**HALF-STAR ICON:** Represents the Big Eli wheel and recalls a sunrise, a symbol of opportunity.



**IL:** Identifies Jacksonville's location as being in the great state of Illinois (unlike that other Jacksonville).



**VINTAGE-INSPIRED SERIFED FONT:** Represents the storied history of Jacksonville and strong, blue-collar roots of its citizens, both past and present.

**PARALLEL LINES:** Emphasizes the stability of the community and subtly references 19th-century architecture like that found at the Gov. Duncan Mansion, the homes along State Street, and the Strawn Art Gallery.

## MAIN LOGOS

(1)



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# JACKSONVILLE

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(2)



(3)



(4)



(5)



## VARIATIONS & OTHER LOGOS

Each logo within the family has three alternative options: (1) white version, to be used on colored backgrounds and when color is not an option; (2) a colored version with white type to be used on black backgrounds when color is available; and (3) a black version to be used on light backgrounds when color is not an option.

## CITY SEAL & LOGO

The city should only use the (5) city seal to certify official city records and instruments, whereas the logo should be used as a graphic symbol to identify city programs, initiatives, partnerships and sponsorships.

## ADDITIONAL LOGOS & SUB-BRANDS

Additionally, (4) a tagline version for the Convention & Visitors Bureau is available, as are individual versions for Jacksonville's (5) Lakes department, (6) Parks department, and (7) Community Development & Inspections.

All usage rules apply to all logos accordingly, across the brand.

(1)



(2)



(3)



(4)



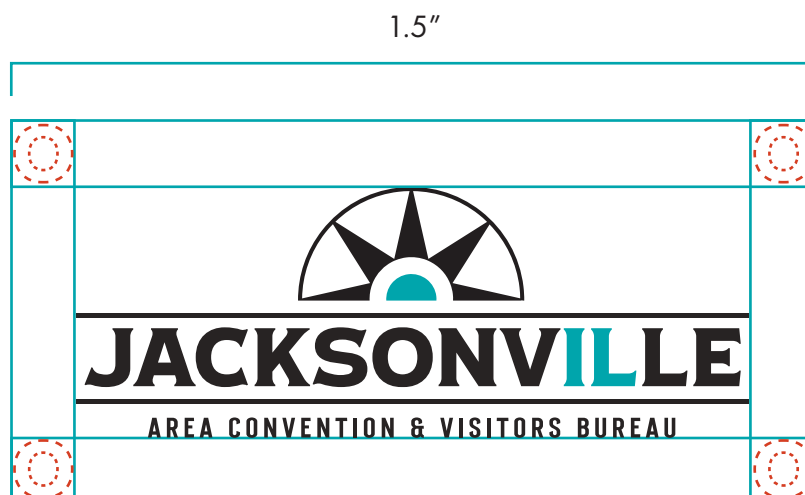
(5)





## MINIMUM SIZE & CLEAR SPACE

To ensure readability, never reproduce the Jacksonville logos smaller than 1.5 inches 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 "O" in "Jacksonville" 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 Jacksonville logo. A good rule to follow is the logo should never be modified or changed and only an approved version should be used.



Nope. Do not alter the logo, add, or remove any elements.



Don't even think about changing the colors.



Do not squeeze, stretch, pinch, or distort the logo.  
Handle with care!



Unacceptable! Do not change the font in the logo.



Do not place the logo on busy backgrounds. Yuck.

# COLOR

Color is vital to create brand unity and an emotional connection with the viewer. Seven colors have been chosen to represent the brand. Each is tied to a particular entity but all can be used as accent colors.

## CITY BLUE

CITY OF JACKSONVILLE

CMYK 100/16/0/10  
RGB 0/142/203  
HEX 008ECB  
PMS 2995 U

## ELM GREEN

MAIN STREET

CMYK 45/0/80/0  
RGB 151/203/100  
HEX 92DE63  
PMS 2285 U

## GOLD

EDC

CMYK 7/31/88/0  
RGB 236/178/61  
HEX ECB23D  
PMS 7406 U

## JVILLE CRIMSON

CHAMBER OF COMMERCE

CMYK 6/90/100/6  
RGB 213/61/35  
HEX D53D23  
PMS 3556 U

## LAKE BLUE

CVB

CMYK 80/13/34/0  
RGB 0/164/172  
HEX 00A4AC  
PMS 3125 U

## ANTIQUE PAPER

CMYK 19/5/26/0 | RGB 207/220/195 | HEX CFDCC3 | PMS 7527 U

## VINTAGE BLACK

CMYK 67/67/64/70 | RGB 40/36/36 | HEX 282424 | PMS BLACK 6 U

# TYPOGRAPHY

The right typeface, when used consistently, creates an effective presence and provides a sense of familiarity for the reader. It will also provide a unified look and feel throughout all communications.

The Rallington font family is a vintage-inspired set of typefaces perfect for headlines and subheads, adding a sense of history and character. Rallington Sans 01, is available in upper and lower case and should be used when legibility is key, especially for longer line lengths. Rallington Sans 02 is a condensed typeface and available in only upper case; use it for a large, bold presence. Rallington Script is a free-flowing and friendly font, available in upper and lower case; it should never be used with all caps.

Josefin Sans 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. Josefin Sans is available for free through Google Fonts.

Aa

**RALLINGTON  
SANS 01**

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

Aa

**RALLINGTON  
SANS 02**

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

Aa

*Rallington  
Script*

*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*

Aa

**Josefin Sans  
SemiBold**

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



TRY

# Rallington Script

AT 48 PT. SIZE WHEN YOU WANT TO MAKE A SPLASH  
WITH HEADLINES OR SIMPLE CALLS-TO-ACTION.

USE RALLINGTON  
SANS 02

AT 40 PT. SIZE OR LARGER WHEN YOU'RE FEELING

**BOLD.**

BODY COPY should be set in Josefin  
Sans SemiBold, at 9 pt. size and 16 pt.  
leading. Clear and legible, Josefin Sans  
is the ideal choice when thoroughly  
describing the opportunities for fun and

"PULL QUOTES LOOK GOOD IN  
RALLINGTON SANS 02."

-ABRAHAM LINCOLN, PROBABLY.

business available in the Jacksonville  
area. A font of this caliber reflects a  
Jacksonville with better fishing and much  
better football than one found in a more  
southernly state.

NEED SOMETHING  
SIMPLE & DIRECT?

SET YOUR HEADLINES IN RALLINGTON SANS 01 AT 36 PT. SIZE  
OR LARGER (IN ALL CAPS) AND SUBHEADS AT 15 PT. SIZE.

# In Print

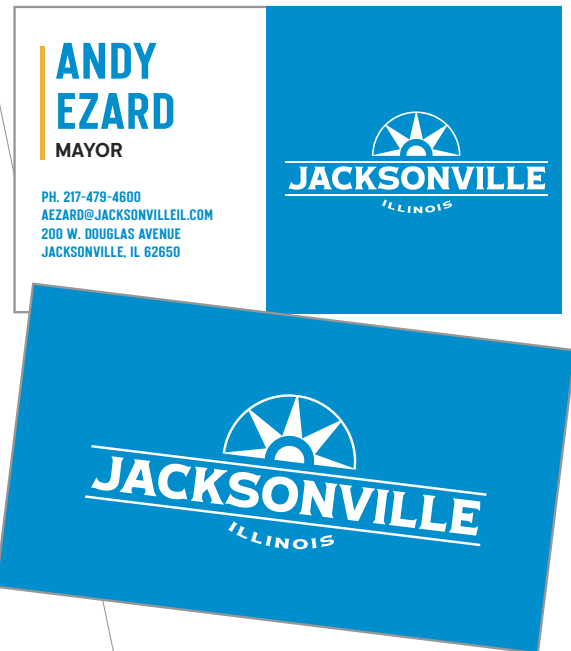
## STATIONERY KIT

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"x2". The envelope sample is an A10.

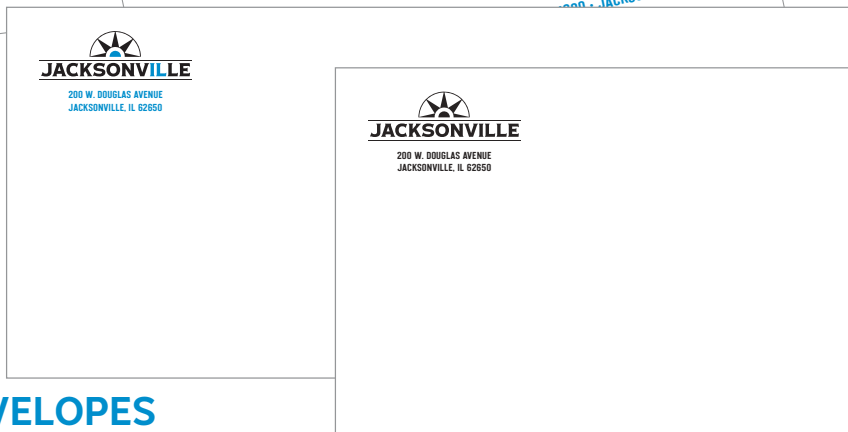
### LETTERHEAD



### BUSINESS CARDS



### #10 ENVELOPES



## BUSINESS CARDS





# Merchandise





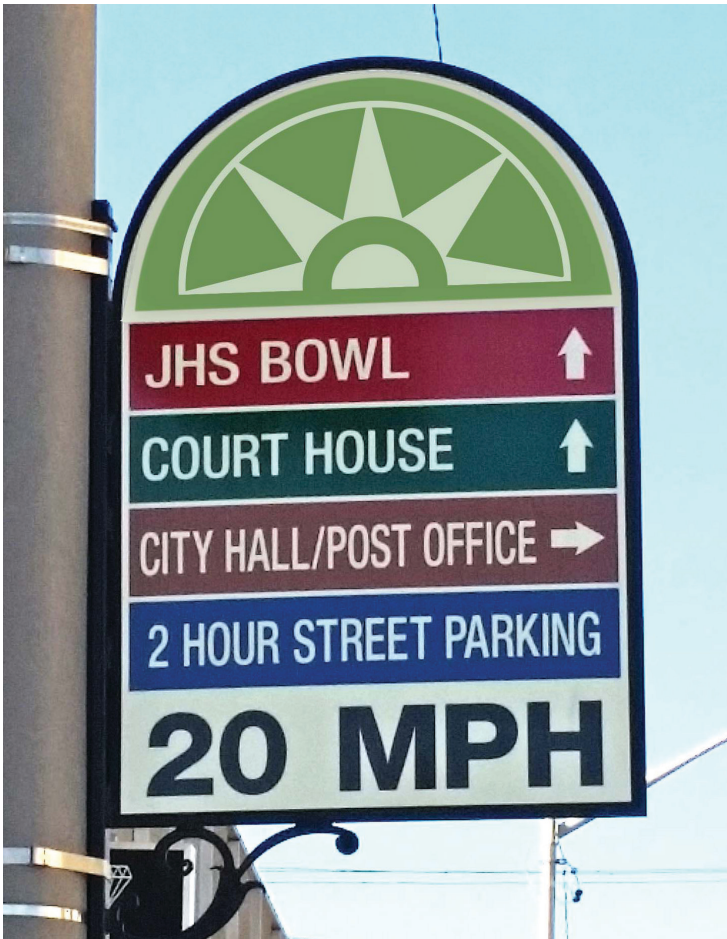




# Signage







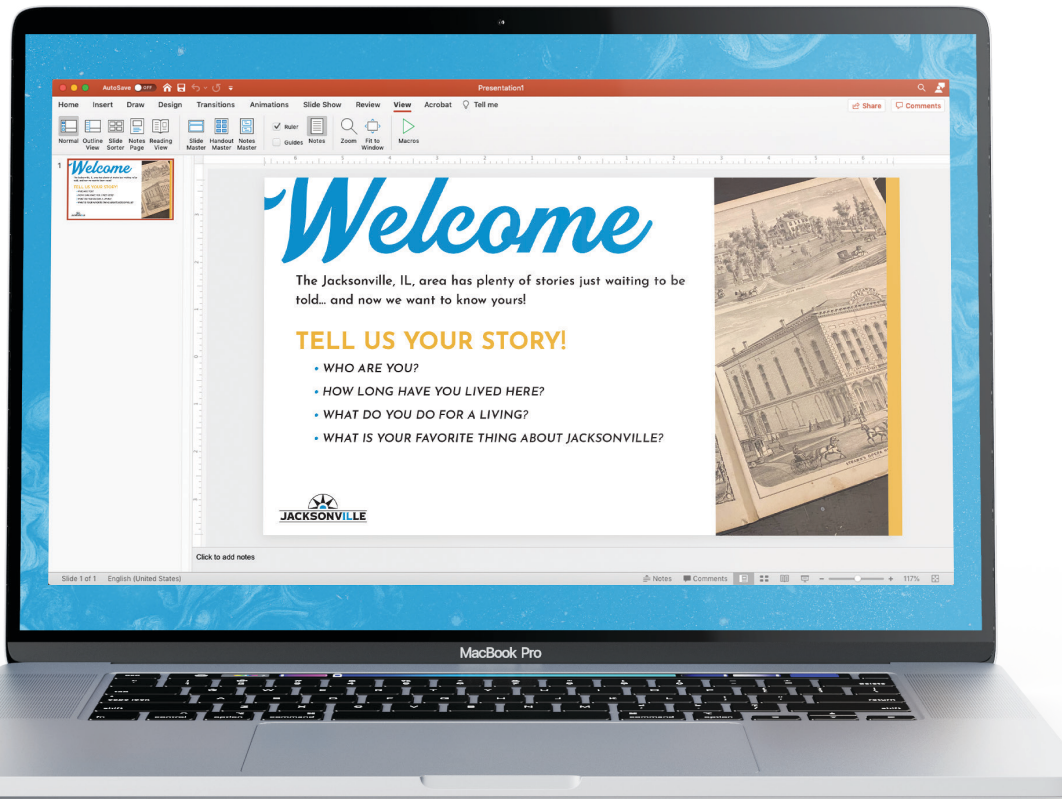


# Digital

## DIGITAL ADS



## SOCIAL ICONS



## PPT TEMPLATE





REMARKABLY UNCOMMON.

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

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