

NATURALLY  
IL  
**MCH**  
MCHENRY COUNTY



*Brand*  
**GUIDELINES**



# the BRAND

McHenry County is characterized as a quilt of communities and experiences hand-sewn together by local people who know how to enjoy the best things in life. It was our challenge to properly represent this experience in a new brand identity for the county. For residents, McHenry County is set apart by its wide-open spaces offering both urban and rural lifestyles in safe, picturesque communities with family-friendly activities well within reach regardless of proximity. Visitors also see natural beauty as a highlight of McHenry County compared to its neighbors, with rivers, streams, and miles of trails to explore, and innumerable opportunities for shopping, dining, and live entertainment that can't be found anywhere else. Business owners see McHenry County as an area brimming with opportunity for expansion or opening up shop — as well as an ideal place to relocate their families and put down roots.

The purpose of this brand identity guide is to define the foundation of the brand and the rules associated with using the logos and elements that go along with it.



# Brand Promise

## NEW RESIDENTS

We're all looking for a place to stretch out, relax, and get away from the hustle and bustle that consumes our lives. In McHenry County, that's just a way of life. Diverse, energetic, and interconnected communities blend seamlessly to provide opportunity and engagement for all ages, from our top-notch school districts to a plethora of job opportunities — both in-office and remote.

Looking to have some fun? McHenry County is full of recreational opportunities as diverse as our population, from our family-friendly trails to out-of-the-box recreational areas, festivals, and live entertainment spots. Plus, roadways and Metra Rail lines to major metro areas like Chicago, Milwaukee, Madison, and Rockford make it easy to be in the city within an hour or so. But in between the metropolitan amenities, you'll find quiet moments of peace and solitude, whether you're hiking the trails, casting a line on the Fox River, or hand-picking freshly grown produce from a farm stand. When you make McHenry County your home, you'll find that culture, connectivity, and wide-open spaces are just part of the value — and a way of life.





# Brand Promise

## TOURISM/LEISURE

McHenry County is a breath of fresh air beyond the sprawling maze of concrete and asphalt. Escape the hectic life of the big city in McHenry County's wide-open spaces, including the beautiful outdoor recreation areas and trails that twist and wind throughout the county, leading visitors to the farmer's markets and agritourism spots that offer fun for all ages in any season. You can pick produce in the summer, sip freshly mashed cider in the fall, and cut down your own Christmas trees in the winter.

But we're more than just farms and tractors. Experience Woodstock, the city Bill Murray fell in love with in the film *Groundhog Day*. Find uncommon treasures in Downtown Crystal Lake's independently owned shops and boutiques. Explore the Riverwalk and three distinct downtown districts of McHenry. Hit the links at Huntley's 18-hole championship golf course. Find historical treasures and antiques in Hebron. Celebrate local artists at the Starline Factory in Harvard or indulge in one of the city's many festivals. Play beach volleyball and enjoy in the sights and sounds of the summer concert series at Island Lake. Catch aquatic acrobatics like none other with the world-class ski team in Wonder Lake or begin your Chain O'Lakes expedition on the Fox River or Pistakee Bay in Johnsburg. Fine tune your wakeboarding skills at the Quarry Cable Park at the north end of Three Oaks Recreation Area. Experience one-of-a-kind shopping and dining in Algonquin's Old Town. Hop off the Prairie Trail and grab a bite of something sweet or savory in Richmond. Witness world-class athletes take flight at the Norge Ski Club or tour the gorgeous Medieval-inspired Bettendorf Castle in Cary and Fox River Grove. Finally, breathe in the Americana and small-town vibes of Marengo and roll through a history of American innovation at the Illinois Railway Museum in Union. Get your steps in on the 25-mile Prairie Trail or the vast, natural conservation areas of the McHenry County Conservation District. Indulge in the immaculate flavors of each community, from savory German bratwurst to homemade chocolate delights. Sample the bold, uncommon flavors of McHenry County at our breweries and distilleries. Plus, with live theater productions on historic stages and concerts in communal green spaces, this patchwork of diverse communities offers a bill of live entertainment like none other. When you visit McHenry County, you'll find that exceptional experiences are around every corner.





# Brand Promise

## ECONOMIC DEVELOPMENT

When you look at McHenry County, Illinois, you'll see a network of small and mid-size communities, each bursting with their own character and opportunity to bring your vision to life. That's because we understand our businesses are as much a part of our communities as the residents themselves, from small, independently owned shops to global producers. And what better community to be a part of? Nearby O'Hare International Airport provides access to more than 134 countries and every major city — get anywhere in the world from McHenry County in 24 hours. Plus, your distribution and supply chain needs will never be lacking with a regional UPS air hub located just down the road in Rockford.

Our highly ranked school districts and workforce training programs at McHenry County College set up future generations for success, and a wide-open setting beyond the concrete cacophony of the big city means you'll spend less time sitting in your car and more time enjoying life. When you open your business here, you'll find a welcoming, nurturing, accommodating set of communities and governments who are ready and willing to support your dream. And with plenty of corporate parks and industrial space waiting to be developed and historic storefronts waiting to be refurbished, there's no better place to bring your dream to life than McHenry County.





# *Graphic* **IDENTITY**



“Naturally” arched rocker relates to the natural beauty of the area and an easy-going way of life.

“Illinois” — shows regional value and provides a frame of reference for the traveler.

Optional Tagline

NATURALLY  
•IL•  
MCH  
MCHENRY COUNTY

WONDERFUL PLACES • WIDE-OPEN SPACES

Accent bar to provide a solid foundation, symbolizing the strong agricultural roots of the area.

Font choices recall vintage labels, alluding to hand-crafted goods & blue-collar work ethic.



# Logos & Variations

The Naturally McHenry County logo has been formatted for three distinct entities — Tourism Brand, Economic Development Corporation, and County Government — each with its own distinct color palette. These logos should be used only on approved materials from each entity best in that color scheme. Black & white options are also available when color is not an option.

## Main Logos

### TOURISM



### EDC



### COUNTY GOV'T



## Reverse Logos: Use on solid backgrounds.



## Horizontal Versions: Use when space is at a premium.





## TOURISM

### Logos with Slogan

Additionally, each version can be included with the slogan.



## COUNTY GOV'T



### Alternative Accent Color

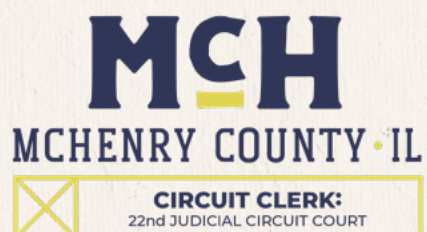
For added versatility, alternate full color versions are also available. However, the main version of the color logo is always preferred.





## GOV'T DEPT. LOGO EXAMPLES

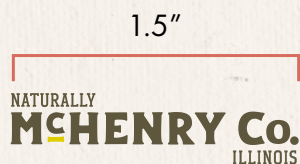
To create a cohesive look and feel for McHenry County's governmental departments, unique logo examples have been developed. All minimum size and spacing rules apply, superceded only when partner brand standards require a larger size or additional space.





# Minimum Size & Clear Space

To ensure readability, never reproduce the Naturally McHenry County 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 width of the letter "c" in "McH" 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 McHenry County 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 alter the logo or remove elements



Do not change the colors.



Do not squeeze, stretch, or distort the logo.



Do not change the font in the logo.



Do not place the logo on busy backgrounds.



Do not outline the logo.



# Color

Color is vital to create brand unity and an emotional connection with the viewer. Six colors have been chosen to represent the brand. Three primary colors are dedicated to the tourism, EDC, the County Government, while the three remaining choices are to be used as accent colors.

## Primary



**TOURISM**

**Rucksack Green**  
CMYK: 55-51-76-36  
RGB: 94-87-61  
Hex: 5e573d  
PMS: 7497 C



**EDC**

**Cast Iron**  
CMYK: 71-66-62-67  
RGB: 40-41-40  
Hex: 292829  
PMS: 426 C



**GOVT**

**Navy Denim**  
CMYK: 86-76-41-32  
RGB: 50-60-89  
Hex: 323c59  
PMS: 647 C

## Accent



**Sunset Patina**  
CMYK: 15-10-100-0  
RGB: 222-210-81  
Hex: ded251  
PMS: 605 C



**Faded Flannel**  
CMYK: 12-70-62-1  
RGB: 215-108-94  
Hex: d76c5e  
PMS: 7418 C



**Harvard Cream**  
C: 1-2-5-0  
RGB: 251-246-239  
Hex: fbf6ef  
PMS: n/a



# 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. Montserrat 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. Montserrat is available for free through Google Fonts.

The secondary fonts, Smithsonian and Montana, should be used sparingly as it is not as easy to read in small sizes or large amounts of copy. Both fonts can specifically be used for headlines, subheads, and pull quotes.

## PRIMARY FONTS

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**Montserrat** Extra Bold (Headline, Sub-Head)

**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**

**Montserrat** Semi-bold (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

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**SMITHSONIAN** Regular (Headline, Sub-Head)

**A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
0 1 2 3 4 5 6 7 8 9**

*Montana* Regular (Headline, Sub-Head, Pull Quote)

*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*



**BUSINESS AS USUAL? SET  
HEADLINES IN MONTSERRAT  
EXTRA BOLD AT 24 PT. OR  
LARGER IN ALL CAPS**

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*Or Montana at 40 Pt. Size or  
Larger When You're Feeling  
a Bit Fancier.*

---

**OR SMITHSONIAN AT 24 PT.  
SIZE FOR SOMETHING A LITTLE  
MORE WELL-WORN.**

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**SUB-HEADS LIKE ME CAN BE SET  
IN SMITHSONIAN AT 15 PT. SIZE.**

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Body Copy should be set in Montserrat, Semi-Bold, at 9 pt. size and 16 pt. leading. Otat utas ea de suntum quam, unt, quis doluptatem sum excesen ihilitatia quoditati nimusandunt pra cuptam, cum re nus culparita sinti apicieniti inimus, totae. Eperum ea autest, opturibus. Rae velit aut quas aut quis pligenia dolessi volesedit aut et quam haruptae.

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*"I'm a Pull Quote or Sub-Head. Set me at 22 pt.  
size or larger to really make an impact!"*

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*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.

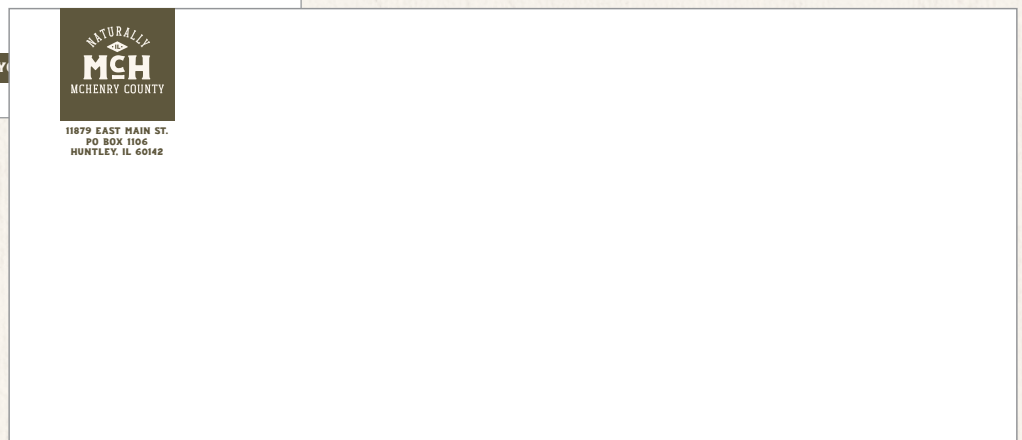
## LETTERHEAD



## BUSINESS CARD



## A10 ENVELOPE





*McHenry Co.*  
**MERCH**  
(& MORE)











**SIGNAGE**







NATURALLY  
•IL•  
**MCH**  
MCHENRY COUNTY

11879 East Main St.  
PO Box 1106 • Huntley, IL 60142

**McD**  
REMARKABLY UNCOMMON.

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

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