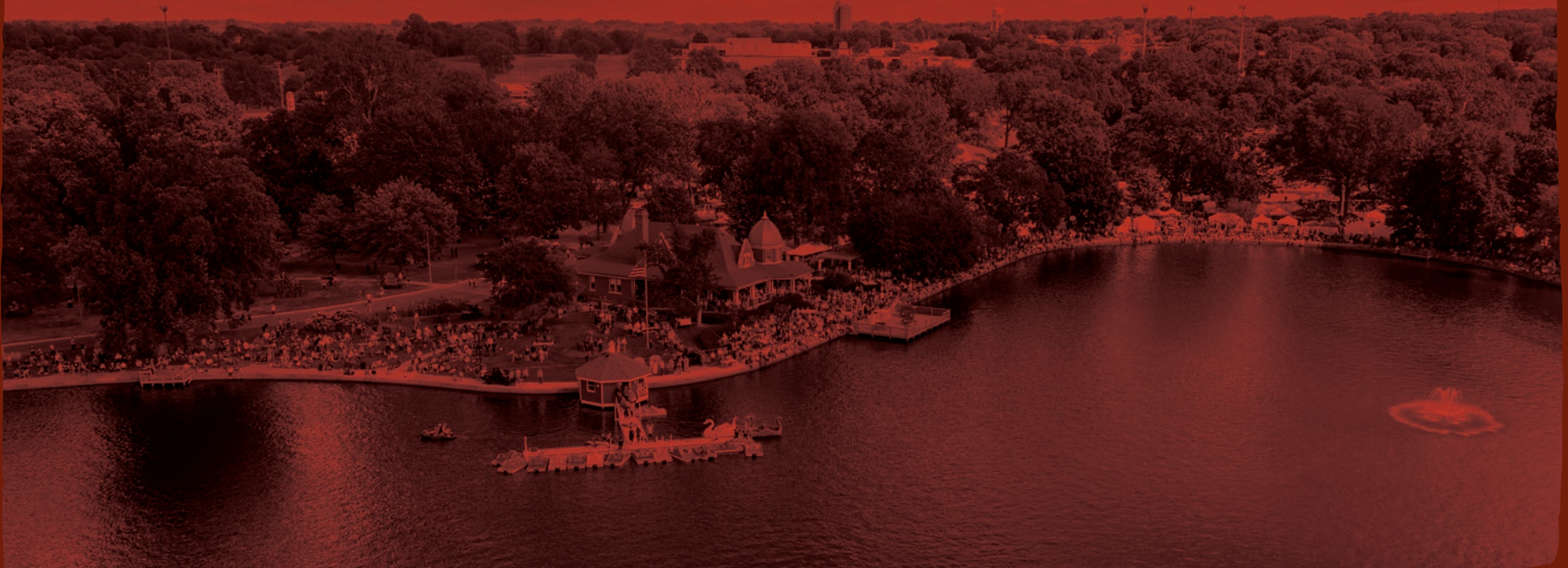


# BRAND GUIDELINES

# *The Brand Promise*

# PEKIN PROUD

When you live in a place you love, it's hard to hide your sense of pride. Whether it's the homes that house us, what our manufacturers make, or the trusted teachers that train tomorrow's talent, we are truly proud of the many places and spaces and even greater faces that make Pekin, Illinois, great. From the time our town was first settled in 1824, Pekin propelled itself into a powerhouse of agriculture, manufacturing, and insurance. Always evolving. Always changing. Always thriving. Located near the center of Illinois, Pekin is all at once near everything while being like nowhere else. Surrounded by bountiful farms and bordered by the banks of the Illinois River, our urban spaces blend beautifully with natural places, including preserves and flower-filled parks, earning us the title of Marigold City. And whether your place in Pekin has been a journey of generations or experienced as a new neighbor or a gracious guest, we welcome all and encourage all to be Pekin Proud.



---

# 01

---

# VISUAL IDENTITY

THE LOGO

LOGO VARIATIONS

CLEAR SPACE

INCORRECT USAGE

DEPARTMENT LOGOS

BRAND COLORS

TYPOGRAPHY

BRAND ELEMENTS

## Logo Variations

The logo can be used in a variety of colors and sizes as well as in (1) badge and (2) horizontal variations. There is also a (3) social icon variation. Both the badge and horizontal logo variations include versions with the tagline. When choosing which version of the logo to use, take into account the other images and colors that will be used in conjunction with the logo and choose the option that works best.

### 1. BADGE LOGO

---



### 2. HORIZONTAL LOGO

---



### 3. SOCIAL ICON LOGO

---





**PEKIN**  
ILLINOIS EST. 1824



**PEKIN**  
ILLINOIS EST. 1824



**PEKIN**  
ILLINOIS EST. 1824



**PEKIN**  
ILLINOIS  
YOUR PLACE TO GROW



**PEKIN**  
ILLINOIS  
YOUR PLACE TO GROW



**PEKIN**  
ILLINOIS  
YOUR PLACE TO GROW

## Logo Size & Clear Space

To ensure readability, never reproduce the City of Pekin logo smaller than 1.5" wide for the horizontal logo or 1" tall for the badge logo. 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 first five petals of the marigold flower graphic should be used as a measure to determine the minimum amount of space required between the logo and other elements and text.

CLEAR SPACE



MINIMUM SIZE



## Incorrect Logo Usage

Following are some examples of how NOT to apply the City of Pekin logo. A good rule to follow is to only use an approved version of the logo and never modify it.



Do not squeeze, stretch, pinch, or distort the logo.



Do not change or alter colors in any way.



Do not change the font or typesetting in the logo.



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



Do not apply the logo to a colored background that is not in the brand colors.



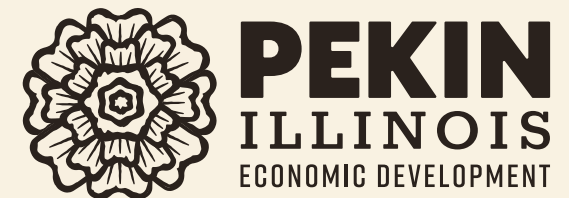
Do not apply the logo to a busy photo background.

## Additional Logo Variations

Also included in the logo package are logo variations for the following entities:

1. Public Works Department
2. Police Department
3. Municipal Airport
4. Fire Department
5. Riverway Business Park
6. Community Development
7. Economic Development

Each logo contains a badge and horizontal version set in a variety of colors. All visual identity rules and guidelines apply.



# BRAND COLORS

## Brick Road Maroon

CMYK: 23 90 99 50  
RGB: 114 32 12  
HEX#: 72200C

## Marigold Red

CMYK: 8 93 100 1  
RGB: 219 56 38  
HEX#: DB3826

## Cornstalk Yellow

CMYK: 0 42 92 0  
RGB: 250 162 47  
HEX#: FAA22F

## Historic Off-White

CMYK: 2 4 11 0  
RGB: 248 240 225  
HEX#: F8F0E1

## Riverway Blue

CMYK: 50 29 31 1  
RGB: 134 158 163  
HEX#: 869EA3

## Lagoon Dark Blue

CMYK: 88 69 54 55  
RGB: 25 47 59  
HEX#: 192F3B

## Midwest Tan

CMYK: 20 34 57 0  
RGB: 206 167 122  
HEX#: CEA77A

## Coal Mine Black

CMYK: 64 66 70 71  
RGB: 44 36 31  
HEX#: 2C241F

# Typography

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

## HEADLINE FONT

**AA BB CC**

**NEXA RUST SANS BLACK**

**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**

## SUB-HEADLINE FONT

**Aa Bb Cc**

**ROKKITT MEDIUM**

**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**

## ACCENT FONT

*Aa Bb Cc*

*Adult Skate*

*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*

## ACCENT FONT

**AA BB CC**

**RIFT MEDIUM**

**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**

## BODY COPY

**Aa Bb Cc**

**GAMAY BOOK**

**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**

The font Adult Skate can be used for accent sentences or callout words. This font can also be paired with the headline font. Can be used in yellow, red, or off-white.

The font Nexa Rust Sans can be used for headlines in red or off-white.

The font Rokkitt in the weight "medium" in regular case can be used for sub-heads. Can be used in maroon for light backgrounds or in tan and off-white for dark backgrounds.

For body copy, use the font Gamay in the weight "book" in either off-white or off-black. For highlighted words or for contrast issues, use the weight "medium."

The font Rift in the weight "medium" can be used for lists, captions, quotes, or small special callouts.

*For accent copy use Adult Skate.*

**USE NEXA RUST  
SANS IN RED FOR  
THE HEADLINE.**

**For subhead copy, use Rokkitt  
medium in maroon or tan.**

The font Gamay in the weight "book" can be used for body copy. Setting the body copy size no smaller than 9 pt in either off-white or off-black creates a cohesive look.

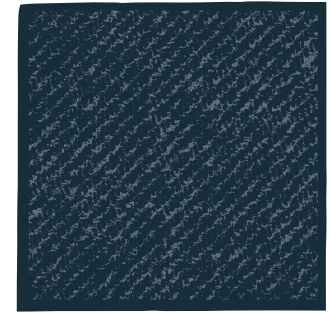
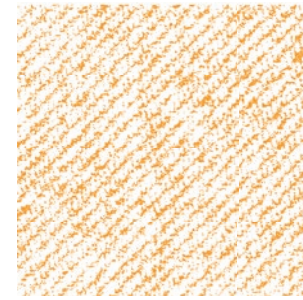
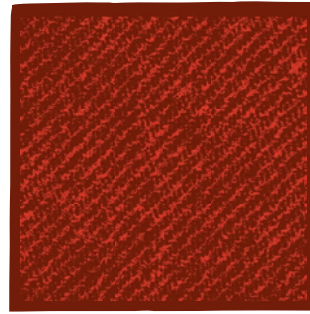
**Example:** Ariste doluptius, ommolut ad qui quate nis maio blaut platem exces estiis ut unt. Uciisum assint facium quis eum faceptum facit aliqui to occatur? Liquodis nihil molorenduci dolorecti od et adit voluptas et liberfe rumqui quam volorumquae plique lictur, aturibus diam rem nus eatempo ritaqua sperferibus doluptur, nam faceritatur.

- USE RIFT IN MEDIUM FOR LISTS, CAPTIONS, OR QUOTES.
- LISTS OR CAPTIONS CAN BE USED IN ANY DARK BLUE, MAROON, OR IN OFF-WHITE ON A DARKER BACKGROUND.
- NEAT, TIDY, AND ORDERED – THIS IS HOW A LIST SHOULD LOOK!

## Brand Elements

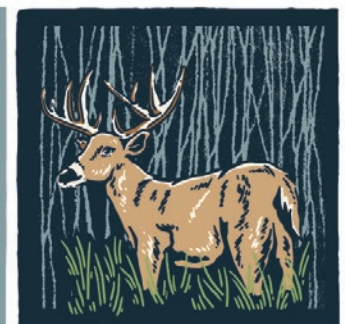
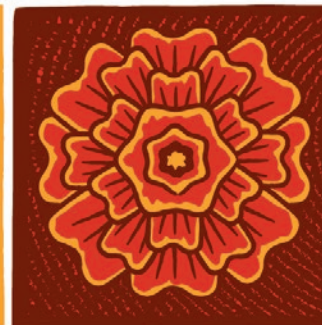
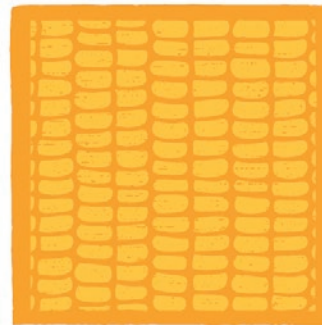
### TEXTURE

The brand texture can be used as a repeated brand element on print, digital, and merchandise. The texture is drawn from the pattern of denim jeans to represent the blue collar industry. The texture can be used in multiple colors. The texture can be used on top of a branded color area color or over white.



### PATTERN

The brand pattern can be used on merchandise and in medium to large printed design pieces. This pattern contains elements that represent Pekin: a bass for the Illinois River, columns for the courthouse and high school, a corn pattern for the agriculture industry, and a tree to represent the amazing parks. The pattern can also be split into individual square icons to be used on the website or other elements.



---

# 02

---

STATIONERY

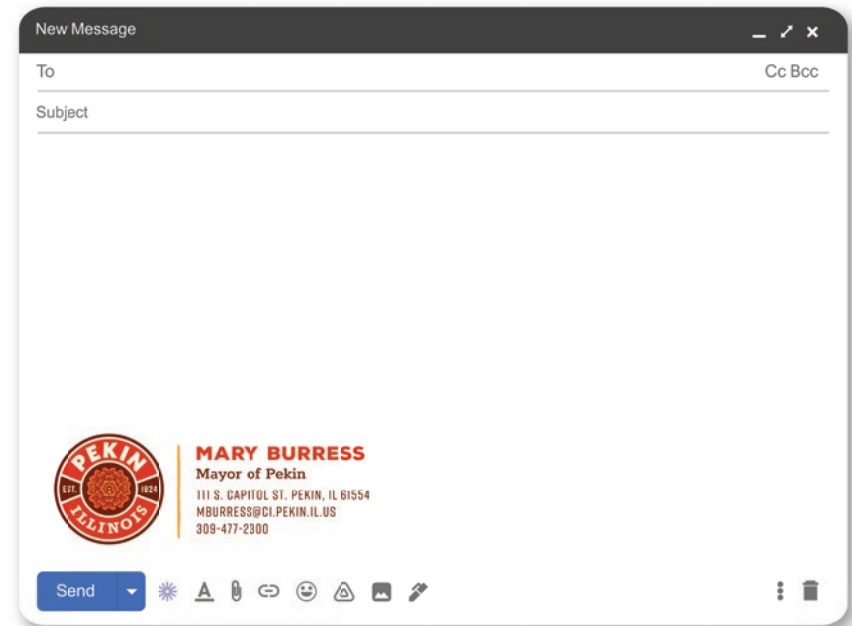
SIGNAGE

APPAREL &  
MERCHANDISE

# THE BRAND IN USE

# Stationery

The stationery kit includes letterhead and business card designs. The business card sample is 3.5" x 2" and the letterhead should be printed on 8.5" x 11" paper. An email signature design can be used as well. Custom pens are also a good way to advertise your brand to reach multiple audiences.



## Signage

The City of Pekin brand identity can be used in signage that creates eye-catching advertisements for the city such as pole banners, downtown wayfinding signage, vinyl decals on vehicles and windows, and structural welcome signs at all entrances to the City of Pekin.



## Apparel & Merchandise

The largest category for promotional products is apparel such as hoodies, shirts, jackets, and hats. Each item should feature a City of Pekin logo version that fits best. Promotional merchandise and products branded with the City of Pekin logo can be distributed to employees and visitors to promote the City of Pekin. Such products are often called "swag" and can also be distributed as handouts at trade shows, during sales calls and presentations, and at events.





**McD** REMARKABLY  
UNCOMMON.

Brand guidelines developed  
for the City of Pekin  
by McDaniels Marketing.

Questions? Contact:  
[info@mcdmarketing.com](mailto:info@mcdmarketing.com)  
or call 309-346-4230.

**COPYRIGHT 2025**