



BRAND GUIDELINES

REVISED AUG. 2026



The **BRAND PROMISE**

As you navigate the twisting roads of life, pull over and step out into a sense of familiarity, comfort, and relaxation. A walk through Paxton, Illinois, is a stroll down memory lane, a transportive experience recalling a simpler America. Here, community is a way of life.

Friendly shopkeepers go out of their way to help friends and new acquaintances alike. The brushstrokes of local artists add vibrancy to storefronts that have stood for generations. Diners, restaurants, and bars provide gathering spaces for friends and family, whether basking in the warm sunshine or safe from the elements in a lovingly restored setting. The railroad that first breathed life into the community rumbles below streets teeming with classic cars cruising down the main drag. Welcome to good times, to alluring nostalgia, to Americana... Welcome to Paxton.

The LOGOS

LOGO VARIATIONS

The logo can be shown in a variety of colors and sizes as well as in (1) stacked and (2) horizontal variations. There is also a (3) badge logo as well that works for social media profiles. When choosing which version of the logo to use, take into account the other images and colors that will be seen around the logo and choose the option that works best.

VERSIONS & COLORS

There are three sets of logos set in four color variations, historic blue, historic dark blue, off-white, and pure white. The main set of logos contains just the organization name and the second set includes the tagline, "Love it like we do." The badge logo contains one version that includes the established date. Either badge logo can work for a social media profile photo.

1. STACKED LOGO



2. HORIZONTAL LOGO



3. SOCIAL ICON AND BADGE LOGOS





Brand GRAPHICS

These graphics are used as secondary branding elements in conjunction with the logo. These graphics should not replace the logo. The elements can be used on all marketing materials, print, social media, and brand gear. Colors cannot be changed unless done so by the original artist.



Trademarked VERSIONS

The tagline "Love It Like We Do" is a registered trademark of Paxton Main Street. Including the ® symbol after the tagline shows the organization legally owns the trademark and warns competitors and potential copycats that the mark is legally protected. Use logo variations that include the ® symbol in most instances when the tagline is also included. When production or readability would be compromised — for instance on embroidered clothing — it is acceptable to not include the ® symbol.



Brand PATTERN



Incorrect LOGO USAGE

The following are some examples of how NOT to apply the Paxton Main Street 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.

The BRAND COLORS

Combine colors accordingly for best contrast. Artistry Teal and Mustang Gold cannot be used in conjunction with one another, but they can sit separately side by side or alone. Historic Dark Blue and Vintage Off-White are best as background colors in conjunction with the rest of the colors.

HISTORIC BLUE

CMYK: 99 78 16 3

RBG: 17 77 140

HEX#: 114D8C

HISTORIC DARK BLUE

CMYK: 100 82 42 39

RBG: 3 47 79

HEX#: 0D2F4F

MUSTANG LIGHT GOLD

CMYK: 3 6 44 0

RBG: 248 231 161

HEX#: F8E7A1

MUSTANG GOLD

CMYK: 1 22 98 1

RBG: 248 195 22

HEX#: F8C316

BRICK ORANGE

CMYK: 19 80 89 8

RBG: 189 81 51

HEX#: BD5133

ARTISTRY TEAL

CMYK: 62 9 33 0

RBG: 94 181 178

HEX#: 5EB5B2

VINTAGE OFF-WHITE

CMYK: 3 3 10 0

RBG: 245 241 227

HEX#: F5F1E3

PRESERVATION BROWN

CMYK: 35 68 100 33

RBG: 127 76 31

HEX#: 7F4C1F

The 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

A B C

PECKHAM PRESS

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

HEADLINE FONT

Aa Bb Cc

VENEER - REGULAR

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

HEADLINE FONT

Aa Bb Cc

Buinton

*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

A B C

TAY LENNON

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

A B C

TAY AMAYA

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 FONT

Aa Bb Cc

DM Sans Regular

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

Use a combination of the fonts Buntin, Peckman Press, and Veneer in the color Historic Dark Blue for headlines. Buntin script font works well at the beginning of the sentence with short words. Balance the rest of the sentence between the wide font Peckman Press and the condensed font Veneer.

Use the font Tay Lennon in the color Brick Red for sub-headlines with generous tracking.

Use the font DM Sans Regular in the color Historic Dark Blue for long or short body copy. This font can also be used for copy that is too long for the accent font to be used.

Use the font Tay Amaya in the color Artistry Teal for call-out copy, captions, lists, and website address.

***Note: All typography can be set in the color Vintage Off-White for dark backgrounds.**

On the **ROAD** **TO GOOD TIMES**

**DISCOVER TRENDY & FLAVORFUL
FUN PACKED WITH HISTORIC CHARM**

While some destinations go to great lengths to preserve the allure of a bygone era, in Paxton, it's second nature. You see, it's more than simply filling generations-old storefronts. It's local shopkeepers, business owners, and restaurateurs going out of their way to help both old friends and new. It's in the community artists breathing vibrancy into brick-and-mortar with careful brushstrokes. And it's in the families and friends gathering in common spaces to share laughs and make memories.

WELCOME TO GOOD TIMES. WELCOME TO PAXTON.

PAXTONMAINSTREET.COM



SOCIAL MEDIA & PRINT EXAMPLES





McD REMARKABLY
UNCOMMON.

Brand guidelines developed
for Paxton, IL Main Street
by McDaniels Marketing.

Questions? Contact:
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