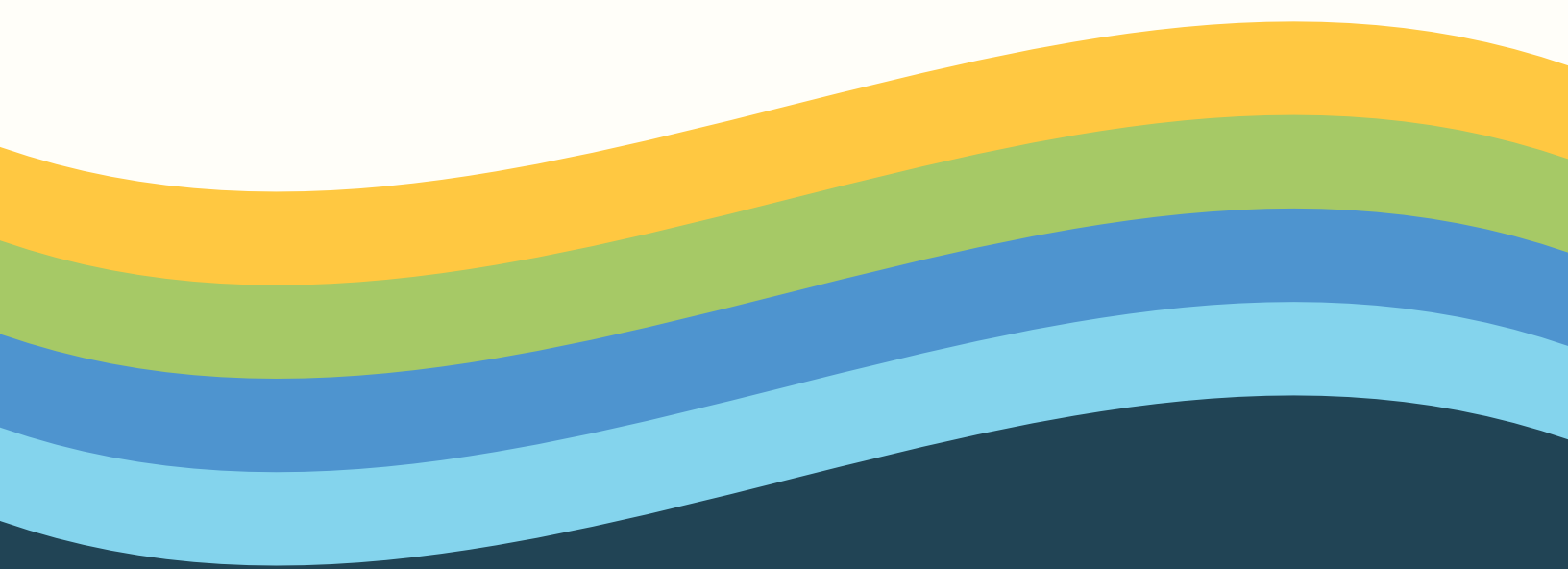


Wilmington EST 1836
THE ISLAND CITY ILLINOIS



BRAND
GUIDELINES



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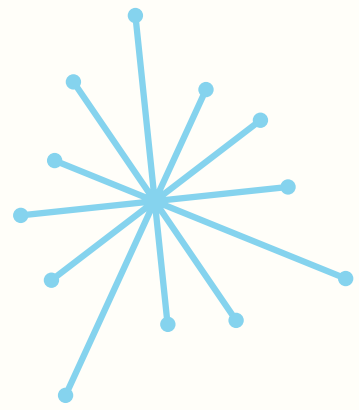
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The purpose of these brand guidelines is to define the foundation of the City of Wilmington brand and the rules associated with using language, logos, typefaces, and colors.



BRAND PROMISE

About an hour from the beginning of legendary Route 66, you'll find the City of Wilmington, Illinois — a community nestled along the scenic banks of the Kankakee River. Known for its blend of rural beauty and modern conveniences, Wilmington offers the best of both worlds. And while we proudly call Illinois the Prairie State, Wilmington holds a unique surprise at its heart: an actual island. This distinctive feature reflects the character of our community — unexpected, welcoming, and full of charm.

Outdoor enthusiasts will feel right at home here. Fishing, boating, and kayaking are popular pastimes on the river while miles of hiking and biking trails invite exploration year-round. Our quaint downtown offers a multitude of one-of-a-kind shops, locally owned restaurant spots, and a strong sense of hometown pride. Beyond downtown, our growing commercial areas provide employment for thousands and contribute to the city's economic vitality. Wilmington is a place where peaceful countryside meets lively activity. We're the only place where you can watch a herd of bison on protected lands and within minutes see one of the Mother Road's most famous photo op favorites, the Gemini Giant.

From outstanding schools to can't-miss events and a kind, connected community, Wilmington is a place where you'll find small-town friendliness and big-time dreams. Whether you're visiting or putting down roots, we hope you'll quickly discover why so many are proud to call Wilmington home.

WELCOME — WE'RE GLAD YOU'RE HERE.

THE WORDMARK & BADGE

The City of Wilmington, IL brand has two primary logos: the Wordmark and the Badge. The Wordmark is versatile in design and is able to be used both in small and large spaces. It conveys a sense of timeless style, sophistication, and welcome. The Badge is best used at large sizes when space is not at a premium, where the illustration can stand tall. The Badge is playful, iconic, and encompasses the full Wilmington experience.



THE WORDMARK



THE BADGE

LOGO SIZE & CLEAR SPACE

Proper sizing and spacing between the logos and accompanying elements will provide optimal brand recognition and create a uniform consistency in placement and use.

The Wordmark should be used no smaller than 1.25 inches wide. Maintain at least the distance of the height of the “W” in Wilmington from other elements.



1.25 INCHES

The Badge should be no less than 1.5 inches wide. The inner circle of the gear shape for “The Island City” tagline can be used to measure safe distance from other elements.



1.5 INCHES



Wilmington ^{EST 1836}
THE ISLAND CITY ILLINOIS

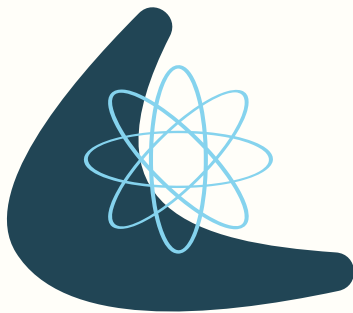
Wilmington ^{EST 1836}
THE ISLAND CITY ILLINOIS



LOGO VARIATIONS & BRAND ELEMENTS

Both logos have white, black, and monotone color variants to be used when full color is not an option. It is especially important when appearing with other logos.

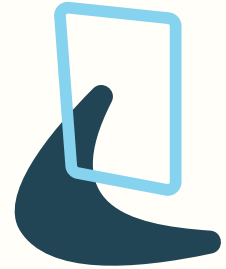
Additionally, a brand pattern has been developed using mid-century modern-inspired graphics. These graphics can also be used independently as separate elements or mixed and matched for added flair. When pairing graphics, always use light and dark graphics together. Graphics may be freely rotated to fit the space.



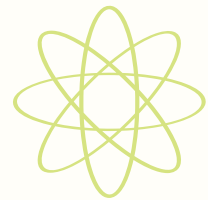
EXAMPLES OF PAIRING GRAPHICS



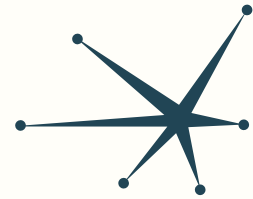
STARBURST 1



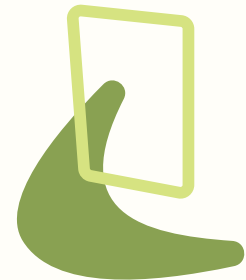
BOOMERANG & RECTANGLE



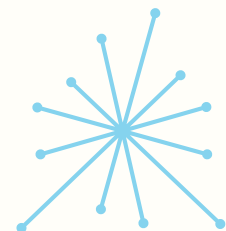
ISOTOPE



STARBURST 1



BOOMERANG & RECTANGLE



STARBURST 2

INCORRECT LOGO USAGE

Following are some examples of how NOT to apply the Wilmington logos. A good rule to follow is the logo should never be modified or changed and only an approved version should be used. These rules apply for both the Wordmark and the Badge.



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



Do not change the font or typesetting in the logo.



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



Do not change or alter colors in any way.



Do not use the Wordmark and Badge next to each other.

BRAND COLORS

Directly inspired by the Gemini Giant, mid-century color palettes, and the natural spaces around Wilmington, use these color codes to keep consistency over various media.

DUSK

CMYK 89/64/48/36
RGB 32/68/84
PMS 534
HEX 204454

KANKAKEE BLUE

CMYK 89/64/48/36
RGB 79/146/206
PMS 279
HEX 4f92ce

MIDWEST SKY

CMYK 44/0/3/0
RGB 131/210/236
PMS 636
HEX 83d2ec

PRAIRIE COTTON

CMYK 0/0/2/0
RGB 255/255/249
PMS n/a
HEX ffff9

TALLGRASS GREEN

CMYK 52/22/86/3
RGB 135/159/81
PMS 7490
HEX 879f51

GEMINI GREEN

CMYK 39/4/78/0
RGB 79/146/206
PMS 367
HEX a7c865

SEDGE GREEN

CMYK 19/0/63/0
RGB 214/227/129
PMS 373
HEX d6e381

GOLDENROD

CMYK 0/22/85/0
RGB 255/200/60
PMS 123
HEX ffc840

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.

HEADLINES

AA BB CC

RIFT SOFT

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

SUBHEADS

AA BB CC

Aa Bb Cc

RIFT SOFT

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

0123456789

Poppins Bold

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

0123456789

BODY COPY

Aa Bb Cc

Poppins Regular & 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

0123456789



BUSINESS CARD

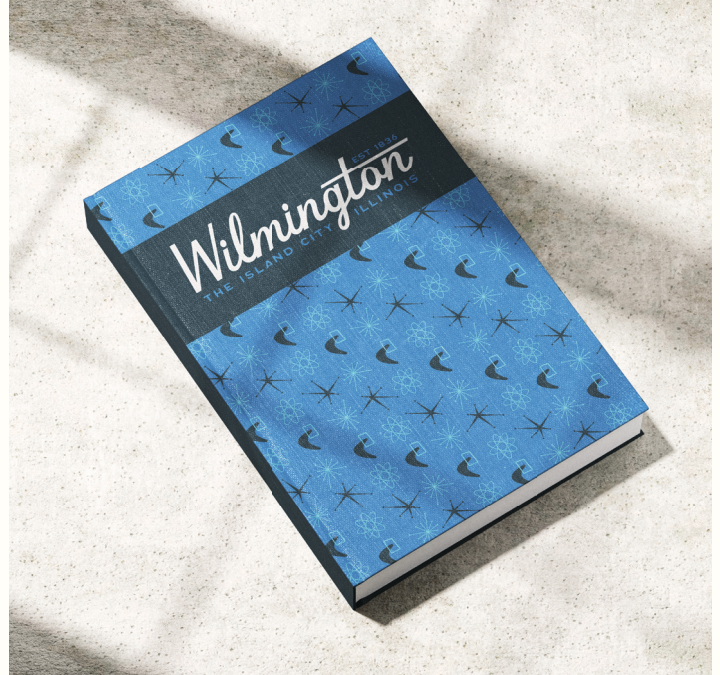
The business cards are standard sized 3.5" x 2".

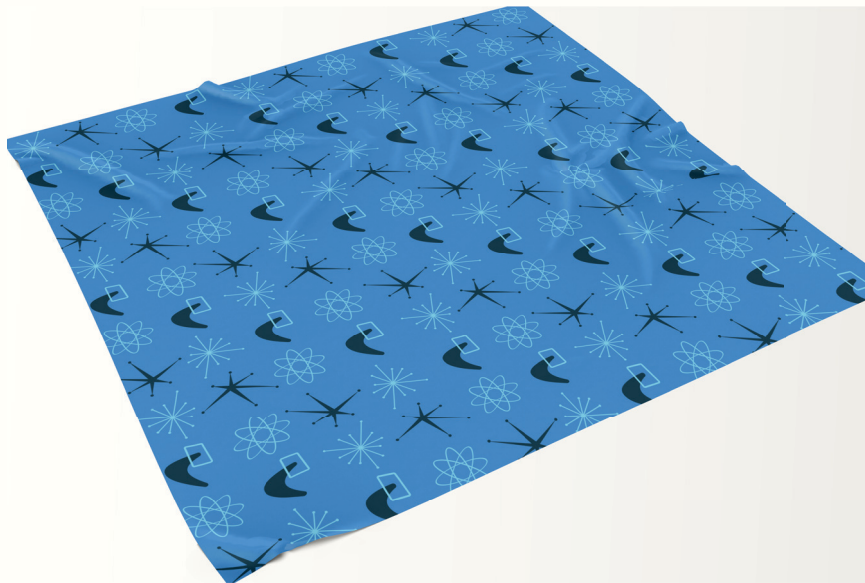
PRINT USE

The stationery kit includes an envelope and letterhead. The envelope sample is a #10. The letterhead should be printed on 8.5"x11" paper.

MERCHANDISE

Promotional merchandise and products branded with the Wilmington logos may be distributed to employees and visitors to promote the brand. Such products are often called “swag” and are distributed as handouts at trade shows or made available to visitors and locals for purchase. The largest category for promotional products is apparel, such as hoodies, shirts, jackets, and hats. Each item prominently features the logos.







SIGNAGE

The City of Wilmington brand is supported by exterior signage and messaging that creates eye-catching and attractive placement that integrates with existing architecture and signage.

DIGITAL APPLICATIONS

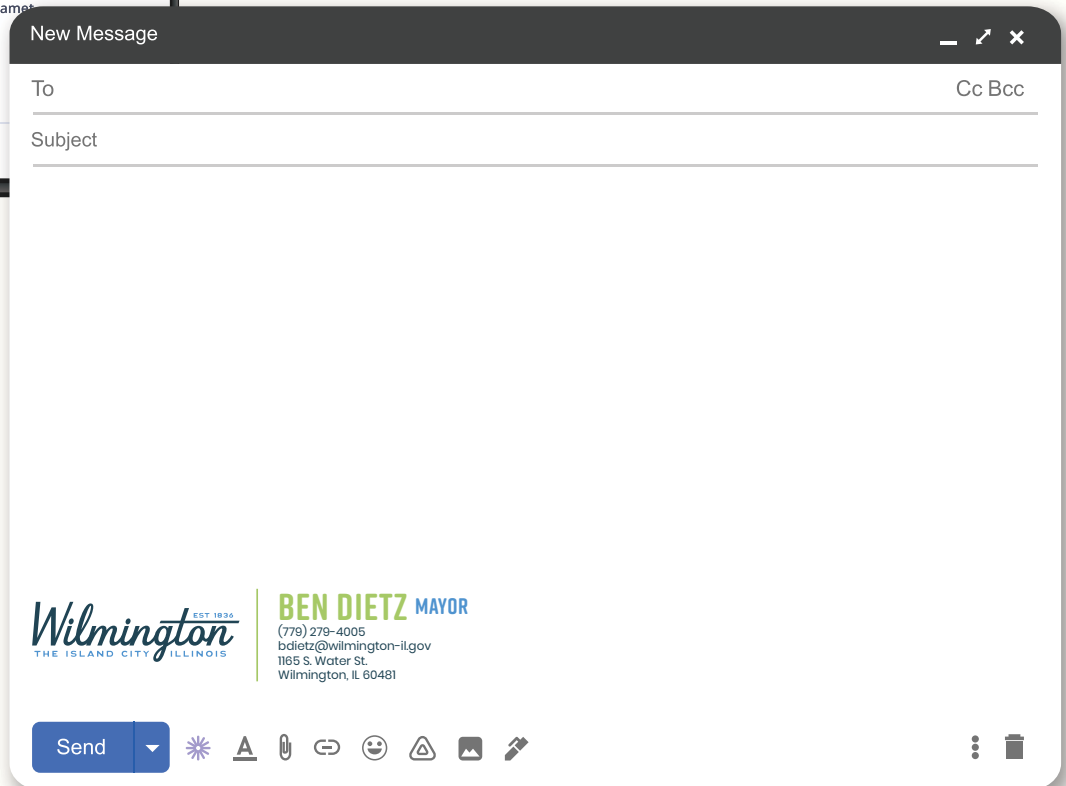
Headlines used for social and digital applications should be large and impactful, paired with a brand element, and may be contained within a color block using only brand colors. The Wordmark logo should be used for all digital communications, emphasizing legibility and a focus on the images. Headlines should be short and clever.



SOCIAL ICONS



SOCIAL MEDIA



EMAIL SIGNATURE



1165 S. Water St.
Wilmington, IL 60481
wilmington-il.gov

McD

REMARKABLY UNCOMMON.

Brand Guidelines developed for
the City of Wilmington, IL by McDaniels Marketing.
Questions? Contact: info@mcdmarketing.com or 309-346-4230.

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