

ILLINOIS BUREAU OF TOURISM

GRAPHICS STANDARDS

This document contains the recommended graphics standards for the "ILLINOIS. MILE AFTER MAGNIFICENT MILE." (IMAMM) brand identity.

These standards should be used by the Illinois Bureau of Tourism's partners. Please review these guidelines when preparing promotional and informational materials and share them with those who assist you with advertising and communications.

Industry partners/vendors should send their final design proofs directly to their DCEO program manager for their approval.

The purpose of the graphics standards in this document is to provide basic guidelines for the use of the "ILLINOIS. MILE AFTER MAGNIFICENT MILE." logo. Uniformity is critical to promoting a consistent image that will be recognized and that will help build a brand identity for Illinois Tourism. The following pages demonstrate proper uses for the logo and layout guidelines for common applications, including ads and other printed material.

NICHE MARKET ADVERTISING - for grantee use

Last updated 6/22/2011



ILLINOIS. MILE AFTER MAGNIFICENT MILE.

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ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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NICHE MARKET LOGOS

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

4-COLOR



1-COLOR BLACK



REVERSE



When applying niche market logos, there will always be three in an ad. The niche market logo, the IMAMM logo, and the ICCVB logo. When partnering with the Meet in Illinois and the Tour Illinois markets, the IMAMM logo may be used without the state outline. When partnering with Sports Illinois, the IMAMM logo with outline must be used. The Sports Illinois logo may be used with or without the URL address.

NICHE MARKET ICCVB LOGO

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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1-COLOR
WITH TYPE



1-COLOR
NO TYPE
SMALL SIZE VERSION



REVERSE



When applying niche market logos in print, the ICCVB logo will always be present. It should appear one X width to the right of the IMAMM logo. Where the logo is less than .75" in width, the version without type should be used.

NICHE MARKET ADVERTISING - COMPOSITION

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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- **General advertising guidelines should be adhered to as much as possible**
 - No inclusion of state outline with geographic indicator.
 - Inclusion of three logos: IMAMM, niche market logo, and the ICCVB logo. See below for positioning.
- **The ICCVB Partner logo should be placed at least 1X width before IMAMM logo**
 - Preferably left justified when the IMAMM is in signature position
- **Where size allows, Niche Market logo [Tour, Sports, or Meet - featured] are right of the body copy with prominent positioning**
 - In small space ads, all three logos may be featured at bottom of ad.
- **IMAMM logo should exist without state outline ONLY when there is another outline prominent in the ad**
 - Meet and Tour logos have prominent state outlines and do not require the IMAMM logo to have one.
 - Sports requires the IMAMM logo with outline.
- **Legal copy**
 - at very bottom of ad within live area.
 - 40% black, 6pt, All caps.
 - left justified with block of body text.

In niche market situations, each brand should be legible and easily read. It is important to remain true to the spirit of the guidelines and the general parameters of the graphics standards.

NICHE MARKET ADVERTISING - COMPOSITION

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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- **General advertising guidelines should be adhered to as much as possible**
 - No inclusion of state outline with geographic indicator.
 - Inclusion of three logos: IMAMM, niche market logo, and the ICCVB logo. See below for positioning.
- **The ICCVB Partner logo should be placed at least 1X width before IMAMM logo**
 - Preferably left justified when the IMAMM is in signature position
- **Where size allows, Niche Market logo [Tour, Sports, or Meet - featured] are right of the body copy with prominent positioning**
 - In small space ads, all three logos may be featured at bottom of ad.
- **IMAMM logo should exist with state outline in most cases.**
 - Meet and Tour logos have prominent state outlines and do not require the IMAMM logo to have one.
 - Sports requires the IMAMM logo with outline.
- **Legal copy**
 - at very bottom of ad within live area.
 - 40% black, 6pt, All caps.
 - left justified with block of body text.

In niche market situations, each brand should be legible and easily read. It is important to remain true to the spirit of the guidelines and the general parameters of the graphics standards.

NICHE MARKET ADVERTISING - COMPOSITION

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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- **General advertising guidelines should be adhered to as much as possible**
 - No inclusion of state outline with geographic indicator.
 - Inclusion of three logos: IMAMM, niche market logo, and the ICCVB logo. See below for positioning.
- **Legal copy**
 - at very bottom of ad or up side within live area.
 - 40% black, 6pt, All caps.
 - shape of ad should dictate position.
- **Where size allows, Niche Market logo [Tour, Sports, or Meet - featured] are right of the body copy with prominent positioning**
 - In small space ads, all three logos may be featured at bottom of ad.
- **The ICCVB Partner logo should be placed at least 1X width before IMAMM logo**
 - Preferably left justified when the IMAMM is in signature position
- **IMAMM logo should exist with state outline in most cases.**
 - Meet and Tour logos have prominent state outlines and do not require the IMAMM logo to have one.
 - Sports requires the IMAMM logo with outline.

In niche market situations, each brand should be legible and easily read. It is important to remain true to the spirit of the guidelines and the general parameters of the graphics standards.

NICHE ONLINE MEDIA

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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- **Logo placement on niche online media**
 - niche logo should be most prominent logo within the design
- **Other logo usage (when applicable)**
 - IMAMM horizontal logo should be used
 - IMAMM logo should be bottom right
 - IMAMM preferred logo size is 200 pixels wide
 - ICCVB logo should be placed to the left of IMAMM logo
 - type under ICCVB logo should be removed due to size
 - there should be at least 25 pixels between the IMAMM and ICCVB logos
 - spacing and color guidelines should be maintained



NICHE ONLINE LOGO USAGE

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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- **Header branding bar with IMAMM logo is lock-up across all pages on all sites.**
 - horizontal logo format
 - flush top left of site
 - no less than 5 pixels space above and below
 - no less than 7 pixels space to the left



TRADESHOW MATERIALS

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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FOR USE IN PUBLICATIONS WHEN THE ADS ARE PART OF THE MILE AFTER MAGNIFICENT MILE CAMPAIGN:

- Use of niche market logo
- Fade to black gradient on top to focus on logo and content
- Black and white photography
- Niche market logo juxtaposition
 - The ICCVB logo should be in 'partnership position' with the IMAMM logo, left justified as space allows.
- URL in white, all caps for niche markets only
 - IN in middle of URL is grey to promote legibility.
- IMAMM logo without state outline in optical signature position
 - The IMAMM logo without the state outline may appear only when there is a clear prior example of the state outline in the same layout. This ensures that the net effect of the advertising is similar to the spirit of the primary logo.

The primary concern in any logo application is legibility and clarity. If the logo will be hidden or otherwise obscured, it is important to remain true to the spirit of these guidelines while solving the problem. In this case, the logo is still optically in the lower right hand signature position when the tradeshow booth backdrop is in use [with a table in front of it just below logo height].

TRADESHOW MATERIALS BANNER EXAMPLES

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

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BANNER OR 'WINDOWSHADE' SAMPLE EXECUTIONS

- Follow spirit of IMAMM campaign
- Color may be used in tradeshow situations

The primary concern in any logo application is legibility and clarity. If the logo will be hidden or otherwise obscured, it is important to remain true to the spirit of these guidelines while solving the problem. In this case, the logo is still optically in the lower right hand signature position when the tradeshow booth backdrop is in use [with a table in front of it just below logo height].

ADDITIONAL HELP

ILLINOIS DEPARTMENT OF COMMERCE AND ECONOMIC OPPORTUNITY, BUREAU OF TOURISM "ILLINOIS. MILE AFTER MAGNIFICENT MILE." GRAPHICS STANDARDS

For questions or concerns regarding any information in this GRAPHICS STANDARDS manual, please contact the program manager listed below:

Marketing Partnership Program	217-557-2409	beth.livingston@illinois.gov
Tourism Private Sector Program	217-785-6337	greg.mihalich@illinois.gov
Local Tourism & Convention Bureau Program	217-785-6360	mary.mentz@illinois.gov
Regional Tourism Development Office	217-524-2998	cindi.fleischli@illinois.gov
Tourism Attraction Development	217-785-6337	greg.mihalich@illinois.gov
International Grant Program	312-814-2637	michelle.stanton@illinois.gov
Meet in Illinois	312-793-2365	lupe.phillips@illinois.gov
Sports Illinois	217-785-6337	greg.mihalich@illinois.gov
Tour Illinois	217-785-6351	jan.kemmerling@illinois.gov

