

Our Brand



LOGO USAGE

TAGLINE

BRAND COLORS

FONTS

STATIONERY

Brand Standards & Guidelines

As an organization, we are responsible for creating communications materials which present a consistent and clearly defined look and image.

Introduction

Landmarks Illinois is the only statewide, nonprofit historic preservation advocacy and education organization in Illinois. The organization – and its dedicated volunteers and preservation partners –work with citizens groups and individual community leaders throughout Illinois to:

- Develop and implement preservation strategies for specific buildings or issues.
- Advocate for legislation, policy changes, or financial support for historic resources.
- Offer financial assistance through seed grants and recognition of outstanding preservation achievement through awards.
- Ensure the permanent protection of historic properties through easement donations.
- Educate communities and individuals about the value of historic places for the common good.

The saving of historic places has impacted entire communities through jobs created, economic development stimulated, and natural resources sustained. An ever-growing portfolio now includes more than 200 historic properties. Millions in Illinois interact on a daily basis with the places Landmarks Illinois has helped to save and transform. To continue to grow awareness and inspire membership, promotion of the organization's identity through a strong and bold logo is imperative.

As the organization continues to gain momentum, the introduction of a new logo helps in creating excitement and generating greater awareness. The new look of the logo helps convey the broader story of historic preservation by highlighting the diverse, yet equally valuable spaces found throughout the state. The redesigned logo will help provide additional membership opportunities by catching the attention of a broader audience.

This Standards & Guidelines Manual

As an organization, we are responsible for creating communications materials which is a consistent and clearly defined brand. The purpose of this manual is to provide you with a simple, easy-to-use guide to help you achieve graphic consistency for Landmarks Illinois. Spend a few minutes familiarizing yourself with the content of this guide, and keep it handy when you are responsible for the preparation of communications materials. By embracing these standards and guidelines, you will help assure Landmarks Illinois presents and maintains a unified and consistent look throughout all of our communications materials.

Brand Assets & Artwork

Landmarks Illinois logos, colors, and fonts are available for download at <https://brandfolder.com/landmarks>

General Rules

- The logo proportions should always be followed.
- Maintain size and spacing ratios of each component.
- Do not change or manipulate the logo artwork or font in any way.
- Use only specified colors.
- Never stretch or distort the logo.
- The logo may be reversed if it maintains legibility.

Primary Logo

The logo is offered in several versions and variations.

- Horizontal configuration
- Vertical or stacked configuration
- Horizontal configuration with tagline (various sizes)
- Vertical or stacked configuration with tagline (various sizes)
- Both horizontal and vertical versions as one-color or white reverse options

Horizontal



Vertical



Primary Logo

Primary Logo Applications (continued)

Horizontal with
tagline



Vertical with
tagline



Black



On a dark background

Reverse



Logo Clear Space Requirements

Allow the distance “x” to represent the area around the logo which must be kept clear of other elements such as type or imagery.




Exceptions: The crop of a banner or stand-alone piece requires only $1/2 x$ the clear space requirement to the edge.






Landmarks Illinois Color Palette







Primary Colors




			
BLUE PMS 2727 C 76 M 50 Y 0 K 0	OCHRE PMS 4505 C 38 M 40 Y 86 K 11	BRICK PMS 492 C 28 M 89 Y 77 K 25	GREEN PMS 368 C 58 M 0 Y 100 K 0

Secondary Colors

			
DEEP BLUE C 64 M 36 Y 0 K 60	TAN C 20 M 21 Y 46 K 5	GRAY K 70	DARK GREEN C 58 M 0 Y 90 K 51

Accent Colors

			
LIGHT BLUE C 26 M 15 Y 0 K 0	IVORY C 10 M 11 Y 24 K 0	LIGHT GRAY K 24	LIGHT GREEN C 18 M 0 Y 30 K 0

		
VIOLET C 57 M 65 Y 0 K 15	RED C 28 M 100 Y 77 K 0	GOLD C 19 M 32 Y 100 K 09

Secondary and accent colors should be used only when the primary colors are present.

Primarily intended for background colors, soft or bright accents, and tertiary color enhancements.

Alright Sans Font Family - Print Applications

The fonts below are the only fonts to be used for Landmarks Illinois print materials.

*Alright Sans
Heavy*

Display / Headlines

**ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 (CAPS)1234567890
+*Italic***

Alright Sans Bold

Display / Headlines /
Subheads / Emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 (CAPS)1234567890 +*Italic*

*Alright Sans
Regular*

Body Text (Especially when
Readability a concern)

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 (CAPS)1234567890 +*Italic*

Alright Sans Light

Body Text

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 (CAPS)1234567890 +*Italic*

Alright Sans Thin

Body Text / Captions

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 (CAPS)1234567890 +*Italic*

*Alright Sans Xtra
Thin*

Display / Large Light Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz 1234567890 (CAPS)1234567890 +*Italic*

Examples of Wrong Usages of the Logo

Do not change the relationship of the places icons to the text.



Do not change the places icons to another single color other than black or white reverse.



Do not stretch or scale the logo horizontally or vertically.



Do not add text that encroaches upon the logo and defined clear space.



Do not use the standard logo on a dark background. Do not print the places icons without white behind them.



Letterhead and Envelope



2nd Sheets



PLACEHOLDER. DESIGN IN PROGRESS.
DO WANT TO SHOW HERE?

Saving places that matter.

Saving places that matter.

Business Cards

Front



PLACEHOLDER. DESIGN IN PROGRESS.
DO WANT TO SHOW HERE?

Back

