



# BRAND STANDARDS GUIDE

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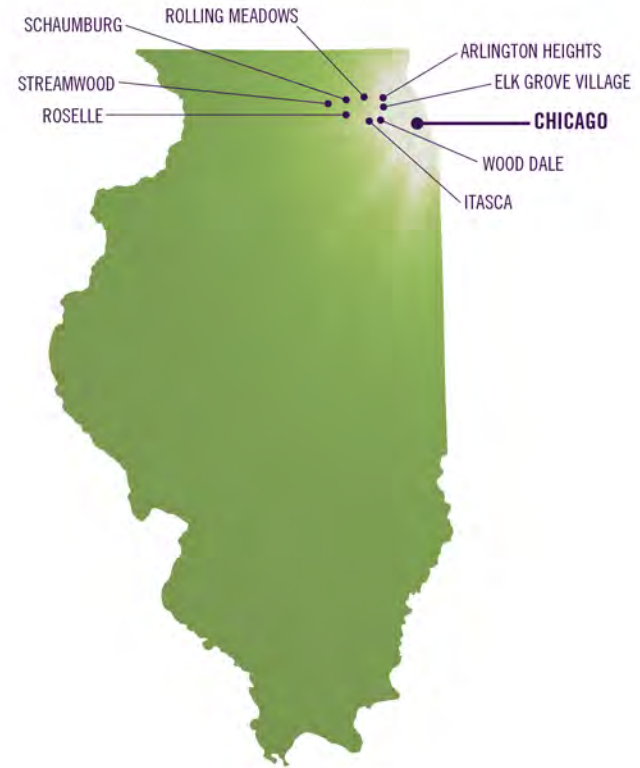
# INTRODUCTION



Chicago Northwest is the region on the northwest edge of O'Hare Airport, comprised of 8 communities: Arlington Heights, Elk Grove Village, Itasca, Rolling Meadows, Roselle, Schaumburg, Streamwood, and Wood Dale. Chicago Northwest is abundant with unique amenities that cater to sophisticated tastes.

The region was designed to provide fun and polished hospitality, and it does so with approachable sophistication. It prides itself on welcoming guests, providing them with a premium yet affordable experience, with variety to fit many tastes. It offers a cosmopolitan experience, without the hassles typically associated with downtown/big city travel.

Chicago Northwest is also easily accessible to the world – owing to its location on the northwest edge of O'Hare airport. Business blends with style here, as it is a home for both large corporations and exciting entertainment.



**All together, we believe in our slogan:**

**Meet Chicago Northwest – it's better on the edge.**

**This branding guide is designed to help you ensure our brand standards, so that we can:**

- **Tell a more consistent and compelling story with all our messaging.**
- **Increase name recognition for our area, with all audiences.**
- **Increase loyalty and visits/sales.**
- **Focus on common language and keywords.**

**If you have any questions about the use of this guide, please contact Meet Chicago Northwest for clarification at [info@chicagonorthwest.com](mailto:info@chicagonorthwest.com).**

## BRAND POSITIONING AND TONE: GENERAL



When putting together messaging to promote the region, it is important to ensure that the messaging reflects the brand positioning.

### TARGET AUDIENCE:

For meeting planners, sports groups, and leisure tourists from the Midwest...

### FRAME OF REFERENCE:

...who seek a venue that will meet their business needs (accessibility, rooms, meeting space, facilities, value, safety) and also offers cultural amenities (entertainment, unique attractions, fine dining)...

### POINT OF DIFFERENCE:

...Meet Chicago Northwest, is the premier Chicago edge market, where business blends with style.

### REASON WHY:

A culture center that caters to sophisticated tastes – with abundant and unique leisure and cultural attractions. Home to large corporations and easily accessible to the world, residing on the northwest edge of O'Hare.

### THE TONE OF ALL MESSAGING:

While each member organization has its own brand positioning and its own copy style, when referring to Meet Chicago Northwest, consistency in tone and content of messaging is essential – and will pay dividends.

When writing copy, we recommend that words are crafted to reflect our approachable style. We need to convey a confident style and attitude, so that we seem cool, yet mature.

Our region is welcoming yet elegant – providing a premium experience that's comfortable, not stuffy. Our offerings are multi-faceted with variety to suit many tastes.

Copy should convey the sense of welcome that visitors feel when they come here, allowing the reader to get a true sense of the care that is provided to visitors, which will encourage visitation.

If you need help in building your copy, please do not hesitate to contact Meet Chicago Northwest. We can review your copy to help ensure that it is working as hard as it can to build our region.

# BRAND POSITIONING AND TONE

## TARGETING YOUR MESSAGING FOR KEY AUDIENCES:

There are three key target audiences that may need to be addressed. When compiling materials, remember to focus on the benefits we offer that are most important to that group.

### 1 MEETING & CONVENTION GROUPS / BUSINESS TRAVEL:

#### **Affordability:**

Bottom line, you'll get more for less than competitors offer. Sample copy: "Our facilities are a smart use of your budget – with cost savings of up to \$200/night in comparison to downtown venues."

#### **Facility capabilities:**

Highlight the variety of exhibitor-friendly venues and the 100,000 sq. ft. convention center. When appropriate, reference key facilities that will be most relevant to their needs.



#### **Accessibility/Location:**

We are located just minutes from O'Hare airport with free parking and easy highway access. Where appropriate, mention ease of access to Chicago through Metra. Sample copy: "Enjoy all the benefits of a visit to Chicago – with fewer hassles, for a relaxed and focused trip that helps foster attendees' focus on your meeting objectives."

#### **Amenities:**

Reference the "affordable sophistication" and the wide variety to suit many tastes:

- **Lodging:** 60 hotels, offering a wide selection of price points
- **Dining:** a wide variety of dining options to suit any taste
- **Entertainment:** world-class shopping and entertainment, so your team can enjoy their trip

# BRAND POSITIONING AND TONE

## TARGETING YOUR MESSAGING FOR KEY AUDIENCES:

### 2 SPORTS GROUP TRAVEL:

#### **Affordability:**

Bottom line, you'll get more for less than our competitors offer.

#### **Facility capabilities:**

Highlight the variety of sports venues available to match their needs.

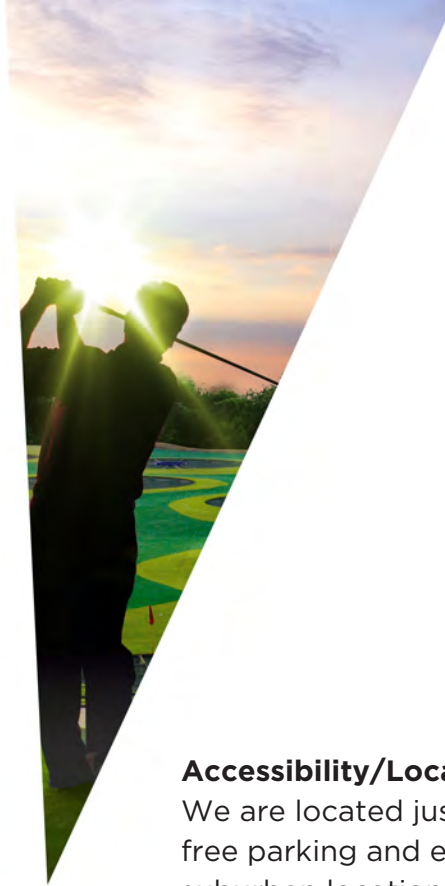
#### **Accessibility/Location:**

We are located just minutes from O'Hare airport with free parking and easy highway access. Highlight the safe, suburban location.

#### **Amenities:**

Reference the wide variety of options to suit many tastes:

- **Lodging:** 60 hotels, offering a wide selection of price points
- **Dining:** a wide variety of dining options to suit any taste
- **Entertainment:** world-class shopping, attractions and entertainment, so your team can enjoy their trip



## BRAND POSITIONING AND TONE

### TARGETING YOUR MESSAGING FOR KEY AUDIENCES:

#### 3 LEISURE TRAVEL:

##### **Affordability:**

Bottom line, you'll get more for less.

##### **Accessibility/Location:**

We are located just minutes from O'Hare airport with free parking and easy highway access. When appropriate, focus on the region as a family-friendly location. When appropriate reference ease of access to downtown Chicago through the Metra system or via auto. "All the benefits of Chicago, with fewer hassles – for a safe, relaxing, enjoyable trip."

##### **Amenities:**

Reference the wide variety of options to suit many tastes:

- **Lodging:** 60 hotels, offering a wide selection of price points
- **Dining:** a wide variety of dining options to suit any taste
- **Entertainment:** world-class shopping, attractions and entertainment, so your team can enjoy their trip



## KEYWORD USE



To help build awareness of our region and increase visits/sales, we want to encourage use of keywords that will enable potential visitors to be more likely to find Meet Chicago Northwest and all the businesses in the region when searching online. Therefore, we are actively working to “own” certain keywords. To do this, all businesses in this region should begin to utilize these words in their copy when compiling website and marketing content. We encourage you to include these words/phrases in your own copy, to help build business for the region as a whole.

### SELECT KEYWORD PHRASES:

**Meet Chicago Northwest**

**Northwest edge of Chicago**

**On the northwest edge of O’Hare airport**

**Approachable sophistication**

**Where business blends with style**

**Premium yet affordable**



## LOGO USE



The Meet Chicago Northwest logo uses Steelfish Regular font for the company name, paired with an icon intended to represent the location/direction of the region. The tagline uses Gotham bold font. (see page 16 for font guidelines)

In the icon, the “C” represents both Chicago and a compass dial. The arrow represents the pointer, pointing to the northwest. Additionally, the “C” has been moved to the upper left of the box it lives within, to subtly emphasize the northwest direction.



## LOGO USE: VERTICAL/PORTRAIT

This logo should be used when space requires a vertical logo.

The name width is equal to the width of the icon. It can be used with or without the tagline. Please use the supplied logo files.

The logo **with the tagline** should never be less than 1" wide.

The logo **without the tagline** should never be less than 3/4" wide.

There should always be a space equal to the height of the "C" in the word "CHICAGO" maintained around the logo.



1 inch  
minimum  
width



3/4 inch  
minimum  
width

## LOGO USE: HORIZONTAL/LANDSCAPE

This logo should be used when space requires a horizontal logo.

The name width is equal to the height of the icon. It can be used with or without the tagline. Please use the supplied logo files.

The logo **with the tagline** should never be less than 1" wide.

The logo **without the tagline** should never be less than 1/2" wide.

There should always be a space equal to the height of the "C" in the word "CHICAGO" maintained around the logo.



## LOGO USE: DON'TS



DON'T place over a hard to read color or pattern.



DON'T place over an image.



DON'T alter any of the colors in the logo.



DON'T add color to the "C" in the mark. The "C" should always be transparent to the background.



DON'T use a pattern in the logo.



DON'T use a gradient in the logo.



DON'T put the logo in a shape.



DON'T alter the proportions of the logo.



DON'T distort the logo.

## LOGO USE

### ON GIFTS/PREMIUM ITEMS :

When using the logo on premium items, be sure to follow the logo use standards.

The logo should never appear at a size smaller than 1 inch wide (vertical/portrait logo) or 1 inch high (horizontal/landscape logo).

There should always be a space equal to the height of the “C” in the word “CHICAGO” maintained around the logo, to ensure legibility and consistency of placement.

### ON DIGITAL COMMUNICATIONS :

Logos may be used on your website to show your affiliation with Meet Chicago Northwest.

Please ensure that the logo is never smaller than 72 pixels wide x 132 pixels high (vertical/portrait logo) or 172 pixels wide x 72 pixels high (horizontal/landscape logo). PLEASE NOTE: Pixel dimensions are based on a 72 dpi document.

**Only the version with the tagline should be used online.**

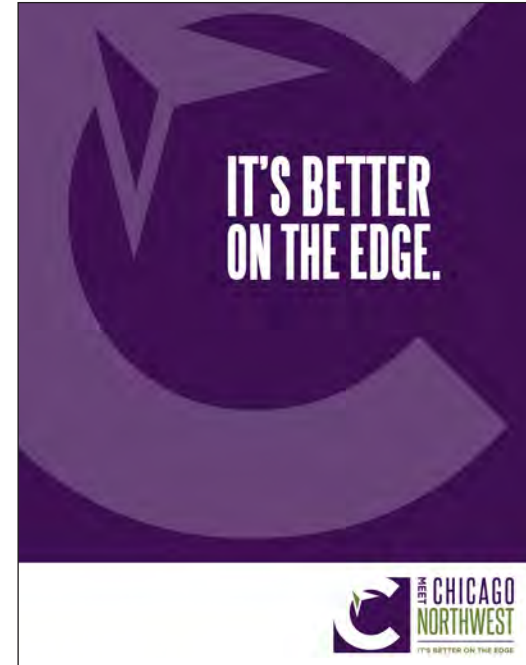
## ICON USE: LOGO ICON



In certain instances, the logo icon can be used without the rest of the logo:

- As a graphic element in a design, when the full logo appears elsewhere within the layout. The color of the logo must follow the logo color guidelines (see page 15), but may be a tinted.
- On branded premium items when size is an issue, so long as the name lockup is utilized elsewhere on the item. E.g., icon appears the front of a USB drive and the name lockup appears on the back, as the size of the drive will not allow the full logo to be used.

**Please note: size requirements still apply.**



## ICON USE: POINTER ICON



The pointer can be used by itself as an icon, either to draw attention to copy, or to re-emphasize the feeling of northwest.

- The pointer should never be rotated — it must always point northwest to match the logo.
- The pointer should never be smaller than 1/4".
- If you have an instance where you might consider using the pointer at a larger size, we recommend using the logo icon. (see page 13)
- The color of the pointer must follow the logo color guidelines (see page 15), but may be a tinted, e.g., the ad to the left uses a sage pointer at 30% opacity.



Business blends with style on the northwest edge of Chicago's O'Hare airport. Chicago Northwest has all the benefits of the big city, but in a relaxed, hassle-free setting. Our high-tech, exhibitor-friendly meeting and convention space options will fit your specific needs, and your budget. It's affordable sophistication that's easily accessible to the world.  
[ChicagoNorthwest.com](http://ChicagoNorthwest.com)

# MEETINGS ARE BETTER ON THE EDGE.

 ILLINOIS  
MILE AFTER MAGNIFICENT MILE™

[info@ChicagoNorthwest.com](mailto:info@ChicagoNorthwest.com)

 MEET CHICAGO NORTHWEST  
IT'S BETTER ON THE EDGE

# COLOR GUIDELINES



The goal of Meet Chicago Northwest’s brand colors is to reflect the style and sophistication of the region. The logo is made up of plum and sage.

There is also a black and white version of the logo that uses graytones. (See page 11 for Logo Use: Don’ts.)

A reversed out, all white logo may also be used on a background that does not affect the legibility of the logo. (See page 11 for Logo Use: Don’ts.)



**Plum**

PMS 2627  
CMYK: 84, 100, 32, 35  
RGB: 61, 17, 82  
#3d1152



**Sage**

PMS 575  
CMYK: 62, 32, 96, 14  
RGB: 105, 129, 60  
#69813c



**Black**

PMS Neutral Black  
CMYK: 0, 0, 0, 100  
RGB: 35, 31, 32  
#231f20



**Gray**

50% tint of PMS Neutral Black  
CMYK: 0, 0, 0, 50  
RGB: 147, 149, 152  
#939598



## FONT GUIDELINES



Meet Chicago Northwest's logo uses **Steelfish Regular** for "Meet Chicago Northwest." The tagline uses **Gotham Bold**.

For headlines, **Steelfish Regular** should be used in **ALL CAPS**.

For sub-headings, **Gotham Book** should be used.

For body copy, Meet Chicago Northwest uses **Gotham Book**.

A suitable substitution for Gotham Book is Arial or Helvetica.

STEELFISH REGULAR

Gotham Bold

Gotham Book

## SAMPLE ADS



This ad is designed to showcase many elements that the Chicago Northwest region offers. Each image reflects the shape of the pointer, pointing the visitor toward our region.

This ad can be revised and reused by altering the copy, and selecting appropriate new images for within the various facets.

Each ad should be crafted to speak to a specific target audience. Based upon that audience, images highlighting key offerings of our region should be selected. Placement of the images should balance color and light. We recommend strategically placing images that reflect the plum and sage of our logo to subtly reinforce the brand.

New Name Introduction Ad



**NEW NAME. NEW LOGO. NEW STYLE. WOODFIELD CHICAGO NORTHWEST IS NOW MEET CHICAGO NORTHWEST.**

Now that you have been formally introduced, we'd like to invite you to experience the style and sophistication of the northwest edge of Chicago. It's like no other region, with premier shopping, dining, accommodations and expansive convention facilities. Meet Chicago Northwest and discover why life gets better on the edge. [ChicagoNorthwest.com](http://ChicagoNorthwest.com)




## SAMPLE ADS

This ad layout was designed to address meeting and convention travel. It can be reused for other targets by revising the sample images in the facets, the body copy, and the headline.

The headline should remain simple, utilizing the tagline theme whenever possible.


Body copy should be kept minimal, focusing on the most strategic copy points – those which will intrigue the target audience and encourage them to learn more about our region. Do not exceed the currently used body space. **Point size on the body copy should never be less than 9pt.**

Meeting and Convention Travel Ad




Business blends with style on the northwest edge of Chicago's O'Hare airport. Chicago Northwest has all the benefits of the big city, but in a relaxed, hassle-free setting. Our high-tech, exhibitor-friendly meeting and convention space options will fit your specific needs, and your budget. It's affordable sophistication that's easily accessible to the world.  
[ChicagoNorthwest.com](http://ChicagoNorthwest.com)

# MEETINGS ARE BETTER ON THE EDGE.

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MILE AFTER MAGNIFICENT MILE®

[info@ChicagoNorthwest.com](mailto:info@ChicagoNorthwest.com)

 MEET CHICAGO  
NORTHWEST  
IT'S BETTER ON THE EDGE