

VISUAL IDENTITY

Discover Peoria, IL



SITUATION

The Experience Design (XD) Team had ventured to Peoria, Illinois on a Destination Immersion for their new Simpleview website project. After two days of experiencing all things Peoria with their Marketing Team, XD dove into the critical elements needed to inform the website design.

It was easy to see that the Peoria Team felt their destination logo did not reflect who Peoria was today, and who they aspired to be, considering their current and intended audiences. It was then and there that Peoria signed on with Simpleview to redesign their Visual Identity.



ORIGINAL LOGOS



REDESIGNED LOGOS



SOLUTION

The Simpleview Experience Design Team has literally worked with hundreds of DMO logos and visual identities in website designs. It is this depth of experience that has given the team their ability to understand the nuance of designing destination identity. The process for Visual Identity and Brand work includes a brief, multiple collaboration sessions, and a rationale that tells the story of the identity and brand sentiment. Every project is approached with fresh eyes, blended with years of experience.

The Peoria design presentation started with the story behind the design, as well as the critical thinking that influenced the design itself. The logo was introduced and supported with additional visual assets, reflecting the passion and fluidity of the XD creative process.

The Peoria Team's "You nailed it!" was exactly the reaction that the XD Team was going for — and spoke volumes to the synergy that was created during the project between the Peoria and Simpleview Teams.

