

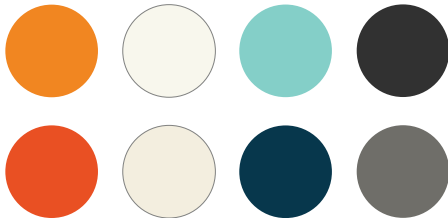


## LOGO BREAKDOWN

"Discover" was a recommendation from XD, replacing "Enjoy" in their existing logo. XD felt that Discover reflected the history of Peoria — a river settlement dating back to 1680. An industrial town that has always held its' riverfront in high regard, XD introduced the half-wheel graphic — a nod to the heavy equipment and steel manufacturing era and the River Boat that still graces Peoria's shoreline.

### COLOR PALETTE

The color palette not only reflects the colors found in the Peoria area, but also reflects their passion for baseball, and the revitalization of their downtown. XD designers defined the Peoria vibe as Nue Vintage, and reinforced the vintage look with colors like Cement, Not Black and Not White.



### THE BARTENDER

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### DDC HARDWARE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
1 2 3 4 5 6 7 8 9 0

### THE BARTENDER CONDESED SANS

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

### Muli

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

### TYPOGRAPHY

Going for a repurposed, industrial and slightly gritty vibe, XD introduced Bartender and DDC Hardware as the primary fonts.