



DISCOVER PEORIA

Brand Guidelines

BRAND IDENTITY

The current brand identity was put together by the Simpleview Design team after an immersive visit to the Peoria area in the Fall of 2019.

With our roots anchored in the year 1680 when Fort Creve Coeur was established on the banks of the Illinois River, the Peoria area is the oldest European settlement west of the Allegheny Mountains. Our history is unmatched in the Midwest and we should be proud of the levels of innovation and entrepreneurship that have grown from our citizens. Pulling our history into our future, we were inspired by the likes of Whiskey City, bicycle manufacturers, the Illinois River valley, penicillin, sports traditions, Caterpillar and so much more that has shaped who we are today.

And what we discovered was that it was time to Discover Peoria again. Time for what was old to be new, what was forgotten to be celebrated, what was new to be celebrated. To embrace our presence as the "Urban Heart of the Prairie State" and as "Illinois' River City".



Discover Peoria Mission:

Our mission is to establish the Peoria area as the most desired region in the country for wholesome, memorable experiences.

OFFICIAL DISCOVER PEORIA LOGOS

The images below are the two different styles of the official Discover Peoria logos. One of these logos should be used on all documents put out by both the Marketing and Sales teams.



'Circular' Logo

Both logos come in Full Color, White & Black



'Simple' Logo

PACVB FUNDING CITIES LOGOS

The images below are the official logos for Discover Peoria's funding cities. These logos should only be used when featuring that specific city.



DISCOVER PEORIA BRAND ASSETS

The images below are brand assets to enhance the Discover Peoria brand. All Discover Peoria marketing and sales pieces will use these brand assets when necessary.



DISCOVER PEORIA BRAND COLOR PALETTE

The colors listed below make up the full color palette for the Discover Peoria brand. All Discover Peoria marketing and sales pieces will use this color pallet for the purpose of keeping a cohesive and strong brand identity.

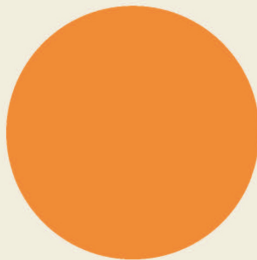
3 / 84 / 100 / 0
232 / 80 / 36
#e85024

Dragon Fire



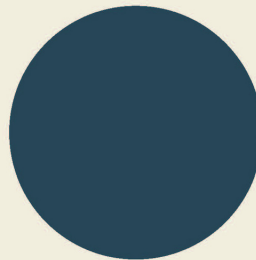
2 / 56 / 100 / 0
240 / 136 / 33
#f08821

Pumpkin



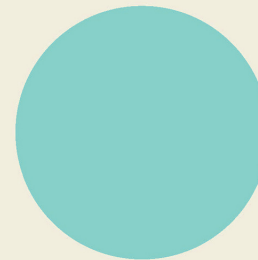
98 / 70 / 47 / 41
1 / 56 / 77
#01384d

Deep Lake

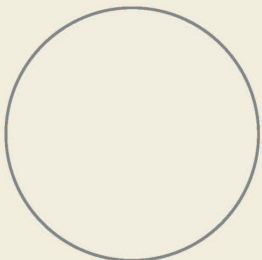


46 / 0 / 25 / 0
133 / 207 / 200
#85cfc8

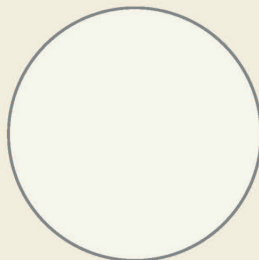
Spring River



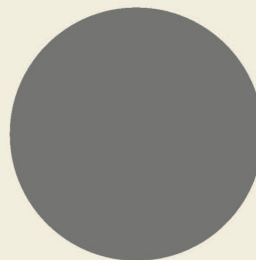
C / M / Y / K
R / G / B
hex value



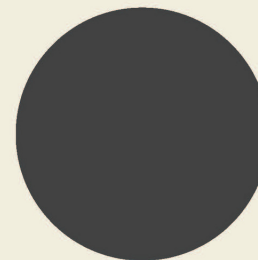
Vanilla



Not White



Cement



Not Black

4 / 4 / 12 / 0
242 / 237 / 222
#f2edde

3 / 2 / 7 / 0
246 / 245 / 234
#f6f5ea

56 / 48 / 51 / 17
112 / 110 / 107
#706e6b

69 / 63 / 62 / 59
51 / 50 / 50
#333232

C / M / Y / K
R / G / B
hex value

DISCOVER PEORIA BRAND FONTS

The fonts listed below make up the full font list for the Discover Peoria brand. All Discover Peoria marketing and sales pieces will use these fonts for the purpose of keeping a cohesive and strong brand identity.

Muli Regular

Muli Black

Muli Black Italic

Muli Bold

Muli Bold Italic

Muli ExtraBold

Muli ExtraBold Italic

Muli Italic

Muli Light

Muli Light Italic

Muli ExtraLight

Muli ExtraLight Italic

Muli SemiBold

Muli SemiBold Italic

Muli SemiBold Italic

THEBARTENDER CONDSANS

THEBARTENDER CONDSANSPRESS

THEBARTENDER CONDSERIF

THEBARTENDER CONDSERIFPRESS

THEBARTENDER SANS

THEBARTENDER SANSPRESS

THEBARTENDER SANS B

THEBARTENDER SANS B PRESS

THEBARTENDER SERIF

THEBARTENDER SERIFPRESS

THEBARTENDER SERIF B

THEBARTENDER SERIF B PRESS

TheBartender Script

TheBartender Script Press

DDC HARDWARE REGULAR

DDC HARDWARE CONDENSED



BRAND QUESTIONS OR CONCERNS?

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