The following City of Chicago branding/logo hierarchy is in effect for all departments, agencies and third party vendors - whether or not a design/production are by AIS, a staff member, or a third-party vendor.

Please ensure that your design meets the following requirements so that we have brand clarity and consistency and in order to avoid production delays.

Department designers and third-party vendors are required to submit their final design for approval to:
- Alberto Ferrari, 2FM, Creative Director: Alberto.Ferrari@cityofchicago.org
- Neal Stevens, Office of the Mayor, Director of Digital Strategy: Neal.Stevens-@cityofchicago.org

Complete Guide here: https://chicagogov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services

PRIMARY LOGO: The correct default logo for all print/marketing/digital materials is the CHICAGO logo with MAYOR BRANDON JOHNSON (in caps) written beneath it.

This logo should be used for all primary locations such as headers and first page branding.

This is particularly important when two or more depts. are putting out joint collateral. If there is only room for one logo, the CHICAGO/MBJ is the default.

SECONDARY LOGO: Is the Chicago logo. However, there should be few cases where this is necessary.
One example is branding digital billboard PSA's.

TERTIARY, INDIVIDUAL DEPT LOGOS: To be used in footer/appendix. The logo with the full department name spelled out underneath should be used. Avoid the use of acronyms whenever possible.

Exception: When material requires specific subject matter such as an annual report.
Example: CDPH is branding public health vending machines. Those would carry the CDPH logo.

PRIMARY LOGO LOCK UP

MAYOR BRANDON JOHNSON   MAYOR BRANDON JOHNSON   MAYOR BRANDON JOHNSON
Reversed out on dark background

SECONDARY LOGO LOCK UP

Reversed out on dark background

Reversed out on dark background
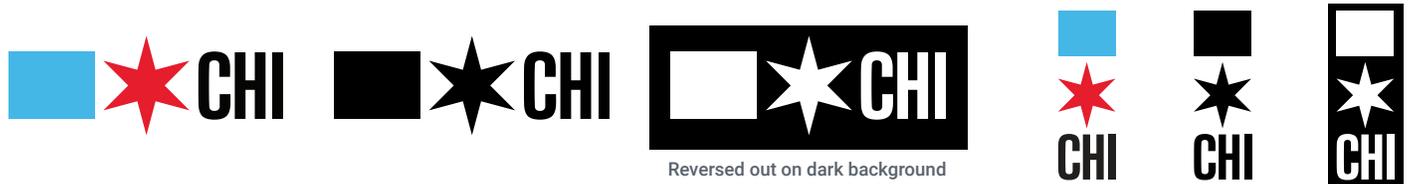
TERTIARY DEPT. LOGO LOCK UP

Chicago Department of Public Health   Chicago Department of Public Health   Chicago Department of Public Health

Reversed out on dark background

Chicago Department of Public Health   Chicago Department of Public Health   Chicago Department of Public Health

INCORRECT LOGO LOCK UP

DEPT. NAME - ACRONYM ONLY   CHICAGO OR DEPT. NAME MISSING
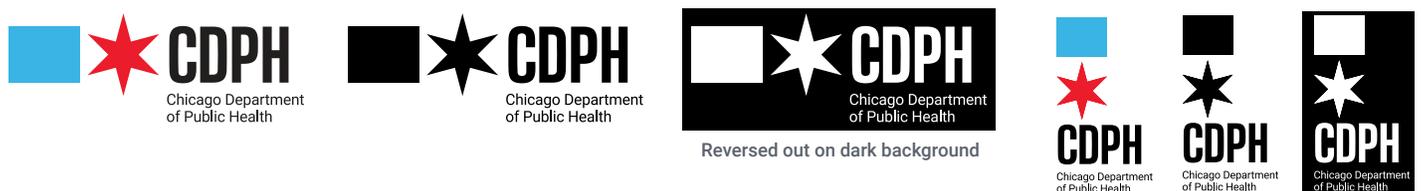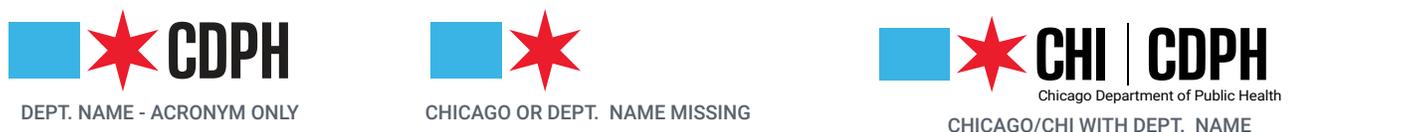
Chicago Department of Public Health
CHICAGO/CHI WITH DEPT. NAME

The following is an example of the proper and improper branding hierarchy.

CORRECT USE

PRIMARY LOGO: The correct default logo is the CHICAGO logo with MAYOR BRANDON JOHNSON (in caps) written beneath it.

TERTIARY, INDIVIDUAL DEPT LOGOS: Used in footer/appendix. The logo with the full department name spelled out underneath should be used. Avoid the use of acronyms whenever possible.

INCORRECT LOGO LOCK UP

TERTIARY AND COMBINED LOGO: Using the combined Chicago and department logo or department logo alone is not correct.