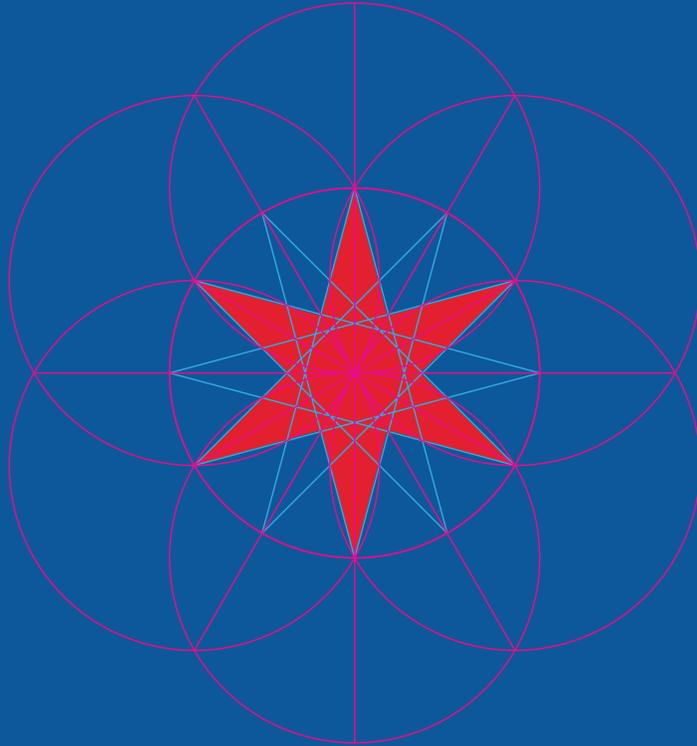




CHICAGO DESIGN SYSTEM (CDS)



STYLE GUIDE

MARCH 2019

REVISED MAY 2023

WELCOME TO THE CHICAGO DESIGN SYSTEM

The Chicago Design System is our new public identity for the City of Chicago and our residents. The Chicago Design System (CDS) is a guide to producing information, services, and technology applications for people to use when interacting with the City of Chicago.

This is the first municipal design system built for the public and government use. This is a platform that allows people to express their personal, community, and civic pride in Chicago. It gives the City of Chicago clearer, more effective communications through a uniform identity people can recognize and trust.

The CDS is made up of elements like our public mark, our new civic typeface, colors, secondary type families and web icons.

This quick guide is intended to provide basic direction for you to start using the assets of the CDS.

CHICAGO DESIGN SYSTEM BRANDING GUIDE – REV. – 2023

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 2FM, 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/MAYOR BRANDON JOHNSON 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, in this case the mayor's name is not permitted.

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.

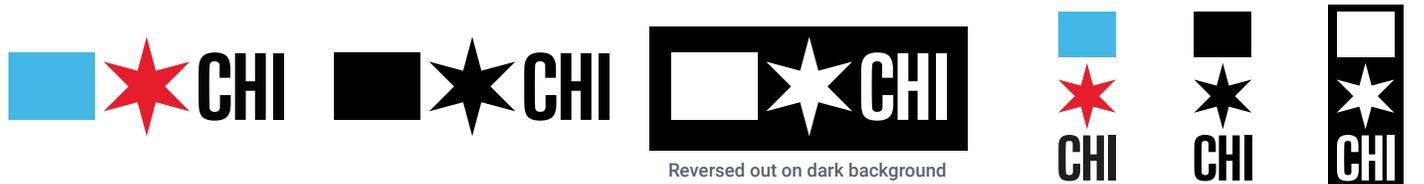
Exception: When material requires specific subject matter such as an annual report.

Example: CDPH is branding public health vending machines. Those would carry the CDPH logo.

PRIMARY LOGO LOCK UP



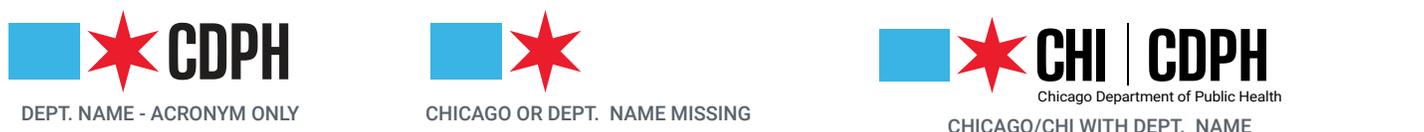
SECONDARY LOGO LOCK UP



TERTIARY DEPT. LOGO LOCK UP



INCORRECT LOGO LOCK UP



CHICAGO DESIGN SYSTEM BRANDING GUIDE – REV. – 2022

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

CORRECT USE

The image shows a promotional banner for the 2022 Construction Summit. At the top left, the Chicago logo (a red star on a blue square) is circled in green, with the text "CHICAGO" and "MAYOR BRANDON JOHNSON" below it. The main text on the banner reads "2022 CONSTRUCTION SUMMIT" and "MARCH 24, 2022 9:30 AM – 5:00 PM". Below this, there is a section titled "JOIN THE DEPARTMENT OF PROCUREMENT SERVICES (DPS) VIRTUALLY FOR THE 2022 CONSTRUCTION SUMMIT." followed by three bullet points: "One full day of workshops filled with information to help the business community navigate construction-related contracting opportunities.", "Learn about government contracting and upcoming construction projects from City of Chicago subject matter experts.", and "Register for individual workshops to create a custom Construction Summit that meets your needs." At the bottom left, there is a "REGISTER NOW AT" button and the URL "WWW.CHICAGO.GOV/CONSTRUCTION". At the bottom right, the DPS logo (a red star on a blue square) is circled in green, with the text "DPS" and "Department of Procurement Services" below it. The background of the banner is a photograph of a construction site with a yellow crane and modern buildings in the distance.

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

The image shows a promotional banner for the 2022 Construction Summit, identical to the one above. However, the Chicago logo and the text "CHICAGO | DPS" and "MAYOR BRANDON JOHNSON" are circled in red, indicating that this combined logo is incorrect. The rest of the banner content, including the event title, date, description, and registration information, is identical to the correct example.

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

CHICAGO DESIGN SYSTEM BRANDING GUIDE

CHICAGO LOGO LOCK UP

There are two versions that can be used to be placed on any public facing material, the vertical lock up or the horizontal lock up. Depending on your design and space limitations, it is up your discretion which version to use.

These are available in various formats such as AI, PDF, JPEG and PNG.

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>

HORIZONTAL LOGO LOCK UP



Full lock up • Three Color



One color • Black



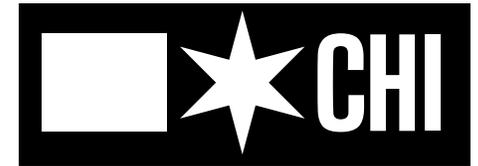
Reversed out on dark background



Short lock up • Three Color



One color • Black



Reversed out on dark background

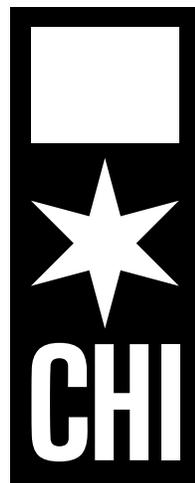
VERTICAL LOGO LOCK UP



Full lock up • Three Color



One color • Black



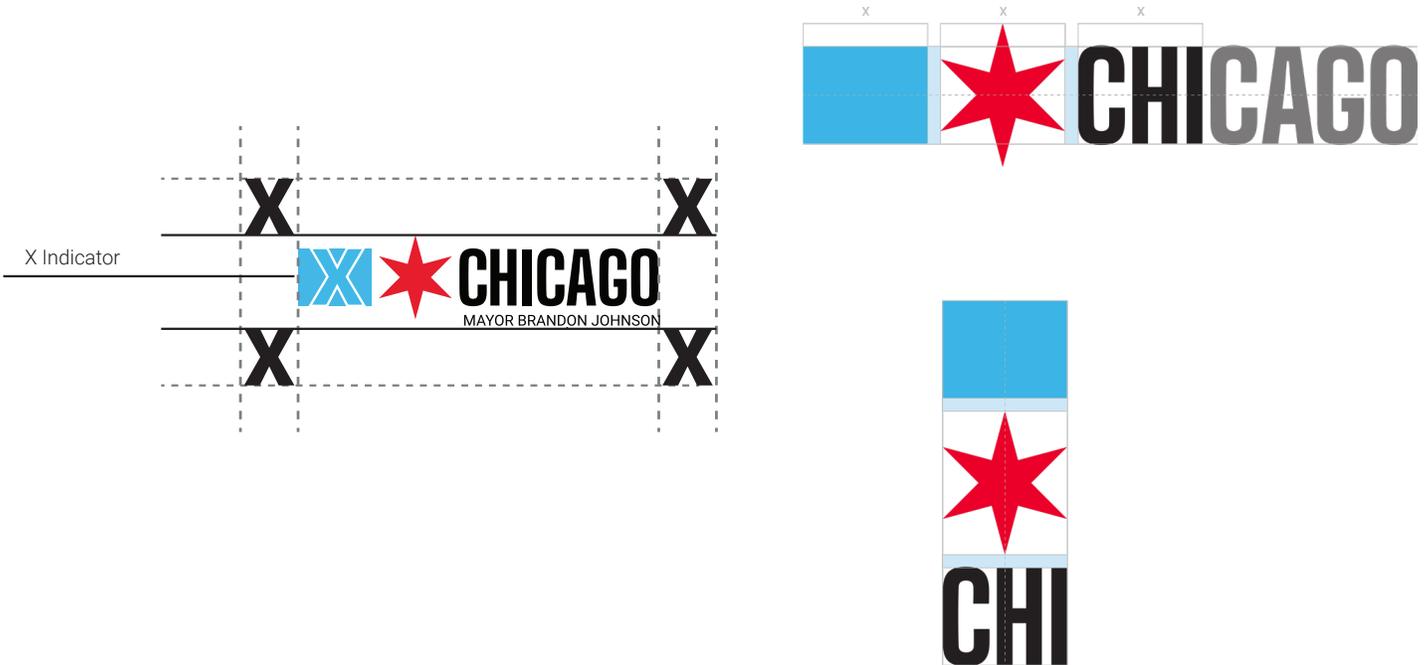
Reversed out on dark background

CHICAGO DESIGN SYSTEM BRANDING GUIDE

CLEAR SPACE

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used. The reason for clear space is to ensure that a logo maximizes visibility and impact.

Leave a clear space *equal to the height of the Red Star* around the perimeter of the logo mark.



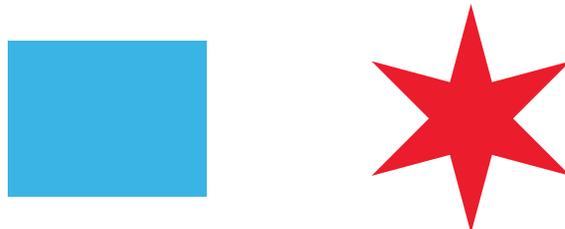
LOGO ELEMENTS—COLORS

The logo elements can be used without the Chicago or department lock up for creative implementation in your marketing designs. However, these should not be used in place of a logo.

RECTANGLE AND STAR

The blue rectangle is “Flag Blue” (HEX # 41B6E6) (RGB 65, 182, 230) (Pantone 298)

The Chicago star is “Star Red” (Hex #E4002B) (RGB 228,0 43) (Pantone 185)



CHICAGO DESIGN SYSTEM BRANDING GUIDE

DEPARTMENT LOGO LOCK UP

Individual department should utilize their department/sister agency logo. There are two versions that can be used, the vertical lock up or the horizontal lock up. Depending on your design and space limitations, it is up to your discretion which version to use.

These are available in various formats such as AI, PDF, JPEG and PNG.

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>

SAMPLE DEPARTMENT HORIZONTAL LOGO LOCK UP



Full lock up • Three Color



One color • Black



Reversed out on dark background



Short lock up • Three Color



One color • Black



Reversed out on dark background

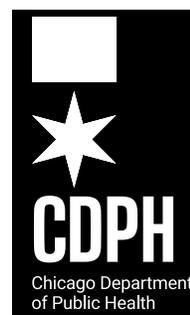
SAMPLE DEPARTMENT VERTICAL LOGO LOCK UP



Full lock up • Three color



One color • Black



Reversed out on dark background



Short lock up • Three color



One color • Black



Reversed out on dark background

CHICAGO DESIGN SYSTEM BRANDING GUIDE

CHICAGO + DEPARTMENT LOGO LOCK UP

In some instances your department may want to use the Chicago + department logo. This reinforces the city and department branding. Depending on your design and space limitations, it is up to your discretion which version to use.

These are available in various formats such as AI, PDF, JPEG and PNG.

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>

SAMPLE CHI | DEPARTMENT HORIZONTAL LOGO LOCK UP



Full lock up • Three Color



One color • Black



Reversed out on dark background

SAMPLE MULTIPLE DEPARTMENT HORIZONTAL LOGO LOCK UP



Full lock up • Three Color

CHICAGO DESIGN SYSTEM BRANDING GUIDE

LOGO LOCK UP INCORRECT USES

Below are some improper uses of the logo lock up.



Incorrect font use.



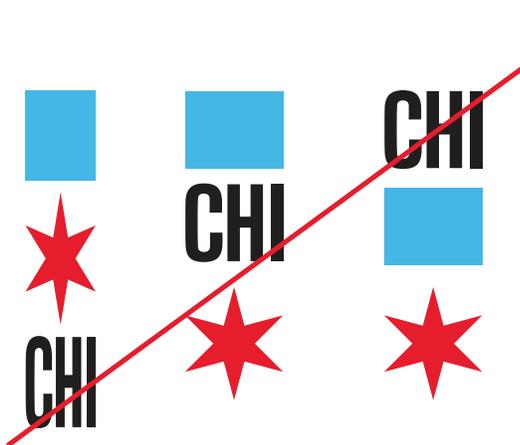
Incorrect font use.



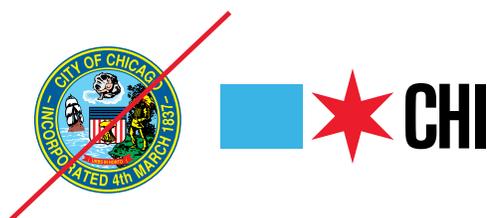
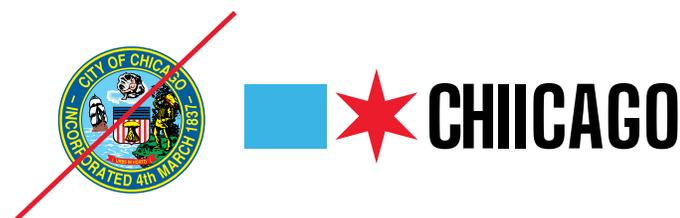
Do not combine logo lock ups.



Do not alter the sequence of elements or distort the appearance.



Do not use the Chicago Municipal Seal with the logo mark.



CHICAGO DESIGN SYSTEM BRANDING GUIDE

CITY SEAL

Placement of the Chicago Municipal Seal is reserved for “official” correspondences and legal notifications.

Do not use the seal with the logo mark.

The symbolic meaning of the Chicago Municipal Seal:

- The shield reflects the national spirit of Chicago.
- The Indian represents the discoveries of the site of Chicago and is indicative of the Native American contribution to its history.
- The ship in full sail signifies the approach of modern civilization and commerce.
- The sheaf of wheat is typical of activity and plenty, holding the same meanings as the cornucopia.
- The babe in the shell is the ancient classical symbol of the pearl, signifying Chicago as “the gem of the lakes.”
- The motto, “Urbs in Horto,” means “City in a Garden.”
- The date, “March 4, 1837,” is that on which the City of Chicago was incorporated

These are available in various formats such as AI, PDF, JPEG and PNG.

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>



Full Color • CMYK



One color • Black



One spot color • Blue



Placement on color background

Improper use of the seal



CHICAGO DESIGN SYSTEM BRANDING GUIDE

CHICAGO FLAG

The symbolic meaning of the Chicago Municipal Flag:

- The flag consists of two bars of blue, significant of the Chicago River and its two branches.
- The two bars of blue enclose a center bar of white representing the West Side of the city.
- On either side of the blue bars are stripes of white representing the North and South Sides.
- There are four red, six-pointed stars on the center bar of white. These signify, respectively: Fort Dearborn, the Chicago Fire of 1871, the Columbian Exposition of 1893 and the Century of Progress Exposition of 1933.

These are available in various formats such as AI, PDF, JPEG and PNG.

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>



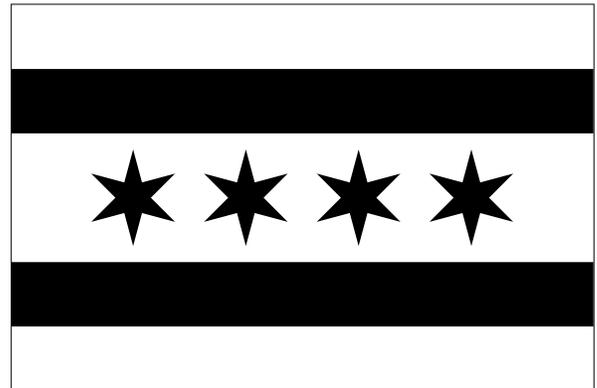
Two color



Pantone
Blue 298



Pantone
Blue 185



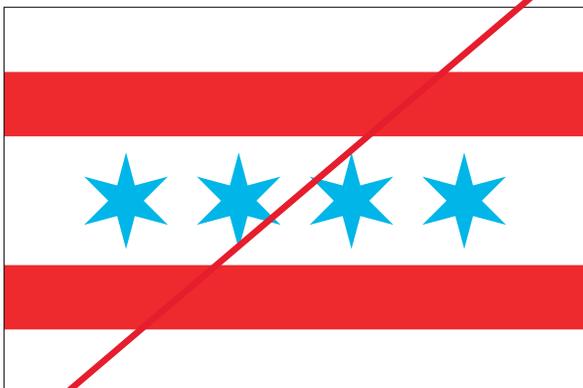
One color • Black



Correct 6 pointed star



Incorrect 6 pointed star



CHICAGO DESIGN SYSTEM BRANDING GUIDE

TYPOGRAPHY

There are three basic typefaces. Big Shoulders is our primary municipal typeface which was developed exclusively for the city of Chicago. The other two supporting typefaces are Roboto and Lora.

All typefaces should already be preloaded on your work computers.

All typefaces are available to download on [GOOGLE FONTS](#) and at:

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>

BIG SHOULDERS—OUR PRIMARY MUNICIPAL TYPEFACE

Big Shoulders Display is for large format, environmental prints: signage, billboards, banners, etc.

Big Shoulders Text is for all other display purposes including headers and social media.

Also available are: Big Shoulders Inline and Big Shoulders Stencil

sample:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.,:?!\$&*)

ROBOTO—OUR SECONDARY MUNICIPAL TYPEFACE

This typeface is typical used as body copy for reports and other marketing collateral such as social media.

sample:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.,:?!\$&*)

LORA—OUR SERIF MUNICIPAL TYPEFACE

This typeface is typical used as body copy for reports and other marketing collateral.

sample:

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890(,.,:?!\$&*)

CHICAGO DESIGN SYSTEM BRANDING GUIDE

COLORS

Below are the official color palettes.

This color swatch library is available for importing into the Adobe CC at:

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>

Primary Color Palette

The primary color palette is derived from the City of Chicago flag

			
Black HEX #000000 RGB 0, 0, 0 PMS-C Black	Star Red HEX #E4002B RGB 228, 0, 43 PMS-C 185	Flag Blue HEX #41B6E6 RGB 65, 182, 230 PMS-C 298	White HEX #FFFFFF RGB 255, 255, 255 PMS-C

Secondary Palette - Blues

			
Bahama Blue HEX #005899 RGB 0, 88, 153	Malibu HEX #0075BB RGB 0, 117, 187	Lochmara HEX #0092D1 RGB 0, 146, 209	Cornflower HEX #A4D5EE RGB 164, 213, 238


Lake Michigan HEX #E1F3F8 RGB 225, 243, 248

CHICAGO DESIGN SYSTEM BRANDING GUIDE

Secondary Palette - Grays



gray-dark
#4D4D4D
77, 77, 77



gray-light
#B3B3B3
179, 179, 179



gray-lighter
#D9D9D9
217, 217, 217



gray-lightest
#F1F1F1
241, 241, 241

Tertiary Palette - Reds



red-darkest
#981B1E
152, 27, 30



red-dark
#CC393E
204, 57, 62



red-light
#E59393
229, 147, 147



red-lightest
#FBD9DF
251, 217, 223

Tertiary Palette - Golds



gold
#FDB81E
253, 184, 30



gold-light
#F9C642
249, 198, 66



gold-lighter
#FAD980
250, 217, 128



gold-lightest
#FFF1D2
255, 241, 210

Tertiary Palette - Greens



green
#2E8540
46, 133, 64



green-light
#4AA564
74, 165, 100



green-lighter
#94BFA2
148, 191, 162



green-lightest
#E7F4E4
231, 244, 228

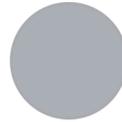
Background Colors



bkgd-gray-dark
#323A45
50, 58, 69



bkgd-gray
#5B616B
91, 97, 107



bkgd-gray-light
#AEB0B5
174, 176, 181



bkgd-gray-lighter
#D6D7D9
214, 215, 217



bkgd-gray-warm...
#494440
73, 68, 64



bkgd-gray-warm...
#E4E2E0
228, 226, 224



bkgd-gray-cool-...
#112E51
17, 46, 81



bkgd-gray-cool-l-...
#DCE4EF
220, 228, 239

CHICAGO DESIGN SYSTEM BRANDING GUIDE

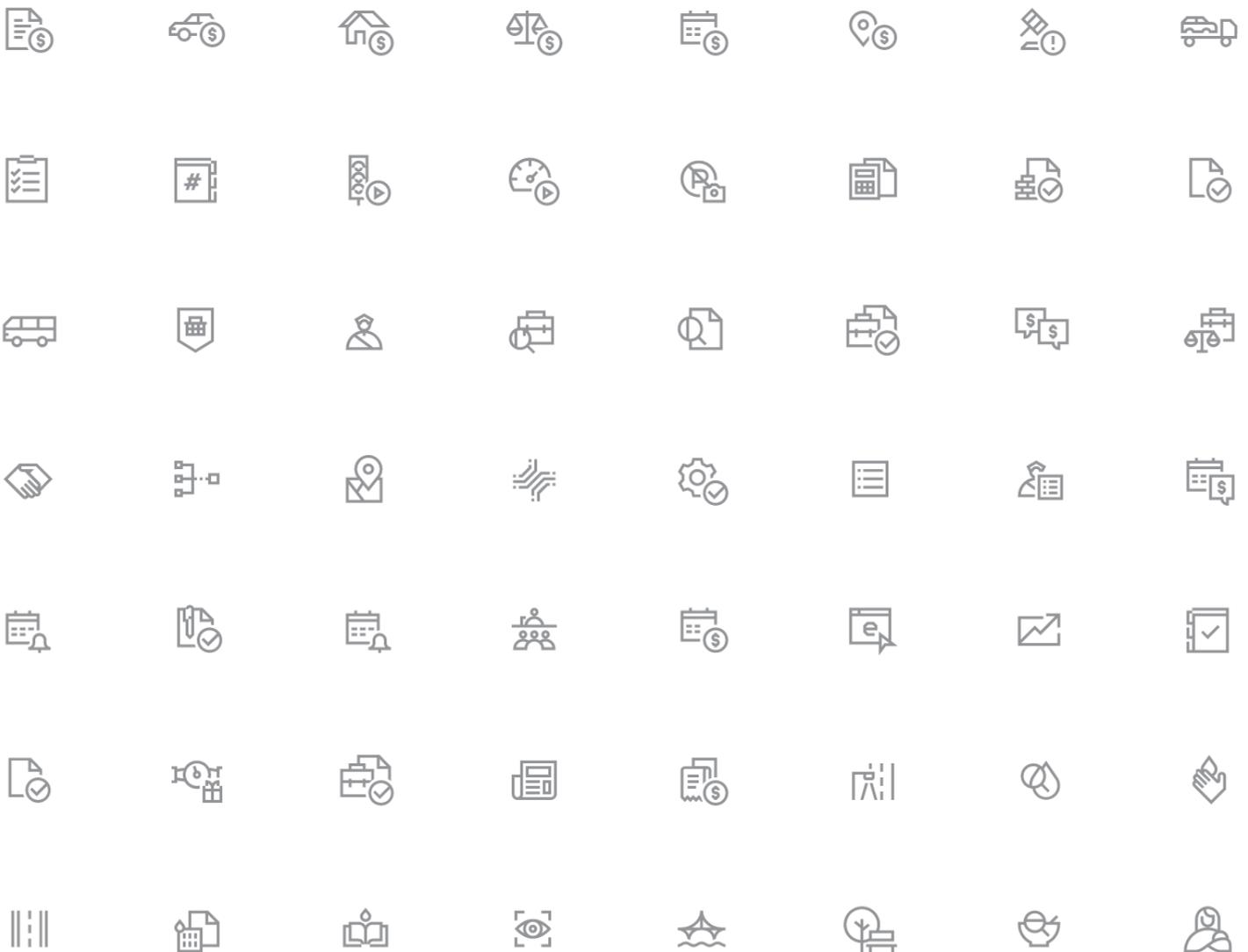
ICONOGRAPHY

There are many already designed icons available for department web pages. Additional icons can be developed upon request.

The current available icons in SVG format are available at:

Direct link: <https://chicagov.sharepoint.com/sites/2fm/assetmgmt/Graphic-Services/SitePages/Design-Services.aspx>

SAMPLE ICONS





CHICAGO DESIGN SYSTEM BRANDING GUIDE

LOGO ELEMENTS

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RECTANGLE AND STAR

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