



DOWNTOWN ELGIN LOGO
STYLE GUIDE

AUGUST 2023 | V1

The Downtown Elgin logo is an additional tool created to help businesses, organizations and special events located in Elgin's downtown promote themselves and their location. Branding the downtown is a key element in an effort to create a sense of place and location recognition in the Elgin community and in the Fox Valley. The following pages give guidelines on best practices when using the logo and also provide a guide to the various options available for use.

TO DOWNLOAD LOGOS

VISIT WWW.DOWNTOWNELGIN.COM/DNA-BRAND-ASSETS/

LOGO RELATED QUESTIONS

EMAIL INFO@DOWNTOWNELGIN.COM

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WHO CAN USE THE DOWNTOWN ELGIN LOGO

The Downtown Elgin logo has been created to help the businesses and organizations within Elgin's downtown (*The official boundaries of Downtown Elgin are: Kimball Road (both sides) to the north, Dundee/Center/Villa (west side) to the east, State Street (both sides) to the west and National Street (both sides) to the south.*) promote their services and locations.

In addition to this group, the Downtown Elgin logo can also be used by businesses and organizations hosting events within Elgin's downtown as a way to promote the location of the event.

DOWNTOWN ELGIN LOGO OPTIONS

The Downtown Elgin logo was created to be versatile so it can be used in a wide variety of applications. Pages 5 thru 7 list all of the options available for use.

In an effort to promote Downtown night life for the businesses and events operating at night, night versions of the logo are available for use.

FULL LOGO



Full Color/Day



Black



Night



White

MODIFIED LOGO



Full Color



Black



Night



White

ROUND LOGO



Full Color



Black



Night



White

DOWNTOWN ELGIN LOGO TYPE OPTIONS

Best times to use the Downtown Elgin logo type option:

- When space for the logo is small. Type option will ensure legibility.
- When the space for the logo is horizontally oriented.
- When it best fits your promotion's design or color palette.

D O W N T O W N
ELGIN

Blue

D O W N T O W N
ELGIN

Multicolor Blue

D O W N T O W N
ELGIN

Orange

D O W N T O W N
ELGIN

Black Multicolor

D O W N T O W N
ELGIN

Red

D O W N T O W N
ELGIN

Night White Multicolor

D O W N T O W N
ELGIN

Yellow

D O W N T O W N
ELGIN

Black

D O W N T O W N
ELGIN

Green

D O W N T O W N
ELGIN

White

DOWNTOWN ELGIN LOGO “VISIT US IN” OPTIONS

If you would like to use the “Visit Us In” logo option please keep the following in mind:

- Make sure the logo is legible by allowing enough space for it in your promotional piece.
- If you're offering a service or event at night, please use the night version.



Full Color



Black



Night

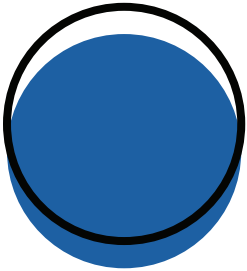


White

DOWNTOWN ELGIN LOGO COLOR PALETTE

Best times to use the Downtown Elgin logo color palette:

- To help match aesthetically.
- When the space for the logo is horizontally oriented.
- When it best fits your promotion's design or color palette.

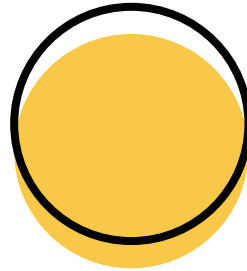


BLUE

CMYK: 92/65/8/1

RGB: 26/96/162

HEX: 1A60A2

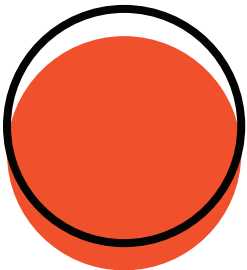


YELLOW

CMYK: 2/21/82/0

RGB: 249/200/74

HEX: F9C84A

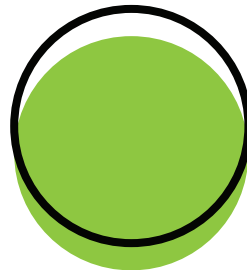


RED

CMYK: 0/84/93/0

RGB: 240/81/44

HEX: F0512C

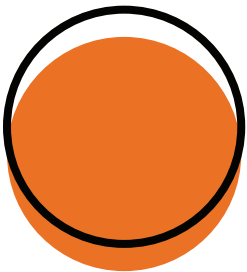


GREEN

CMYK: 49/0/98/0

RGB: 143/199/65

HEX: 8FC741

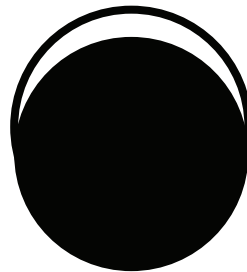


ORANGE

CMYK: 4/68/99/0

RGB: 234/114/37

HEX: EA7225



BLACK

CMYK: 75/68/67/90

RGB: 0/0/0/0

HEX: 000000

USING THE LOGO ALONGSIDE YOUR LOGO

Best practices when using the Downtown Elgin logo alongside your logo:

- Choose a version that compliments your logo.
Consider orientation and color palette of your logo and promotion.
- Choose a version that fits comfortably in the allotted space on your promotion.
- Follow the guidelines below for spacing and organization.

CREATING A LOGO LOCKUP

Length of dividing line should be the same height as the tallest logo



Make sure space on either side of the divider line is equal

Additional examples of how different versions can be set up to use the guidelines above



USING THE LOGO ALONGSIDE YOUR LOGO | EXAMPLES

In addition to

- Choose a version that compliments your logo.
Consider orientation and color palette of your logo and promotion.
- Choose a version that fits comfortably in the allotted space on your promotion.
- Follow the guidelines below for spacing and organization.



When creating a promotional piece, for online use or print, there are a couple programs you can use:



Option 1: Canva (*currently a free online tool*)

- Once you've created an account, start by clicking on "Create a Design" & choose the option that best suits your needs.
- Canva provides templates you can edit, which can help with organization of your piece.
- Once you've chosen a template, choose a version of the logo that compliments your logo.
- Upload the logo to Canva along with the image you want to use for your promotion.
- You can switch out colors and images of the template to create the promotion to suit your needs.



Option 2: Adobe Photoshop

- Open the image you want to use in the Photoshop program.
- Drag the Downtown Elgin logo png file you'd like to use from your desktop onto the opened image.
- Resize the logo to an appropriate size for your promotion.
- You can add text or additional elements as you desire before exporting the piece as a jpg or png.
- Make sure to save the layered file as a psd, allowing you to edit it in the future if you like.

USING THE LOGO & YOUR LOGO IN A LOCKUP

Another option when using the Downtown Elgin logo in your promotions is to utilize one of the downloadable lockups. These options can be found on the DNA website at www.downtownelgin.com/dna-brand-assets/



USAGE GUIDELINES LOCKUP A

- Position the lockup in the bottom right corner.
- Always place your logo in the space to the left of the Downtown Elgin logo.
- Size for legibility.



IMPORTANT NOTE

Your logo will need to have a transparent or white background to be able to successfully use this lockup.



USAGE GUIDELINES LOCKUP B

- Position the lockup in the bottom right corner.
- Size for legibility.



ALTERNATIVE LOGO

The "Visit Us In" logo without the lockup can be found on the DNA website: www.downtownelgin.com/dna-brand-assets/

Available in Full Color, Black, White & Night (see page 7)



USAGE GUIDELINES LOCKUP C

- Position the lockup at the bottom of your promotion.
- The Downtown Elgin logo should always be placed in the center of the lockup
- Size for legibility.

IMPORTANT NOTE

Your logo will need to have a transparent background to be able to successfully use this lockup.



USE CASES TO AVOID

If you have questions about proper logo use, please email info@downtownelgin.com



Do not change the logo's colors



Do not rearrange the logo's graphic elements or type.



Do not change typeface used on the logo.



Do not add filters to the logo that change colors or add textures.



Do not delete or remove elements from the logo.



Do not add elements to the logo.



The Downtown Neighborhood Association owns rights to the Downtown Elgin logo. Do not create merchandise or items intended for sale with only the Downtown Elgin logo on it.

QUESTIONS & CONTACT INFO

For any questions regarding the use of the Downtown Elgin logo, suggestions for additional or alternative logo options, or request for merchandise approval, please email the DNA at the following address:

info@downtownelgin.com



The Downtown Elgin logo design and assets were designed and created by local designer Kerri Liu. Find more of her work at TheGin.City.