

2017-2018

OFFICE OF THE CITY CLERK
ANNA M. VALENCIA

LOOKBOOK

**WE VALUE EVERY PERSON WHO
VISITS, CALLS, OR WRITES
TO OUR OFFICES**

**EVERY MEMBER OF OUR TEAM
WHO IS COMMITTED TO
SERVING OUR CITY**

**EVERY COMMUNITY PARTNER
WHO IS DEDICATED TO
IMPROVING OUR CITY**

**EVERY VOLUNTEER WHO
GIVES THEIR TIME FOR THE
BETTERMENT OF OUR CITY**

EVERY CHICAGOAN

AUDIENCE

RED

WHITE

BLUE

GREEN

BRAND COLORS

CMYK 0 98 95 0
RGB 237 33 39
PMS 485 C
HEX# ED2127

CMYK 0 0 0 0
RGB 255 255 255
HEX# ffffff

CMYK 99 81 15 3
RGB 25 74 141
PMS 301 C
HEX# 194A8D

CMYK 83 6 96 0
RGB 0 166 81
PMS 354 C
HEX# 00A651

COLOR USAGE

CMYK Printing
RGB Printing
PMS Printing
HEX Web, On-Screen



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LOGO

Our logo embodies the history, future and community of Chicago.

The history of Chicago is the heart of our brand. The 4 layers of stars within our logo represent the 4 stars of the official Chicago flag. The 4 stars within the flag represent Fort Dearborn, the Great Chicago Fire, the World's Columbian Exposition and a Century of Progress. The colors red, white and blue tell the story of Chicago. Red represents the municipal identity of Chicago. White represents the diverse union of communities in Chicago. Blue represents the north and south branch of the Chicago River.

The future of Chicago pushes our brand to be better. The color green within our logo represents growth, vitality and community. Chicago is evolving and our brand is evolving along with it. We are embracing innovative solutions to old and new challenges. As we grow, strengthening the relationship between the government and community remains our priority. The red star in the center of our logo represents our role in government. The green outlining the red star represents our connection to the community.

Our logo is a visual representation of our commitment to serving Chicago as the link between community and government.

TONE

**ACCESSIBLE.
INFORMATIVE.
EMPOWERING.
COLLABORATIVE.**

PROXIMA NOVA

PROXIMA NOVA BOLD
PROXIMA NOVA SEMIBOLD
PROXIMA NOVA MEDIUM
PROXIMA NOVA REGULAR

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

1 2 3 4 5 6 7 8 9 0 ! ? #

LORA

LORA BOLD ITALIC
LORA REGULAR
LORA ITALIC

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

1 2 3 4 5 6 7 8 9 0 ! ? #

FONTS

DIGITAL FONT

Our main digital typeface is **Proxima Nova**. Proxima Nova is a fun yet professional sans serif font. This font is very flexible and works perfectly for headers.

Our secondary digital typeface is **Lora**. Lora is a contemporary serif font with roots in calligraphy. This font works equally well for digital and print.

DIGITAL FONT USAGE

Website
Mobile App
Social Media Assets
Internal Brand Collateral
External Brand Collateral

