

VILLAGE OF

Antioch

BRAND
GUIDE





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September 2021

PURPOSE what this brand guide is all about

This brand guide is a compilation of design and messaging assets that, together, help to promote the Village of Antioch and its mission. This guide is intended to outline the general messaging and brand rules for the Village. Following these guidelines will ensure consistency in your messaging and any collateral or design materials created to help tell Antioch's story through written and visual collateral.



Messaging

STORY

the brand narrative

This narrative captures the people-oriented experience of Antioch and provides a copy block for text-related promotional materials, such as the “About Us” page of a website and social media posts. The Story was built from the brand principles that emerged throughout the communications planning and design process.

Whether you're here for a lifetime or a day, Antioch is a place to breathe easy. Its access to the Chain of Lakes and thousands of acres of wooded preserves—coupled with its laid-back, small-town vibes—are an antidote for the overloaded.

Lose yourself in nature by hiking the preserves, horseback riding and cross-country skiing along the State Park trails, or simply looking up at the hundreds of stars in our expansive night skies. Make your way down Main Street, taking in the character of downtown's churches and historic buildings—home to locally-owned shops, eateries, and pubs. Or connect to the people that make this place feel like home at one of Antioch's concerts, parades, or events that fill the streets and parks.

While being in Antioch can feel like a walk down memory lane, you'll also experience an energy pointing to the future. To investment in downtown, small business and industries, and the next generation of people and families that will continue to keep Antioch authentic by nature.

BRAND PERSONALITY

These brand principles are themes that serve as a core part of all future Antioch brand assets—from photography to videography to messaging to wayfinding. They capture the essence of Antioch and can be used as “brand checks” when crafting and designing new promotional content.



RELAXED

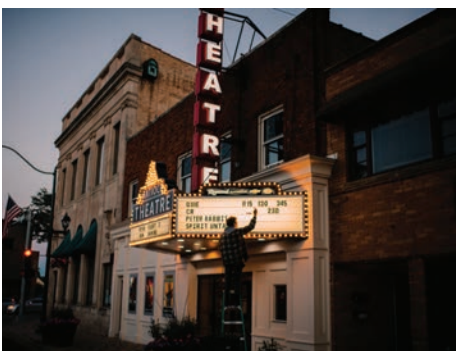
In an age where it seems no matter where you go, the stress follows, Antioch is an antidote to the overloaded. Let go and connect to nature through boating and fishing in the Chain O' Lakes; searching for sandhill cranes; or hiking, horseback riding, and cross-country skiing through the preserves and State Park trails. Look above and see the stars at night—stars that appear a hundred times brighter away from the lights of the city. And slow down and breathe in the clean air, purified by the thousands of acres of wooded preserves surrounding this community.

STORIED

The stories of Antioch are not only found in its people and places, but deep below its soil. To this day, farmers still unearth Native American artifacts from the Pottawatomie tribes that inhabited the land until the 1800s. One hundred years later, the region became a go-to hangout for prohibition gangsters, where Al Capone and Bugs Moran vacationed and fought over turf. Whether hiking through the preserves or strolling down Main Street, a million stories and legends about the history of this place—and the generations before us—are just waiting to be told.

BIG-HEARTED

Antioch's local characters and small businesses make this place feel like family, whether you've been here for a lifetime or a day. While the Village's stories are set against the gorgeous backdrop of Main Street, lakes, and parks—the stars of the show are its people. Big-hearted locals who keep their doors wide open for you to explore and be a part of their many community events featuring live music, art, drink, and food. Whatever brings you here, you'll find that the people of Antioch are your kind of people.



NOSTALGIC

This place is filled with a sense of heart-warming nostalgia. The vintage vibes of the historic buildings, Main Street events, and all-around friendliness of its people create a genuine experience that harkens back to a simpler time.

EVOLVING

While Antioch's vibes can bring you down memory lane, they also point to the future. To investment in the next generation that will form their own memories, achievements, and families in this small town with a big heart.

TAGLINE

catchy, memorable
snapshot of brand

The tagline, created in the last branding process, is a concise and memorable snapshot of the brand. When people think of Antioch, they think of its tagline and how it captures the essence of Antioch and its proximity to recreational and natural amenities

AUTHENTIC **BY** NATURE

HOW TO USE THE TAGLINE FLEXIBLY:

Brands, as well as taglines, should evolve, especially when tailoring messaging for various target audiences. This is where a flexible messaging framework comes in. Rather than a static tagline, you can use it in a flexible manner that resonates with your various target audiences but still ensures brand consistency.

The main tagline, used in promotional materials, should always include Authentic by Nature. When crafting messaging for the various target audiences, keywords from the band personality (page 4) can be swapped in for "Authentic".

TAGLINE DESIGN:

When using the tagline flexibly in design collateral, make sure to start with the templates provided below to set the new word in the same font as "Nature"—SS Nickson Two. Different colors from the color palette on page 11 can be utilized for the flexible tagline.

NOSTALGIC **BY** NATURE

BIG-HEARTED **BY** NATURE

EVOLVING **BY** NATURE

RELAXED **BY** NATURE

SHOP & DINE **BY** NATURE

TAGLINE TEXT TREATMENT:

When using the different word in place of "Authentic" in a paragraph or text setting, the new word should be visually differentiated from "by Nature" through either type styles (italic or bold) or a different color.

Text Treatment Examples:

- Nostalgic *by Nature*
- **Nostalgic** by Nature
- Nostalgic by Nature



MESSAGING GUIDELINES

tips for writing on-brand

STAY TRUE TO THE STORY:

Every word in each sentence of the Brand Principles and Story has meaning and content. Feel free to pick and choose different sentences for various purposes but make sure to stay true to the intent. The Brand Principles and Story can be changed over time, but should be done through a meaningful, group-oriented process and not in one-off situations.

BE CONCISE AND TARGETED:

Antioch is a lot of things to a lot of people, so it could be easy to try to be all of these things in messaging. This is where it's extremely important to craft messaging for each target audience. There should be considerable overlap of messages between audiences—using the Brand Principles + Story as the foundation—but there should always be points that are more relevant to a particular group.

BE CONSISTENT.

Always brand check using the messaging words and positioning statement. Ask yourself, *does what I am putting out there align with the overall core message we want to convey?*

FOSTER BRAND EVOLUTION:

Antioch is continuously evolving and so should your brand. The Village should routinely run their messaging through the filter of—*does this continue to resonate with our audiences?* Any changes to brand messaging should be done in an inclusive and strategic way.



Design

LOGO

primary signifier

The updated Antioch logo directly connects to the original logo through the custom leaf "o" and the wave beneath. The typography has been updated to speak to the nostalgic and relaxed character of the place. The logo has also been simplified to improve readability at various scales. The logo to the right is the primary version of the Antioch logo. Additional variations of the logo are provided on page 8.



BRAND MARKS

secondary signifier

A brand mark featuring the Antioch "A" and the leaf motif can be used as a secondary signifier—not in place of the full logo, but in addition to it. Brand mark A is also used in a series of sub-logos highlighted on page 10.



LOGO VARIATIONS

for use in different settings

- A. The primary logo, to be used in the majority of settings
- B. The logo without "Village of" can be used when promoting the Village and the Township (the place as a whole) and in settings where small type is unreadable (see water tower on page 15)
- C. A grayscale version of the primary logo can be used when color reproduction isn't available
- D. The primary logo with tagline, to be used only in settings with sufficient space
- E. Variation E can be used interchangeably with variation B
- F. A white version of the primary logo to be used on top of dark backgrounds



SIZE & SPACING

minimum sizes and clearance areas

The minimum size that the primary logo A, and variations D and E, should be used is 1.25" wide.

Logo variation B can be used at a minimum size of 1" wide. For digital applications, the minimum size is 200 px wide.

There should always be an area of space or "clear zone" around the logo and no other graphic elements or content should fall within this space.



LOGO DO'S applications to embrace



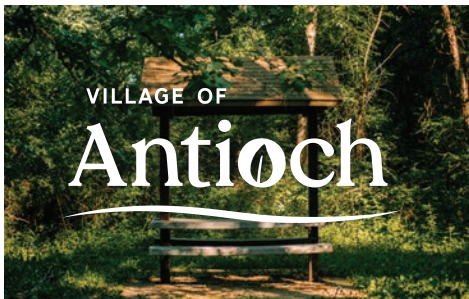
Use the primary logo on a white or very light gray background.



The primary logo can be used on top of the brand colors.



Specific color variations of the logo are provided dependent on the background color.



The one color variation of the logo can be used on top of a photo, provided that the photo is sufficiently dark and simple in content.



The one color variation of the logo can be used in white.



The one color variation of the logo can also be used in brown.

LOGO DON'TS applications to avoid



Do not stretch, compress or skew the logo.



Do not change the color of the logo, use the color variations provided to suit your needs.



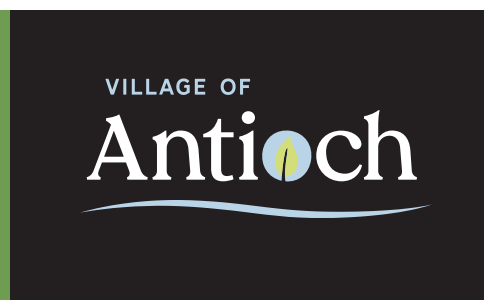
Do not use the logo over a photo that is too light or too detailed.



Do not rotate the logo.



Do not use the wrong type of file (JPG), causing a white box behind the logo (use PNG).



Do not use the logo on a black background.

SUB LOGOS

Creating a brand family

Additional branded logos have been created for different areas, such as Downtown Antioch, as well as different departments within the Village. Additional sub-logos can be created similar to the department logos, using the green from the color palette on page 11.

The Downtown Antioch logo can be used to promote the downtown area. Similar renditions of this logo could be utilized for initiatives like Explore Antioch (pending).



Board of Trustees



Public Works



Parks Department



Police Department

Explore
ANTIOCH

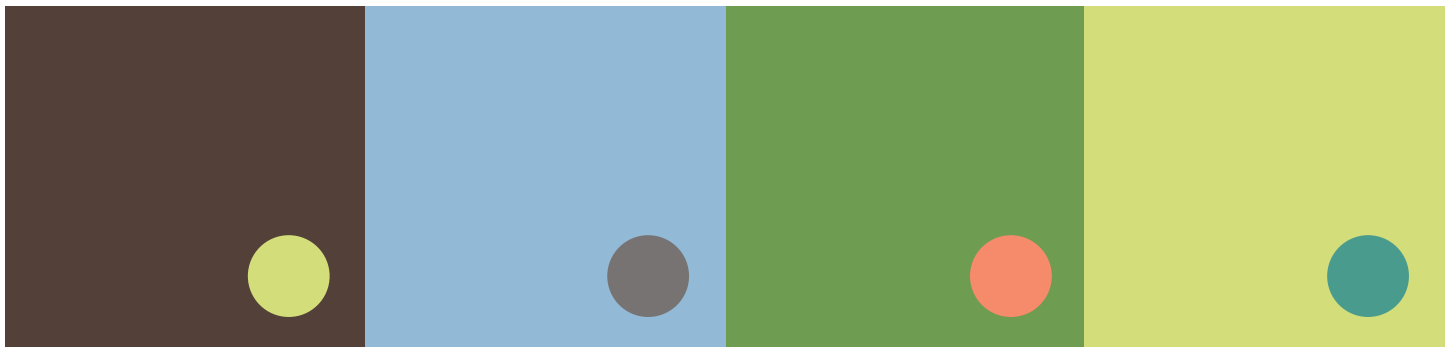


COLOR PALETTE

the hues that define you

The Antioch color palette builds from the existing palette, while elevating it. The color scheme speaks to the relaxing character of the Village and its historic significance. The primary colors should be utilized in most circumstances, while the secondary colors can be used to complement the primary colors and build and expanded on the primary palette. Recommended color pairings and color codes are highlighted below.

PRIMARY COLORS



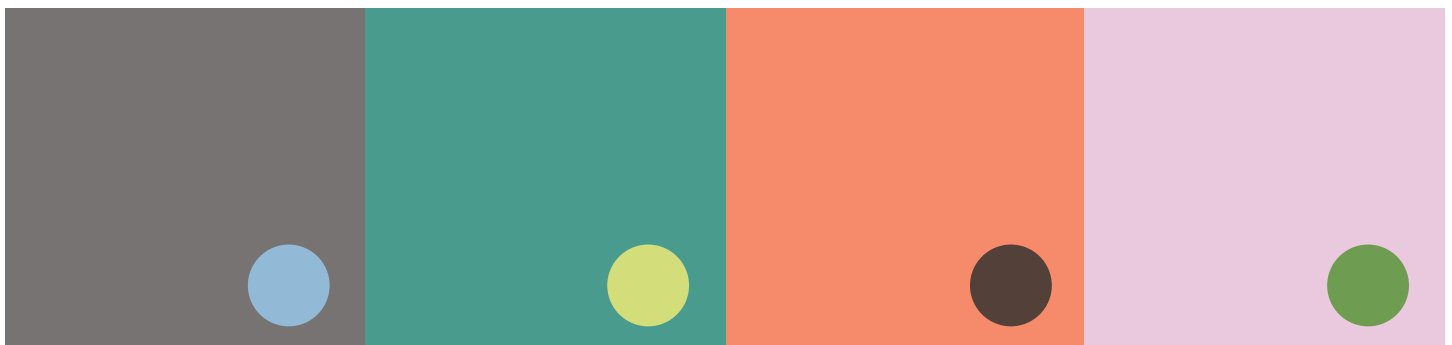
CMYK: 53 64 66 47
RGB: 84 64 57
HEX: #544039
Pantone: 7519 C

CMYK: 33 7 0 12
RGB: 148 187 215
HEX: #94bbd7
Pantone: 2142 C

CMYK: 62 21 88 4
RGB: 110 155 79
HEX: #6e9b4f
Pantone: 7490 C

CMYK: 20 2 66 0
RGB: 211 221 123
HEX: #d3dd7b
Pantone: 2288 C

SECONDARY COLORS



CMYK: 54 48 48 13
RGB: 119 115 114
HEX: #777372
Pantone: Warm Gray 9C

CMYK: 71 21 49 2
RGB: 76 154 141
HEX: #4c9a8d
Pantone: 2401 C

CMYK: 0 56 58 0
RGB: 246 139 106
HEX: #f68b6a
Pantone: 2023 C

CMYK: 6 24 0 0
RGB: 232 200 223
HEX: #e8c8df
Pantone: 671 C

TYPE

fonts and weights for different uses

Typography is the size, style, and technique of arranging printed type to make written language and graphics legible, readable, and appealing when displayed on any number of traditional and digital platforms. With thousands of fonts and typefaces to choose from today, consistency through typography is a powerful way to make the Antioch brand recognizable across platforms. The two main typefaces for the Antioch brand are Tropiline and SS Nickson Two. The contrast of a sans serif and serif font provide consistency and variety for both headers, subheaders, and pull quotes. Open Sans is a Google Web Font available for all users that works well as a body copy.

These typefaces are provided as part of the brand toolkit and should be installed for all users working on communications materials. Using other or custom fonts is discouraged.

FONT INSTALLATION

If you just need one font, double-click it and hit "Install." You can also select multiple fonts by holding CTRL and then right-clicking the selection and choosing "Install".

NOTE: If the above fonts aren't available and you need to replace your typefaces with system defaults, we recommend replacing Tropiline with Georgia and SS Nickson Two with Arial Bold (All Caps). All of the same stylistic rules apply.

Header

Tropiline Bold • Title Case • 65 pt • 0 pt tracking

HEADER

Tropiline Bold • All Caps • 50 pt • 100 pt tracking (or Expanded Type in Word)

SUBHEAD

SS Nickson Two • All Caps • 30 pt • 100 pt tracking/Expanded Type (in Word)

SUBHEAD

SS Nickson Two • All Caps • 16 pt • 100 pt tracking/Expanded Type (in Word)

subhead

Tropiline Bold • Lowercase • 17 pt • 0 pt Tracking

pull quote

Tropiline Italic • Lowercase • 14 pt • 0 pt Tracking

CALL OUT

Tropiline Regular • All Caps • 14 pt • 100 pt tracking/Expanded Type (in Word)

BODY COPY:

Open Sans Regular

BODY COPY:

Open Sans Italic

BODY COPY:

Open Sans Semibold

Open Sans Font Family • Body Copy Standards at 11pt • 0 pt Tracking

BODY COPY:

Open Sans Semibold Italic

BODY COPY:

Open Sans Bold

BODY COPY:

Open Sans Bold Italic

COLLATERAL

applying your updated brand to high priority materials

A Microsoft Word template of the letterhead is provided. Ideally, custom fonts would be installed (see page 12).

An editable template of the business card is provided as both an Adobe Illustrator file and a PowerPoint file. Custom fonts must be installed before editing and creating additional business cards.

LETTERHEAD

MAYOR Scott J. Gartner	VILLAGE OF Antioch	TRUSTEES Ed Macek Mary J. Pederson Scott A. Pierce Brent C. Bluthardt Petrina Burman Mary C. Dominiak
CLERK Lori K. Romine		

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niandandam idignit oditibus etur, nonsequ idelit re explacepta volum ad estiosantias eque verferum reperum quam, odi verum facillupta volupta necto cus eos corem ea ipsa cimolor epedis apit escit inullupta debistis ad que labo. Nam reprorio. Tempe nate niam n fuga. Dolor saped elloriate eos pro omnisit aquidio volestem ut fugiand ucimil erum liquatur, optat explautem quuntotature nimi, nem. Lati omnimus minctiur, quodis voluptatis aut eum faccus est lab ipsapite sequatis nustempellam et eos sinisitiu velecte tas explacculpa volor siniatur?.

Sincerely,

Scott J. Gartner
MAYOR, VILLAGE OF ANTIOCH

Mail to: 874 Main Street • Antioch, IL • 60002

 P: 847.395.1000 • F: 847.395.1920 • antioch.il.gov

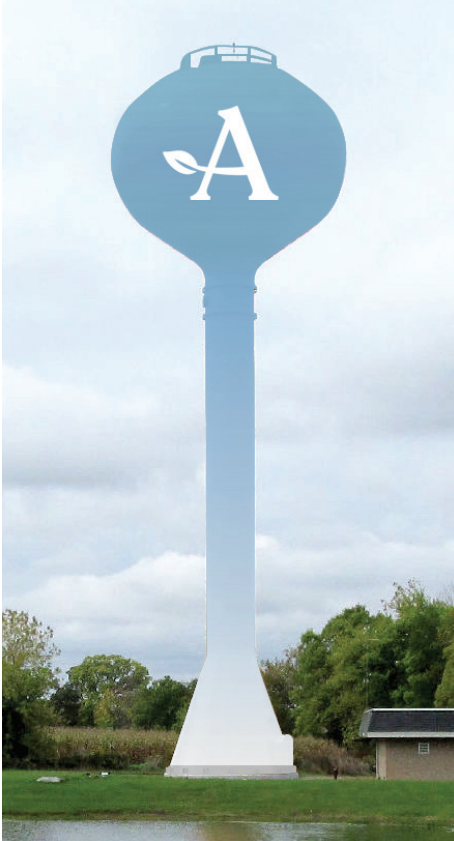
BUSINESS CARD

VILLAGE OF Antioch	P: 847.395.1000 F: 847.395.1920 E: lromine@antioch.il.gov
Lori K. Romine, RMC/CMC Village Clerk	874 Main Street Antioch, IL 60002 www.antioch.il.gov

AUTHENTIC BY NATURE

WATER TOWER

Though updating the branding of the water tower is a low priority compared to other settings, a rendering with an updated logo is provided.



UNIFORMS & APPAREL

Village uniforms feature the logo on a white badge on the upper left chest. The primary logo or department logos can be used.



VEHICLES

On Village vehicles, the primary logo or department logos can be used. The logos should be centered on the driver's side door.



SIGNAGE

When the Village is ready to replace existing signage, new signage should express the Village brand—relaxed, nostalgic, and ready for exploration. The following concepts represent high-level ideas for the look and feel of future signage, as well as Downtown Antioch banners.



WAYFINDING SIGNS



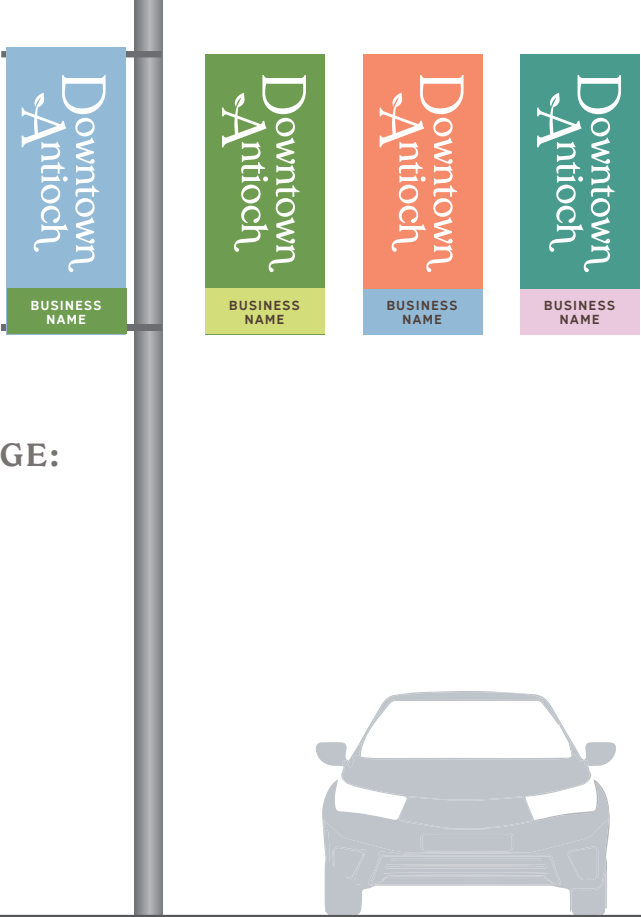
EXISTING SIGNAGE



EXISTING SIGNAGE



DOWNTOWN SIGNAGE:
POLE BANNERS





GATEWAY SIGNAGE





Brand Rollout

	WHAT	DETAILS	BUDGET	TIMELINE
DIGITAL	VILLAGE WEBSITE	<ul style="list-style-type: none"> Update logo in header Update colors throughout to brand colors Add brand story to homepage Use branded Canva template to create banners that are on brand 	-	September 2021
	VILLAGE FACEBOOK PAGE	<ul style="list-style-type: none"> Update profile picture Update cover photo Post brand photography often Consider your brand personality when writing social content Use branded Canva template to create social posts that are on brand 	-	September 2021
PRINT	AGENDAS & MEETING MINUTES	<ul style="list-style-type: none"> Use branded agenda template for future board and commission meeting minutes & agendas 	-	October 2021
	BUSINESS CARDS	<ul style="list-style-type: none"> Replace business cards of existing staff. Create new cards using branded PowerPoint template. Consider cards with rounded corners to connect to brand 	\$30 per person from Vistaprint (single sided)	November 2021
PHYSICAL	SIGNAGE	<ul style="list-style-type: none"> Use designs provided on page 15 as a starting point for updates to Village signage When signage is redesigned, use brand guide as a reference for colors and logo use Update the brand on the Village water towers, using the image on page 14 as a guide. 	\$50,000 - \$250,000	2023-2024
	UNIFORMS	<ul style="list-style-type: none"> Use mock-up on page 14 as a guide when ordering updated Village apparel Utilize the single color logo or sub logo, without tagline, on a solid color shirt (ideally white, green, light blue or brown, never black) 	Operating Expenses	2022
	VEHICLES	<ul style="list-style-type: none"> Use mock-up on page 14 as a guide when ordering vehicle decals 	Operating Expenses	2022



ANTIOCH, IL

