

Identity : City as Travel Destination

The Chicago identity is a visual representation of the spirit of our city: solid and grounded, yet distinctly modern. The soaring typography is a nod to our world-class architecture, while the wave celebrates the natural beauty of our lake and rivers. This logo should be used when selling the city as a travel and leisure destination.

The word "CHICAGO" in a bold, blue, sans-serif font. A light blue wave graphic curves under the letters "A" and "G", starting from the left and ending on the right.The word "CHICAGO" in blue with a light blue wave graphic.

4 color

The word "CHICAGO" in black with a gray wave graphic.

Grayscale

The word "CHICAGO" in black with a black wave graphic.

Black & white

The word "CHICAGO" in white on a black background with a white wave graphic.

Black & white reversed

Identity : City as Business Destination

When promoting the organization *Choose Chicago* or when selling Chicago as a destination for meetings and conventions, the word “choose” is added to the Chicago identity. This combination creates a strong, call to action that confidently says: if you want the best look no further.



CHOOSE
CHICAGO



CHOOSE
CHICAGO

4 color



CHOOSE
CHICAGO

Grayscale



CHOOSE
CHICAGO

Black & White



CHOOSE
CHICAGO

Black & White Reversed

Color

Bold, confident colors have been chosen to create a strong recognition of the Chicago brand. These colors represent the vibrancy of our city: the blues of the lakefront, our sandy beaches, our parks and green space.

Logo Colors

PMS 299

C 85
M 19
Y 0
K 0

PMS 294

C 100
M 58
Y 0
K 21

PMS 201

C 0
M 100
Y 63
K 29

White

C 0
M 0
Y 0
K 0

PMS 2965

C 91
M 100
Y 0
K 49

PMS 269

C 78
M 100
Y 0
K 33

PMS 654

C 100
M 67
Y 0
K 38

PMS 647

C 100
M 56
Y 0
K 23

PMS 361

C 69
M 0
Y 100
K 0

PMS 390

C 22
M 0
Y 100
K 8

PMS 158

C 0
M 61
Y 97
K 0

PMS 1235

C 0
M 29
Y 91
K 0

PMS 186

C 0
M 100
Y 81
K 4

Primary Colors

Secondary Colors