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.











4 color

Grayscale

Black & white

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









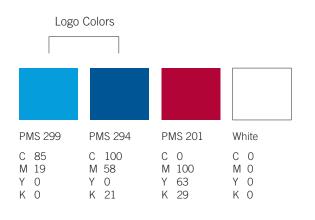
Grayscale

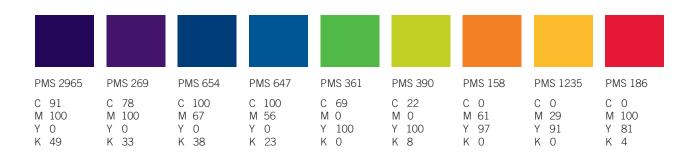
Black & White

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.





Primary Colors

Secondary Colors