



Our objective with the following logo refinements is to retain the integrity of the existing mark, while optimizing readability and aligning it to the clean and epic look and feel of the new Amazing campaign.

Logo lockup evolution

1. Removed distress

While the distress in the lock up added character, a cleaner option reads better on both print and digital collateral, especially when reversed out in white and when used in small sizes.

2. Updated font

The new lockup employs a new but similar typeface – Veneer. Letters like ‘A’ and ‘R’ now have more balanced negative spaces that enhances readability. The height and width of the letters are consistent and lock up nicely without needing to rely on distortion.

3. Letter spacing

The space between the letters has been tightened up. This helps utilize the space better and allows the type to be bigger making it more legible in smaller spaces.

4. Following the Illinois shape

We pushed the question mark past the type in the tagline to better tuck into the shape of the state of Illinois.



Evolved



ORIGINAL



2019