

Illinois Route 66 Centennial Brand

USAGE GUIDE



The Route 66 Centennial brand has been created by the Illinois Office of Tourism and the Route 66 Centennial Commission.

In 1926, Illinois became the first state to have the entirety of its portion of Route 66 paved, from Chicago to St. Louis.

The custom logo suite celebrates 100 years of Route 66 in Illinois.



Usage of the Brand & Logo

Approval is required for use of the Route 66 Centennial brand assets. They may not be used without authorization. Contact details for permission can be found on the last page of these brand guidelines.

The assets may only be used for collaborative advertising in partnership with the Illinois Office of Tourism, State of Illinois or Route 66 Centennial Commission. Rights cannot be on-sold.

If used for collaborative merchandise; printers/production must be union and/or union-made in America.

Full rights to the brand are owned exclusively by the **Illinois Office of Tourism** and the [Illinois Route 66 Centennial Commission](#).

Logo Types

These are the approved versions of the Illinois Route 66 Centennial logo. Each of these is specifically formulated for different scenarios and should not be altered or modified in any way.

Full Color Version:



- This color logo is the preferred option, so should be used whenever possible.
- Please note this logo version also carries a solid white border, to assist in its legibility over colored or photographic backgrounds. See overleaf for an example of this applied.

Single Color Version:



- This single color version of the logo is to be used in situations where reproduction of the four color version is not possible.

Reversed (simplified) Version:



- This version of the logo is to be used in situations where legibility becomes problematic due to reproduction limitations, or where it is required as an endorsement brand and placed with other logo's.

Application Examples

Shown below are examples of how the Illinois Route 66 Centennial logo might be applied to marketing collateral. These are indicative only.

Full Color
Version (used over
an image or colored
background)



**Where Nostalgia Meets
Newfound Adventure**

Illinois Route 66 Scenic Byway

Pictured Above: Old Joliet Prison, Joliet, Illinois - Docs Just Off 66, Girard, Illinois
The Ariston Cafe, Litchfield, Illinois - Route 66 Motorheads Bar & Grill, Springfield, Illinois

Route 66 defined a remarkable era in our nation's history and it lives on today in Illinois Route 66's many roadside attractions, museums, and restaurants - it's the shining ribbon of blacktop we call 'The Mother Road'.

ILLINOIS 66 100 YEARS

WHERE THE MOTHER ROAD BEGINS

**Spend Some Time on the
Illinois Route 66 Scenic Byway
and Discover Nostalgia &
Newfound Adventure!**

ILLINOIS 66 100 YEARS

Illinois Route 66 Scenic Byway

IllinoisRoute66.org | 217.414.9331

Full Color Version

ILLINOIS 66 The First HUNDRED Miles

www.TheFirstHundredMiles.com

Heritage Corridor **illinois** **ILLINOIS 66 100 YEARS**

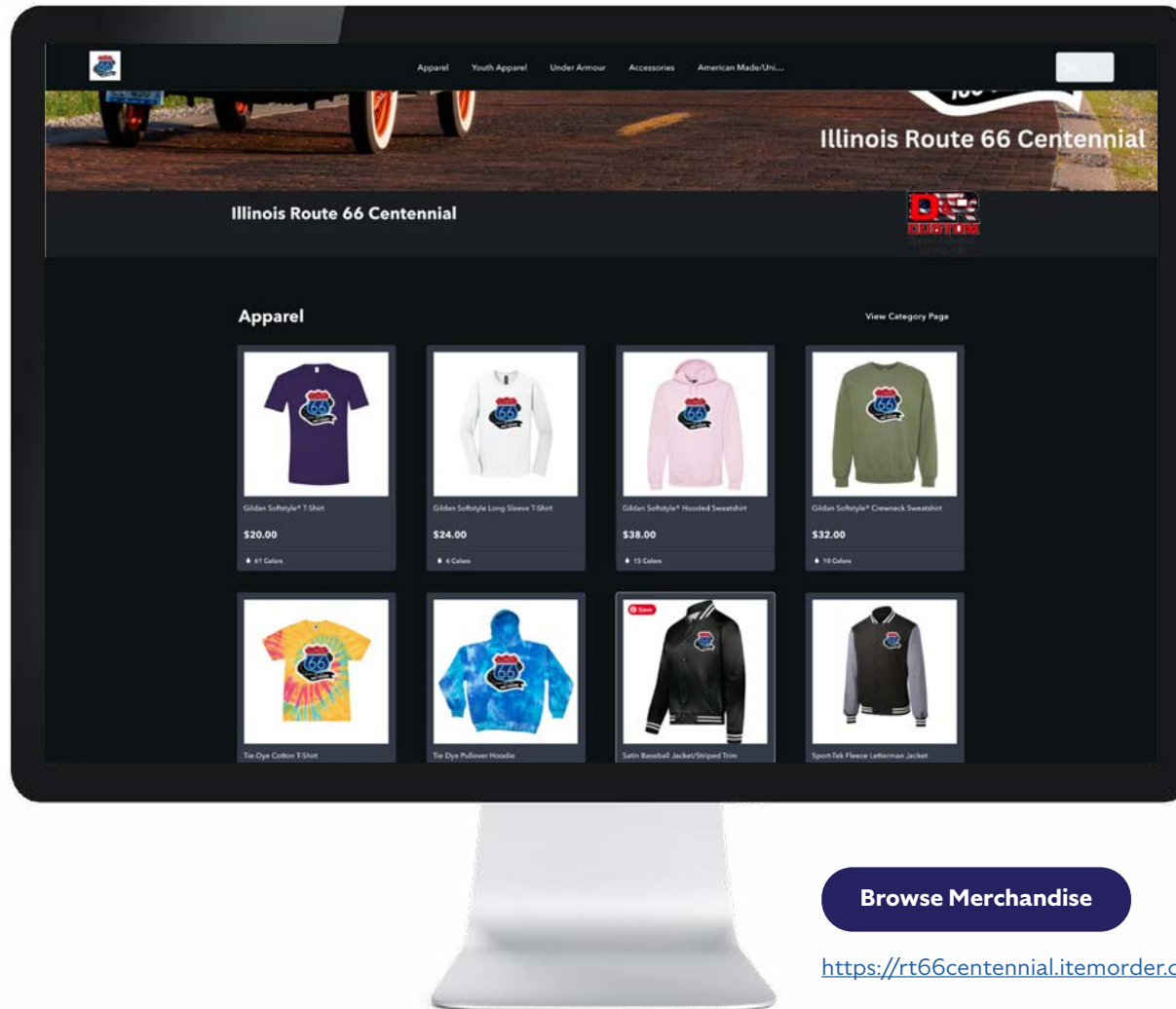
Reversed (simplified) Version
used as an endorsement mark

Application Examples

Shown below are examples of how the Illinois Route 66 Centennial logo might be applied to marketing collateral. These are indicative only.

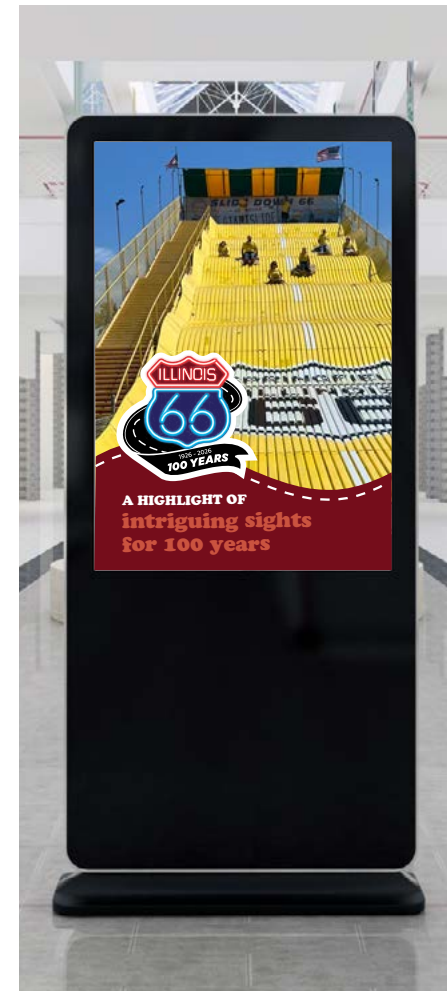
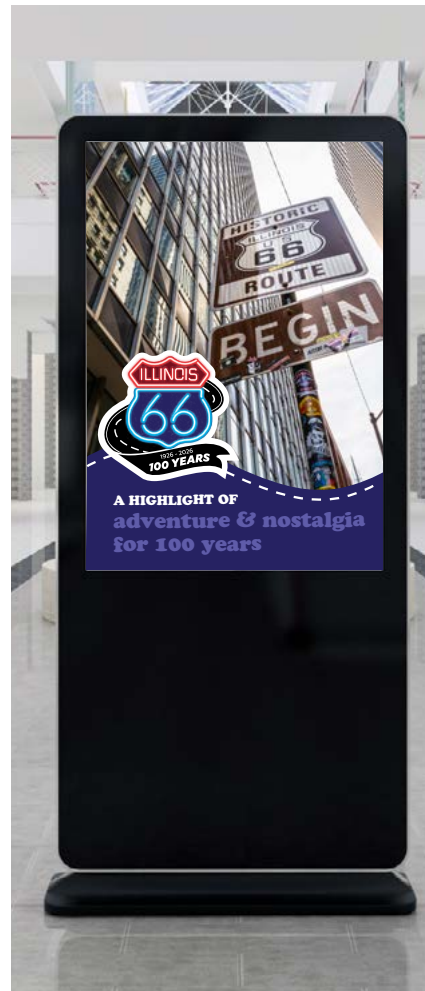
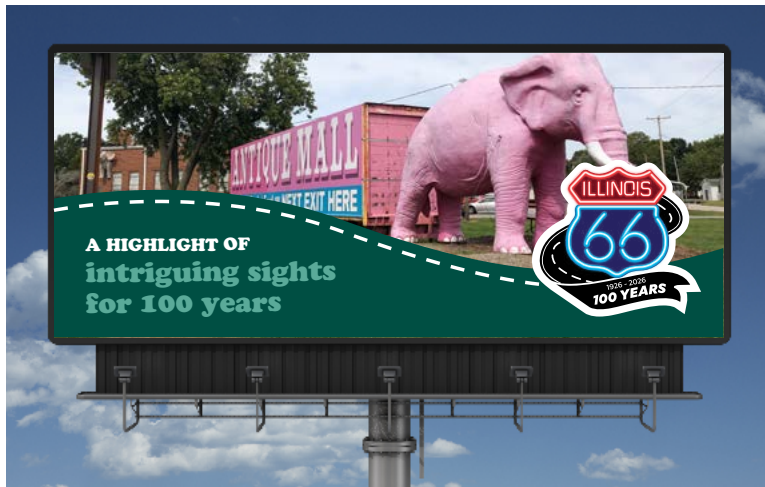


Purchase Merchandise



Application Examples

Shown below are examples of how the Illinois Route 66 Centennial logo might be applied to marketing collateral. These are indicative only.



Logo Usage Rules

The Route 66 Centennial logo must not be redrawn, re-proportioned, re-colored or modified in any way.

- Do not add any other elements to the logo.
- Do not distort the shape (stretch, squeeze or wrap) of the logo.
- Do not rearrange any elements of the logo.
- Do not alter the font in the logo.
- Do not apply dramatic effects to the logo.



Do not distort the logo



Do not remove parts of the logo



Do not use substitute fonts

Logo Clear Space

A consistent clear space must appear around the Route 66 Centennial logo to help maintain readability and not “crowd” the logo.

The minimum distance that the logo should be from edges, text, and other design elements should be equal to the length of the “100” in the Route “66” ribbon graphic.

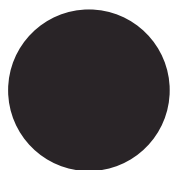
This area is only a minimum distance. A generous amount of negative space surrounding the logo is always recommended. The typography must be legible even at small sizes.



Color Palette

Influenced by Route 66

The Route 66 Centennial brand color palette is rich and bold; all drawing influence from the landscape that Route 66 travels through.

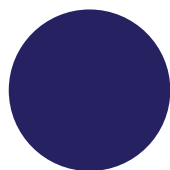


ASPHALT

Process: 0/0/0/100

RGB: 0/0/0

HTML: 000000

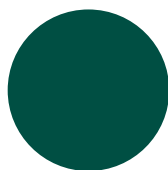


DUSK

Process: 100/100/25/25

RGB: 38/34/98

HTML: 262262

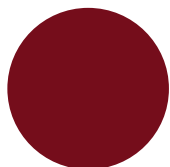


FOREST

Process: 96/47/73/38

RGB: 0/79/67

HTML: 004F43

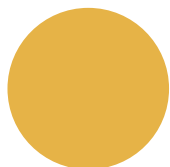


WINE

Process: 28/100/87/45

RGB: 116/13/27

HTML: 740D1B



SUNRISE

Process: 0/24/80/10

RGB: 230/175/46

HTML: ECAF2E

Downloadable Files

Access Assets via Brandkit®:

Route 66 via Brandkit

You will need to login or register with the Illinois Office of Tourism's asset management portal to gain access to these files.

Approval Required For Usage:

The Illinois Office of Tourism are happy to grant permission for the use of this brand, on request. Please contact the following people for permission, or for any questions you may have on these guidelines.

Lisa Link

Assistant Deputy Director, Illinois Office of Tourism

Lisa.Link@illinois.gov

Elisa Marcus

International Marketing Manager, Illinois Office of Tourism

Elisa.Marcus@illinois.gov