



# Regional Brand Story & Usage Guide

September 2018, Version 1.0

***Shopping Local is***  
a daily practice to  
**grow stronger communities.**

**61%**  
**of shoppers**  
say they prefer  
**LOCAL RETAILERS**  
because of their  
*unique & one-of-a-kind*  
**PRODUCTS**

## Regional Overview

Shopping Local is not an annual event, not a novelty, nor a charity; it is a daily practice that makes our community stronger. Spending money locally is important every day of the year in order to positively impact the local economy to the greatest degree.

The campaign is dedicated to educating the public on the importance and impact of shopping local 365 days a year throughout the entire region. As of August 2018, the participating partners include: Greater Peoria EDC, City of Peoria, Peoria County, Peoria Area Chamber of Commerce, East Peoria Chamber of Commerce, Morton Chamber of Commerce and EDC, Washington Chamber of Commerce, Havana Chamber of Commerce, and the Pekin Chamber of Commerce.

All county, city, and business development groups are encouraged to join the team and incorporate the Shop Local 365 brand into their local marketing efforts. Join the growing team and expand the Shop Local 365 message to all corners of Greater Peoria!



# Logo Guidelines



solid,  
all-black  
*preferred*



solid,  
all-white  
*preferred*



solid,  
multi-color  
*secondary  
option*

## Local use

Any public or private entity within the Greater Peoria area (Logan, Mason, Peoria, Tazewell, and Woodford Counties) may use the logo as-is alongside their own logo as per the brand guidelines and user agreement.

## National Use

Entities outside the Greater Peoria region must reference "Greater Peoria" when using the logo. Uses outside of this must be approved through the Greater Peoria Economic Development Council and the Shop Local 365™ regional committee.

## Color Guidelines - Recommended

- Solid colors
- Colors that match your organization\*

*\*It is recommended that when changing the colors to match your organization that a maximum of 3 colors be used.*

## Color Guidelines - NOT Recommended

- Outer glow
- Drop Shadow
- Patterned effects inside letters
- Gradients
- Photo inside letters
- More than 3 colors total



outer  
glow



drop  
shadow



patterned  
effects  
inside  
letters

## Logo Rules

We ask that you help maintain the integrity and consistency of the campaign by following a few simple rules:



skew or alter the logo orientation



reposition or resize any portion of the logo



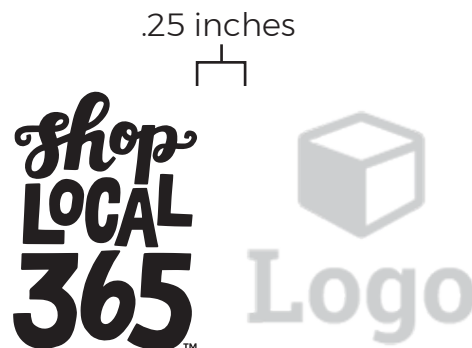
place any type or graphics within the logo's bounding area



remove any portion of the logo

## Area of Isolation

The area of isolation (free space) surrounding the logo prevents it from visually competing with type or images that surround it. We encourage you to put your organization's logo alongside the Shop Local 365™ logo. The standard amount of buffer space is .25 inches.



## Recommended Typography

Looking for fonts to use that align with the Shop Local 365™ brand? Join the movement with these or use your organization's own.

### HEADLINE

#### Montserrat Medium

ABCDEFGHIJK abcdefghijklmnr0123456789

LMNOPQRSTU opqrstuvwxyz !@#\$%^&\*()

VWXYZ

Body Copy  
Montserrat Light

ABCDEFGHIJK abcdefghijklmnr 0123456789  
LMNOPQRSTU opqrstuvwxyz !@#\$%^&\*()  
VWXYZ

Alt. Body Copy  
Calibri

ABCDEFGHIJK abcdefghijklmnr 0123456789  
LMNOPQRSTU opqrstuvwxyz !@#\$%^&\*()  
VWXYZ

## Recommended Colors

Looking for colors to use that align with the Shop Local 365™ brand? Join the movement with these or use your organization's own.



RGB:  
**0 / 115 / 164**  
CMYK:  
**100 / 10 / 0 / 35**  
HEX CODE:  
**#0073a4**

RGB:  
**241 / 93 / 71**  
CMYK:  
**0 / 79 / 75 / 0**  
HEX CODE:  
**#f15d47**

RGB:  
**252 / 179 / 22**  
CMYK:  
**0 / 33 / 100 / 0**  
HEX CODE:  
**#fcb316**

RGB:  
**111 / 181 / 68**  
CMYK:  
**62 / 5 / 100 / 0**  
HEX CODE:  
**#6fb544**

# User Agreement

Before downloading Shop Local 365™ logo resources, users must first read and acknowledge a user agreement.

## USER LICENSE AGREEMENT

THIS LICENSE AGREEMENT (the “Agreement”) is made by and among Shop Local 365 (“Licensor”), an Illinois non-profit organization, and the undersigned party (“Licensee”).

RECITALS: Licensee desires to utilize certain intellectual property owned by Licensor, and Licensor desires to grant Licensee a non-exclusive, non transferrable license to use the intellectual property identified in this Agreement. Therefore, in consideration of the mutual covenants made herein, Licensor and Licensee agree as follows:

**1. Grant.** Licensor grants Licensee a nonexclusive, nontransferable license to use the Shop Local 365 logo design (the “IP”), for use in production and resale of products manufactured by the Licensee, which are more particularly described in Section 2 of this Agreement (the “Products”). Licensor may, in its sole discretion, grant the same or similar licenses to other third parties.

**2. Use.** The IP shall be used in connection with products as indicated in the intentions form, in promoting tourism, business and economic development in the Greater Peoria area.

**3. Term; Termination.** This agreement is valid for a term of 12 months from the Effective Date. Upon written, mutual agreement of the parties, this Agreement may be extended by the parties for an additional period to be agreed upon by the parties. Unless otherwise amended by a separate writing, any renewal shall be upon the same terms and conditions of this Agreement. Licensor, in its sole discretion and for any or no reason, may terminate this Agreement and the license granted hereunder by providing notice to Licensee.

**4. Title.** The IP shall remain the sole and exclusive property of Licensor and Licensor shall retain all right, title and interest in the IP, including all derivative works, improvements, variations, modification, or additions to the IP.

**5. Indemnification.** Licensee shall indemnify, defend and hold harmless Licensor and its officers, directors, shareholders, employees, agents, and representatives from and against any and all claims, demands, losses, damages, judgments, costs, or expenses, including reasonable attorneys’ fees, to the extent relating to or arising out of, directly or indirectly, any third party claim that the IP or Products infringe or misappropriate a patent, trademark, copyright, trade secret, or other proprietary right. Licensee shall pay any costs, all resulting damages, or awards of settlement including court costs and reasonable attorneys’ fees arising out of any such claim, demand or action; provided, that Licensor shall give prompt written notice of any such claim, demand, or action to Licensee which shall have sole control of the defense and settlement thereof.

**6. Miscellaneous.** Should Licensee fail to comply with any of the terms of this Agreement, Licensor may, upon written notice, immediately terminate this Agreement and all rights granted herein. Nothing in this Agreement is intended to confer any rights or remedies on any third persons. This Agreement shall be governed by and construed according to the laws of the State of Illinois, without regard to conflicts of laws principles. For purposes of resolving all matters that

may arise under, or in connection with, this Agreement, the parties hereby submit to the jurisdiction of the State and Federal courts in the State of Illinois. The provisions of this Agreement are declared severable so any invalidity or un-enforceability of any provision or application of this Agreement shall not affect other lawful provisions and applications, and any invalid or unenforceable provision shall be reformed to carry out the parties' intentions. This Agreement may be executed by facsimile or electronic mail and may be executed in multiple counterparts, each of which shall be deemed an original instrument and all of which together shall constitute one and the same agreement.

Acknowledge the user agreement at:

**[shoplocal365.co/use-the-shop-local-brand](https://shoplocal365.co/use-the-shop-local-brand)**

Please contact the **Greater Peoria Economic Development Council** for:

- More information about Shop Local 365™
- Questions regarding usage not covered in this usage guide

## Social Media

[twitter.com/shoplocal365](https://twitter.com/shoplocal365)  
[facebook.com/shoplocal365](https://facebook.com/shoplocal365)  
[instagram.com/shoplocal365](https://instagram.com/shoplocal365)  
website: [shoplocal365.co](https://shoplocal365.co)

## Contact:

Tory Dalhoff  
Director of Communications &  
Outreach  
[tdahlhoff@greaterpeoriaedc.org](mailto:tdahlhoff@greaterpeoriaedc.org)  
(309) 495-5975