



FOR IMMEDIATE RELEASE:

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JACKSONVILLE, ILLINOIS, UNVEILS NEW, UNIFIED BRAND

(JACKSONVILLE, IL) – Five Jacksonville-related organizations unveiled an all-new brand identity that aligns the five groups to provide a unified approach to promote the city as a top choice to visit, work and live. Seamlessly blending its remarkable past with its innumerable opportunities for new businesses, students and residents, the all-new branding positions Jacksonville, Illinois, area as a premier destination for shopping, dining, outdoor recreation and more.

“Jacksonville is a city that’s steeped in its history, but at the same time, remains mindful of its future and the possibilities that lie ahead,” said Brittany Henry, Executive Director of the Jacksonville Area CVB. “We’re excited to show off a brand that we feel is truly representative of Jacksonville, one that honors its past while uncovering its possibilities.”

“While Jacksonville honors its past, it’s not stuck there – we’re constantly innovating and moving into a bright future,” said Jacksonville Mayor Andy Ezard. “When people think of Jacksonville, Illinois, we want positive attributes like our locally owned businesses, our incredible quality of life, our world-class education and healthcare, and our beautiful parks and lakes to be at the forefront.”

CREATING THE BRAND

The Jacksonville brand coalition worked with Pekin, Illinois-based McDaniels Marketing – an experienced tourism marketing firm – to develop a strong brand that established cohesion between all five entities and highlighted the city’s most desirable attributes.

McDaniels Marketing worked closely with all five groups to gather input from area residents across a wide range of backgrounds to ascertain the current perception of the Jacksonville area. Using this data, stakeholders then identified the city’s most desirable attributes and amenities that would ultimately become the focus of the brand messaging.

“People beyond Jacksonville are not as familiar with all the incredible assets and opportunities that our community offers, and this effort will help address that lack of awareness,” said Judy Tighe, Executive Director of Jacksonville Main Street. “By highlighting and sharing our positive attributes – from incredible historic architecture and character to unique small businesses to family-friendly entertainment, Jacksonville has an amazing story to tell the world that will entice new people and enterprises to make Jacksonville their destination of choice.”

THE NEW BRAND LOGO

The brand package was inspired by the city’s history as a Midwest manufacturing hub, from the Eli Bridge Co. to Capitol Records, as well as the 19th-century architecture that defines many of the downtown storefronts and structures.



While paying homage to the past, the new brand honors the city's past and present with a vintage-inspired serifed font while the parallel lines emphasize the stability of the community, and the sunrise that shines a light on the city's bright future. Finally, each logo version calls out "IL" within the word Jacksonville, identifying the city as an Illinois fixture.



"We want people to see Jacksonville the way our community sees it now, as a place that's loaded with history while also looking ahead to the future," said Brian Nyberg, Director of Community Development & Recreational Facilities for the City of Jacksonville. "When we ask people to 'Uncover the Possibilities,' we truly want them to come see for themselves what Jacksonville has to offer and the quality of life that can be attained here."

"Jacksonville is a city brimming with opportunities for residents as well as new businesses," said Kristin Jamison, President of the Jacksonville Regional Economic Development Corporation. "We want prospective business owners to see firsthand the opportunities for development in the Jacksonville region, from manufacturing and industrial to retail."

"The Chamber is pleased to partner with the other four entities to develop an overall Jacksonville brand," said Lisa Musch, President of the Jacksonville Area Chamber of Commerce. "As a group, we have talked about developing a cohesive, fresh messaging strategy for marketing the Jacksonville area for years. The new logo and brand will allow us to share concise and effective messaging about the strengths of the Jacksonville business and agricultural community along with the quality-of-life amenities that are important for our residents and visitors."



BRAND STANDARDS, MESSAGING and MERCHANDISE

The Jacksonville Area CVB has finalized a brand standards guide and is also finalizing a potential line of merchandise featuring the new logo. The brand standards guide can be found online here: <http://www.jredc.org/about/jacksonville-brand-standards>!

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