



MADE IN  
**CHICAGO**

LOGO USAGE  
GUIDELINES





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# LOGO USAGE GUIDELINES

These guidelines provide direction on how to fully utilize the **Made in Chicago** (MIC) logo to benefit your business.

## ★ Benefits of using the Made In Chicago Logo

**LOCAL IS IN:** Show your pride of place! Customers are looking for locally made products and they recognize the Made In Chicago brand. Use the Made In Chicago mark on your products to distinguish your business and make a powerful connection with your customer base.

**DRIVE TRAFFIC TO YOUR BUSINESS:** Our site is built to help search engines pick up businesses that have the Made In Chicago logo and link featured on their websites.

## ★ Logo Versions

There are only two versions of the Made in Chicago Logo. A color version is always preferred:

COLOR



B/W



COLOR REVERSED



B/W REVERSED



**BLUE** CMYK 30, 0, 0, 0 RGB 171, 224, 249

**RED** CMYK 0, 95, 100, 0 RGB 238, 48, 35



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## ★ Placement

**ON YOUR BUSINESS WEBSITE:** Place the Made In Chicago logo on your website with a link to our website, [www.madeinchicago.org](http://www.madeinchicago.org)

The logo can be placed on any page of the website, although the homepage is always preferred.

Logos in several versions can be [downloaded here](#).

**ON YOUR PRODUCTS:** Attach the Made In Chicago logo to your product! Made In Chicago encourages the use of our logo in the following ways:

- On a tag
- On your packaging
- On the inside of a garment or accessory
- Or in a subtle location on your product that doesn't misrepresent the product as a product made by Made in Chicago

## ★ Misuse of the Made in Chicago logo

While we encourage the adoption of the Made In Chicago brand among member companies, Made In Chicago also retains the exclusive rights to license the use of the Made In Chicago logo and any use is subject to compliance with the standards outlined below. Any use of the Made In Chicago logo in violation of these standards constitutes an unauthorized use.

**ALTERING THE LOGO:** You may download the logos exactly as they appear; altering elements within the logo is prohibited.

**CONFUSING OR MISLEADING USE PROHIBITED:** The Made In Chicago logo and the term "Made in Chicago" shall not be used in a manner that encourages consumers:

- A. To associate products that are not manufactured in Chicago as Made in Chicago;
- B. To confuse the Made in Chicago logo with any other brand or logo;
- C. To confuse a product, event or project of a member company as a product of Made in Chicago.

**Questions?** Email Amy Fitzgerald, Marketing Manager at [afitzgerald@imec.org](mailto:afitzgerald@imec.org).