

STILL HERE. STILL PART OF THIS CITY.

Brand standards · version 1.0 · October 14, 2026 · locked

LOCKED DOWN

THE BRAND AT A GLANCE

1 · MAIN LOGO

STILL HERE
CHICAGO

BLUE
#41B6E6

RED
#E4002B

INK
#0E0E0F

CREAM
#ECE7DC

ANTON HEADLINES

Atkinson Hyperlegible for reading

MARKER FOR PEOPLE'S OWN WORDS

The Chicago Y: the river's three branches, one city

2 · COMPACT SIGNATURE

3 · PERSONAL VOICES

4 · CHICAGO IDENTITY

5 · CARE AND HELPERS

6 · FINDING YOUR WAY

WHERE TO TONIGHT?
The practical side

MORE THAN AN ADDRESS.
The human side

STILL PART OF THIS CITY.
The public side

THE BIG IDEA

STILL HERE.
STILL PART OF THIS CITY.

Losing your housing doesn't take your name, your humor, your people or your place in Chicago. Every piece says that first, then points to help: stillherechicago.org and 911 / 988 / 311.

WHERE TO TONIGHT?

Beds, food, health, housing and rights. Practical, fast, numbers first.

MORE THAN AN ADDRESS.

Love, humor, friendship and making things. People, not cases.

STILL PART OF THIS CITY.

People without a home are Chicagoans, not outsiders.

Supporting lines (alone or under a logo): *Real people. Real places. Real support. Still here.* · *Same city. Same people.*

LOGO 1

THE MAIN LOGO



Dashed line: clear space. Keep everything outside it, at least the height of the C in CHICAGO.



On dark backgrounds the letters turn cream. Blue and red never change.

- Use it first: posters, the pocket guide cover, the Home page, the social profile.
- Smallest size: 1 inch (120 px) wide. Smaller than that, use Logo 2 or the star alone.
- The tilt is part of the logo. Never tilt it more, straighten it or stretch it.

LOGO 2

THE COMPACT SIGNATURE







The star alone: app icon, favicon, stickers

- Use it where space is tight: the website header, wallet cards, footers, badges.
- It signs every piece where another logo leads.
- Smallest size: 0.6 inch (80 px) wide. The star is always six points and always red.

LOGOS 7 AND 8

HORIZONTAL AND ADDRESS LOGOS













- **Logo 7, horizontal:** the website header, email headers, banners, anywhere wide and short. Web, email and contact versions add the address lines.
- **Logo 8, the address:** StillHereChicago.org as a wordmark, with a help@ version. Use it where the address is the message: sign-offs, back covers, video end cards.
- Same rules as every logo: don't recolor, stretch or add effects. Smallest size: 0.25 inch (36 px) tall.

LOGOS 3 TO 6

THE FAMILY: EACH ONE OWNS A CHANNEL



3 · PERSONAL VOICES

Quote and story cards, cast sign-offs, Heard on the street, Grief and Heal, sock packs.



4 · CHICAGO IDENTITY

Neighborhood guides, press, citywide awareness, supply totes.



5 · CARE AND HELPERS

Stay alive, Never use alone, Family and helpers, volunteer asks, stickers.



6 · FINDING YOUR WAY

Lines and All stops, Get around, the pocket transit map, posters near stations where allowed.

Every piece carries Logo 1 or Logo 2 somewhere, even when one of these leads. Never set two logos side by side.

COLOR

FOUR BRAND COLORS. EIGHT LINE COLORS FOR FINDING YOUR WAY.

FLAG BLUE
#41B6E6 · RGB 65 182 230
Stripes, CHICAGO

STAR RED
#E4002B · RGB 228 0 43
The star, alerts

INK
#0E0E0F · RGB 14 14 15
Letters, outlines

CREAM
#ECE7DC · RGB 236 231 220
Paper, backgrounds

Line colors mark the eight kinds of help, like the L. They're for wayfinding only, never for the logos.

RED LINE
#C60C30
Stay alive

PURPLE LINE
#522398
Sleep

ORANGE LINE
#F9461C
Eat

BLUE LINE
#00A1DE
Warm and clean

GREEN LINE
#009B3A
Get housed

BROWN LINE
#62361B
Papers and rights

PINK LINE
#E27EA6
Your people

YELLOW LINE
#F9E300
Family and helpers

For print, ask the printer to match the HEX values and proof before any run. No gradients, no extra colors.

TYPE

THREE TYPEFACES, THREE JOBS

ANTON

HEADLINES

Tall, condensed, all caps, like the logos. Short lines. Never for paragraphs.

WHERE TO TONIGHT?

Atkinson

EVERYTHING YOU READ

Atkinson Hyperlegible was made by the Braille Institute so letters can't be mistaken for each other. Minimum 16 px on screens, 10 pt in print.

Walk in any hour. Write down your number. Ask for what you need.

Marker

PEOPLE'S OWN WORDS

Permanent Marker, only for quotes, names and handwritten notes. Never for instructions or phone numbers.

"Shutoff notice on the door. I called that day."

Inside the logos only: Montserrat ExtraBold (CHICAGO) and Kaushan Script (Logo 3). All five fonts use the SIL Open Font License.

PICTURES AND WORDS

DRAWN PEOPLE. REAL WORDS. NO PITY.



Made-up Chicagoans, drawn in halftone comic style, doing things.

ALWAYS

- Drawn, made-up people of every age, race and gender
- Real copy that's been checked, with real numbers
- Plain words a tired person can read fast
- Chicago texture: wheatpaste, screenprint, halftone, transit lines

NEVER

- Photos of real unhoused people
- Pity pictures, begging, cardboard signs
- Police, City or CTA look-alikes
- Fake text, lorem ipsum, made-up handwriting
- Corporate gradients or stock nonprofit smiles

MISUSE

KEEP IT THE SAME EVERYWHERE



DO

Use the files as they are, with clear space.



DO

On a photo, put it on a cream panel.



DON'T

Stretch or squeeze it.



DON'T

Recolor it.



DON'T

Add gradients or drop shadows.



DON'T

Set it straight on a busy picture.



DON'T

Use a five-point star. It's always six.

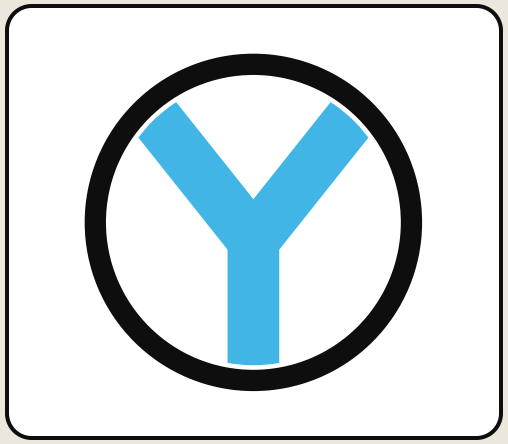


DON'T

Set two logos side by side.

A Chicago symbol

THE CHICAGO Y





The Y is Chicago's municipal device: the North Branch and the South Branch of the river meeting the Main Stem at Wolf Point. Architect Alfred J. Roewad drew it for an 1892 contest, and the City Council adopted it in 1917 so businesses, departments and people could use it to stand for Chicago.

For Still Here it means **three ways in, one city**: branches meeting, people finding their way back to the same place. It's a sign insiders know, which is the point.

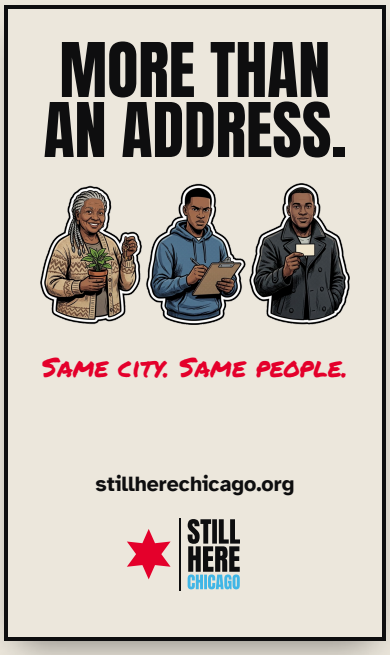
- Use it as a secondary mark: transfer points between lines, section breaks, the footer, stickers
- Blue Y (the river) in an ink or cream ring. Never as our main logo, never with the City seal
- Sources: Wikipedia, Municipal device of Chicago; Chicago Architecture Center, The Chicago Y

APPLICATIONS

POSTERS, WALLET CARD, WEBSITE







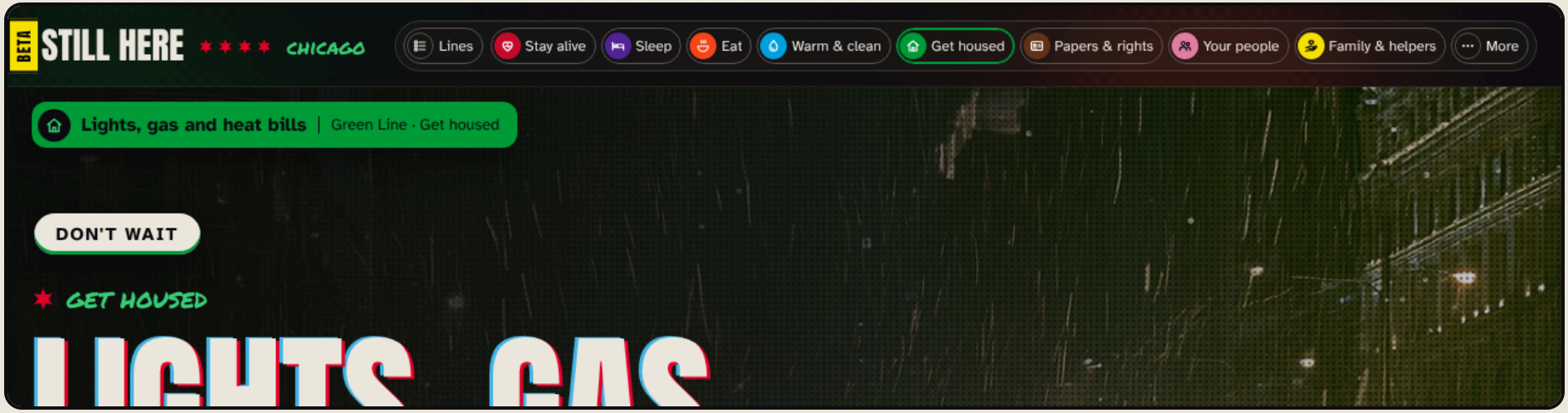
Posters are 11 x 17, printed on cream, and go only where the owner says yes. Chicago doesn't allow posting on poles, viaducts or other public property, and CTA space is paid advertising.



Wallet card, front and back. Waterproof stock, 3.5 x 2 in.

ONLINE

ON THE WEBSITE AND IN YOUR FILES



ON THE SITE

- Header: Logo 7 (horizontal) at the left
- Home: Logo 1 as the hero stamp
- Quotes and stories: signed with Logo 3
- Care pages: Logo 5; Lines page: Logo 6; neighborhoods: Logo 4
- App icon and favicon: the star alone

THE FILES

- logo-1.svg to logo-8.svg: for light backgrounds
- the same names ending -on-dark: for dark backgrounds
- logo-7-web, -email, -contact and logo-8-email: address versions
- star-icon.svg: app icon
- All lettering is outlined, so the files work without fonts installed