



Logo Use, Guidelines & Request

Including the Illinois Route 66 Scenic Byway logo on your print and electronic communications connects you to the reputation of the Byway. Our logo is an important part of our brand and represents our identity and is a significant piece of our intellectual property.

The following guidelines ensure the Illinois Route 66 Scenic Byway logos are used appropriately:

- The logo should be surrounded by clear/transparent space, no less than one-half the height of the Illinois Route 66 Scenic Byway logo. Do not print graphics, rules, typography, or other elements in this area.
- The logo must not be altered in color; black and white is acceptable, if needed, logo colors are CMYK – 0/90/100/66, CMYK - 0/5/31/0 and CMYK – 0/0/0/46 – Logo will be provided as PDF's and JPG's, any other format must be requested and will be provided at the discretion of the Byway.
- Use of the Illinois Route 66 Scenic Byway logo in conjunction with the logos or marks of other organizations (including other businesses, sponsors and government entities) in any publication, advertisement, or other external communication must be reviewed by the Illinois Route 66 Byway prior to production.
- A new form must be submitted every time you produce or use the Illinois Route 66 Scenic Byway Logo; reprints of already approved pieces do not need additional approval.
- Only Byway members are allowed to use the Route 66 Scenic Byway logo; if you are not a member and wish to use our logo, please call our office at 217-525-9308.

To request use of the Illinois Route 66 Scenic Byway logo, please complete the form below and email this to Casey Wichmann, Executive Director at casey@illinoisroute66.org. Once request is approved, you receive a signed copy of this document for your records.

Organization Name: _____

Individual Requesting Use: _____

How will Byway Logo be Used? _____

Email: _____

Phone: _____

Date: _____ Signature: _____

-----FOR OFFICE USE ONLY-----

Date Approved: _____

Signature: _____