

Live It Up La Salle

Brand Guidelines

Summer 2026

02 / INTRODUCTION

Live It Up in La Salle

Live It Up La Salle serves as the City of La Salle's official tourism and destination marketing brand. The brand's goal is to inspire travelers to visit La Salle and support local businesses. The brand advertises La Salle across digital spaces, including social media platforms and a website, as well as through signage.



03 / MAIN BRAND LOGO

Bold, New, & Inviting.

The primary Live It Up La Salle logo features a bold, welcoming wordmark in a flowing, custom script with a hand-drawn quality. The enlarged “L” and “S” serve as the design’s main focal points. An underline reinforces its handcrafted character, and the clean “Illinois” text provides contrast. We encourage the use of our primary logo.



04 / SECONDARY LOGO MARK

Built for the Feed.

The Live It Up La Salle logo mark combines the “L” and “S” from the primary logo into a simple design. It keeps the same hand-drawn look and is easy to recognize at smaller sizes. The mark is to be used for social media profile photos, website favicon, or small watermarks. Use of the primary logo is preferred over the mark.



05 / CLEAR SPACE & SIZING

Let It Breathe.

To reduce clutter, maintain clear space equal to the size of the lowercase “a” around the logo. No text, images, or other elements should enter this area. When printing, the logo should never appear smaller than one inch. This helps ensure every detail is sharp and fully recognizable.



05 / LOGO PRACTICES

Things to Avoid.

To keep the Live It Up La Salle logo clear and consistent, please follow a few practices. Please do not stretch, rotate, rearrange, crop, add effects, or change the color of individual elements. Following these practices helps ensure the logo's quality and keeps the brand recognizable across all marketing materials.



DO NOT
Stretch or distort the
logo.



DO NOT
Change the color of
only one element.



DO NOT
Combine elements
from other variants.



DO NOT
Rotate the logo any
direction.

06 / BRAND FONTS

Our Brand, in Type.

Live It Up La Salle's typography is bold, modern, friendly, and easy to read. Scale Variable (VF) is used for headings, Scarlet adds unique accents, and Barlow keeps body paragraphs clean and clear. Together, these three fonts create contrast while keeping the brand consistent across our marketing materials.

Scarlet

Medium or Bold variants.

Accent Text Here

**Heading Text
Here**

Scale Variable (VF)

Extended Medium/Bold variants.

Body paragraph here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Barlow

Regular variant.

07 / BRAND COLORS

Made to Stand Out.

Live It Up La Salle's color palette is warm, soft, and welcoming. Vintage Red serves as the primary brand color, followed by Cherry Red for lighter accents and Mayoral Maroon for dark backgrounds. Middle Parchment and Light Tan provide neutral backgrounds, while supporting colors (teal and brown) add variety.



Vintage Red - #D13226



Cherry Red - #FA4840



Middle Parchment - #FCF6F0



Light Tan - #f4eade



Quick 1 - #049DA5



Quick 3 - #AC643A



Dark Background - #007f8d



Mayoral Maroon - #68101F



Coal Black - #1C0B08

08 / COLOR COMBINATIONS

Pair with Care.

Consider recommended color combinations that create strong contrast and ensure all text and logos are easy to read. These combinations are used throughout our website, social media graphics, and printed materials. Thoughtful pairings help every design look clear and consistent, even from long distances.



*Primary variant



09 / BANNER DESIGN

Boosting Visibility.

When placing the logo on a banner at local events, adding the liveituplasalle.com website is optional. However, it can help people learn more about everything La Salle has to offer, from shopping and dining to attractions. Please feel free to add or remove it as you see fit, depending on the amount of space available.



Thank You!

liveituplasalle.com



Questions? Feel free to reach out to us using the provided contact information:

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