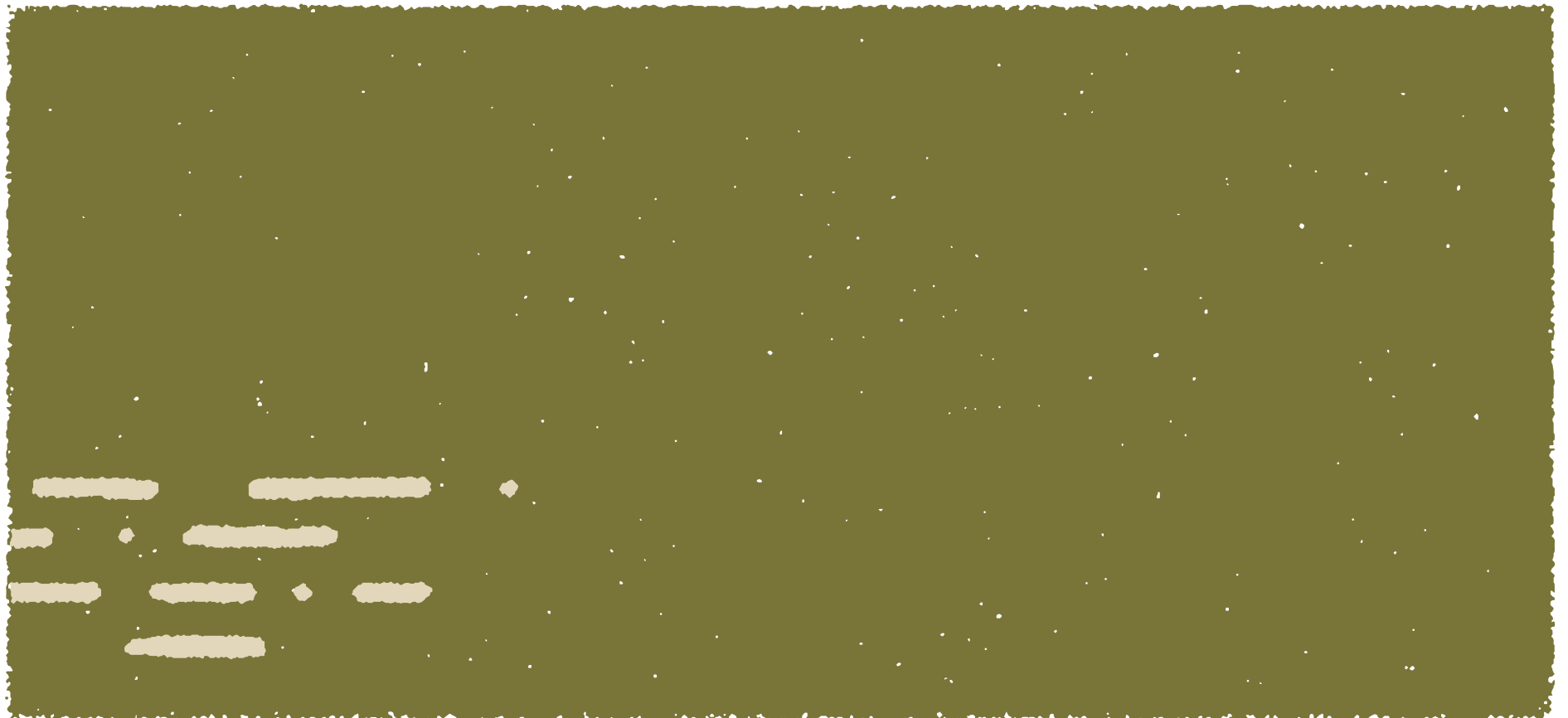




**BRAND TOOLKIT**

AUGUST 23, 2019





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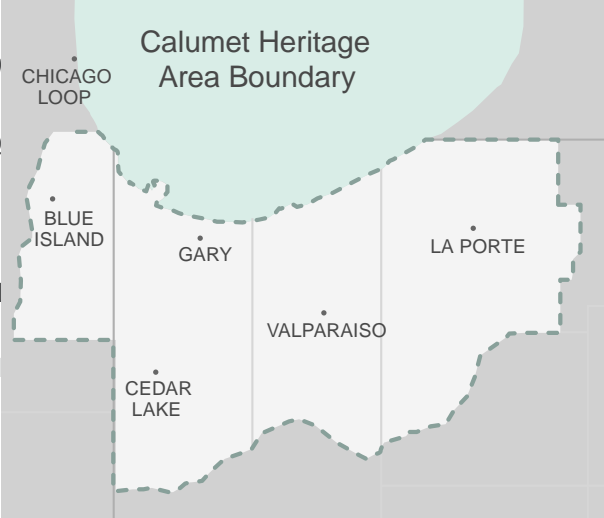


# CALUMET HERITAGE AREA

## INITIATIVE

The Calumet Heritage Area is a place of nationally  
 V LJQLÁFDQW QDWXUDO LQG XV  
 KHULWDJH DVVHWV WKDW DUH  
 DGYDQFH HFRQRPLF RSSRUWXQ  
 of its residents and visitors from across the nation.  
 The Calumet Heritage Area will connect the region's  
 WZR 1DWLRQDO 3DUNV ORFDO  
 JDWHZD\ DQG KLVWRULFDO V  
 awareness of all assets in the region for residents  
 DQG YLVLWRUV DQG VSXU FRP  
 through increased visitation and heritage tourism.

MAP OF CALUMET HERITAGE AREA



## PROCESS

Understanding what the Calumet means to those  
 that live and work in the region and hold the  
 Calumet close to their hearts was key to creating  
 an identity and brand for the Heritage Area. From a  
 VWDNHKROGHU OLVW RI RYHU PRUH WKDQ SHRSOH  
 SDUWLFLSDWHG LQ RYHU PHHWLQJV IRFXV JURXS  
 individual interviews and online surveys during the  
 FRXUVH RI WKLW HLJKW PRQWK SRMHVWPHPHWULF  
 DHVWKHWLF DQG ÁQDO GHVLJQ RI WKLW DEXPHW + ÁHULW DJH  
 \$UHD EUDQG ZDV VKDSHG E\ WKH UHVLVHQV EXVLQHVV  
 RZQHUV PXQLFLSDOLWLHV FRPPQLWV RUDQLJDWLRQV  
 ORFDO WRXULVP EXUHDXV DQG KLVWRULFDO VRFLHWLHV ZKR  
 participated from across the region.

“Branding should promote a positive and new  
 narrative—something that begins to unify this  
 region in a tangible way”

- Comment from online survey

“The collective community is aware and proud of  
 while embracing change.”

- Comment from online survey

# ACKNOWLEDGMENTS

This toolkit was developed with the input and support of the Calumet Heritage Area and its mission. A special thanks to all those who contributed.

## STEERING COMMITTEE

Stephen Bell & KLF DJR 3DUN 'LVWULFW  
 Liz Castaneda 6RXWK 6XEXUEDQ (FRONTIER INITIATIVE)  
 Sue Bennett 1DWLRQDO 3DUN 6HUYLFH  
 National Monument  
 Erika Dahl 6RXWK 6KRUH & 9\$  
 Leah Konrad 2QH5HJLRQ  
 Kindy Kruller )RUHVW 3UHVHUYH 'LVWULFW  
 Christine Livingston ,QGLDQD 'XQHV 7RFX  
 Sherry Meyer & DOXPHW +HULWDJH 3DUWQHUVKLS  
 InSites To Go  
 Sara Perazzolo \*UHDWHU 1RUWKZHVW  
 Association of Realtors (GNAR)  
 Jay Readey 5: 9HQWXUHV  
 Christopher Rudd & KL% 'HVLJQ  
 Kathy Schneider 1DWLRQDO 3DUN 6HUYLFH  
 National Monument  
 James Semelka \*UDI 7UHH & DUH  
 Madeleine Tudor )LHOG 0XVHXP  
 Raeann Trakas 1RUWKZHVW ,QGLDQD

## OVERSIGHT COMMITTEE

Mitch Barloga 1RUWKZHVWHUQ ,QGLDQD  
 Planning Commission (NIRPC)  
 Mandy Burrell & KLF DJR 0HWURSROL  
 Planning (CMAP)  
 Sarah Coulter & DOXPHW & ROODERUDWLYH  
 Gary Johnson & DOXPHW +HULWDJH 3DUWQHUVKLS  
 Mortar Net Solutions  
 Annie Turek ,OOLQLV 'HSDUWPHQ  
 Resources Coastal Management Program

## CALUMET NATIONAL HERITAGE AREA

## COORDINATING COMMITTEE

Mark Bouman & DOXPHW & ROODERUDWLYH  
 & DOXPHW +HULWDJH 3DUWQHUVKLS  
 Sarah Coulter & DOXPHW & ROODERUDWLYH  
 Benjamin Cox & DOXPHW +HULWDJH 3DUWQHUVKLS  
 Friends of the Forest Preserves  
 Ashley Hodges & DOXPHW & ROODERUDWLYH  
 Gary Johnson & DOXPHW +HULWDJH 3DUWQHUVKLS  
 Mortar Net Solutions  
 Michael Longan & DOXPHW +HULWDJH 3DUWQHUVKLS  
 Bill Straub & DOXPHW & ROODERUDWLYH & KDLU

## FUNDED BY:

Supported by the Illinois Department of Natural Resources' Coastal Management Program through a federal grant from U.S. Department of Commerce. This project is also supported by ArcelorMittal.



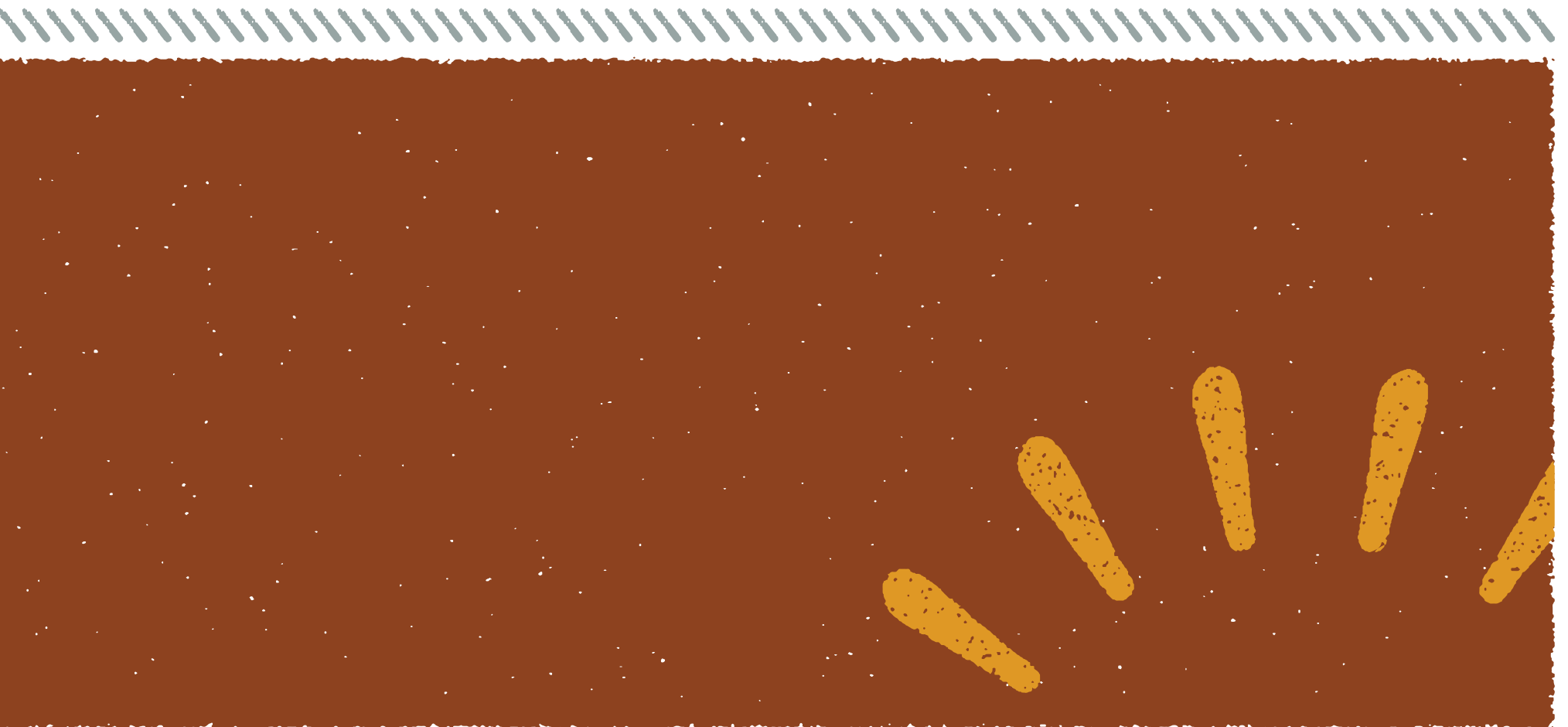
## PREPARED BY:

Rachael Smith 7KH /DNRWD \*URXS  
 Marisa Schulz 7KH /DNRWD \*URXS  
 Becky Hurley 7KH /DNRWD \*URXS  
 Scott Freres 7KH /DNRWD \*URXS  
 Matthew Kaplan 3KRWRJUDSK\





# BRAND GUIDELINES





# PURPOSE

The Calumet Heritage Area's brand is a compilation of design and messaging assets that together help to promote the region. The guidelines are intended to outline the general messaging and brand rules or the Calumet Heritage Area. Following these guidelines will ensure consistency in any messaging and collateral or design materials created; tell the VWRU\ RI WKH UHJLRQ·V QDWLRQDO create an identity built on the area's heritage.

East Chicago Lakefront, IL



# AUDIENC

/LNH DOO KHULWDJH DUHDV W  
 ZLOO UHTXLUH WKH HQJDJHP  
 of a diverse group of residents and stakeholders.  
 . The people who live and work here encompass  
 many different races (54% of the population is  
 White and 35% is Black) and ethnicities (16% of  
 the population is of Hispanic origin\*). While 23%  
 of the household incomes are below the federal  
 SRYHUW\ WKUHVKROG RI  
 LQFRPHV HDUQ RYHU  
 IDFW WKDW WKHVH UDFLDO  
 GLIIHUHQFHV DUH KLJKO\ VHJUHJDWHG  
 the fragmentation of the region. To capture the  
 DWWHQWLRQ RI WKLV GLYHUVH  
 identity of the Heritage Area is designed to resonate  
 ZLWK SHRSOH IURP PDQ\ GLIIHUHQ  
 D VTXDUH PLOH UHJLRQ V  
 FRXQWLHV FLWLHV WRZQV  
 knits this region together into one heritage area in  
 order to inspire the grassroots work necessary for a  
 successful national heritage area.

## RESIDENTS

There is a remarkable sense of pride and place  
 residents say by way of introduction is where they  
 what their family's history is. Yet their sense of  
 Calumet. Residents acknowledge that they don't  
 always appreciate the region as they might. Many  
 need to better understand the unique identity and  
 value of their home region—the atypical beauty  
 backyard.

## VISITORS

A key target audience is visitors. As a future  
 of the region must appeal to interests of people  
 audiences associated with both subcategories of  
 visitors. In addition to the sorts of national interest  
 bureaus are important partners to share the story  
 discovery.

“people who live here” also includes the historical  
 included are the many committed collaborators and  
 governmental agencies.

\*People who identify as Hispanic, Latino, or Spanish may be any race.



# MESSAGING

# PERSONALITY

Throughout discussions and focus groups with multiple stakeholders from the Calumet Heritage \$UHD VSHFLÀF ZRUGV DQG LGHQWL helped to shape the brand—from messaging to design. These words capture the essence of the region and can be used as “brand checks” when crafting and designing new promotional content.

Indian Ridge Marsh, IL

UNEXPECTED

0DQ\ SHRSOH ÀQG WKHPVHOYHV LQ WKH &DOXPHW +H  
WUHDVXUHV WKDW DZDLW WKHP 7KH &DOXPHW LV QR  
beauty, destinations, and experiences await adventurers who want to step off the beaten  
path to discover and explore a truly authentic place.

JUXTAPOSITION

7KH &DOXPHW +HULWDJH \$UHD LV ÀOOHG ZLWK DW\SLF  
LWV ZLOG DQG ULFK ELRGLYHUVH ODQGVFDSHV YV LW  
shaped each other over time.

GRITTY &  
RESILIENT

7KH &DOXPHW +HULWDJH \$UHD·V SHRSOH DQG FRPPXQ  
and determined. Shaped by industrialization, immigration, and deindustrialization, they  
have stood the test of time, fought for social and environmental justice, and forged ahead  
into a bright future.

CREATIVE &  
INNOVATIVE

The future of the Calumet is sustainable. Technological innovation, environmental  
restoration, growing local brewery and coffee roasting scenes, food from around the world,  
and an abundance of cultural offerings make this area a thriving and creative hub.

# THE STORY

Built from the descriptions included above and

WKH IRXQGDWLRQ RI WKH )HDMLELGHU DQDWHU WKH

Story allows for a complete and consistent narrative

WKURXJKRXW WKH UHJLRQ ZKLFK ZLOO KHUS DOO EUDQG

DPEDVVDGRUV WR VSHDN WR ZULW DIERXW DQG FLSW UH

the major assets and themes of the Calumet.

7KH 6WRU\ SURYLGHV FRS\ EORFN IRU WH[W UHODWH

promotional materials. The entire Story should

be used in the “About Us” page of a website and

brochures for the Calumet Heritage Area. Snippets

DQG SLHFHV RI WKH 6WRU\ FDQ EH XVHG IRU QHVV WHIW

KHDY\ SURPRWLRQDO PDWHULDORV VVFK DV VRFLDO PHGLD

posts or event promotions.

The more you explore the Calumet, the more you’ll uncover the atypical beauty and resilience of the land, the industry, and the people. Soak in the sun, surfers, and stunning vistas of the dunes along Lake Michigan.

Stumble upon architectural relics that showcase the area’s industrial heritage. And venture off the

EHDWHQ SDWK WR AQQ TXDLQW WU

FUDIW EUHZHULHV DQG ORFDO JDO

of nature, diversity, and history—all within proximity

to a vibrant Metropolitan area—creates an unrivaled

destination for all kinds of adventures, worthy of exploring again and again.

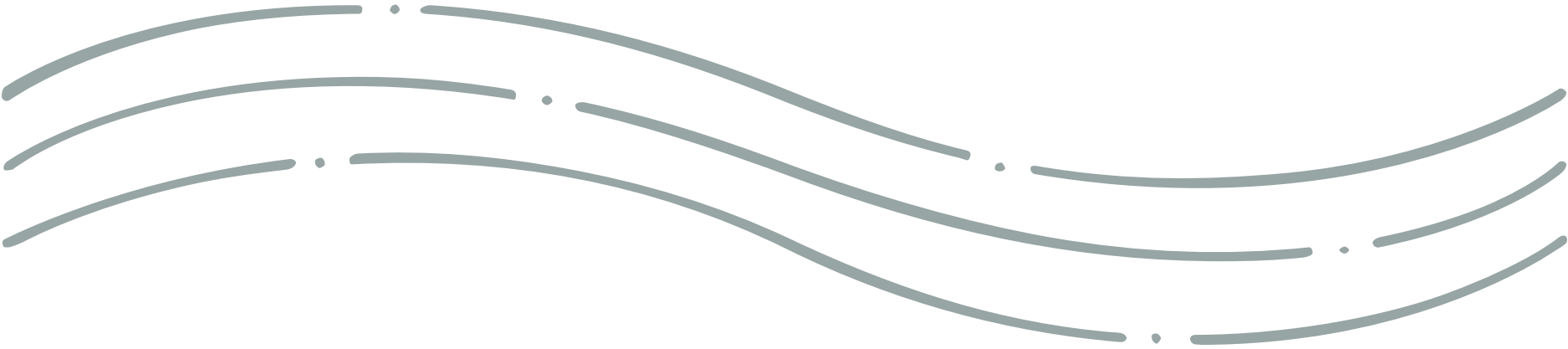
The Calumet’s landscape is an American story. It paints the picture of worlds converged to forge a new path—where the natural world was changed to make way for industry, where immigration transformed community identity, and where activist roots formed world-

renowned ecology, social justice, and labor movements.

Today, it is a place of innovation that inspires the passionate doers, thinkers, creators, and explorers that will shape the next wave. The region’s future story—as a destination for ecotourism, clean industries, and arts and culture—will be just as transformative as its past.

# THE PROMISE

\$Q LQWHUQDO EUDQG JRDO SURPRWLRQDO PDWHULDORV XFK DV EDQQHUV DQG Á\HUV  
 a litmus test to determine whether any decision is  
 RQ EUDQG :KHQ FUDIWLQJ HPDORV VRFLDO FROLD SRVW  
 RU GHVLJQLQJ D JUDSKLF DOZDYN XUVH ZKHWHU  
 ZKDW \RX DUH FUHDWLQJ UHÁHFWV WKH %UDQG 3URPLVH  
 The Calumet Heritage Area is a  
 place of unexpected discovery,  
 AROUND EVERYONE.



# THE TAGLINE

The tagline distills the Brand Promise into a concise and memorable snapshot of the brand. When  
 SHRSOH WKLQN RI WKH &DOXPW +HULWDJH \$UHD WKH  
 should think of its tagline. This should be used on  
 SURPRWLRQDO PDWHULDORV XFK DV EDQQHUV DQG Á\HUV  
 Learn more about how the design of the tagline  
 should be treated on page 17.

**DISCOVER THE UNEXPECTED.**

# DIVERSITY & INCLUSION

7KH &DOXPHW LV D GLYHUVH UHJLRQ DQG LWV EUDQG DQG PHVVDJLQJ VKRXOG FRQVLVWHQWO\ U  
7KLV LQFOXGHV UDFH HWKQLFLW\ JHQGHU DJH JHRJUDSK\ FXOWXUH VH[XDOLW\ VRFLR HFRQ  
UHOLJLRQ PDULWDO DQG SDUHQWLQJ VWDWXV DQG LQWHUHVWV DQG KREELHV :KHQ XVLQJ WKH  
PDUNHWLQJ FRQWHQW WKLQN DERXW KRZ PHVVDJLQJ DQG SKRWRJUDSK\ DXWKHQWLFDOO\ UHÁHF  
composition of people and places throughout the region and tell the story of this culturally-rich destination.



Big Marsh  
Park, IL



East Chicago Lakefront, IN



Cedar Lake, IN



# DESIGN

---

# LOGO

## VARIATIONS

The current variation of the logo is for the Calumet Heritage Area. The primary logo is the emblem without a background. The secondary logo has a background. Use the primary logo whenever the contrast is high. Use the secondary logo whenever the contrast is low.



HERITAGE AREA SECONDARY

The primary logo should mainly be used in royal blue; however it can also be used in black or white with type reversed. Always use the logo in one color.



NATIONAL HERITAGE AREA SECONDARY


NATIONAL HERITAGE AREA PRIMARY

Once the Calumet becomes a National Heritage Area, the primary logo should be used in royal blue, black, or white with type reversed. The secondary logo should be used in white with type reversed on a dark blue background.



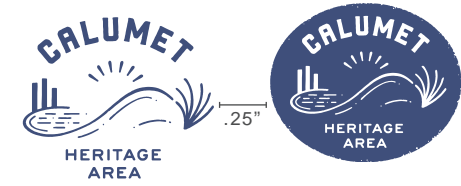
## SIZING & SPACING

7KH PLQLPXP VLJH WKH ORJR VKRXOQ EH YVHG  
 ZLGH \$W DQ\ VFDOH VPDOOHU WKDQ WKLV WKH DLOV DQG  
 W\SRJUDSK\ ZLOO EHRPH PRUH GLI\AFOXW WR UHGG



Provide at least .25" of open space between the logo and any other graphics or type. When  
 DGGLWLRQDO VSDFH LV DYDLODEOH LQ D OD\RXW SURYLGH  
 or more spacing around the logo.

LOGOS AT MINIMUM SIZE



MINIMUM SPACING AROUND

## BACKGROUNDS

The logo may be used on background colors that  
 DUH ZLWKLQ WKH FRORU SDOH  
 the logo in either royal blue or natural to maintain  
 PD[L PXP OHJLELOLW\ DQG FRQ  
 the right.



:KHQ WKH ORJR LV XVHG RQ D SKRWRJUDSK WKH VDPH  
 FRORU SULQFLSOHV DSSO\ ,Q WKH VH LQVWDOFHV XVH WKH  
 ORJR LQ UR\DO EOXH ZKLWH R\ EDWXUDO \$YHUV RQ RI WKH  
 logo where the graphic is cut out from the oval can  
 be used only if the background is dark enough for  
 the type and details to be legible.

A drop shadow is appropriate when using the logo  
 RQ SKRWRJUDSKV WKRJK LW V\ RQ D EHLQJ  
 opacity and offset.



## NO THANK YOU

%HORZ DUH H[DPSOHV RI WKH ORJR EHLQJ PLVXVHG ZLWK  
 D GHVFULSWLRQ RI WKH ÁDZ VXPPDUL]HG XQGHUDWK



STRETCHED



WRONG COLOR



WRONG COLOR



TOO SMALL



DROP SHADOW ON  
 WHITE BACKGROUND



MULTI-COLOR

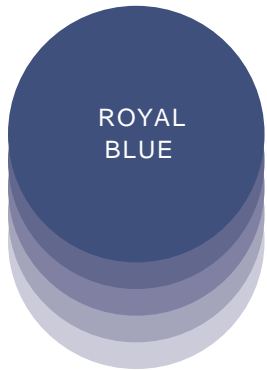


# COLOR PALETTE

The Calumet Heritage Area color palette has three primary colors and three secondary colors. Tints of these colors can also be used where appropriate.  
 8VH WKH FRORU FRGHV SURYLGHG EHORZ WR HQVX  
 EHORZ HDFK FRORU LQ DQG

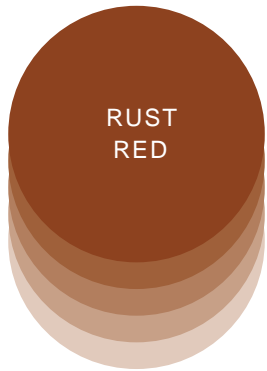
## PRIMARY & SECONDARY COLORS

### PRIMARY COLORS



ROYAL  
BLUE

CMYK:  
 RBG:  
 HEX: 42507c  
 Pantone: 7686 C



RUST  
RED

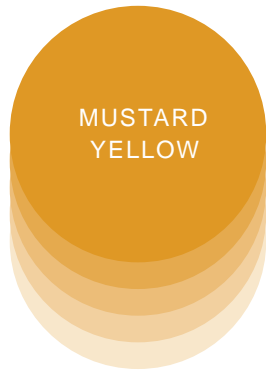
CMYK:  
 RBG:  
 HEX: 8d441f  
 Pantone: 724 C



OLIVE  
GREEN

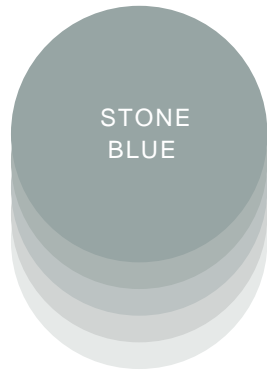
CMYK:  
 RBG:  
 HEX: 7a7639  
 Pantone: 5767 C

### SECONDARY COLORS



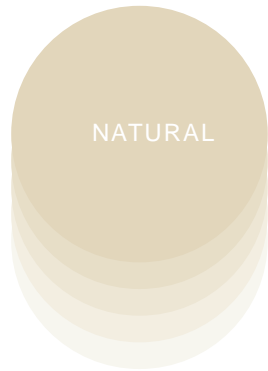
MUSTARD  
YELLOW

CMYK:  
 RBG:  
 HEX: df9827  
 Pantone: 110 C



STONE  
BLUE

CMYK:  
 RBG:  
 HEX: 99a5a3  
 Pantone: 5435 C

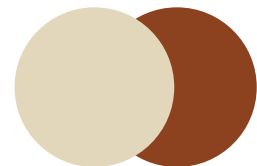
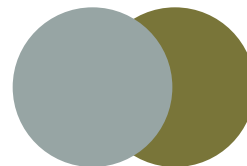
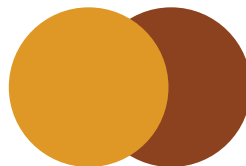
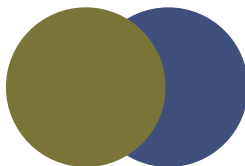
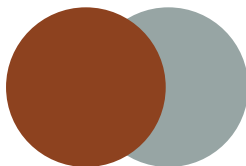


NATURAL

CMYK:  
 RBG:  
 HEX: e2d7bc  
 Pantone: 7534 C

## COLOR PAIRINGS

:KLOH WKH FRORU SDOHWWH ZRUNV DV D ZKROH WKH SDLULQJV EHORZ ZRUN SDUWLFXODUO\ ZHO  
 \$LP WR XVH WZR WR WkuHH FRORUV LQVWHDG RI WKH ZKROH SDOHWWH IRU D PRUH UHÀQHG ORR  
 FKRRVLQJ FRORUV EH VXUH WR DOZD\V XVH DW OHDVW RQH RI WKH SULPDU\ FRORUV



# TYPOGRAPHY

HIGHWAY GOTHIC EXPANDED  
32 PT FONT, 3.2X BODY COPY

# HEADING ONE

## HEADING TWO

### HEADING THREE

There are three primary typefaces used in the hierarchy in which these typefaces should be used is highlighted to the right. While three heading any given design (see sample layouts on pg. 21).

NORTHWEST ROUND  
24 PT FONT, 2.4X BODY COPY

HIGHWAY GOTHIC EXPANDED  
14 PT FONT, 1.4X BODY COPY

FRANKLIN GOTHIC DEMI  
10 PT FONT, 1X BODY COPY

SUB HEAD ONE

Body copy looks like this.

the body copy is provided. These numbers are not referenced for general scale.

FRANKLIN GOTHIC BOOK  
10 PT FONT

**HIGHWAY GOTHIC EXPANDED**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%\*{[

**NORTHWEST ROUND**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%\*

8 VH +LJKZD\ \*RWKLF ([SDQGHG LQ DOO FDSV ZLWK SW tracking.

**NORTHWEST ROUND TEXTURED**  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890!@#\$%\*

Use Northwest Round in all caps with 80 pt tracking. Use Northwest 5RXQG 7H[WXUHG LQ PRUH JUDSKLF W\SH WUH or social media templates on page 37).

SAMPLE LAYOUT 1

Franklin Gothic Book Regular      Franklin Gothic Book Italic  
 \$ % & ' ( ) \* + , - . / 0 1 2 3 4 5 6 7 8 9 : ; A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* { [ ]

Franklin Gothic Medium Regular      Franklin Gothic Medium Italic  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z      A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z      a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* { [ ]      1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* { [ ]

Franklin Gothic Demi Regular      Franklin Gothic Demi Italic  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z      A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z      a b c d e f g h i j k l m n o p q r s t u v w x y z [ \ ]  
 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* { [ ]      1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* { [ ]

Franklin Gothic Heavy Regular      Franklin Gothic Heavy Italic  
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z      A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p q r s t u v w x y z      a b c d e f g h i j k l m n o p q r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* { [ ]      1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & \* { [ ]

The flyer design consists of a dark red header with the text 'JOIN US!' in white, sans-serif font. Below this is a light beige background containing a paragraph of text in a blue, sans-serif font: 'We are working with the Chicago Park District to host a park cleanup at Big Marsh Park. Bring family and friends and help us keep our parks green!'. This is followed by a horizontal line and the event details 'BIG MARSH PARK SEPTEMBER 5, 2019 2-5PM' in a dark red, sans-serif font. Another horizontal line is below the event details. At the bottom is the Calumet Heritage Area logo, which features the word 'CALUMET' in a blue, serif font above a stylized graphic of a river and a sun, with 'HERITAGE AREA' in a blue, sans-serif font below.

The Franklin Gothic typeface is a robust font family that can be used in many weights and styles. Tracking for this typeface is recommended at 10 pt.  
 /HDGLQJ IRU )UDQNOLQJ \*RWKLF VKRXOG DOZD\ V EH DSSUR[L PDWHO\ SWV ODUJHU WKDQ WKH  
 IRQW VL]H IRU SW IRQW XVH RU SW OHDGLQJ

Sample Layout 1 showcases the use of heading one (Highway Gothic) and heading two (Northwest) and paragraph style (Franklin Gothic)

SAMPLE LAYOUT 1 (SPANISH)

**ÚNETE A NOSOTROS**

Estamos trabajando con el distrito de  
SDUTXHV GH &KLFDJR SDUD RUJJDQLJDU XQB  
OLPSLHJD GH SDUTXHV HQ %LJ ODUVK 3DUN

¡Traiga a familiares y amigos y ayúdenos a  
mantener nuestros parques verdes!

---

**BIG MARSH PARK  
SEPTIEMBRE 5, 2019  
2-5PM**

---



Provide materials in Spanish whenever possible! The design should mirror the English language version.

SAMPLE LAYOUT 2



**INTRODUCING  
THE CALUMET  
HERITAGE AREA**

From Chicago's Pullman National Monument to the Indiana Dunes National Park, the compelling landscape of the Calumet region mixes rare and extraordinary natural areas with scenes of technological wonder. Behind what the eye sees struggle and renewal.

**DISCOVER THE UNEXPECTED.**

Heading two (Northwest) can be used as a primary header if it serves the layout better (Northwest is more condensed than Highway Gothic). Always use some weight of Franklin Gothic for body copy.

# PHOTOGRAPHY

As a part of the Calumet Heritage Area branding effort, several key sites across the region were photographed. These photographs are available for Calumet partners to use according to the guidelines below.

These photographs are available for Calumet partners to use according to the guidelines below. These photographs are available for Calumet partners to use according to the guidelines below. These photographs are available for Calumet partners to use according to the guidelines below.



Whiting Lakefront Park, IN



Marquette Park, IN



## PHOTO USAGE GUIDELINES

Photos for use outside of the Calumet Heritage Area are not allowed. Use of Matthew Kaplan's photos for sales or fundraising is not allowed unless provided the original intent of the image and subject matter is not changed.

Photos for use outside of the Calumet Heritage Area are not allowed. Use of Matthew Kaplan's photos for sales or fundraising is not allowed unless provided the original intent of the image and subject matter is not changed.



Burnham Woods, IL



# SIGNAGE

## LOGO DESIGN & MATERIALS

\$V SDUWQHU RUJDQLJDWLRQV SODQ  
VLJQDJH WKURXJKRXW WKH +HULWD  
ZLWK SDUWQHUV GHVLJQHUV DQG  
on to ensure the Calumet Heritage Area logo  
is incorporated into designs. Use a variation of  
the secondary logo without distressed edges



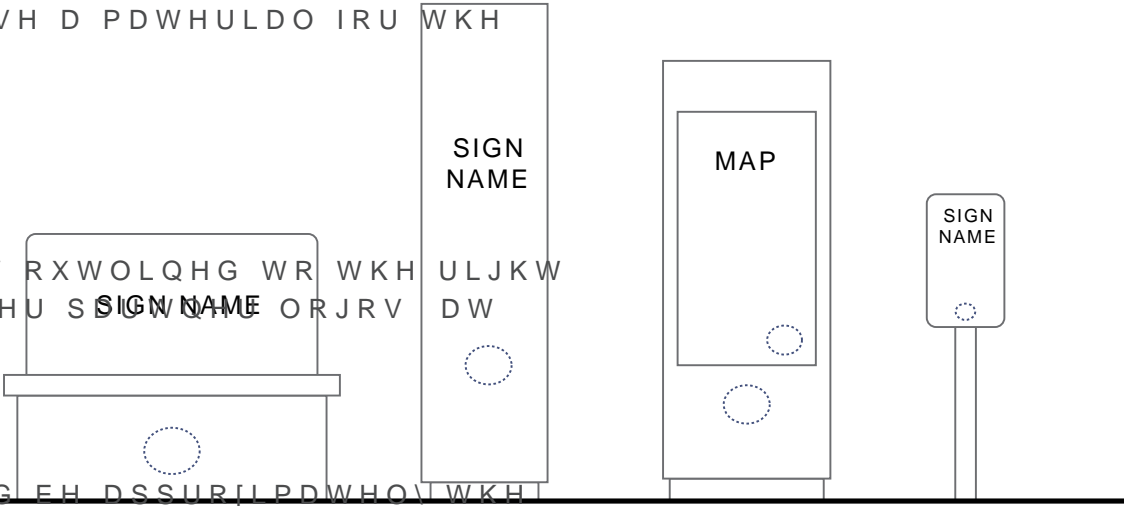
VHH '6LJQDJH /RJRµ LQ WKH SURYLGH WR  
ensure the logo is easy to fabricate and can be  
DSSOLHG WR YDULRXV VXUIDFHV :KHQ SRVVI FOH XVH D  
dimensional rigid plastic material (such as acrylic  
RU OH[DQ ZLWK WKH ZKLWH HOHPHQWV RI WKH ORJR DV  
push through letters or equal appearance and relief  
VHH H[DPSOH 8OWLDPWHO\ FKRRVH D PDWHULDO IRU WKH  
logo that matches the design of the sign as a whole  
SULQWHG DSSOLHG YLQ\O HWF



DIMENSIONAL RIGID PLASTIC LOGO

## LOGO LOCATION & SIZE

The Calumet Heritage Area logo can be included  
PDQ\ YDULHWHLV RI VLJQ W\SHV DV RXWOLQHG WR WKH ULJKW  
8VH WKH ORJR DORQJVLGH DQ\ RWKHU SDUWH ORJR  
a scale and location that is appropriate. Generally  
locate any logos on signage near the bottom of the  
page so they are not seen as the main feature of  
the sign. Scale logos appropriately to the sign and  
WR HDFK RWKHU<sup>3</sup>DOO ORJRV VKRXOG EH DSSUR[LDPWHO\WKH  
VDPH VL]H



MONUMENT SIGN PEDESTRIAN/VEHICULAR SIGN MAP KIOSK PEDESTRIAN REGULATORY

SIGN TYPES AND POTENTIAL LOCATIONS

# SUB BRAND

A series of sub brands were created within the Calumet Heritage Area identity. Use the Calumet +HULWDJH \$UHD EUDQG ÀUVW DQG IRUHPRVW HVSHFLDOO\ as the brand works to build recognition. Once the EUDQG KDV EHFRPH PRUH HVWDEOLVKHG EHJLQ WR XVH WKH VXE EUDQGV LQ PDUNHWLQJ DQG WRXULYRHTIRUWV DV described to the right.

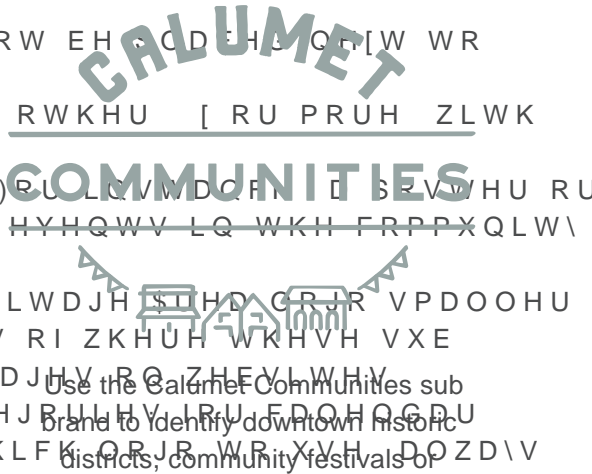
## POTENTIAL USES

These sub-brands are designed to be used LQGHSHQGHW\ RI WKH &DOXPHW +HULWDJH \$UHD ORJR serving as their own unique part of a larger brand family. In limited scenarios where both logos DUH XVHG WKH ORJRV VKRXOG QRW EH RQGHQ\ WR each other. One logo should be featured and be VLJQLÀFDQWO\ ELJJHU WKDQ WKH RWKHU [ RU PRUH ZLWK one acting as a featured graphic and the other as a VXSSRUWLQJ ORJR LQ D IRRWHU )RU LQVWLWXU\ DVVHWHU RU À\HU WKDW IHDWXUHV FXOWXUDO HYHQWV LQ WKH FRPPXQLW\ could use the sub-brand logo prominently as a KHDGHU ZLWK WKH &DOXPHW +HULWDJH \$UHD ORJR VPDOOHU LQ WKH IRRWHU 2WKHU H[DPSOHV RI ZKHUH WKHVH VXE EUDQGV PD\ EH XVHG LQFOXGH SDJHU RQ ZHEVLWHV VHFWRURQV ZLWKLQ D JXLGH FDWHJUDLQV FROOHQDULYH HYHQWV ,I\RX DUH XQVXUH RI ZKLFK ORJRV WR XVH DOZD\V default to the primary Calumet Heritage Area logo.

Each of the sub-brands are represented in the overall brand story. When developing messaging and SURYLGLQJ FRQWH[W IRU WKH VXE EUDQGV SLHFW RI WKH brand store can be pulled and then elaborated upon.



Use the Calumet Culture sub brand to LGHQWLI\ DQ\ DUWV PXVLF (visual arts) or cultural events or programming in the region.



Use the Calumet Communities sub brand to identify downtown historic districts, community festivals or celebrations, neighborhoods, etc. This sub brand be used by different cities, municipalities, and neighborhoods to engage in the Heritage Area.



Use the Calumet History sub brand to identify any events, programming or sites related to the industrial heritage of the region, and the history of the region.

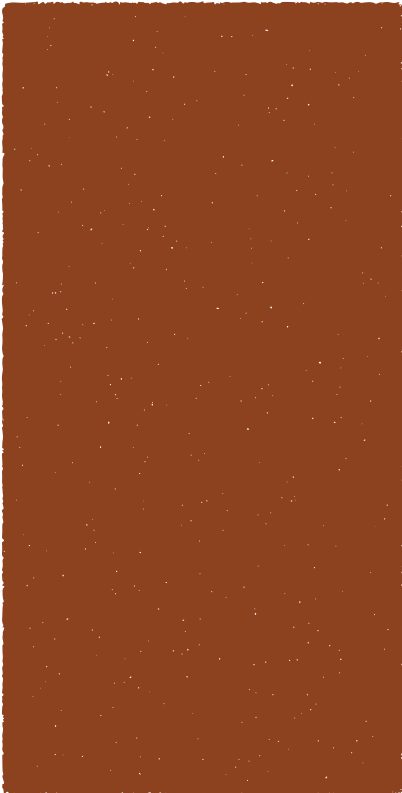
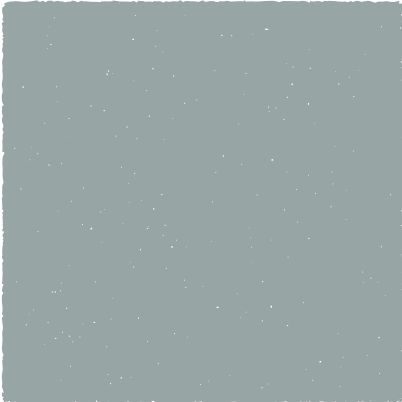


Use the Calumet History sub brand to identify outdoor activities in the region, such as active recreation in parks, on trails, at beaches, on rivers, etc.

# BRAND ELEMENT

When designing branded Calumet Heritage Area  
SLHFHV WKH EUDQG HOHPHQVV WR WKH ULJKW FDQ EH  
used as decorative elements. Use one or two of  
the decorative elements in combination to give a  
GHVLJQ D EUDQGHG WRXFK 8VH WKH WH[W XUH' ER[HV  
as background elements or as feature call outs.  
Ensure all elements are scaled proportionally to  
DYRLG ORRNLQJ GLVWRUWHG 9HFWRU JUDSKLFV DQG 31\*V RI  
these brand elements are provided as a part of the  
brand toolkit.

These elements have a distressed look applied  
using the Copier Funk Graphic Style for Illustrator by  
Lauri Johnson. A commercial license of this asset  
has been purchased to be used in the creation of  
additional branded assets for the Calumet Heritage  
Area. This asset and the distressed style should be  
used selectively by designers working on Calumet  
Heritage Area materials in illustrator.



TEXTURED BACKGROUNDS

' ( & 2 5 \$ 7 , 9 ( ( / ( 0 ( 1 7 6

# BRAND ETIQUETTE



Whiting Lakefront Park, IN

# BRAND AMBASSADOR

# SOCIAL MEDIA

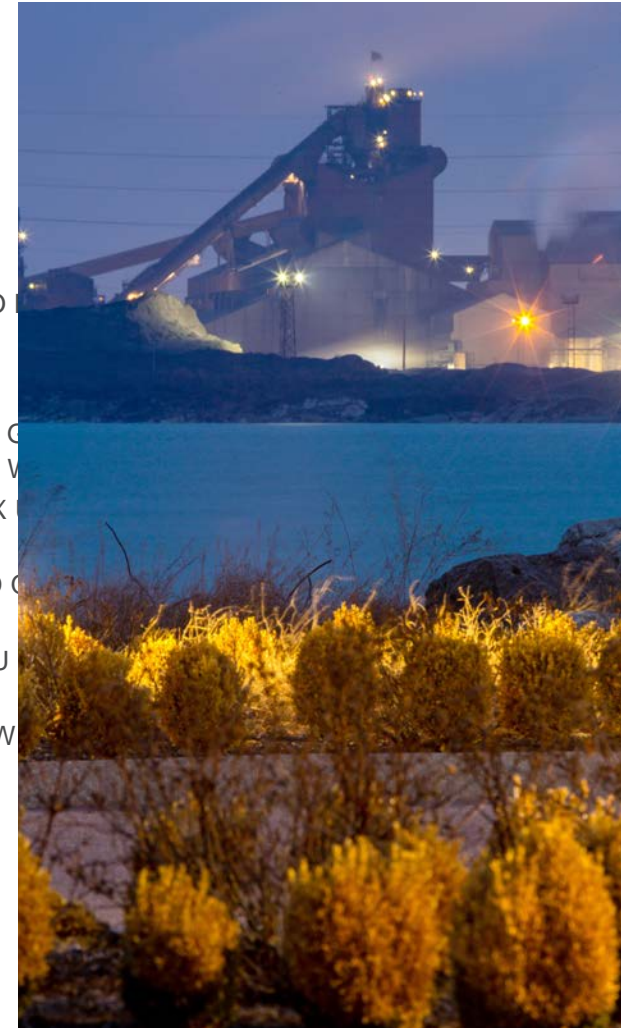
If you participate in social media representing the likely associated with the Calumet Heritage Area and therefore a brand ambassador of this place.

Because the Calumet Heritage Area brand identity is conveyed through every form of communication and it's imperative that these guidelines are closely followed.

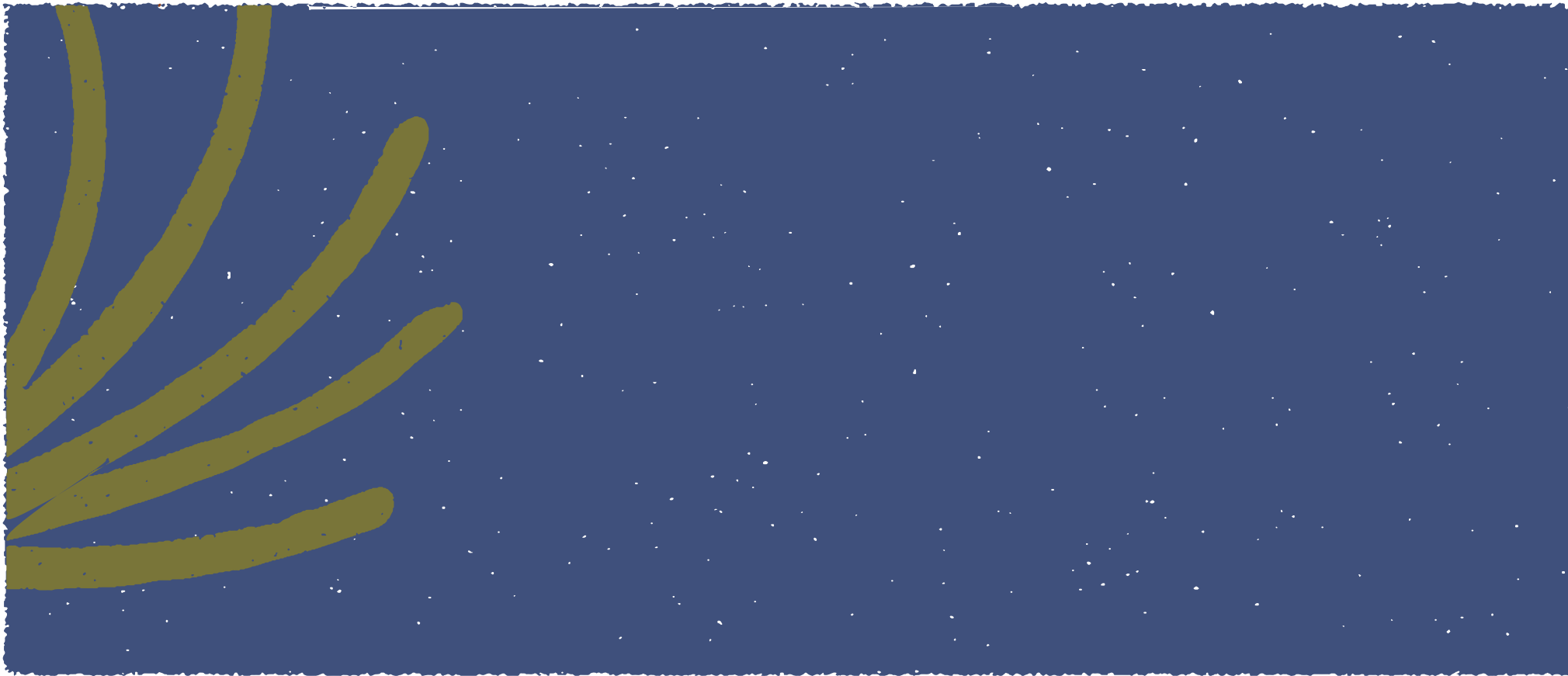
respecting the values and goals of the Calumet Heritage Area. These include promoting the area so

- Discover this place and come back
- Participate in cultural offerings and local economies
- Be a part of its transformative future

- Ensure that your content respects the brand or grammatical errors when posting
- more meaning
- appropriate
- UHVSHFW



Whiting Lakefront Park, IN



# IMPLEMENTATION STRATEGY



# OVERVIEW



Burnham Woods, IL



# BRAND STRATEGY

## THEMES

The Brand Story allows for a consistent narrative throughout the region, which will help all brand ambassadors to speak to, write about, and capture the major assets and themes of the Calumet:

- Discovery & return
- +LVWRULFDO V LJQLÀFDQFH
- Natural and environmental resources
- Cultural offerings and economic development
- Entrepreneurship and innovation

## GOALS

The Brand Strategy builds off the themes woven into the Brand Story, creating actionable goals that the Calumet Heritage Area should strive to achieve in all messaging and promotional materials. The brand must encourage residents and visitors to:

7KH PRUH \RX H[SORUH WKH & DXP HYPICALITY PRUH

resilience of the land, the industry, and the people. Soak in the sun, surfers, and stunning vistas of the dunes along Lake Michigan. Stumble upon architectural relics

that showcase the area's industrial heritage. \$QG YHQWXUH RII WKH EHDWHQ

TXDLQW WUDGLWLRQDO GRZQWRZQV . This rich balance +ZHU:LHV DQG ORFDO JDOOHULHV

RI QDWXUH GLYHUVLW\ KLVWRULFDQ ORFDO EDFN OLGHZYWHUO YLEHV

destination for all kinds of adventures, worthy of exploring again and again.

Discover this place and come back.

Experience its natural and environmental resources.

8QGHUVWDQG LWV ULFK

The Calumet's landscape is an American story. It paints the picture of worlds converged

WR IRUJH D QHZ SDWK<sup>3</sup>ZKHUH WKH QDWXUDO ZRUOG ZDV FKDQJHG WR PDNH ZD\ IRU LQGXVWU\

ZKHUH LPPLJUDWLRQ WUDQVIRUPHG FRPPXQLW\ LGHQWLW\ DQG ZKHUH DFWLYLWV URRWV IRUP

ZRUOG UHQRZQHG HFRORJ\ VRFLDO MXVWLW\ DQG ODERT Be a part of its transformative future. V LV D place of

innovation WKDW LQVSLUHV WKH SDVVLRQDWH GRHUV WKLQNHUV FUHDWRUV DQG H[SORUHUV WKDW

shape the next wave. 7KH UHJLRQ V IXWXUH VWRU\<sup>3</sup>DV D GHVWLQDWLRQ IRU HFRWRXULVP FOHDQ

LQGXVWULHV DQG DUWV DQG FXOWXUH<sup>3</sup>ZLOO EH MXVW DV WUDQVIRUPDWLYH DV LWV SDVW

Participate in cultural offerings and local economies.

Be a part of its transformative future.

# BRAND IMPLEMENTATION

## BRAND AMBASSADOR COMMITTEES

The Calumet Collaborative is not alone in rolling out the Calumet Heritage Area brand. Brand Ambassador Committees will be instrumental in implementation areas to life. Four key committees include: **Community Partnerships, Communications, Digital Marketing, and Programming & Unconventional Marketing.**

## LEVEL OF INVESTMENT

A wide range of investment levels are needed to achieve various strategies. The table below outlines various investment levels.

ESTIMATED COST RANGE	LEVEL
	\$
	\$\$
	\$\$\$
	\$\$\$\$
Initiatives that may not include any direct costs	

## TARGET AUDIENCE

The target audience for the project are broken down into two main groups—people who are here and people who would visit. The table below provides short-hand for the various sub-profiles.

SUB-PROFILE	SHORT-HAND
<b>People Who Are Here</b>	
Students and Young People (ages 15-24)	
Young Adults (ages 25-34)	
Families (ages 35-54)	
20GHU \$GXOWV DJHV	
<b>People Who Would Visit</b>	
9LVLWRUV ZLWKLQ D &DOXPHW +HULWDJH \$UHD	
9LVLWRUV IURP WKH UHVW RI WKH QDWLRQDO 9LVLWRUV	

## PRIORITY LEVEL

Priority levels are assigned based on the assigned priority as well as the timeline.

PRIORITY LEVEL	SCALE
High Priority	1
Medium High Priority	2
Medium Low Priority	3
Low Priority	4

## TIMELINE

Based on the assigned priority as well as the timeline, initiatives will be assigned to various timeframes.

YEARS	TIMELINE
<1 years	Short-Term
1 - 3 years	Medium-Term
>3 years	Long-Term



# IMPLEMENTATION AREAS



# PARTNER ROLLOUT AND EDUCATION

MANAGED BY:  
Community Partnerships  
Committee

Ensure regional partners are telling the same story and can use brand elements to tell the brand story. Several different audiences need to be introduced to the new brand, and each in different ways. Once they know about the brand, they need to know how to use it, how to talk about it, and how they can help to spread the word.

## EMAIL ANNOUNCEMENT WITH LINK TO TOOLKIT

Hit the ground running after the brand is approved. The email should announce the target audiences. The email should include a link to the toolkit—including who they should contact for additional questions. The email should be accompanied with social media announcements.

### ACTION ITEMS

- Use email template to design the announcement in MailChimp or Constant Contact

INVESTMENT: PRIORITY:

1

TARGET AUDIENCE:



TIMELINE:

Short-Term

## RESOURCE WORKSHOPS / TRAINING

Consider hosting a series of workshops to educate partners on the brand and how to use it. Empower the Steering Committee and implementation partners to spread the word by providing them with a clear and concise presentation that they can use to do so.

### ACTION ITEMS

- Identify and reach out to target partners resource workshops and trainings
- Handout points and send to implementation partners to facilitate discussions throughout the region

INVESTMENT: PRIORITY:

2

TARGET AUDIENCE:



TIMELINE:

Short-Term

# ONE-ON-ONE MEETINGS WITH FUNDERS AND PARTNERS

\*HW LQ IURQW RI ORFDO HOHF...  
 KLJK OHYHO SDUWQHUV WR GLVFXVV WKH +HULWDJH \$UHD  
 LWV QHZ EUDQG DQG LPSOHPHQWDWLRQ SODQV RQ D  
 personal level. And ensure that there is consistent  
 follow-up and communication after the initial one-  
 on-one meetings. This can be done through follow-  
 XS GLVFXVVLRQV WDUJHWHG LQVWLWXWLRQV (e.g.,  
 email touch points.

- ACTION ITEMS**
- (PDLO FDOO WR VFKHGXOH PHHWLRQJV
  - )DFLOLWDWH PHHWLRQJV GLVFXVVLRQV DERXW WKH +HULWDJH \$UHD EUDQG LPSOHPHQWDWLRQ DQG QHJURQJ (e.g., meetings)

**INVESTMENT:** PRIORITY:  
 \$-\$\$ 2

**TARGET AUDIENCE:**  


**TIMELINE:**  
 Short-Term

# CALUMET HERITAGE AREA CELEBRATION AT CALUMET HERITAGE CONFERENCE

5DWKHU WKDQ D ODUJH DQG V...  
 LGHQWLÀHG DERYH 30DQ D FHOHEUDWLRQ RI WKH &DOXPHW  
 Heritage Area at the upcoming conference in  
 2FWREHU WR VKRZFDVH WKH EUDQG LQ WKH FROWHIW  
 of all that the Heritage Area has accomplished in  
 the past year. Coach participants on how to get  
 involved and share the story.

- ACTION ITEMS**
- Coordinate with Calumet Heritage Conference event leads to plan celebration event
  - Schedule email and social media invites to the event

**INVESTMENT:** PRIORITY:  
 \$-\$\$ 1

**TARGET AUDIENCE:**  


**TIMELINE:**  
 Short-Term

# ONLINE

MANAGED BY:  
Communications  
Committee

Establish a digital presence for the Calumet Heritage Area that is engaging and consistent. Capitalize on the potential of digital tools to increase awareness of the Calumet Heritage Area.

## WEBSITE: UPDATE & DESIGN

elements from the toolkit. The current events calendar should include Calumet Heritage Area design a new website with a point of sale system to allow for the sale of branded items.

**ACTION ITEMS**

- Add logo
- Include brand story
- Update images
- Hire website developer
- Set up a point of sale system
- Launch email and social media announcements of new website

**INVESTMENT:** (update) 1  
 \$\$\$ - \$\$\$\$  
 (new website design)

**TARGET AUDIENCE:**

**TIMELINE:**  
 Medium-Term

## SOCIAL MEDIA STRATEGY

Work with staff to create a strategy for social media. The strategy should outline desired frequency of social media engagement.

**ACTION ITEMS**

- development process?
- and how often?
- Performance Indicators or internal goals)
- Determine budget and strategy for boosting social media posts

**INVESTMENT:** (update) 1  
 ZKR FDQ KHOS

**TARGET AUDIENCE:**

**TIMELINE:**  
 Short-Term

# SOCIAL MEDIA CONTENT

Ensure a consistent social media visual presence and voice through graphics and written content.

Use digital templates for branding images with the ORJR DQG WDJOLQH DV ZHOO DV FUHDWLQJ QHZ EUDQG HG JUDSKLFV :KHQ GUDIWLQJ ZULW HQ FRQWHQW FRQAUP LW aligns with the brand story. Always consider diversity ZLWKLQ LGHQWLÀHG WDUJHW D XGLHQFHV DQG GHVLJQ content that appeals to a diverse audience.

## ACTION ITEMS

- Follow social media calendar and timeline for posts outlined in social media strategy
- Ensure social media staff is trained in design software to brand images

INVESTMENT: PRIORITY:

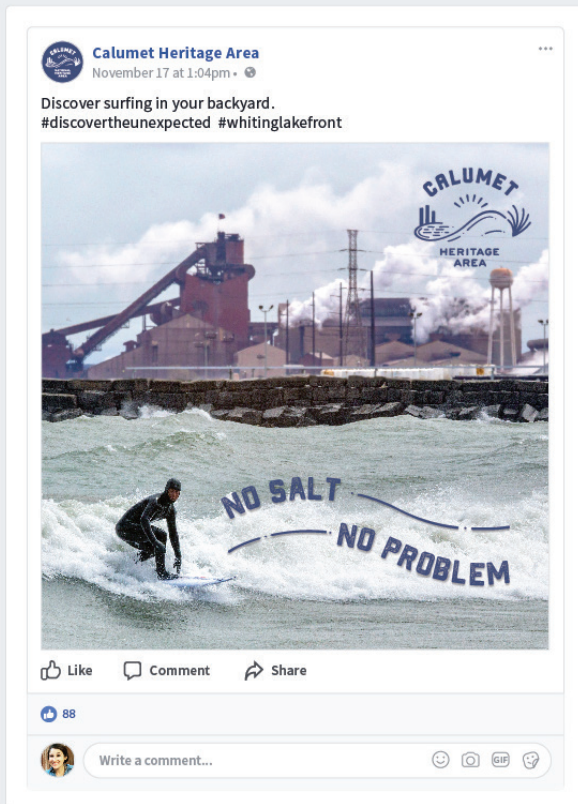


1

TARGET AUDIENCE: TIMELINE: WKDW UHÀH



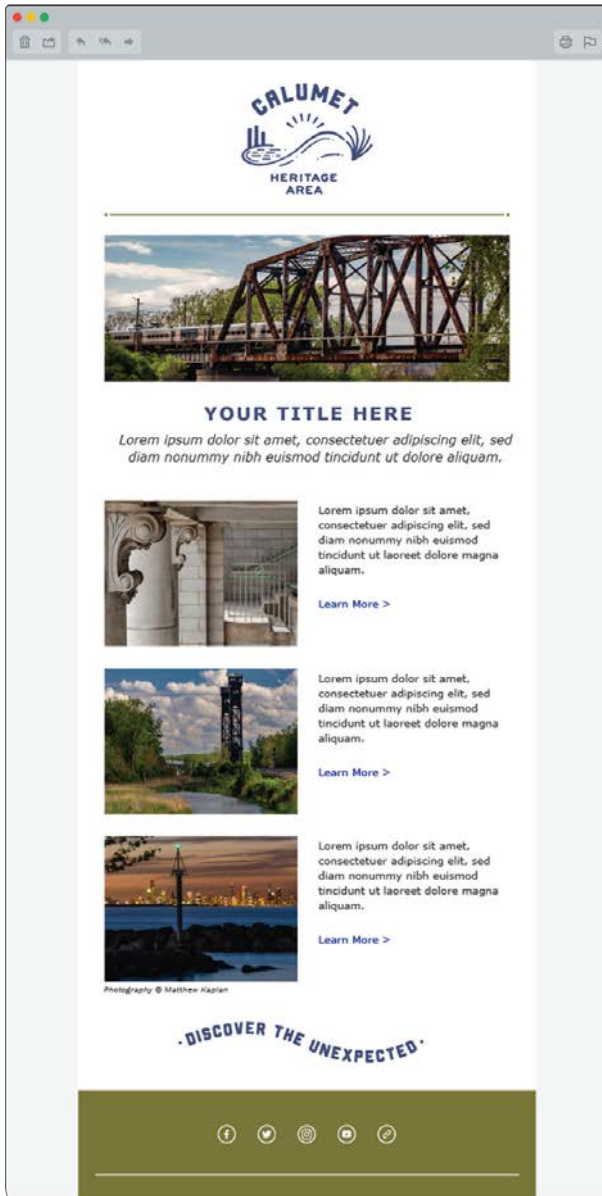
Short-Term



### CALUMET HERITAGE AREA AD CAMPAIGN:

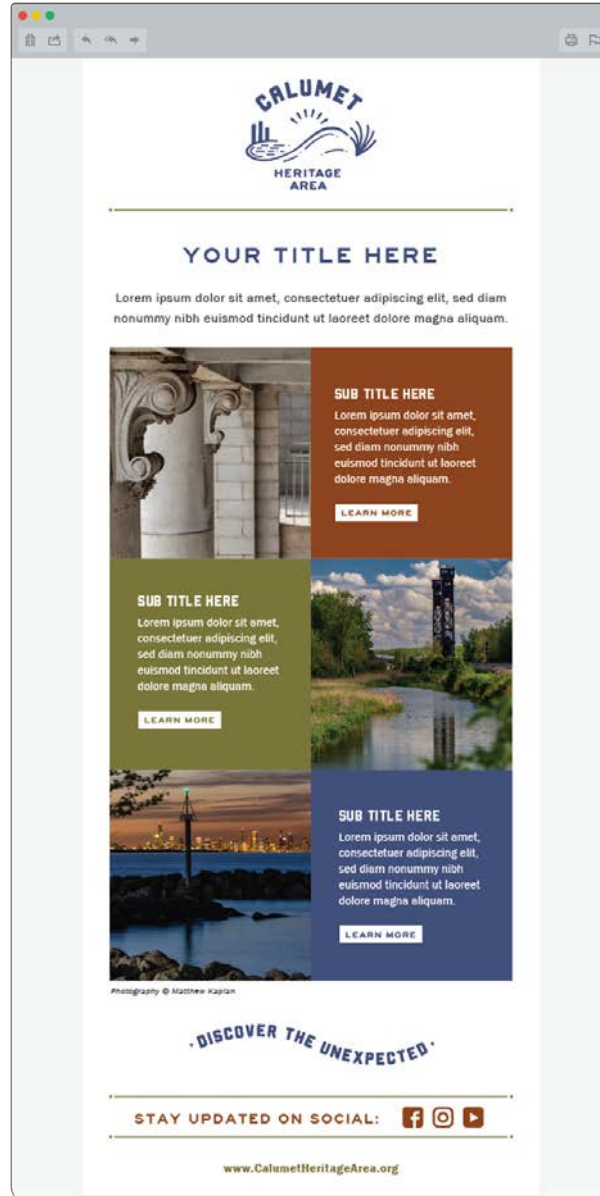
Discover the Unexpected.

The brand for the Calumet is all about discovery. Uncovering the atypical beauty, resiliency of the land, industry, and people. , W · V DERXW YHQWXULQJ RII WKH EHDWHQ SDWK WR ÀQG DQ XQULYDOHG GHV around the concept of discovery would consistently deliver the brand message/story of the region and do so in various mediums, including social media and billboards.



TEMPLATE 1:

This template is designed based on typical building blocks and fonts available in MailChimp and Constant Contact, so that it can be designed as a template and edited within those softwares.



TEMPLATE 2:

This template is set up to be designed in Illustrator. Each element would be exported as pngs and dropped as images into MailChimp or Constant Contact.

## EMAIL CAMPAIGNS

Use digital templates for email blasts to ensure consistent use of brand. The look and feel of the HPDLOV VKRXOG EH FRQVLVWHQW ZL FRORUV DQG JUDSKLFV \$V ZLWK VFR GUDIWLQJ HPDLOV FRQÀUP WKH PH with the brand story.

### ACTION ITEMS

- Work with various users of email list to create and maintain an email calendar and timeline
- (QVXUH HPDLO OLVWV DUH RUJDQL with the brand story)
- Import graphics into email marketing software

INVESTMENT: PRIORITY:



1

TARGET AUDIENCE:



TIMELINE:

Short-Term



## DIGITAL ADVERTISING

/HYHUDJH GLJLWDO DGYHUWLVIACTION ITEMS SHRSOH.V DWWHQWLRQ  
 SXVK WKHP WR WKH ZHEVLWH DQG HQVXUH WKH\ YLVLW DQG  
 return).

- ACTION ITEMS**
- Determine a digital advertising budget for the following  
 FDWHJRULHV
  - » 6RFLDO 0HGLD \$GYHUWLVLQJ )DFH  
 <RX7XEH 7ZLWWHU
  - » 'LVSOD\ \$GV EDQQHU VWDWLF YLGHRELOH SRS XS
  - Create copy and ad creative (graphics)

INVESTMENT: PRIORITY:

\$\$\$ 3

TARGET AUDIENCE:



TIMELINE:

Long-Term

## YOUTUBE CHANNEL

Begin to store video content on YouTube in preparation to launch your own channel. When  
 FUHDWLQJ FRQWHQW IRU WKH FKDQJHO PDNH VXUH WR  
 FRQVLVWHQWO\ XVH YLVXDO HOHPHQWV VXFK DV WKH ORJR  
 DQG LPDJHV LQ IRXU WKXPEQDLOV KLOH WKH EUDQG DQG  
 other visuals used in your videos should be aligned  
 ZLWK RWKHU VRFLDO PHGLD SODWRUPV WKLN DERXW KRZ  
 to use your video content as an educational tool for  
 various aspects of the Heritage Area.

**ACTION ITEMS**

- Create and solicit video content (including B-roll) and immediately store on YouTube
- Create a video calendar
- Create copy and any necessary creative (graphics). Ensure the cover  
 SKRWR KLJKOLJKWV WKH EUDQG DQG UHÁFWV LWV IRQWV FRORU
- 2SWLPLJH IRU VHDFK
- Integrate channel with social media and website

INVESTMENT: PRIORITY:

\$\$-\$\$\$ 1

TARGET AUDIENCE:



TIMELINE:

Short-Term

## PARTNER WEB CONTENT

Leverage connections with funders and other key  
 SDUWQHUV WR IHDWXUH WKH & DOXPHW +HULWDJH \$UHD ORJR  
 EUDQG VWRU\ WKH & DOXPHW +HULWDJH \$UHD PDQJGDU DQG  
 link to website on their websites

**ACTION ITEMS**

- Outline list of funders and other key partners
- 6WUDWHJLJH WKH DVN WHFKQLTXH DQG UHDFK RXW WR WKHP  
 the request
- 'HVLJQ QHFHVVDU\ PDWHULDQV DQG SDFWV DORQJ ZLWK EU  
 JXLGHOLQHV WR VHQG WR SDUWQHUV

INVESTMENT: PRIORITY:

1

TARGET AUDIENCE:



TIMELINE:

Short-Term

# PRINT & TRADITIONAL MARKET

MANAGED BY:  
Communications  
Committee

Tell the story of the Calumet in professional and promotional formats. In the age of digital marketing, traditional marketing methods still hold value and resonance, especially when reaching a diverse target audience.

## CALUMET HERITAGE INFO SHEET & SLIDE DECK

Create an info sheet and a branded slide deck to distribute via email as well as at events and meetings. Both pieces should provide a simple

H[SODQDWLRQ RI WKH &DOXPHW +HULWDJH \$UHD<sup>3</sup>LWV VW SXUSR VH DQG ZD\ WR JHW LQYROYHG

### ACTION ITEMS

- 5HÀQH FRQWHQW
- 'LVWULEXWH YLD HPDLO SULQW RU SUHVHQWDWLRQV

INVESTMENT: PRIORITY:

\$ 1

TARGET AUDIENCE:



TIMELINE:

Short-Term



**TELL ME MORE**

Heritage Areas are established to celebrate, conserve, and promote areas that include important natural, scenic, historic, cultural, and recreational resources. The Calumet Heritage Area extends from southeastern Chicago to the Indiana Dunes. Its diversity of cultures and rare – yet reworked – ecosystems are intertwined with innovative industries and communities.

The Calumet Heritage Area was created to connect the two National Parks—the Indiana Dunes and Pullman National Monument—and spur the reinvigoration of southeastern Chicago, South Cook County, and Northwest Indiana as a place of national importance: a destination. How? By helping to promote these places to residents and visitors with a cohesive brand and story, enhanced signage, maps, and educational materials. Visit [CalumetHeritageArea.org](http://CalumetHeritageArea.org) to learn more.



**WHATS NEXT?**

Approval for a National Heritage Area through the National Park Service and designated by Congress. A national designation will introduce new funding opportunities and technical and planning assistance to the Heritage Area. There are currently fifty-six national heritage areas in the United States.

**THE STORY**

The more you explore the Calumet, the more you'll uncover the atypical beauty and resilience of the land, the industry, and the people. Soak in the sun, surfers, and stunning vistas of the dunes along Lake Michigan. Stumble upon architectural relics that showcase the area's industrial heritage. And venture off the beaten path to find quaint, traditional downtowns; craft breweries; and local galleries. This rich balance of nature, diversity, history, and laid-back Midwestern vibes creates an unrivaled destination for all kinds of adventures, worthy of exploring again and again.



**· DISCOVER THE UNEXPECTED ·**

# BUSINESS CARDS, LETTERHEADS, SIGNATURE BLOCKS

Use the brand guide and accompanying templates to ensure the brand is consistently used in print and email communication.

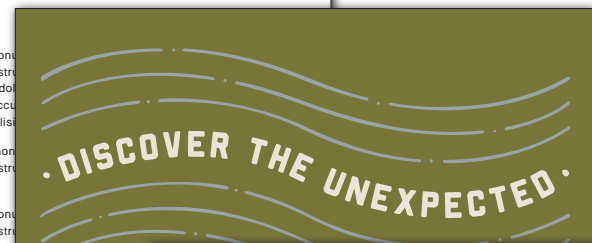
## ACTION ITEMS

- Use templates provided as a starting point
- 8VH GLJLWDO OHWWHUKHDG DV
- )RU EXVLQHVV FDUGV LGHQWL and determine who gets a card

INVESTMENT:    PRIORITY:  
\$                    1

TARGET AUDIENCE:  
N/A

TIMELINE:  
Short-Term



SARAH COULTER  
Executive Director, Calumet Collaborative  
708.297.9162 x 702  
CalumetHeritageArea.org

## PRINT BROCHURES/ITINERARIES

(YHQ ZLWK GLJLWDO RIIHULQJVACTION ITEMS SWLOO ZDQW WR KDYH

something tangible that they can hold in their hands and use as a tour guide. While print brochures

UHPDLQ SRSXODU ZLWK ROGHU

growing increasingly popular with millennials and

Gen Z travelers. Ensure the brochures are visually

interesting and tell the story of the Calumet Heritage

Area and its offerings. Create a digital version of

brochures for online distribution.

- Identify budget and funding resources
- Hire a graphic designer to create collateral
- Identify distribution channels

INVESTMENT: \$\$\$\$ PRIORITY: 1

TARGET AUDIENCE:



TIMELINE: Medium-Term

## BILLBOARDS

7KH , , FRUULGRU LV PDQ\ sometimes only) impression of the Calumet Heritage

Area. Billboards can provide a wide reach across

audiences and geographic boundaries. Create a

billboard and social media campaign around the

concept of “discovery” and tie the campaign into

RWKHU LPSOHPHQWDWLRQ VWU DGV HWF

ACTION ITEMS

- Identify budget and funding resources
- Develop campaign that can be carried across a series of billboards and other mediums
- Hire a graphic designer or advertising agency to design and produce the graphics

INVESTMENT: \$\$\$\$ PRIORITY: 1

TARGET AUDIENCE:



TIMELINE: Long-Term



## PROGRAM GUIDE DESCRIPTIONS

and its amenities in their guides.

- ACTION ITEMS**
- Identify contact at partner agencies
  - Coordinate outreach and request
  - Develop collateral (written and graphic) for inclusion in guides

INVESTMENT: \$  
PRIORITY: 2

TARGET AUDIENCE:



TIMELINE:  
Medium-Term

## EVENT PROGRAM INSERTS

Get the word out about the Heritage Area and upcoming events by including information about the Calumet in relevant event programs across the region.

- ACTION ITEMS**
- , upcoming or regular events
  - 6 events could be the best partnership opportunities
  - Coordinate outreach and request
  - Develop collateral (written and graphic) for inclusion in programs

INVESTMENT: \$  
PRIORITY: 1

TARGET AUDIENCE:



TIMELINE:  
Short-Term

## RADIO ADS

Consider radio advertising. Radio continues to be one of the most cost-effective mediums for advertising budgets. A broad range of audiences listen to the radio—it actually has the broadest reach to a to a variety of people than any other medium. Determine which radio stations are the best investments for various target audiences and ensure frequency—the average person needs to hear an advertising message three times per week for it to be memorable.

- ACTION ITEMS**
- Identify budget and funding resources
  - Write script
  - many radio stations offer free production services
  - endorsements and offering interviews

INVESTMENT: \$\$\$-\$\$\$\$  
PRIORITY: 3

TARGET AUDIENCE:



TIMELINE:  
Long-Term



# WAYFINDING & SIGNAGE

MANAGED BY:  
: D\ÄQGLQJ \$ZDUHQHVV  
Committee

+ HOS UHVLGHQWV DQG YLVLWRUV ÀQG WKHLU ZRUDJH D\ÄQGLQJ \$ZDUHQHVV DURXQG installed at key locations throughout the region will let visitors know they are at a regional destination, while also reinforcing the brand

## INCORPORATE CALUMET HERITAGE AREA LOGO ON EXISTING AND INTO NEW PARTNER SIGNAGE

7KHUH DUH PDQ\ VLJQV WKDW DOUHQDEHQWLYLW LQ WKH Heritage Area that could feature the new logo.

\$GGLQJ WKH ORJR WR H[LVWLQJ VLJQV VLJQDJH LV GLIÀFXOW considering design decisions were made without the logo in place. The logo should only be added where there is more than adequate room available WR DFFRPPRGDWH LW \$V SDUWQHUV RUJDQLDWRUV SODQ and design new signage throughout the Heritage \$UHD ZRUN ZLWK SDUWQHUV early on to ensure the Calumet Heritage Area logo is incorporated into designs (reference signage guidelines on page 23).

### ACTION ITEMS

- GHQWLI\ H[LVWLQJ VLJQDJH with room to accommodate the logo.
- :RUN ZLWK SDUWQHUV RUJDQLDSSOLFDFWLRQ RI ORJR RQ H[LVWLQJ VLJQV VLJQDJH LV GLIÀFXOW
- Fabricate logo to apply to signage (reference signage guidelines on page 23 for materials).
- :RUN ZLWK SDUWQHUV RUJDQLDSSOLFDFWLRQ RI ORJR RQ H[LVWLQJ VLJQV VLJQDJH LV GLIÀFXOW plans for new signage incorporate the Calumet Heritage Area logo.

INVESTMENT: \$\$\$\$  
PRIORITY: 2

### TARGET AUDIENCE:



TIMELINE:  
Short-Term/Medium Term



Example of existing sign at Wolf Lake with adequate space to add Calumet Heritage Area logo (shown as applied vinyl sticker).

# DESIGN BRANDED CALUMET HERITAGE AREA WAYFINDING AND SIGNAGE

A branded signage system should be installed at key locations throughout the Heritage Area. Signage HOHPHQWV FDQ LQFOXGH ODUJH JDWHZD\ VLJQV NLRVNV ZLWK PDSV WUDLO PDUNHUV DQG ZD\AQGLQJ SHGHVWLDQ and automobile directionals.

## ACTION ITEMS

- Identify budget and funding resources
- Bid concepts to fabricators
- Install signage and update as needed

INVESTMENT: \$\$\$\$ PRIORITY: 1

TARGET AUDIENCE:



TIMELINE: Medium-Term



Preliminary Signage Concepts



## WAYFINDING INVENTORY & PRIORITIZATION MAP

%HIRUH VLJQV DUH GHVLJQHG level review of what types of signs are needed where. While signage should eventually be installed WKURXJKRXW WKH &DOXPHW +HULWDSH \$UHD ORFDWLRQV VKRXOG EH LGHQWLÀHG DQG SULRULWLHG EDVHG RQ SHYHO RI LPSDFW 7KH 0LOOHQQLXP 5HVHUYH :D\ÀQGLQJ report can be used as a guide.

**ACTION ITEMS**

- Determine what types of signs are needed
- Map locations of various sign types

INVESTMENT:  PRIORITY: 1

TARGET AUDIENCE:      

TIMELINE: Medium-Term

## MAPS & DIGITAL WAYFINDING

'LJLWDO ZD\ÀQGLQJ FDQ FRPH kiosk or an interactive map on a smart phone. While WKH SK\VLFDQ NLRVNV FDQ EH GLJLWDO PDS EULQJV ZD\ÀQGLQJ PDSV FDQ EH SDLUHG ZLWK ORFDO WKURXJK DSSV VXFK DV 9DPRQG

**ACTION ITEMS**

- Choose a system and populate with destinations throughout the Calumet
- Launch alongside a social media campaign that pairs the

INVESTMENT: \$\$ PRIORITY: 1

TARGET AUDIENCE:      

TIMELINE: Medium-Term

## STOREFRONT WINDOW DECALS

Design and widely distribute window decals WKURXJKRXW WKH UHJLRQ IRU brand. These decals are a low cost option for the Heritage Area and a low commitment ask of business owners. Decals can increase awareness of the Heritage Area and help residents and visitors know that business is a part of a bigger story.

**ACTION ITEMS**

- Targeted outreach to businesses and storefronts throughout the region who might be interested in putting a decal up in their window
- Determine quantity based on business interest
- Design and produce a decal of the logo
- 'LVWULEXWH GHFDQV WR EXVLQHVVHV decals available for potential future interest

INVESTMENT: \$\$ PRIORITY: 1

TARGET AUDIENCE:      

TIMELINE: Short-Term

# BRANDED MATERIA

MANAGED BY:  
:D\ÀQGLQJ \$ZDUHQHV  
Committee

Increase brand awareness and recognition of the Calumet Heritage Area through branded swag. Branded PDWHULDOV FDQ KHOS WHOO WKH VWRU\ RI WKH & DOXPHW +HULWDJH relevant, and can help raise money.



## T-SHIRTS, BASEBALL CAPS, WATER BOTTLES, TOTE BAGS, PATCHES, KEYCHAINS AND MORE

Choose branded swag that aligns with the brand story and FRQFHSW RI GLVFRYHU\³KDWV W VKLUWV ZDWHU ERWWOHV DQG bags—and that features the logo front and center.

INVESTMENT: \$-\$ \$-\$ \$-\$  
PRIORITY: 2

### TARGET AUDIENCE



TIMELINE:  
Medium-Term

### ACTION ITEMS

- Identify budget and funding resources
- Use logo or work with designer to produce graphics
- Identify and coordinate with supplier
- Brainstorm creative ways to distribute swag and consider selling on website
- Create a social media campaign around the distribution of the swag
- Encourage recipients to share swag with their social media followers by creating a unique hashtag



## SET OF POSTCARDS

Create a postcard program that showcases key areas or elements of the Heritage Area. Distribute the region. Additional branded items can be launched in conjunction with this program.

### ACTION ITEMS

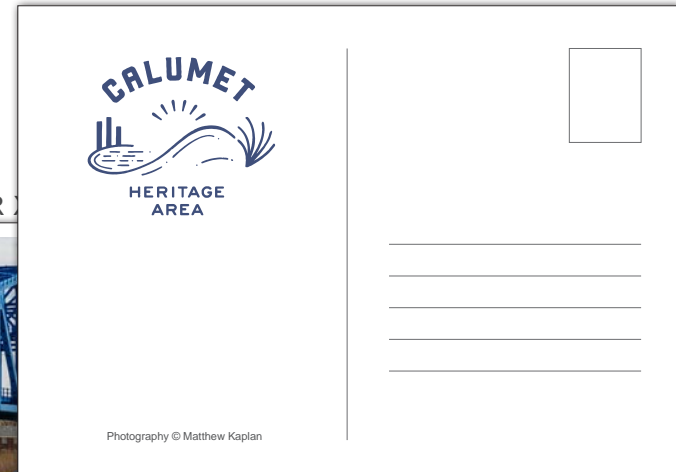
- Identify budget and funding resources
- Work with designer to create postcards
- Tie the postcard program into a social media campaign

INVESTMENT:    PRIORITY:  
 \$\$                    2

### TARGET AUDIENCE



TIMELINE:  
 Medium-Term



# PROGRAMMIN

MANAGED BY:  
Activation  
Committee

Let hobbyists, activists, youth, and families discover the Calumet Heritage Area through programs and events.

Build upon programming work that is already programs such as the Calumet Outdoors series and great way to program even more activities that will bring people to and around the Heritage Area.

## ACTION ITEMS

- Create a programming strategy that outlines
- Identify and reach out to target programming individuals) for collaboration on programming throughout the region that aligns with the brand messaging and goals. This could include events
- events calendar

## NATURE EXCURSIONS

Partner with local churches or outdoor outlets food pantry.

INVESTMENT: PRIORITY:  
🕒 2

TARGET AUDIENCE: TIMELINE:  
🎓 📷 🏠 🐦 🚗 Short-Term

## OUTDOOR ADVENTURE

Engage the in active recreation programs such as

INVESTMENT: PRIORITY:  
\$\$ 2

TARGET AUDIENCE: TIMELINE:  
🎓 📷 🚗 Medium-Term

## CHURCH WORK TRIPS

INVESTMENT: PRIORITY:  
🕒 2

TARGET AUDIENCE: TIMELINE:  
🏠 Medium-Term

## PARTNERSHIPS WITH LOCAL FESTIVALS

Work with local festivals either as a sponsor or a

INVESTMENT: PRIORITY:  
\$\$ 1

TARGET AUDIENCE: TIMELINE:  
🏠 Long-Term

## YOUTH SUMMER CAMPS & PROGRAMS

Engage youth programs throughout the region to FRQQHFW WKH VWRU\ RI WKH of local youth.

INVESTMENT: PRIORITY:  
 1

TARGET AUDIENCE: TIMELINE:  
 Medium-Term

## EVENTS WITH AREA UNIVERSITIES

Partner with Universities in the region on potential FOXRWVRN WKH HPSVLRLQ WKD to life while also building on the brainpower in the region to solve local issues.

INVESTMENT: PRIORITY:  
 3

TARGET AUDIENCE: TIMELINE:  
     Medium-Term

## PROGRAM SUMMARY SHEET

Produce a summary of all Calumet Heritage Area and related events and programs in the region. This can VKDUHG ZLWK UHJLRQDO SDUWQHU

INVESTMENT: PRIORITY:  
 2

TARGET AUDIENCE: TIMELINE:  
    Medium-Term



Cedar Lake, IN

# UNCONVENTIONAL MARKET

MANAGED BY:  
Activation  
Committee

Tap into the creative of the region to help tell the story of the Calumet Heritage Area. Partner with local creative communities and businesses to help spread the word about the Heritage Area through art, food, and creative programming.

## SERIES OF BRANDED MURALS

around the region that portray the brand in creative ways.

- ACTION ITEMS**
- region that could help identify mural locations and artists
  - Put out a call for artists to visually represent the Calumet brand through murals or other public art installations
  - programmed tours

INVESTMENT: PRIORITY:

\$\$ 2

TARGET AUDIENCE:



TIMELINE:  
Medium-Term

## PARTNER WITH LOCAL BREWERIES/ROASTERS ON CALUMET-THEMED BEER/COFFEE

individually or collectively brew a special "Calumet EDWFK μ WKDW IHDWXUHV WKH ORJR RQ WKH FDQV 6LPLODUO\ leverage the growing crop of coffee roasters within WKH UHJLRQ VXFK DV 'DJJHU ORXQWDLQ DQG ODSOH & LW\ 5RDVWHUV WR FUHDWH D & DOXPFW + HULWDJH \$UHD WKHPHG coffee.

- ACTION ITEMS**
- and roasters
  - reach and mission of the Calumet Heritage Area
  - the new products

INVESTMENT: PRIORITY:

\$\$ 3

TARGET AUDIENCE:



TIMELINE:  
Long-Term

## CALUMET HERITAGE PASSPORT PROGRAM

Create a visit-and-get-a-stamp passport program to bring people to various destinations throughout the region. Identify key spots and design a passport book and “stamp” for each location. The possibility of a digital version of the passport as a mobile app could also be considered.

### ACTION ITEMS

- Identify budget and funding resources
- 2 X W O L Q H Z K D W S O D F H V V K R X O G E H L Q F O X G H G G H Y H O R S P H V V and images
- Work with designer to create and advertise passport
- ' L V W U L E X W H S D V V S R U W V D U R X Q G W K H U H J L R Q Z R U N L Q J F O R V local visitors centers and other tourism agencies
- Tie the passport program into a social media campaign

INVESTMENT:

\$\$

PRIORITY:

1

TARGET AUDIENCE:



TIMELINE:

Long-Term

## CALUMET HERITAGE PENNY COLLECTOR

) R O O R Z W K H O H D G R I W K H , Q G A C T I O N I T E M S 9 L V L W R U Center and place one or multiple penny machines D W V W U D W H J L F Y L V L W R U V W R X U L V P U H O D W H G O R F D W L R Q V throughout the region.

### ACTION ITEMS

- Identify budget and funding resources
- ( L W K H U S X U F K D V H R U U H Q W S H Q Q \ S U H V V P D F K L Q H R U Z R U N Z W K H , Q G L D Q D ' X Q H V 9 L V L W R U & H Q W H U W R S D U W Q H U Z L W K W K H their machine
- Determine location(s) for penny press machine
- ' H V L J Q D Q G S U R G X F H O R J R J U D S K L F I R U W K H S H Q Q \ S U H V V
- 2 Q F H X S D Q G U X Q Q L Q J D Q Q R X Q F H W K H S H Q Q \ S U H V V D Q G F U H a social media campaign

INVESTMENT:

\$\$

PRIORITY:

4

TARGET AUDIENCE:



TIMELINE:

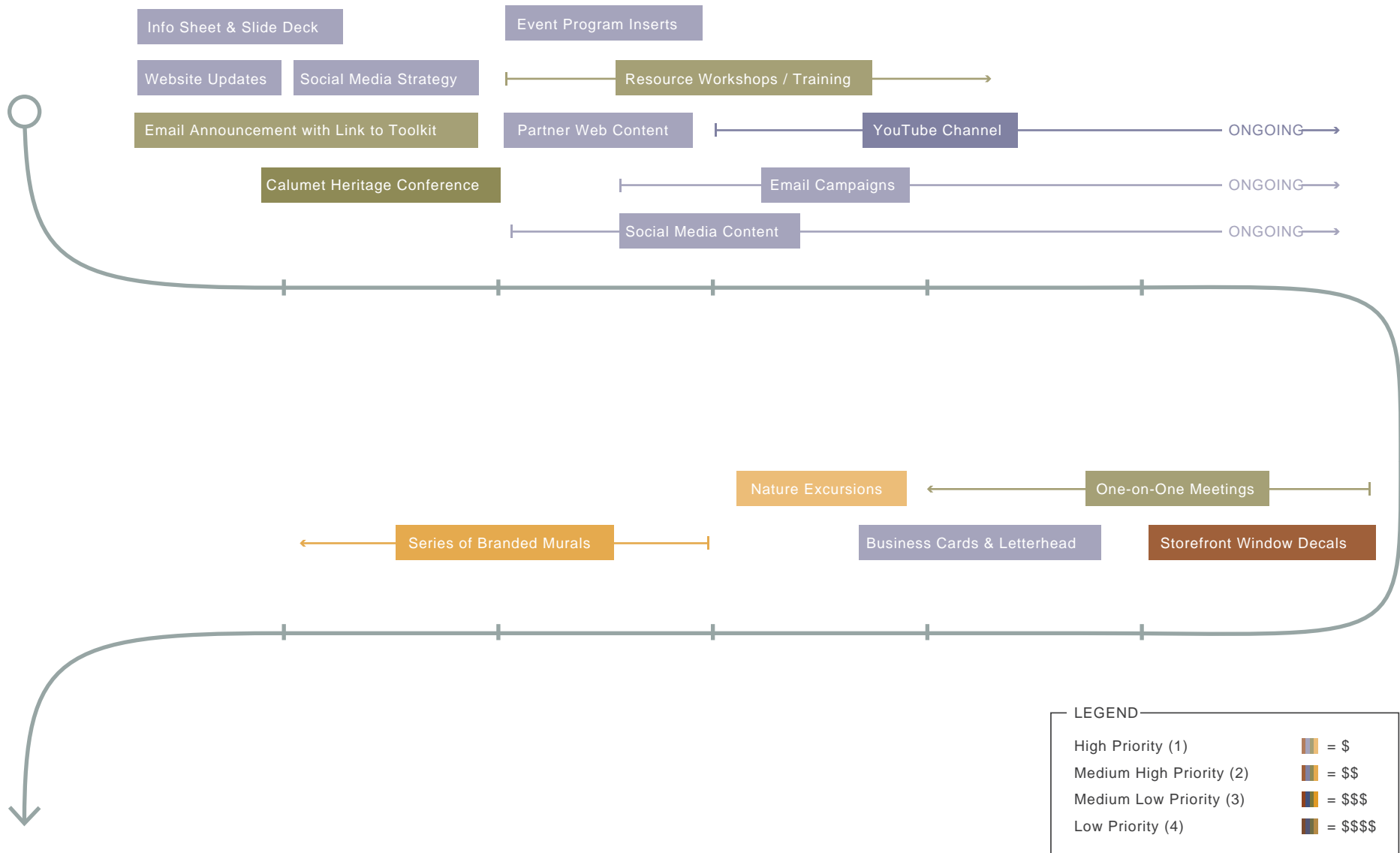
Long-Term



# TIMELINE



# YEAR ONE



**LEGEND**

High Priority (1)	■ = \$
Medium High Priority (2)	■ = \$\$
Medium Low Priority (3)	■ = \$\$\$
Low Priority (4)	■ = \$\$\$\$

# YEAR TWO

