Organization Logo

Logo + Type + Abbreviation

For situations larger than 3":
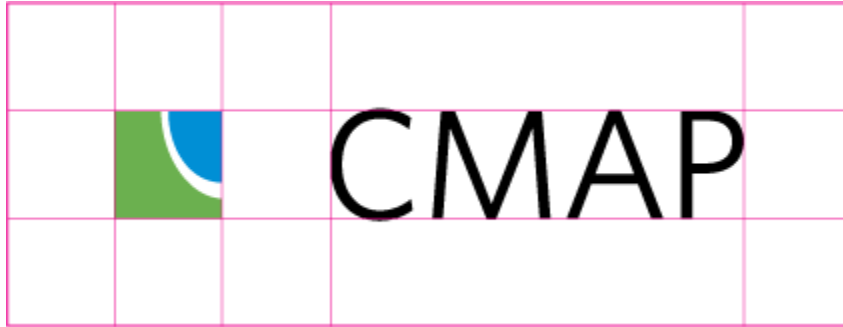

Logo + Type

For most situations:

Logo + Abbreviation

In small situations (less than 1") or in secondary marks:

GO TO 2040 Logo

There is a guides layer (illustrated in pink) that shows the recommended margins for each mark. Do not position any artwork any closer than this margin.

GO TO 2040

Color Palette

Below are the colors for the CMAP Identity. Note that 4-color process (CMYK), Pantone (PMS), and web (HEX) equivalents are listed. The primary colors are GREEN and BLUE, along with GOLD and RED accents to be used sparingly. Row 2 is the default palette, and the CMAP Logomarks use that GREEN and BLUE.

DARK GREEN

C60 M10
Y80 K50

#3D6938

PMS 349C

DARK BLUE

C100 M55
Y0 K30

#00508B

PMS 2935C

DARK GOLD

C0 M45
Y100 K50

#905A00

PMS 154C

DARK RED

C10 M90
Y100 K25

#AC311B

PMS 7420C

GREEN

C60 M5
Y90 K6

#6CAD4E

PMS 7489C

BLUE

C100 M25
Y0 K0

#008FD4

PMS 2925C

GOLD

C30 M50
Y100 K0

#BB8632

PMS 125C

RED

C0 M85
Y100 K7

#DF4920

PMS 7417C

LIGHT GREEN

C40 M0
Y80 K0

#A4D063

PMS 367C

LIGHT BLUE

C65 M5
Y0 K0

#32BBED

PMS 298C

LIGHT GOLD

C10 M35
Y100 K0

#E4A923

PMS 124C

LIGHT RED

C0 M65
Y90 K0

#F47933

PMS 1645C

DARK GRAY

C20 M0
Y20 K40

#76887E

PMS 5497C

LIGHT GRAY

C5 M0
Y5 K10

#D9E1DC

PMS 5527C

Color Combinations

When selecting which colors to use from the entire palette, consider color sets of 3: i.e a dark and a middle value (such as dark green and green) and a complementary light value (such as light red).

GOTO2040 Combinations

A chart below illustrates which combinations to choose.

These combinations can be coded to specific sections, if there are 4 divisions or less. For the GOTO2040 plan, use the following combinations with the following sections:

Livable Communities: Creating a Sense of Place

Blue / Light Gold

Regional Mobility: Getting Around

Green / Light Red

Human Capital: Learning and Innovating

Red / Light Green

Efficient Governance: Achieving Transparency

Gold / Light Blue

Typefaces

Below is information about the typographic families that make up the CMAP identity. Each typeface has its own distinct voice, so using them in the proper manner is key to preserving the brand. For questions about what typeface to use in what situation, please reference Type Styles

CMAP Sans: The Informational Voice

CMAP Sans is the primary typeface for the CMAP identity. It is the informational voice of CMAP, and can be used for headlines, captions, accent paragraphs, pull quotes, statistics, information graphics, and more. Available weights include bold, bold italic, italic, light, light italic, and regular.

CMAP Sans
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+{}[];,.

CMAP Serif: The Editorial Voice

CMAP Serif is the secondary typeface for the CMAP identity. It is the editorial voice for CMAP, expressing opinions and ideas. It should also be used for longer text situations such as essays, reports, and plans. Available weights include bold, bold italic, italic, light, light italic, and regular.

CMAP Serif
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+{}[];,.

CMAP Sans SC + CMAP Serif SC

As a compliment to both the sans and serif families, some Small Caps (SC) typefaces are included as well for titling, folios, captions, labels, and headers. Available weights include sans bold, sans light, sans regular, serif bold, serif light, and serif regular.

CMAP SANS SC + SERIF SC
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()_+{}[];,.
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*()_+{}[];,.

CMAP Display

CMAP Display should be used very very sparingly, if at all. Acceptable applications include large numbers or statistics (particularly relevant to the GOTO2040 brand). Please contact CMAP's Graphic Designer before considering its use. Available weights include bold, semibold, light, and regular.

CMAP Display
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !@#$%^&*()_+{}[];,.

Type Styles

Below are approved type styles for the CMAP identity. Further styles will be added, so be sure to continue to check in to this page for a more updated set.

Contents
- Appropriate Voice
- Body Text
- Headlines
- Lead Ins
- Lists
- Captions
- GO TO 2040
- Inline Styles

Appropriate Voice

At the most basic level, CMAP Sans is used for 'informative' voice, and CMAP Serif is used for 'editorial' voice. As the CMAP identity balances very technical recommendations with messages for social good, it is important to use both of these very different typefaces to help distinguish between the two voices.

CMAP Sans SC and CMAP Serif SC are available as well for captioning and inline (within a paragraph) captions, bylines, etc.

Do not use CMAP Display for any of the styles outline below: ask the graphic designer at CMAP before proceeding.

Body Text

For most body copy, use 9 pt/12 pt CMAP Serif. This setting allows for a comfortable 'editorial' voice for long text documents that is easy to read for long periods of time.

For shorter body copy, 9 pt/12 pt CMAP Sans is also available for an alternate, more 'informative' voice.

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Headlines

Headline styles are available in both serif and sans serif typefaces, and can be used in any weight or style. Remember: if using a size 24pt or greater, be sure to set the type size and leading to the same value (i.e. 24pt / 24pt).

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Lead Ins

If you need to emphasize the first paragraph of a section, use a 12 pt/16 pt CMAP Sans Bold or 12 pt/16 pt CMAP Serif.

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Lists

There are 3 list styles to choose from: *List*, *List Numbered*, and *List Bulleted.*

Use *List* is you are representing a series of thoughts that are longer than simple statements.

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Use *List Bulleted* for statements that are less than one line or one sentence.

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- Deleserum ad quae voloreh endiora erfersperat el
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- Endebis cum cus vent et expelessin repudae ctinct
- Uciunt dolorep eliberio vent.
- Deleserum ad quae voloreh endiora erfersperat el
- Alitis quisci toreper aerisse diciistin plignim aximil
- Endebis cum cus vent et expelessin repudae ctinct

Use *List Numbered* for statements that require a sequence. Note that the numbers are smaller (sized to the x-height of the sentence text) and that they align flush left separate from the sentence text.

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1 **Qui simo eatem nusant offica**
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2 **Fugiam comnimi nctur?**

3 **Udam eaquis simet fuga.**

4 **Edis estis demporporror maxi**
 milibusandis dolorpo

5 Edis estis demporporror maxi
 milibusandis dolorpo

6 Qui simo eatem nusant offica
 cepella dolecum que laccupta

Captions

Captions are also available as 6.5pt/8pt Bold for either the Sans or Serif typefaces. Use these for photos, insets, footnotes, or table captions.

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At times, you will need to refer to the name of the GO TO 2040 plan within a paragraph of text. To allow it to comfortably fit within a paragraph texture, be sure to size it to the x-height of the surrounding paragraph, and set it in a bolder weight. You can choose either CMAP Sans Bold or CMAP Serif Bold, as illustrated.

The GO TO 2040 plan calls for the federal government, the State of Illinois, transit agencies, and local governments to deve innovative financing to support a world transportation system for this new cent

Inline Styles

Italics, bold, or smallcaps in serif or sans can be used to emphasis text within a paragraph.

Beriani siminveles molupta dolumquatur sed magnin
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Grid Usage

Grids are constructed of columns and rows, and provide structure around which designs are built.

6 Columns

All publications should be built around a 6 column grid with a slight gutter (1/8"):
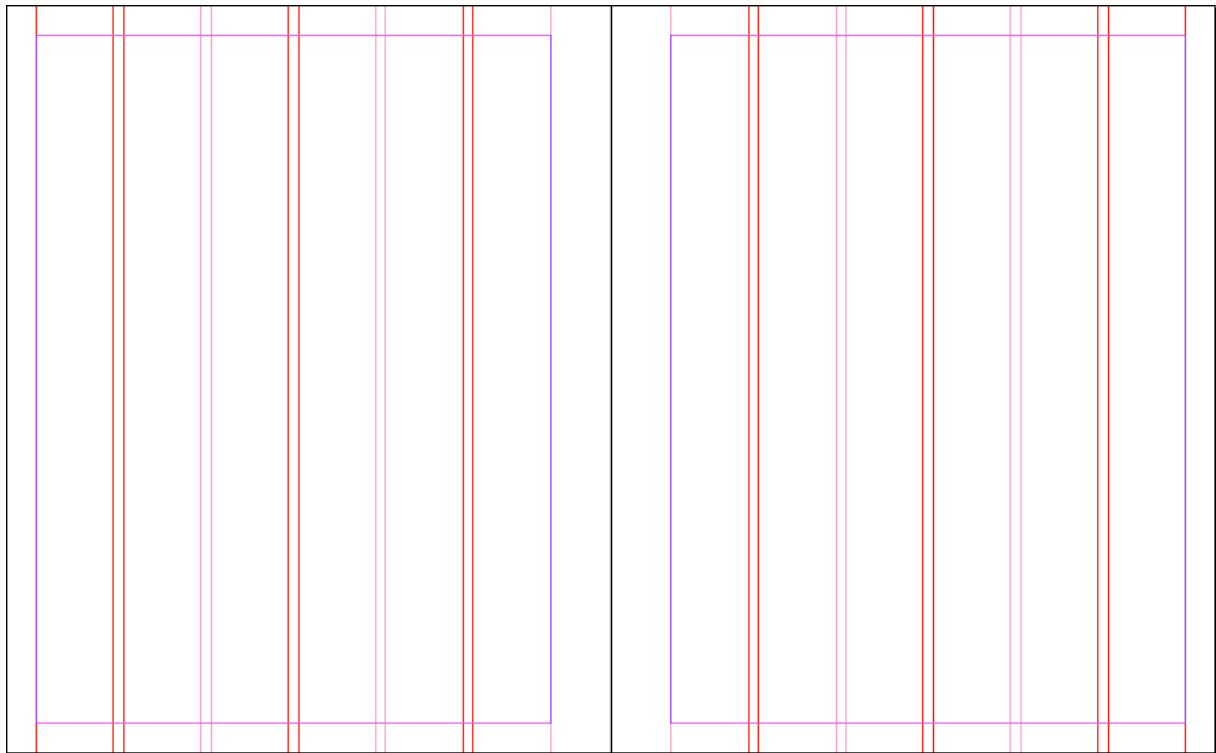
Within this structure, large amounts of body text can be positioned within 2 large columns. Also, headlines and large paragraph intros can be offset.

People who might like to use transit too often lack access to service that could meet their needs. After decades of insufficient investment, significant parts of our 100-year-old public transportation system are showing their age.

For many residents, unfortunately, transit is unappealing due to real or perceived shortcomings that include delays, infrequent service, comfort, or even safety. Among GO TO 2040's highest priorities is to make transit the preferred travel option for as many residents as possible.

Implementing the GO TO 2040 plan will significantly improve residents' transit experiences, as opposed to expanding the system. In particular, by making it a pleasure for travelers to use upgraded rail and bus infrastructure, our region will go beyond the on-going crisis mindset that makes riders lose confidence in transit and resort to cars, which increases congestion for everyone across the seven counties.

Put simply, you have a lot at stake in supporting transit even if you don't personally use it every day. Fewer people on trains and buses mean more — probably a lot more — cars tying up our roads. Inadequate transit is by no means just an urban problem.

Northeastern Illinois requires a world-class transit system. Achieving that goal will demand attention not only to how transit operates, but how it is perceived. We need service that is on-time and frequent, with seamless connections between trains, buses, cars, sidewalks, and bike facilities.

Equally important are features that make transit attractive, such as clean stations, modern transit vehicles, and up-to-the-minute information about services.

These improvements will take significant new funding. But the region gets an extraordinarily high return on its transit dollars, which translate into:

Reduced congestion

Reduced household transportation costs compared to automobiles

Reduced emissions of pollutants and greenhouse gases that cause climate change

Reduced energy consumption

One thing that does increase, however, is the value of land that is needed to support transit-oriented development or reinvestment projects. Encouraging compact, mixed-use development around train stations and other transit hubs is an important part of community livability. When you can walk from destination to destination, it's healthier, less stressful, and better for the environment than if you have to drive for every errand.

Those innovations were the basis of improvements throughout the last century, leading up to the Chicago Region Environmental and Transportation Efficiency (CREATE) project that today seeks to transform the freight system. CREATE is an innovative public-private partnership to upgrade dozens of freight rail crossings, separating trains from each other and from road vehicles.

Our seven-county region is the rail freight hub of North America, and trucks make up nearly one of every six vehicles on urban interstates in Illinois. By 2040, rail freight here is expected to increase more than 50 percent, with a 70-percent potential increase in truck freight.

The region's rail and road networks are not equipped to handle these increases. Without careful planning and implementation of GO TO 2040 recommendations, our position in the global economy could be compromised.

Multiple industry sectors -- including but not limited to manufacturing, wholesale, and retail -- are closely tied to our region's role as a transportation and logistics center. Together, these industries account for more than 30 percent of the region's private sector employment, resulting in nearly $80 billion in personal income for residents of northeastern Illinois.

The regional freight system is actually a national issue, because smooth operations here translate into quicker deliveries and lower costs elsewhere in the U.S. By the same token, freight congestion here means goods don't get to market on time and cost more when they do arrive. That's why the American Recovery and Reinvestment Act (better known as the federal stimulus) is investing $100 million in metropolitan Chicago's freight system and CREATE.

For GO TO 2040, freight is an issue of livability. The plan addresses travel delays, pollution, and safety to improve economic competitiveness while reducing freight's impacts on local communities.

As of 2008, according to the U.S. Department of Commerce, an estimated 236,000 of the region's jobs (4 percent of total private sector employment) were in the transportation and warehousing sector. These jobs result in nearly $12 billion in private sector earnings, with over $15 billion in personal income for our region's residents.

According to The Metropolis Freight Plan: Delivering the Goods, the railroads move $350 billion and trucks move $572 billion in goods to, from, or through the region each year. A report by the Federal Highways Administration (FHWA) estimates the sheer quantity of goods at over 379 million tons by truck and nearly 224 million tons by rail.

An efficient freight system reduces the cost of bringing goods to market and gives Chicago-area businesses an advantage in today's globally competitive economy. Smooth movement of goods through the region also creates inventory efficiencies that lead to lower prices for consumers.

6 Rows

For horizontal alignments, publications should use 6 rows, and align items to rows 1, 3, or 5.

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Notched Boxes

The notched box is a consistent graphic element used in CMAP materials to help identify important content, and to help create unique structures for the presentation of information. **Notches are always a 45° angle.**

Small Notch

The small notch is used most often to highlight items of information, and should be **twice the gutter of your grid** used in the design. This will allow it to properly nest and align within a layout.

Medium Notch

The medium notch can be used to start a section of information, and is **equal to the margins** of the design.

Large Notch

The large notch is used to identify pages as certain type of information, and is **equal to the width of a grid unit plus a margin** of the design. Large notches should be used only in the top right corner of a page layout.

The GO TO 2040 plan calls for the federal government, the State of Illinois, transit agencies, and local governments to develop innovative financing to support a world-class transportation system for this new century.

t of transportation financing is user fair for people and businesses using a e system to pay a higher percentage of ople and businesses who aren't using it. e costs are spread so broadly that users to think about when and where they at leads to inefficient use of the system.

ing and operating the transportation bility we all must share. But it's in the t for the individual expense to reflect ild be more fair than current financing.

al gas tax is not meeting the region's fund transportation. For one thing, er of those revenues has continually inflation. And they will continue to ent vehicles become common. So in the o calls for the gas tax to be indexed so it ation. And for the longer term, we need ore alternative financing mechanisms, vate partnerships to fund parts of the m.

GO TO 2040 is a significant break from "business as usual." Its transportation priorities were chosen on the basis of careful research and extensive public input, to achieve desired results established in the Regional Vision. Implementing the plan will result in transportation funds' being spent more wisely than in the past, using clear criteria to predict and measure outcomes and avoiding the old selection process of arbitrary formulas and political horse trading. Transportation is not cheap, but the public has shown a willingness to support investments that demonstrably improve their ability to get around.

With GO TO 2040, transportation implementers should make it a high priority to maintain and modernize the existing system. Expensive new capacity projects should be built only if they yield benefits that outweigh their costs. The region needs to unite around its transportation priorities, particularly regarding the construction of GO TO 2040 projects, which have been carefully evaluated to improve operations, access, and mobility.

Action Sheets

Below is the templates for GO TO 2040 Action Sheets.

CMAP

Help Implement Our Region's Plan

GO TO 2040 is our seven counties' new comprehensive long-range plan, setting clearly defined strategies to pursue the regional vision of sustainable prosperity. Developed by the Chicago Metropolitan Agency for Planning (CMAP), its clear priorities for goal-driven, coordinated public investments will strengthen our economy and communities for decades to come. Think regionally, start locally:

Take public transportation! Visit rtachicago.com, pacebus.com,

The Center for Neighborhood Technology commends CMAP's GO TO 2040 plan for its innovative approach to ensuring our region focuses on building sustainable, livable communities. With the recommendations set forth in this plan, we can achieve that livability and foster economic

CMAP

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Web Templates

Below are the CMAP templates used in development of cmap.illinois.gov.
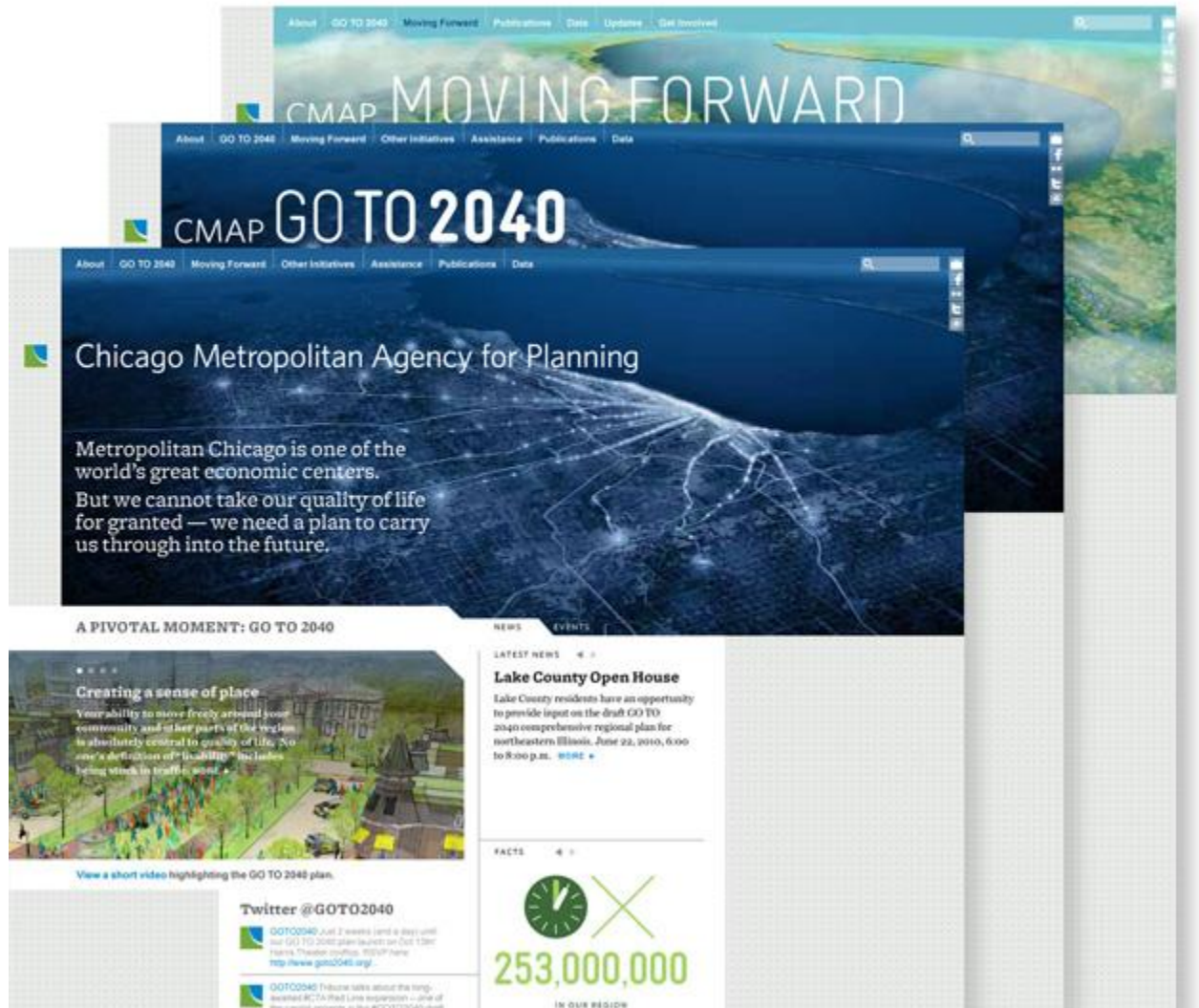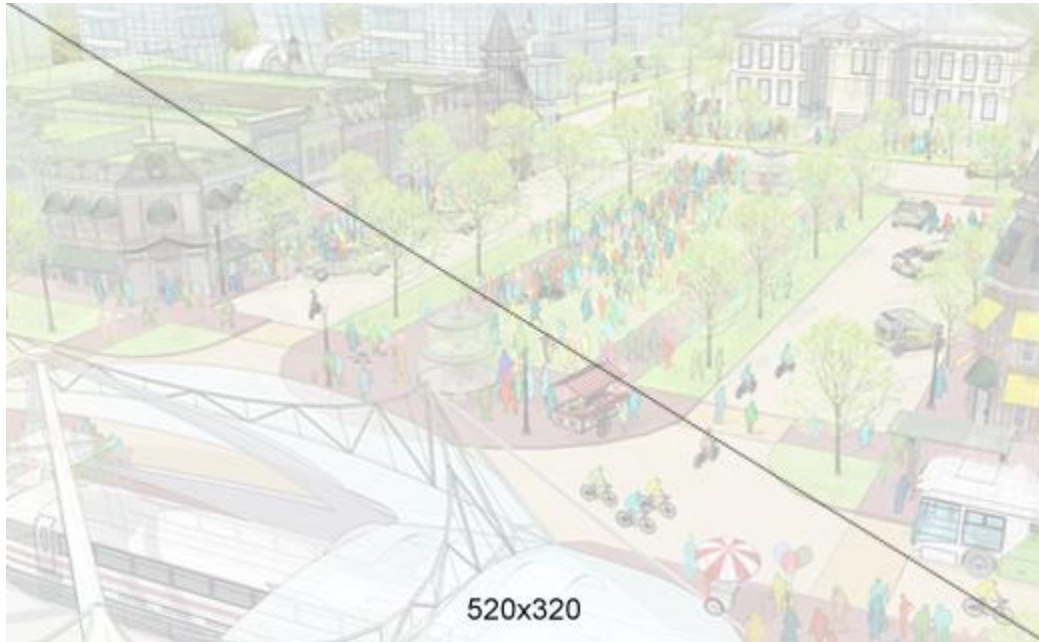
Image Sizes

On the CMAP website, you must use one of the image proportions and sizes below:

**Editorial Feature Image: 610px x 320px**

This image is only to be used as the main featured image, primarily in the Go To 2040 section. It should be flush left to the edge of the page. This image size cannot be extended horizontally or vertically.

Large Image: 520px x 320px

This image is to be used as a main featured image in sections such as the strategy papers. This image can only be flush left to the left edge of the paragraph. If needed, the image is allowed to be extended vertically.

Medium Image: 215px x 320px
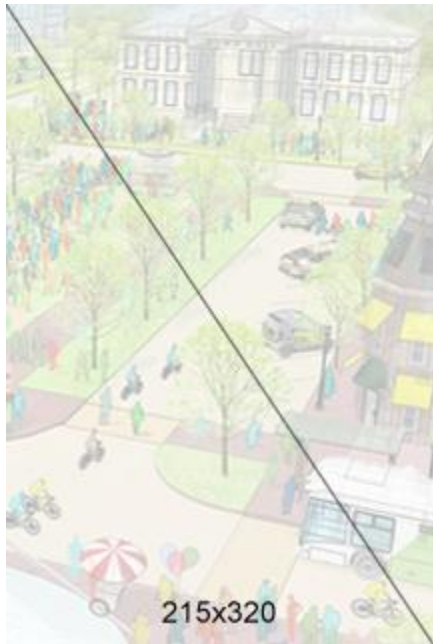
This image size is to be used as a supporting image in sections such as the strategy papers. This image can only be flush right inline in a paragraph. If needed, the image is allowed to be extended vertically.

Thumbnail: 215px x 145px

This image size is to be used as a supporting image in sections such as the strategy papers. This image can only be flush right inline in a paragraph. If needed, the image is allowed to be extended vertically.

Sidebar Thumbnail: 280px x 140px

280x140
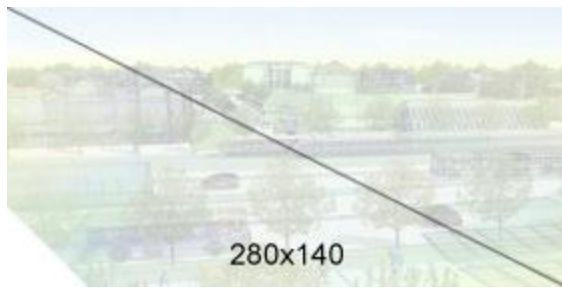
This image size is to be used as a supporting image in the sidebar. This image cannot be extended horizontally or vertically. The image requires the bottom left corner to be "cut out".

Facts

On websites for CMAP, a fact widget makes some of the issues surrounding our region relevant and compelling.

To format them, make sure that:

1) Each fact starts logically with IN OUR REGION, and stays in the assigned style

2) Each fact runs in no more or no less than two lines

3) Each illustration stays within its boundaries.

4) Each illustration uses flat graphics that stay within the color templates specified.

Headers

Different headers exist for the major sections of cmap.illinois.gov.

Motion Graphics Templates

Below are resources for video editors creating films for CMAP. All compositions were created in Adobe After Effects CS4. **Note that any sequence or animation can be retimed as needed**. Please insure that motion blur is turned on for all final output.

Closing Titles

Two versions of closing titles exist: one for "Moving Forward" campaigns and one for "GO TO 2040" related campaigns. Both are timed the same.

Interview Titles (aka 'Lower Thirds')

Interview titles are available in both left and right orientations. Note that the layer marked 'Background - EDIT SHAPE WIDTH TO FIT TEXT' should be adjusted *in width only* to accommodate the text width of the 'Title Text' layer. The 'Background Mask' layer will update automatically to the necessary width using Expressions: *do not adjust or edit that layer*.

If the individual speaking is representing CMAP (as a board member or employee), toggle on the layer marked 'CMAP Bug.'

Location Map

If the video features content that is location-specific, this simple map animation may be used. 'City Name' and 'Circle Marker' should be updated to reflect the position of the location.

A 3D Camera layer is used to control the Position/Point of Interest keyframe where the location is zoomed intp. *Update only the end keyframe @ 00;04;25 to set where the project location is.*

In addition, all seven counties are illustrated to highlight a particular county, or just serve to highlight the county of the intended location.

Plan Flipthrough

If a speaker/subject of the video references specific pages or sections of the GO TO 2040 plan, an animation is available to focus in on those pages as needed. A 3D Camera layer is used to zoom/pan in to specific spreads. Feel free to rearrange pages, composition is needed, using this motion as a guideline.

Section Title

Should a longer section need to be titled separately, use this sequence. The background image can be updated with a relevant illustration from the GO TO 2040 plan. The 'tilt-shift' technique can be modified as needed.

Info Graphic: Fever Graph
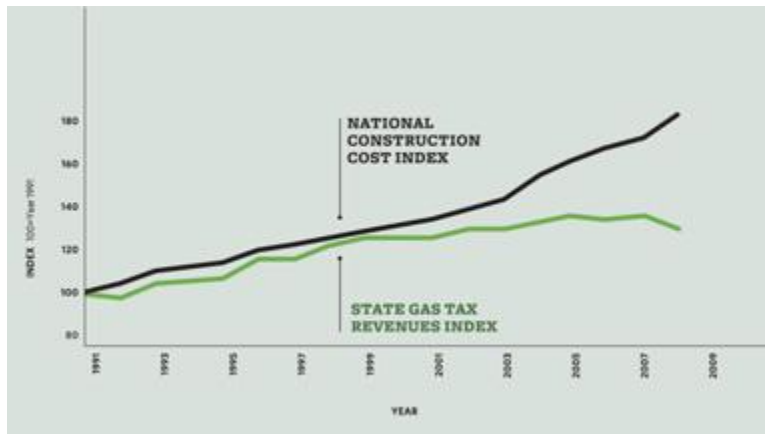
This animation is used for "fever" line graphs.

Info Graphic: Bar Chart

This animation is used for the "bar" targets from the GO TO 2040 plan. If appropriate, the targets can also be used on top of footage. An alternate comp is included for those situations.

Info Graphic: Circle Chart

This animation is used for the "circle" targets from the GO TO 2040 plan. If appropriate, the targets can also be used on top of footage. An alternate comp is included for those situations.

Indicators
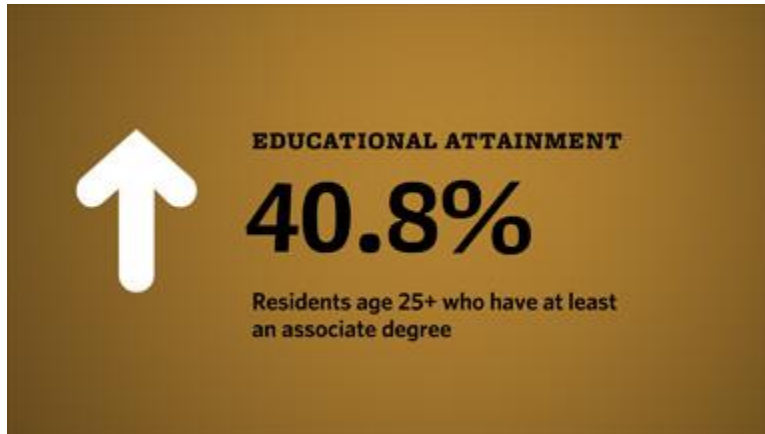
These animations are used to represent indicators that GO TO 2040 strives to raise or lower over the 30-year span of the plan. There are several different animations to select from:

Indicator: Lower Target | Shows 1 target with an 'Down' arrow

Indicator: Raise Target | Shows 1 target with an 'Up' arrow

Indicator: Raise Target w/ Icon | Same as above with icon

Indicator: Raise Target w/ Icon — ON VIDEO | Same as above on top of footage

Indicator Stack: Raise Targets | Shows a sequence of targets with an 'Up' arrow

All data number "count up" sequences are animated using Expressions, and are controlled by a Null layer called "Data Number Controller." To update the animation, view the Effects Controls for that layer:

Number
Use to control the number that counts up. If using millions, be sure to check the 'In Millions?' checkbox and divide the keyframe amount by 1,000,000. Example: 2,000,000 would be '2.0' with 'In Millions?' checked.

Decimal Places
Set this to the number of decimal places needed. Example: 2.24 would be '2.00' decimal places.

Use Commas?
If you want to represent a number over 1,000 check this setting.

In Millions?
See 'Number' above.

Is Percentage?

If the number is a percentage, check this box and the expression with automatically add the '%' character throughout the animation.

Opacity

Use this setting to control the opacity of the Data Number. *Do NOT animate or change the opacity setting directly on the Data Number layer.*