CHICAGO

1 CHICAGO SOCIAL MEDIA TOOLKIT

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1 CHICAGO

Like the rest of the nation, Chicago's been shaken to its foundations. But history has shown us that our city's proud and resilient people can come together as one, to mend its soul.

And there are plenty of amazing things to unite over, like our 570 lush parks, 67 fascinating museums or 79 craft breweries.

So, let's encourage everyone to come back out and get back together as 1 in our amazing city. Because we all know there's #Only1Chicago.

CAMPAIGN MESSAGING

Our messaging system follows a simple fixed structure that first lists an impressive statistic about Chicago, followed by the reminder that all these items are not from separate areas, but all found in one city, Chicago, and that travelers can always discover something new in our city.

Generally speaking, the messaging looks like the following examples:

- 77 neighborhoods. **1 Chicago**. Plenty of reasons to explore.
- 67 museums. **1 Chicago**. Plenty of reasons to marvel.
- 7319 restaurants. **1 Chicago**. Plenty of reasons to indulge.

No matter what, "1 Chicago" is a constant and will always appear in the messaging.

The call to action (or CTA) is another constant in the messaging. "Plenty of reasons to..." will always be a part of the message and will always use an exciting verb, like "marvel" or "indulge," to remind people that Chicago doesn't just have a lot of experiences but a lot of *amazing* experiences.

BRONZEVILLE

77 NEIGHBORHOODS
1 CHICAGO

CHICAGO
ONLY1CHICAGO.COM

PLENTY OF REASONS TO EXPLORE

PARTNER-SPECIFIC CAMPAIGN MESSAGING

Your business is one of the many reasons why Chicago is so incredible. Because of that, we want to make sure that you're able to highlight your business specifically, so your messaging will look a little different.

For partner messaging, there will be a simple modular structure that is as easy as filling in the blanks.

You'll first choose an approved headline that best fits your business from the list below.

Headlines to Use:

- Countless experiences. 1 Chicago.
- Countless moments. 1 Chicago.
- Countless memories. 1 Chicago.
- Countless luxuries. 1 Chicago.
- Countless thrills. 1 Chicago.
- Countless adventures. 1 Chicago.
- Countless flavors. 1 Chicago.
- Countless brews. 1 Chicago.
- Countless tours. 1 Chicago.

SOCIAL POST GUIDELINES

Where to Post

When posting your 1 Chicago content, it's important to post across all platforms that you may have, including Facebook, Instagram, and/or Twitter.

Image Recommendations

When choosing imagery for your posts, make sure that you're using vibrant and inviting imagery. The templates are already quite dark — your images should stand out in comparison.

Example Post Copy

Please refer to page 9 for post copy examples.

RECTANGLE FACEBOOK/TWITTER POST EXAMPLE

1. Choose the rectangle template [(click here to access)](#)

2. Insert your selected headline from page 5 that best fits your business into the bracketed area of the template. Don't forget to remove the brackets!

3. Add in the image of your choice. Be sure it's vivid and compelling!

4. Create or choose post copy that best fits your business (like the examples on page 9)

5. Post when ready!

6
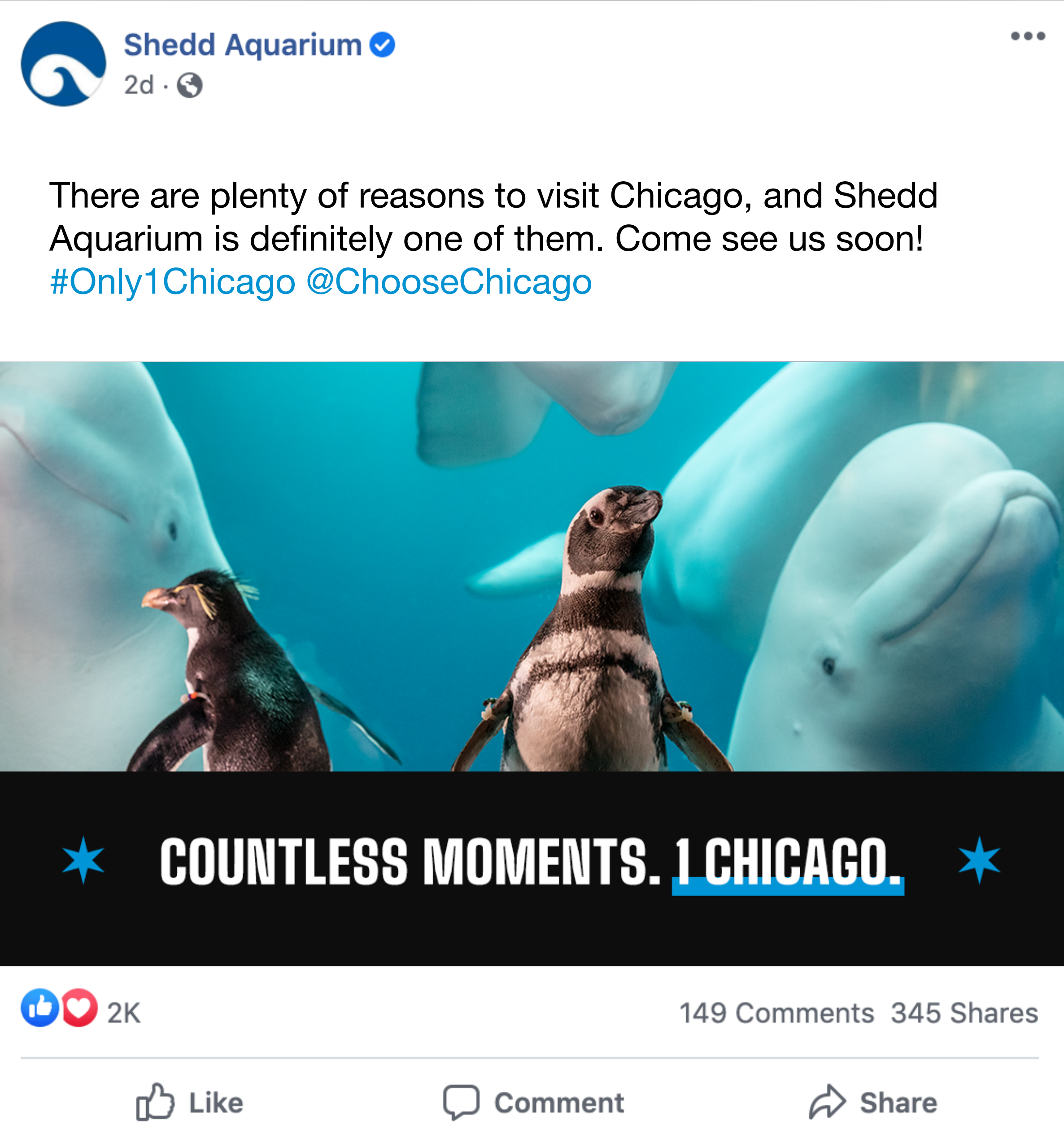
SQUARE FACEBOOK/ INSTAGRAM/TWITTER POST EXAMPLE

1. Choose the square template (click here to access)

2. In the square template (as seen on the right), there's no need to adjust the headline. It will just remain "1 Chicago"

3. Add in the image of your choice. Be sure it's vivid and compelling!

4. Create or choose post copy that best fits your business (like the examples on page 9)

5. Post when ready!
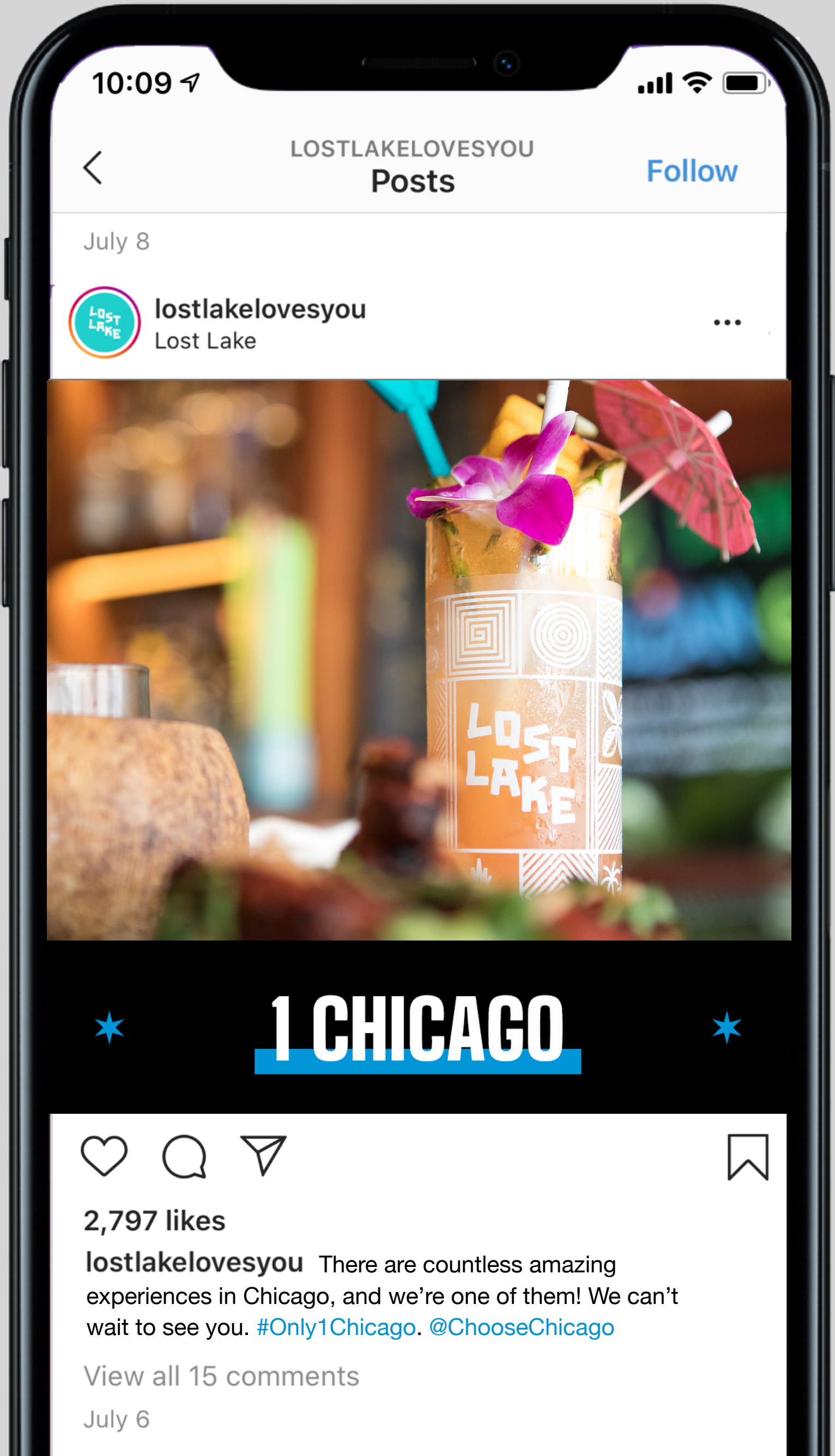
INSTAGRAM MULTI-IMAGE POST EXAMPLE

1. Choose the multi-image post template suited for Instagram (click here to access).

2. Be sure to choose a headline from page 5 that best fits your business to put in card 1. Also be sure to add your business name on card 4. Don't forget to remove the brackets!

3. After placing in the headline and your business name, choose (4) compelling images to place into the template to show off the best parts of your offering!

4. When the images have been finalized, upload to Instagram using the multi-image format (furthest right button in the upload screen).

5. Select exactly four cards, and select them in the exact order as seen on the right (sequentially). The order you select the cards in will be the order they post in.

6. Create appropriate post copy (like the examples on page 9) and post when ready!

10:09

ARTINSTITUTECHI
Posts
Follow

July 8

artinstitutechi ✔
The Art Institute of Chicago

COUNTLESS MEMORIES

2,797 likes

artinstitutechi There's #Only1Chicago, and The Art Institute of Chicago is proud to be a part of it. Come and visit us soon! @ChooseChicago

View all 15 comments

July 6

CARD 2

CARD 3

CARD 4

8

POST COPY GUIDELINES

- When writing post copy, it's important to be clear and concise while still being fun.
- Be sure to use #Only1Chicago and @choosechicago.
- When using #Only1Chicago it's preferred that you use it in a sentence (like the middle example shown on the right) versus just at the end.

POST COPY

"There are countless amazing experiences in Chicago, and we're one of them! We can't wait to see you. #Only1Chicago. @ChooseChicago"

"There's #Only1Chicago, and [Business Name] is proud to be a part of it. Come and visit us soon! @ChooseChicago"

"There are plenty of reasons to visit Chicago, and [Business Name] is definitely one of them. Come see us soon! #Only1Chicago @ChooseChicago"

SOCIAL POST TEMPLATES

We recommend using the following three templates when posting to your social channels (download here). To the right, you'll see which templates go with which social media platforms.

In order to use these templates, we've included step-by-step instructions below:

Note: you will need Photoshop to update these files.

1. Open the templates provided in Photoshop.

2. If using the rectangle template (template 2), replace "[short copy]" with the headline that best fits your business from page 5.

3. If using the Instagram multi-image post template (template 3), replace "[short copy]" with the headline that best fits your business from page 5. Additionally, replace "[business name]" with your business's name. Don't forget to remove the brackets!

4. Insert whatever photos of your business you'd like. We recommend vivid, eye-catching photos that are in high-resolution.

5. Save out each file as a .jpeg in Photoshop. A .jpeg will be the best format to use on any social media platform.

SQUARE TEMPLATE 1:
FB/INSTA/TWITTER POST

INSERT DESIRED PHOTO HERE

★ **1 CHICAGO** ★

RECTANGLE TEMPLATE 2:
FB/TWITTER POST

INSERT DESIRED PHOTO HERE

★ **COUNTLESS [SHORT COPY]. 1 CHICAGO.** ★

TEMPLATE 3: INSTAGRAM MULTI-IMAGE POST

INSERT DESIRED PHOTO HERE

★ **COUNTLESS [SHORT COPY]** ★

CARD 1

INSERT DESIRED PHOTO HERE

★ **1 CHICAGO** ★

CARD 2

INSERT DESIRED PHOTO HERE

★ **PLENTY OF REASONS TO** ★

CARD 3

INSERT DESIRED PHOTO HERE

★ **VISIT [BUSINESS NAME]** ★

CARD 4

SOCIAL POST MANDATORIES

When creating your posts, it's important to always do the following for brand consistency:
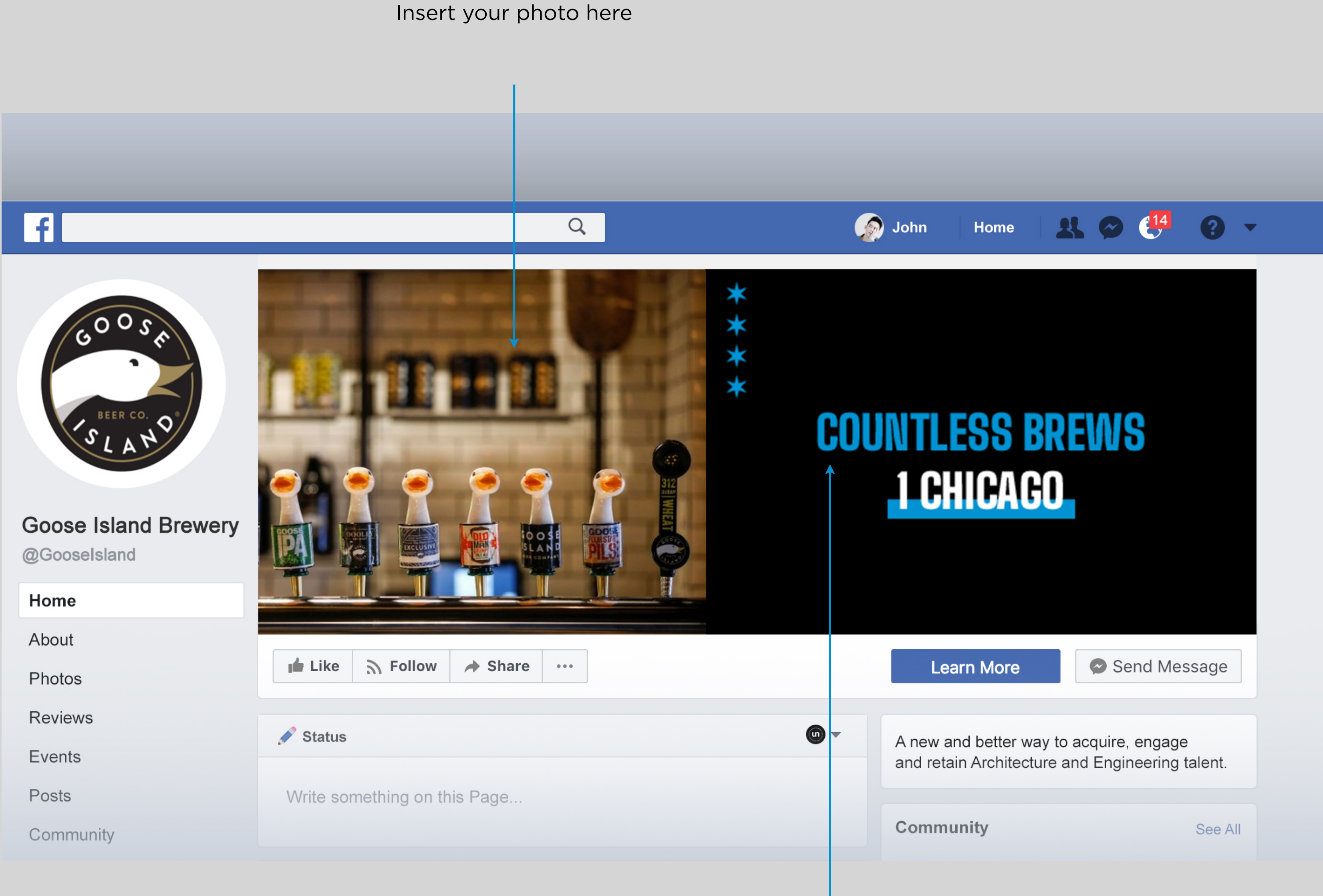
☑ Please always tag **@choosechicago** in posts

☑ Use the hashtag **#Only1Chicago**

FACEBOOK COVER PHOTO

Similar to the social posts, please insert your chosen photo in the associated smart object on the left side of the photoshop file (PSD).

There are nine templates for you to choose from (download here) with the headlines from page 5. Please use whichever one(s) best match your business.

Insert your photo here

Goose Island Brewery
@GooseIsland

Home

About

Photos

Reviews

Events

Posts

Community

👍 Like   🔊 Follow   ➤ Share   ···

Learn More   💬 Send Message

✏️ Status

Write something on this Page...

COUNTLESS BREWS
1 CHICAGO

A new and better way to acquire, engage and retain Architecture and Engineering talent.

Community   See All

Choose template with desired copy
from the packaged files provided

FACEBOOK PROFILE PICTURE FRAME

To use this frame, simply add the #Only1Chicago frame to your profile picture through Facebook. It should be as simple as changing your profile picture.

You do not have to upload a new profile photo to change the frame around your Facebook profile picture. You may use the same profile picture you are currently using.

In order to apply the frame to your profile picture, please do the following:

1. Go to "Update Profile Picture" on your Facebook page.

2. Select "Add Frame" from the top toolbar of the pop-up window that will appear.

3. Search "Only1Chicago" in the search bar at the top of the frame. Select "Only1Chicago" by Choose Chicago.

4. The frame should appear over your profile photo. You may adjust your profile photo as you see fit so it works with our frame.

5. At the bottom of the frame, you can set a timer for the frame. Feel free to set that time to whatever duration you'd like.

6. Once you're done adjusting everything, click "Use as Profile Picture" at the bottom right corner of the frame.

TYPICAL APPEARANCE

APPEARANCE ON FRIEND'S LIST AND PAGES YOU LIKE

YOUR PROFILE PHOTO WILL APPEAR HERE

#ONLY1CHICAGO

YOUR PROFILE PHOTO WILL APPEAR HERE

#ONLY1CHICAGO

SOCIAL MEDIA STICKERS

On several platforms, including Facebook and Instagram, you can use stickers to decorate your stories.

In order to use these stickers please do the following:

1. Upload whatever photo or video you wish to add to your story.

2. Click the sticky note icon in the top right hand corner to access the GIFS.

3. In the search bar, search "Only1Chicago" to find the three available stickers.

4. Choose any (or all!) of the stickers to add to your upload.

5. You can use your finger to adjust the placement and size of the sticker however you'd like.

6. Remember to always tag @ChooseChicago in your stories!

7. Post whenever you're done!

#ONLY1CHICAGO

#ONLY1CHICAGO
★ ★ ★ ★

#ONLY1CHICAGO

NOTE: These stickers are animated! To view how these stickers will appear when animated, please go to Instagram and type "Only1Chicago."

FOR ANY QUESTIONS, PLEASE CONTACT:

Betsy Kash

bkash@choosechicago.com

APPENDIX

Typography

1 Chicago relies on two main fonts to tell its story. The primary typeface is Big Shoulders Display, and should be used for headlines, location tags, and hashtags.

The secondary typeface is Gotham, which is used for all body copy, large bodies of text, and urls.

To download both fonts, please visit the links under their respective typefaces.

Iconography

We use two icons: the location tag and the Chicago stars. The stars are included in the Big Shoulders Display typeface. Detailed instructions on how to access the stars are on the same website that you can download Big Shoulders typeface.

Colors

The three colors for 1 Chicago are black, white, and Lochmara blue.

Black is our primary background color and should be used whenever possible.

Lochmara blue and white are used for copy and accents.

White is used mainly as an accent color and to highlight a word or line of copy. "1 Chicago" should always be white with a blue underline. Large chunks of copy should always be in white.

PRIMARY TYPEFACE

ICONS

COLORS

BIG SHOULDERS DISPLAY BLACK
Headlines

BIG SHOULDERS DISPLAY BOLD
Location markers & tagline

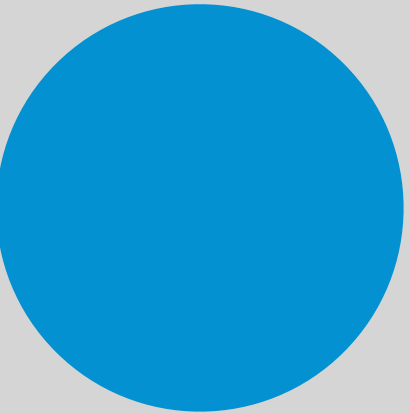[Download typeface here](#)

SECONDARY TYPEFACE

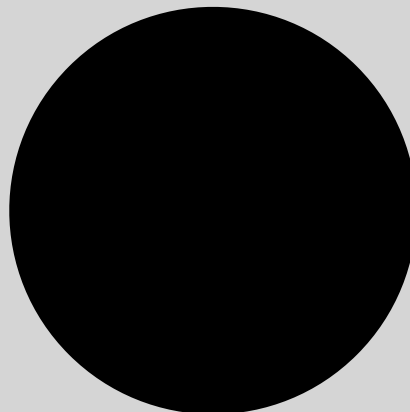# GOTHAM BOOK
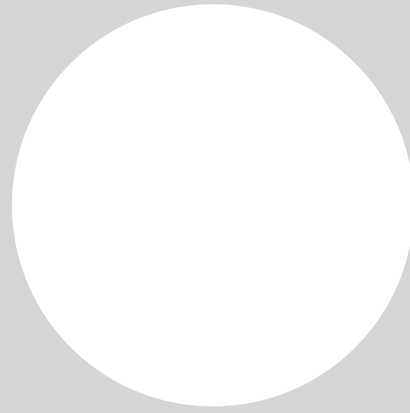Body copy

GOTHAM BOLD
URLs

[Download typeface here](#)

LOCHMARA BLUE

C. 87 M. 25 Y. 0 K. 0
R. 0 G. 146 B. 209
HEX # 0092D1

BLACK

C. 0 M. 0 Y.0 K. 100
R. 0 G. 0 B. 0
HEX # 000000

WHITE

C. 0 M. 0 Y. 0 K. 0
R. 255 G. 255 B. 255
HEX # FFFFFF