



Rebranding the City of North Chicago

WHAT IS A REBRANDING?

Rebranding North Chicago involves more than just a new logo and a new slogan. A lot more.

The city's brand is what people—both residents and outsiders—think about when they hear the name “North Chicago.”

Rebranding the city is all about changing perceptions. It will give the city, its businesses, and its residents a new story to talk about—a story that aligns with the community's values, its history, and its hopes.

WHAT ARE THE ELEMENTS OF THIS REBRANDING?

The rebranding will include both visual and written elements that give the city a framework to make the improvements that change perceptions about North Chicago.



Visual elements may include:

- A new logo
- Typography
- A full color palette
- Illustrations/photography
- Posters
- Calendars
- Brochures
- Mailers
- Signage
- Event promotion templates
- Website design and graphics
- Social media design and graphics
- Branded design for city services and amenities
- A style guide or kit for using these branded elements



Written elements may include:

- A new slogan or tagline
- A new mission statement
- A new vision statement
- A brand promise
- City story and personality
- New statements about the city's history, challenges, and goals
- Guidelines for using these written elements



OUR AGENCY PARTNER

Our partner during this process is StudioNorth, a full-service marketing agency with Fortune 100 clients that's been doing business in North Chicago since 1978.

You've probably passed their office on Green Bay Road!

WHAT ARE THE BENEFITS OF REBRANDING?

Changing perceptions about a city can actually help change the city.

When the city, its businesses, and its residents embrace the complete story that the brand enables, it gives leaders the framework for driving real change. And that change can lead to:



Economic growth

including higher property values, higher standards of living, job creation, increased tourism, and new business opportunities



Enhanced infrastructure

including improved city services, safer and more attractive public spaces, revitalized neighborhoods, and reduced crime



Cultural enrichment

including a stronger civic identity, greater cultural diversity, and more civic engagement

DOES REBRANDING REALLY HELP?

Yes! The village of Mundelein, just 12 miles away, started a rebranding in 2012. In the years since, the village's perception has become much more positive—and the numbers prove it.



MEDIAN INCOME
Up 24.7%

2012-2022
adjusted for inflation¹



MEDIAN PROPERTY VALUE
Up 49.6%

2017-2024²



PROPERTY CRIME RATE
Down 17.6%

2012-2022³

Of course, there's no guarantee North Chicago will see the same kinds of results from rebranding. **But then again, our results could be even better!**

QUESTIONS OR COMMENTS?

Please scan the code or visit NorthChicago.org/2025survey to ask a question or share your thoughts and ideas.

Thank you!



English



Español

Sources: ¹U.S. Census, ²Zillow, ³Macrotrends, Neighborhood Scout



CITY OF NORTH CHICAGO
MAYOR LEON ROCKINGHAM, JR

