



# IVCanDO

## STYLE GUIDE

This Guide was developed to establish, protect, and promote the brand of the Illinois Valley Community Development Organization, or, as we like to call it, **IVCanDO**.

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# PROGRAM OVERVIEW

# OUR STORY



The Illinois Valley Community Development Organization, or as we like to call it, IVCanDO, has been in step with the Illinois Valley since 1995. The direction we go is chosen by our neighbors. The destination is always guided by the community. And when a clear goal is established, we keep our eyes on the horizon, so others can focus on the task at hand.

While IVCanDO is just one member of the team, we've been at this community development game for a long time. The hats we wear and the roles we play depend on what is needed, and when. Our speciality is connecting the visionaries with the experts -- the movers and shakers with history makers.

We shine the most in that space between having the idea and taking the first-step towards realizing it. We are partial to the pragmatic, but fueled by the ambition of dreamers. We set the table for innovation and invite the real work to begin. Then, we usher in lasting transformation.

## ... OUR STORY CONT'D

We're a back-bone, big-picture organization for the people and places we love and respect. We practice not only knowing what questions to ask, but who to ask them of. And when we join the right folks with the right resources to do what's required, right now? Well ... that's when the dots are connected and the masterpiece is revealed. We leverage individuals, businesses, government and nonprofits to make it so. Some say that's our superpower - solving problems through partnerships. We like to say, it's just what we do.

Whether it be financially investing in main street or physically lighting its way, we strategically meet the needs of our unique community. Our work is not always linear, and there are often several balls in the air. But we are seasoned at juggling - nimble and ready to ensure nothing gets dropped.

For over 25 years, we've danced with the heartbeat of the Valley. As most things do with time, the rhythm changes. Sometimes it's methodical like constructing a building brick by brick. Other times, it's urgent like a natural disaster knocking at our door. We will always try to anticipate what's needed, so when we're called to, we can respond. We work with our neighbors towards a shared goal - no matter how big or small.

We value where we live and who we live here with. And we are committed to seeing this place prosper and thrive. This we can, and will, do.

**TAGLINES**



## PRIMARY TAGLINE

### **Cultivating the Power of Partnerships**

This tagline is used in most instances, and is the only one that officially locks up with the IVCanDO logo.



# SECONDARY TAGLINES

(or, other words, phrases we really like)

- **Realizing Community Inspired Solutions**
- **Your Go-To for Can-Do Ingenuity**

While "Cultivating the Power of Partnerships" truly encompasses an overarching commonality of our work, these phrases certainly capture a significant part of what we do.

We think of the taglines more like Bumper Stickers. They are catchy phrases that embody the work of IVCanDO, and can be used as sub-headings, or as we like to think of it, Chapter Titles.

# MISSION & BELIEFS



## MISSION

The Illinois Valley Community Development Organization is a 501(c)(3) non-profit committed to collaborative programs and inclusive partnerships that improve and change lives across communities of rural southwest Oregon. With a community based strategic plan focused on People, Place, and Prosperity, we champion sustainable development for vibrant economic, social, and cultural conditions.

# WE BELIEVE

## Short Version

IVCanDO believes in the Illinois Valley and works to improve the prosperity of its people, in this unique and beautiful place.

## Longer Version

IVCanDO believes in the Illinois Valley and works to improve the prosperity of its people, in this unique and beautiful place. This is a community worth working for, and it's our pleasure to help our neighbors thrive.

We begin from a place of respect and service, with a culture of collaboration and connectivity. Dedicated to engagement and diversity, we use partnerships, innovation, and commitment to accomplish tangible, lasting results.

# CORE VALUES



## CORE VALUES

The success of IVCanDO derives from an engaged, dedicated board of directors, a skilled, experienced staff, and direct participation of the community. The work of our organization is guided by these core values:



### Start from a place of Respect and Service

We approach every project with the knowledge that we are solving a need as identified by the community. Our purpose is defined through a collaborative process, not the whims of the loudest voice in the room.



### Culture of Collaboration and Connectivity

We are just one member of a team, and we strive to honor and utilize the unique skill sets each player brings to the field. The way we make a difference in our community is by bringing people together.

### Dedicated to Engagement & Diversity



Our office has more than an open-door policy, it has no door at all. When we set a table for innovation, problem-solving and creativity, everyone is automatically invited to take a seat. We will always value those who make the effort to show up, but we'll also consider who is missing and why. When needed, we'll go to them, wherever that might be.

### We use partnerships, innovation, & commitment to accomplish tangible, lasting results.



To accomplish a stated goal, we're willing to wear many hats and play many parts. We pride ourselves in knowing when to step-up and when to step back. We depend on new voices to join and inspire our work. And when these leaders emerge, we promise to support them - every step of the way.



### Equal Opportunity

The Illinois Valley Community Development Organization is committed to equal opportunity for all persons regardless of race, color, national origin, religion, sex, sexual orientation, gender identity, age, disability, or any other legally protected status.

**Legalese, boiler-plate language? Yes.**

**Critically important and 100% right? Absolutely!**

# PROJECT ROLES

I.E. THE HATS WE WEAR...

# IVC*an*DO

## Project / Program Roles



THE HATS WE WEAR...

### ADVOCATE

IVCDO SUPPORTS THE  
PROGRAM OR EVENT BY  
SHARING THE MESSAGE

### COLLABORATOR

IVCDO IS A PRIMARY  
PARTICIPANT OF A GROUP

### CONNECTOR

IVCDO CREATES  
NETWORKS OF PEOPLE  
AND ORGANIZATIONS

### CONVENER

IVCDO BRINGS GROUPS  
TOGETHER

### EDUCATOR

IVCDO LEADS THE  
LEARNING

### FACILITATOR

IVCDO LEADS THE  
PRESENTATION & PROVIDES  
ORGANIZATION SUPPORT  
FOR PROJECT GROUPS

# IVC*an*DO

## Project / Program Roles



MORE HATS...



### **FISCAL SPONSOR**

IVCDO MANAGES THE  
FINANCIAL ASPECTS OF A  
PROJECT

### **FUNDER**

IVCDO IS THE PRIMARY  
FUNDER OR ONE OF THE  
FUNDERS IN A GROUP

### **INCUBATOR**

IVCDO COOONS  
GROUPS UNDERWING  
UNTIL THEY ARE READY  
TO FLY ON THEIR OWN.

### **MANAGER**

IVCDO IS THE LEAD AND  
MAKES DECISIONS

### **PRODUCER**

IVCDO IS THE LEAD  
PARTNER IN BRINGING  
THE PROGRAM INTO THE  
VALLEY

### **SUPPORTER**

IVCDO IS AN ACTIVE  
PARTICIPANT OF THE  
PROJECT GROUP

# IVCanDO Past & Present

## Project / Program Role Worksheet\*

Project Name	Category	IVCDO Role	Status (Will Do, Doing, Done)
RiverStars Performing Arts: Dance & theater program for youth	Arts & Culture	Producer, Incubator	doing
Valley Girls Quilt Show: Iconic 3 day event each October to fund youth programs	Arts & Culture	Funder / Fiscal Sponsorship	doing
OUT Dance Project	Arts & Culture	Fiscal Sponsor	doing
IVBEC: Partnership of IVCanDO with Rogue Community College	Business & Economic Development	Manager, Collaborator	doing
IVBEC: Small Business Development Center: Confidential business support	Business & Economic Development	Manager, producer	doing
IVBEC: Entrepreneurs' Commercial Cookspace: Low cost commercial kitchen	Business & Economic Development	Collaborator, supporter	doing
RLF: Up to \$25k for small businesses in Josephine Co.	Business & Economic Development	Manager	doing
Individual Development Accounts: \$3:\$1 Matched Savings Program	Business & Economic Development	Manager	doing
Cave Junction Farmers' Market: Self-sustaining after 5 years	Business & Economic Development	Convener, Funder, Incubator	done
Illinois Valley Chamber of Commerce: Visitor Center partnership	Business & Economic Development	Collaborator	doing
Earned Income Tax Credit Project: De-mystifying family tax benefits	Business & Economic Development	Educator	done
Oregon Caves Outfitters: 45 seasonal jobs, local arts, crafts, food & beverage	Business & Economic Development	Manager, Producer	done
Illinois Valley 20/20 Community Vision & Strategic Plan	Community Capacity Building	Convener, Collaborator, Fun	done
IllinoisValleyWeb.org: More than just the Community Calendar	Community Capacity Building	Manager, Funder	doing
Project Impact: Community led survey and evaluation	Community Capacity Building	Facilitator	done
Rural Community Builder Collective	Community Capacity Building	Collaborator, Connector	doing
Illinois Valley Network of Nonprofits: Linking over 30 local organizations	Community Capacity Building	Convener, Facilitator, Suppo	doing
Nonprofit Capacity Building	Community Capacity Building	Educator, Connector, Advoc	doing
IVCanDonate: Cash for deposit containers for school arts, sports, & enrichment	Community Capacity Building	Manager	doing
Public Safety Task Force Collaborative: Priority #1 from IV 20/20 Community Plan	Community Capacity Building	Facilitator, Convener,	doing
Cave Junction Fiber Optic Cable: Resources for downtown first-mile backbone	Infrastructure	Connector, Advocate	will do
Downtown Revitalization: Lighting, Cameras, and Beautification	Infrastructure	Manager, Convener, Collabo	doing
Main Street	Infrastructure	Collaborator	will do
First Impressions	Infrastructure	Producer, Supporter	done
Fire Suppression at IV Airport	Infrastructure	Advocate	will do
Rogue-Siskiyou NF: Page Creek Community Forest Project: Forest health & landscag	Forests & Watersheds	Manager, Funder	doing
BLM: Rockydale Rd. - French Flat Project	Forests & Watersheds	Collaborator	done
Landowner Fire Mitigation: FEMA & JoCo grant project for IV properties (pending)	Forests & Watersheds	Manager, Funder	will do
Josephine County Fire Fuels Reduction	Forests & Watersheds	Producer, Manager	done
IVFROG Illinois Valley Fire Resiliency Oversight Group	Forests & Watersheds	Convener, Facilitator, Collab	doing
Residential Fire Resiliene Loan Program	Forests & Watersheds	Manager, Funder	doing
Family Wash & Play Night: Laundry access and plenty of fun!	Health & Education	Funder, Producer	done
Caring Community Collaborative: Multi-partner services to children & families	Health & Education	Convener	doing
Schools & Community Partners Collaborative: School Dist. & support agencies	Health & Education	Convener	doing
Senior Connections Collaborative: Resources & services to support senior citizens	Health & Education	Supporter	doing
Josephine County Commissioner Candidate Forum	Health & Education	Convener, Producer	done
Park & Recreation Master Plan for City of Cave Junction	Parks & Recreation	Convener, Funder, Collabora	done
Jubilee: Baseball Field: Rehab of backstop, fencing, & lights	Parks & Recreation	Funder, Collaborator	doing
Jubilee: Development of 2nd Baseball Field: Land acquisition & development	Parks & Recreation	Funder, Collaborator	doing
Jubilee: Wheel Chair Access & Amenities	Parks & Recreation	Funder, Manager	doing
Travel Oregon Recreation Map	Parks & Recreation	Manager, Convener, Collabo	done
Illinois River Forks SP: Adopt-a-Park Agreement: Community partnership with OPRD	Parks & Recreation	Convener, Manager	doing
Illinois River Forks SP: Forks Disc Golf Course: Expansion to 18 holes	Parks & Recreation	Funder, Collaborator, Manag	doing
Illinois River Forks SP: Wheel Chair Access & Amenities	Parks & Recreation	Funder, Collaborator, Manag	doing
Rogue-Siskiyou NF: Page Mtn. Snow & Mountain Bike Park: Expansion & developme	Parks & Recreation	Advocate, Collaborator	doing
Rogue-Siskiyou NF: Store Gulch & Cedar Guard Station: Rehab of USFS recreation	Parks & Recreation	Supporter	will do
Rogue-Siskiyou NF: Big Foot Trail: Coastal Redwoods to the Siskiyou & Pacific Cre	Parks & Recreation	Supporter, Advocate	will do
IV Recreation Opportunity Collaborative: All-lands multi-agency collaboration	Parks & Recreation	Convener, Facilitator, Collab	doing

(click to connect to live doc)

\*update when new projects/programs are added..

**BRAND VOICE**



## OVERVIEW

Because the work of IVCanDO is complicated, nuanced and sometimes hard to grasp, we want to be straightforward and simple with our description of the work. IVCanDO means a lot of different things to a lot of different people, depending on how they encounter and interact with the organization.

# COMMUNICATION STYLE

- Be honest. Confident. Optimistic. Non-Alarming. Helpful. Tell it like it is. Short, succinct phrasing. Avoid Jargon. Approachable.
- **Inspiration:** Channeling The Home Depot  
Short statements that make you feel empowered.  
Like a step-by-step guide on how to get things done.



## *BEFORE:*

*For over 20 years, IVCDO has been honing the skills, deepening the expertise, and building the connections that allow us to help valley residents make things happen.*



## *AFTER:*

*The Illinois Valley Community Development Organization, or as we like to call it, IVCando, has been in step with the Illinois Valley since 1995. The direction we go is chosen by our neighbors. The destination is always guided by the community. And when a clear goal is established, we keep our eyes on the horizon so others can focus on the task at hand.*



## TIPS FOR TONE

Good writing starts with asking the right questions. Here are a few questions we recommend asking yourself before setting pen to paper.

- 1.** What situation is the reader in at the moment? Who are you addressing?
- 2.** What is the timeframe - is it an event in two weeks that is a one time deal, or a lasting document that will be referenced for years (ongoing).
- 3.** How is this content going to affect the reader? What is the particular call to action? This is very useful for Social Media, and should align with IVCanDO goals, like donations, volunteering, attending an event.  
Examples: "What is your favorite IVCanDO memory? Post Below."
- 4.** How can I maintain the reader's state of mind or put them in a better one? Are we being solution oriented?

# WRITING ADVICE

## Protect the Name & Be Consistent



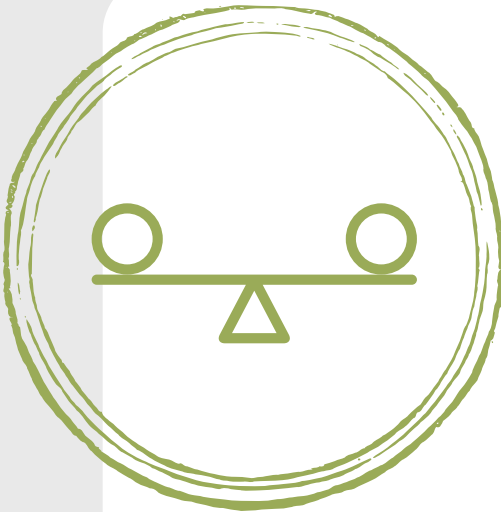
### WHEN TO USE "IVCDO" VS "IVCANDO"?

- Use "IVCanDO" when writing communications copy and speaking/presenting. The "an" breaks up the acronym and is memorable. It also gives people the first glimpse into the culture of the organization and our "can-do attitude."
- Always introduce the organization first with the full name and then the "nickname." Say:  
  
**The Illinois Valley Community Development Organization, or as we like to call it (or as it is known), IVCanDO.**
- BOTH need to be said.
- IVCDO is only used in formal writing, such as grants and RFPs. Again, this acronym is used only after the full name of the organization is introduced.  
  
**The Illinois Valley Community Development Organization (IVCDO)**
- FYI - Legal Name: Illinois Valley 2010 Community Response Team. We NEVER use this name publicly.



### Emote the "can-do" attitude

Staying true to our name is important. Maintain a positive tone and "we can do it" outlook. Do not belittle ideas, lift them up. There are not bad ideas when they come from our community.



### Be humble, but confident

There is a balance to strike between shying away from the spotlight and getting the credit you deserve. We work hard at IVCanDO, but we always want to stay community-centered. We are earnest in our belief that we are well positioned to help others achieve their goals, but we never want to outshine our neighbors.



### Be friendly, but not unprofessional

Communications from IVCanDO should feel personal, real but also informative. Read your work aloud to ensure that sentences aren't confusing or wordy. Avoid slang or jargon.



### Be helpful, but not alarming

IVCanDO wants to be matter-of-fact about the ways in which we can help, and realistic about what we can and cannot do. We want people to WANT to work with us, not feel like they HAVE to.



### Outcomes over credentials

When talking about completed projects, focus on the impact it will have on the community, rather than all the things IVCanDO brought to the table.



### Keep it simple

Respect your reader's time. Avoid long, difficult to read paragraphs and be sensitive to the platform you're writing for. [Here](#) is a useful guide for recommended lengths for content across the web.



### Keep it human

It's easy to get lost in stats and data. And these numbers are in some ways IVCaDO's specialty. But what actually moves us as humans, is understanding the impact our work has on the people and places we love and respect. When talking about a large-scale problem, include real community members to tell the story.



### Oxford Commas

While it's not required by most style guides, the oxford comma, also known as a serial comma, helps prevent confusion when presenting a list.

**Example:** IVCaDO helps our community by supporting, empowering, and educating our neighbors.



# OFFICIAL FORMATTING FOR PROGRAM NAMES

- ✓ **RiverStars Performing Arts**
  - “RiverStars” is always one word. No space.
- ✓ **Illinois Valley Business Entrepreneurial Center** can go by the acronym “IVBEC” after introduced with the full name (either spoken or written)
- ✓ **Revolving Loan Fund** can go by the acronym “RLF” after introduced with the full name (either spoken or written)
- ✓ **IVCanDonate** - only time the “O” is lower-case when writing IVCanDO.

## WORDS WE LIKE

- ✓ *Cultivating*
- ✓ *Connecting*
- ✓ *Supporting*
- ✓ *Helping*
- ✓ *Nurturing*
- ✓ *Fostering*
- ✓ *Navigating*
- ✓ *Leveraging*
- ✓ *Problem-Solving*



## SAY THIS



- Folks
- Partnering
- Neighbors
- Culture
- The Illinois Valley
- Nonprofit
- Shared Goal
- Identified by community

- Public Safety

- “Who”

Example: “There are over 10,000 people who live in the Illinois Valley Region.”

## NOT THAT



- not guys
- not leading
- not residents
- not politics
- not The Valley
- not Charity
- not Common Good
- not Directed
- not police or law enforcement
- not “that”



## PROGRAM / PROJECT IDENTIFIERS

When writing about the work that IVCanDO does, be intentional about use of Action Collaborative, Program or Project.

### PROGRAM V PROJECT

- Program - has no end, ongoing, long-term, not going away
- Project -(generally) has a start & end date.

### ACTION COLLABORATIVES

- Born of the 2020 Strategic Plan.
- Launched & initially convened by IVCanDO.
- Provides a framework for private and public partnerships to link-up and join forces for good.
- Goal is to be self-sufficient but IVCanDO will continue to help with specific projects (be the technical advisors)
- Eventually IVCanDO will be just another stakeholder partner

### PHRASES TO USE TO IDENTIFY IVCANDO ROLE

- An Illinois Valley Collaborative Project
- An Illinois Valley Collaborative Program
- A Can-Do Collaborative of IVCanDO (and \_\_\_\_\_ )
- IVCanDo Collaboration in Action
- A Can-Do Fiscal Project of IVCanDO
- A Collaborative Project managed / organized / produced, ... with/by IVCanDO

# 7 PROGRAM AREAS

& BONUS "THANKS"



**DESIGN**

**FONTS**

# FONTS



## RAILWAY

Font is noted by the crosses of the center "W" and used as the primary font on the website. The crossing of the center "W" lines represent the intersection of the community and IVCDO.



## BRICE REGULAR

This is the font of the "I, V, C, D, & O" in the logo. It is professional and slightly formal with its flared edges. It represents the business side of IVCDO.



## Brushster

This is the font of the "an" in the logo. It is more casual and fun with its lines of various thickness and round lettering. It represents the personal side and the "can-do" attitude of IVCDO.

**COLORS**

# COLOR PALATE

Hex: #7bc24d

Green

RGB: R-123, G-194, B-77

CMYK: C-28%, M-0%, Y-46%, K-24%

PMS: 360 C

Hex: #f9a01b

Orange

RGB: R-249, G-160, B-27

CMYK: C-0%, M-35%, Y-87%, K-2%

PMS: 137 C

Hex: #9aab58

Army Green

RGB: R-154 G-171 B-88

CMYK: C-7%, M-0%, Y-33%, K-33%

PMS: 5777 C

Hex: #DBF1CC

Light Green

RGB: R-219, G-241, B-204

CMYK: C-9%, M-0%, Y-15%, K-5%

PMS: 7485 C

Use for dark background  
textblock-ups & icon  
highlights

Hex: #737373

Dark Gray

RGB: R-115, G-115, B-115

CMYK: C-0%, M-0%, Y-0%, K-55%

PMS: 417 C

# COLOR MEANING



## ORANGE

It is considered an energetic color. Orange calls to mind feelings of excitement, enthusiasm, and warmth. Orange is often used to draw attention. Also the color of Home Depot. :- ) A Can-Do Attitude! Worker shirt color - it's in action. Things are getting done!



## GREENS

An obvious reference to the dominant color of the nature that surrounds the valley. Also indicates wealth, prosperity, and a willingness to grow. In the Illinois Valley it is neutral because of all the greenery everywhere.



## GRAY

Gray is less abrasive than black. We use gray for the text in our communications to be more approachable and easier to read.

**LOGOS**

# OFFICIAL SIMPLE LOGO



This is the official logotype and simple logo of IVCanDO. Set in the typeface Brice Regular & Brushter, it is professional and classic yet also approachable. It gives a sense of forward movement and optimism. It is clear and readable and should never be substituted for another typeface.

This logo has been designed in Canva. It can be scaled and resized to fit print & digital publications.

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## OLD LOGO



## DO NOT USE

This is the original logo, designed sometime in the early 2000s. It was designed in Illustrator, and we do not have the editable file (ai). You will come across this graphic often. **Do not use for new publications or concepts.**

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## OLD LOGO



**DO NOT USE**

This is an old logo. We are no longer using this.  
**Do not use for new publications or concepts.**

# LOGO LOCK-UPS



This lock-up includes the full, official name of the organization. This logo should be used when a communication is going out to a large group of people who may not be familiar with IVCanDO. Also, use this logo when "cold-calling" potential partners.

Always send this logo for Sponsorship recognition.



This lock-up includes the primary tagline of the organization. Use this logo lockup:

- IF NAME IS CALLED OUT SOMEWHERE ELSE, then default to this one.
- Use more often than not. Use locally, internally (with partner orgs)
- Use when org is familiar with you (not first time interacting)
- LOI - use this logo, but include tagline

# Letterhead Logo



**Illinois Valley Community Development Organization**

www.ivcdo.org | (541) 592-4440 | info@ivcdo.org  
341 E Cottage Park Dr #4, Cave Junction, OR 97523

This is the official letterhead logo of IVCanDO.

The lock-up includes the full name, website, phone number, email & physical address of the organization. All of these elements are in Ralway.

The website, phone number and email are delineated with 2 spaces, a capital "I" and 2 more spaces:

website\_\_I\_\_phone

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## LOGO - VERTICLE

IV  
C*an*  
DO

This is the vertical version of the official, simple logo. Use when spacing calls for square or circular designs (i.e. Social Media icons/posts)



## LOGO - Dark Backgrounds



The official, simple logo looks great on dark backgrounds. No modifications are needed.



When using the logo lockups the lockup text will need to be in the Light Green (#DBF1CC) to contrast against the dark background.

## LOGO - Grey Scale



Grayscale logos should be used sparingly. These versions will primarily be used when doing one-color printing or black & white designs (like logos on the back of t-shirts).

# LOGO - Gray Scale on Dark Backgrounds



White logos should be used sparingly. These versions will primarily be used when doing one-color printing or black & white designs on dark backgrounds (like logos on the back of black t-shirts).

**PHOTOS**

# Photo Treatment



Photos should be happy, vibrant and bright. Get high-quality & clear pictures. Embrace the colorful diversity of the area.



# Photo Subjects



Subjects should represent the authenticity & diversity of the area. Look for candid, genuine emotions. Action shots are always preferred.

Photos of Nature should have varying textures and a central focal point when possible. Use the rule of thirds.



If capturing large-scale events / gatherings, make sure it is colorful and taken from an interesting angle (like above). Avoid straight on shots.



# Photo Tips

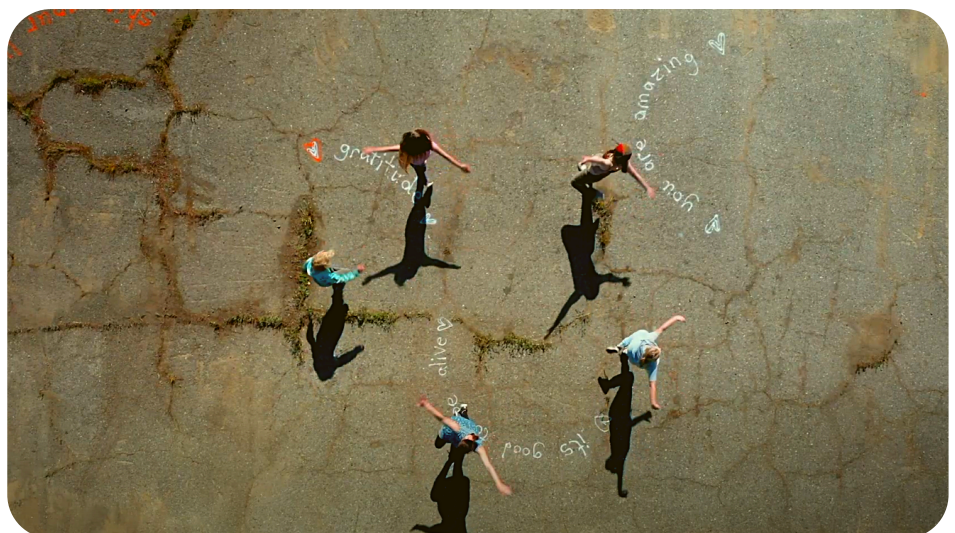


Consider iconic flora/fauna, people or landmarks.

No one wears a suit here, so capturing someone in formalwear would not be authentic.



The RiverStars Flashmob Dance Video captures EXACTLY the mood we are looking for. [Watch here.](#)



## DESIRED SHOT LIST

- 📷 Jubilee Park, Skate Park
- 📷 Program Areas
  - RiverStars, CanDonate
- 📷 Neighborhood - one from each hamlet
  - O'Brien - old time cop car
  - Wild west storefronts
  - Takilma Gas Station Sign
- 📷 Iconic Locations
  - Caves
  - Illinois River Valley
- 📷 Darlingtonia Pitcher Plant
- 📷 Popular Activities
  - fishing, rafting, swimming
- 📷 Seasons



ICONS

# Iconography

IVCanDO iconography should be simple and straightforward. Icons should not be too abstract or conceptual, and should avoid a “mono-line” style, relying on solid shapes whenever possible.



First Choice  
Solid, Simple

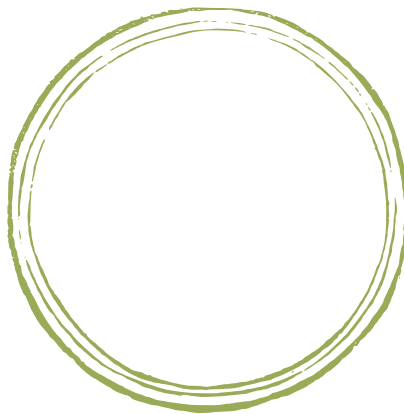


Second Choice  
mono-line but  
simple



Do not use.  
mono-line,  
too complex

## IVCanDO Stamp Border



IVCanDO stamp border is a mark of approval. Use on program and project flyers with logo, & "thank you" letters. Can also use as a circular picture border treatment.

