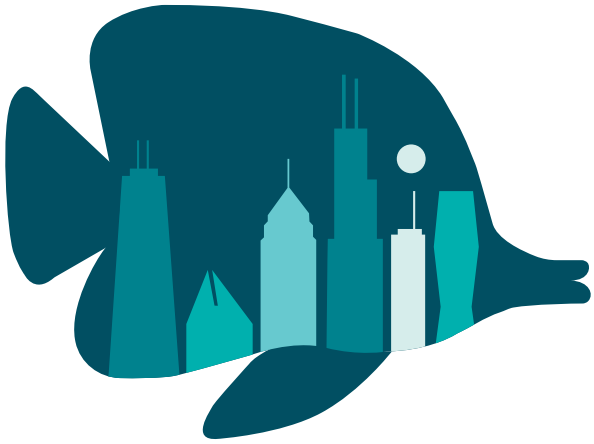


Chicago Aquarium

Graphic Standards Manual

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About

Chicago Aquarium

Chicago Aquarium, established in 2024, was created as a welcoming space where people of all ages and backgrounds can connect with the wonders of aquatic life. Our mission is to make the underwater world approachable, engaging, and fun—whether you are a first-time visitor, a lifelong marine enthusiast, or a family looking for a memorable day together. Every exhibit, program, and experience is designed to invite curiosity, spark conversation, and encourage a sense of shared discovery.

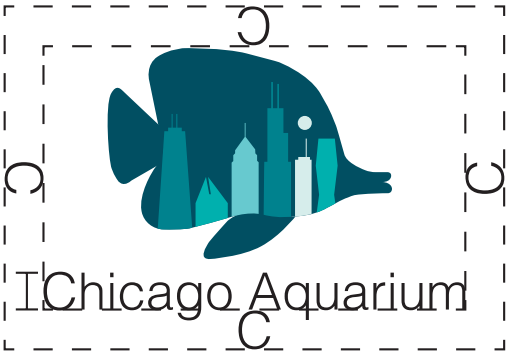
The visual identity of the Chicago Aquarium reflects this friendly, light-hearted spirit. Soft, approachable colors, clean typography, and clear, playful signage work together to make navigation intuitive and the environment feel relaxed rather than formal or intimidating. The branding aims to remove barriers, helping visitors feel at ease from the moment they arrive, and reinforcing the idea that the Chicago Aquarium is truly a place for everyone to explore, learn, and enjoy.



Trademark Standards

Correct Logo Usage

Trademark Standards



Clear Space

To ensure maximum legibility and impact, a minimum clear space must be maintained around the Chicago Aquarium trademark at all times.

This clear space must remain free of text, images, and other graphic elements. The minimum clear space on all sides is defined by the length of the letter C in the “Chicago Aquarium” signature within the logo.



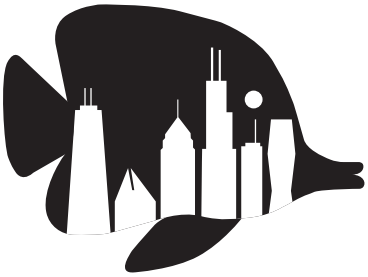
Primary Logo

The primary Chicago Aquarium logo should be used whenever possible to ensure consistent and recognizable branding.

The logo may not be altered, redrawn, distorted, or modified in any way, including changes to its colors, proportions, or typography.

Correct Logo Usage

Trademark Standards



Chicago Aquarium

Black & White Logo

To ensure maximum legibility and impact, a minimum clear space must be maintained around the Chicago Aquarium trademark at all times.

This clear space must remain free of text, images, and other graphic elements. The minimum clear space on all sides is defined by the length of the letter C in the “Chicago Aquarium” signature within the logo.



Chicago Aquarium

Small Scale Logo

For applications where space is limited, an approved small-scale version of the Chicago Aquarium logo may be used.

This small version has been specifically designed to maintain legibility, proper proportions, and visual balance at reduced sizes.

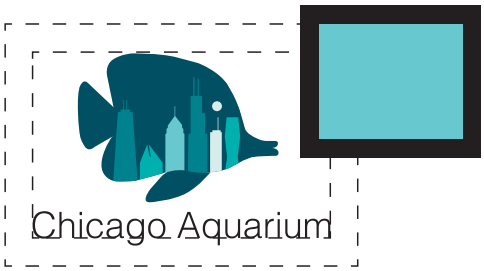
Incorrect Logo Usage

Trademark Standards



Incorrect Proportions

The Chicago Aquarium logo must never be stretched, compressed, skewed, or otherwise distorted. Any alteration to the logo's original proportions, including vertical or horizontal stretching, warping, or rotating individual elements, is not permitted.



Violating Clear Space

No text, images, rules, icons, or other graphic elements may appear within the protected clear space surrounding the Chicago Aquarium logo. Placing content inside this area reduces legibility and weakens the impact of the mark.



Unauthorized Color Changes

The Chicago Aquarium logo may only appear in the approved brand color combinations specified in this manual. Changing the logo to non-designated colors, applying gradients, textures, patterns, or outlining the mark is not allowed.

Typography

Trademark Standards

Font

Pragmatica

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Styles & Uses

Light

Pragmatica Light is reserved for refined, secondary typography where a lighter touch is needed.

It is used for the “Chicago Aquarium” logo signature and for select detail text in signage, such as supporting information, directional notes, or small annotations.

Use Light sparingly to preserve legibility and to create a clear hierarchy with bolder display elements.

Book

Pragmatica Book is intended for generapurpose body copy and mid-level emphasis. It may be used for descriptive text on exhibits, interpretive panels, informational signage, captions, and short paragraphs in printed or digital materials.

Bold

Pragmatica Bold is the primary display weight for titles, headlines, and key messaging. It is used for most signage, including exhibit names and major wayfinding or identification text, where strong visibility and quick recognition are required.

Primary Color Palette

Trademark Standards

The primary color palette for the Chicago Aquarium brand is designed to reflect the environment, energy, and experience of the aquarium. It features a small set of core colors that should be used consistently across all applications to create a unified visual identity. These colors establish hierarchy, improve legibility, and help audiences immediately recognize Chicago Aquarium materials, whether in print, digital, or environmental signage.

1
Hex: #005062
R0 **G**80 **B**98
C100 **M**58 **Y**46 **K**27

2
Hex: #00afae
R0 **G**175 **B**174
C84 **M**2 **Y**38 **K**0

3
Hex: #00818e
R0 **G**129 **B**142
C95 **M**31 **Y**41 **K**5

4
Hex: #d6eeea
R214 **G**238 **B**234
C5 **M**0 **Y**8 **K**0

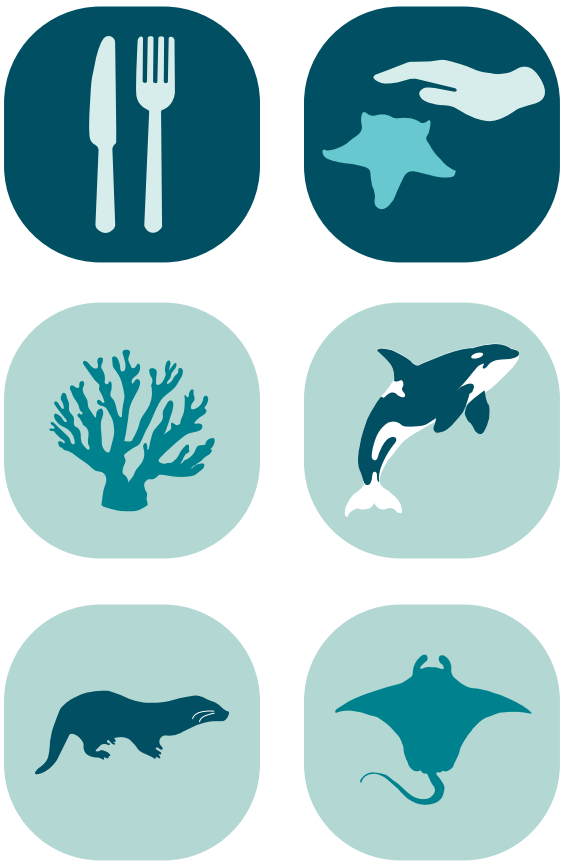
5
Hex: #68c9d0
R104 **G**201 **B**208
C55 **M**0 **Y**20 **K**0

Symbol Set Standards

Correct Symbol Usage

Symbol Set Standards

Chicago Aquarium



Symbol Set Correct Usage

The Chicago Aquarium symbol set provides a consistent family of icons used primarily in signage to support quick recognition and wayfinding. These symbols should always appear in their approved forms, maintaining original proportions, line weights, and designated colors to ensure a coherent visual system.

Use icons to clarify information, not to decorate; they should reinforce messages such as directions, amenities, safety information, and exhibit categories.

Icons must be applied consistently across all materials, aligned with accompanying typography, and never redrawn, combined, or altered in style so that visitors can easily understand them throughout the aquarium environment.

Symbol Color Palette

Symbol Set Standards

1
Hex: #005062
R0 **G**80 **B**98
C100 **M**58 **Y**46 **K**27

2
Hex: #00afae
R0 **G**175 **B**174
C84 **M**2 **Y**38 **K**0

3
Hex: #00818e
R0 **G**129 **B**142
C95 **M**31 **Y**41 **K**5

4*
Hex: #b5d7d3
R181 **G**215 **B**211
C29 **M**4 **Y**17 **K**0

4
Hex: #d6eeea
R214 **G**238 **B**234
C15 **M**0 **Y**8 **K**0

5
Hex: #68c9d0
R104 **G**201 **B**208
C55 **M**0 **Y**20 **K**0

Symbol Set Color Variations

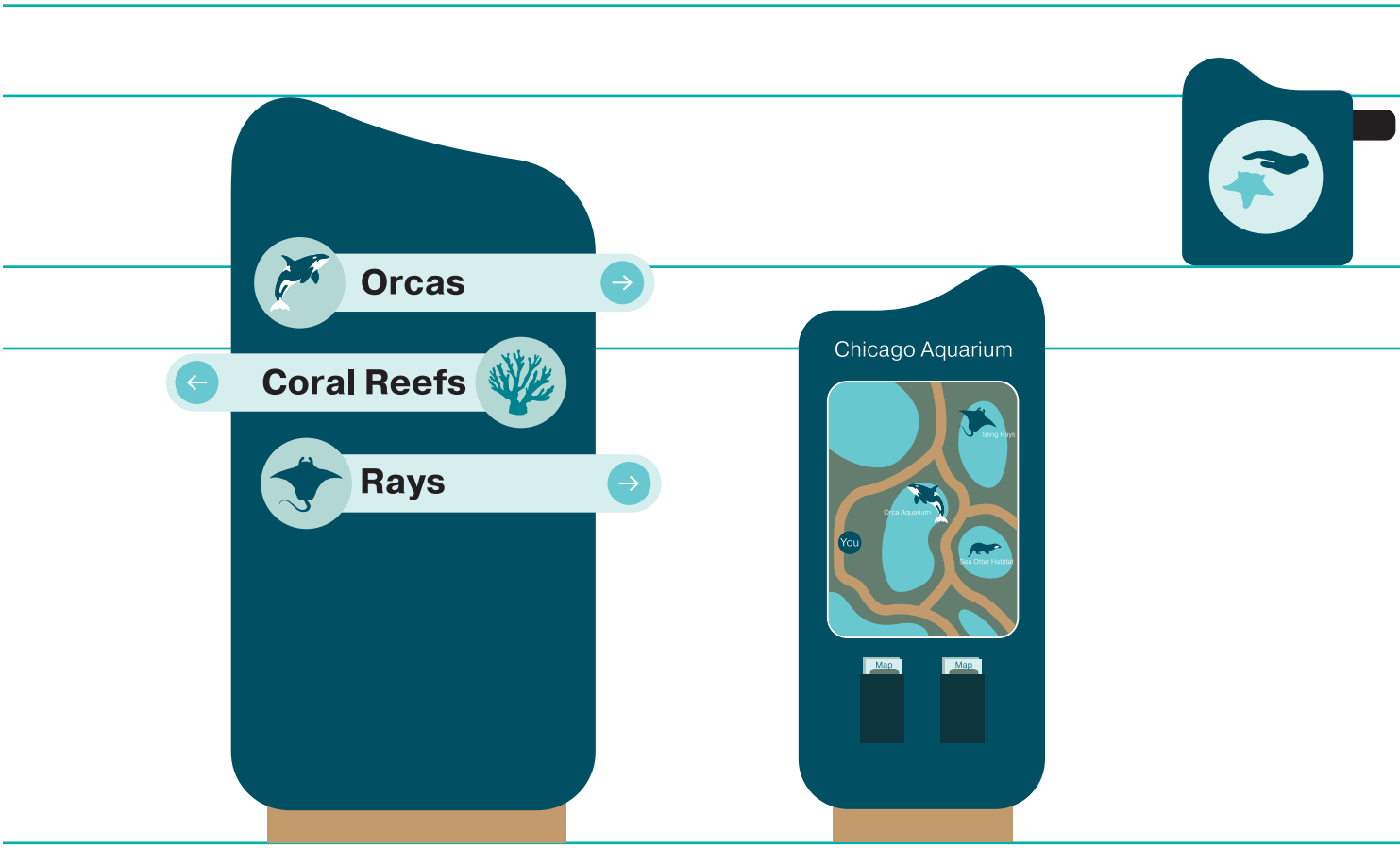
The symbol set follows the primary color palette, with an additional adjusted color introduced to improve contrast and legibility.

Color 4* is modified to a darker variation so icons remain clearly visible against a wider range of backgrounds and lighting conditions. This darker tone should be used specifically where increased readability is needed, such as small-scale signage or low-light environments, while still aligning with the overall brand palette.

Icons must always appear in approved colors only, applied uniformly and without gradients or decorative effects, to preserve a cohesive and accessible visual system.

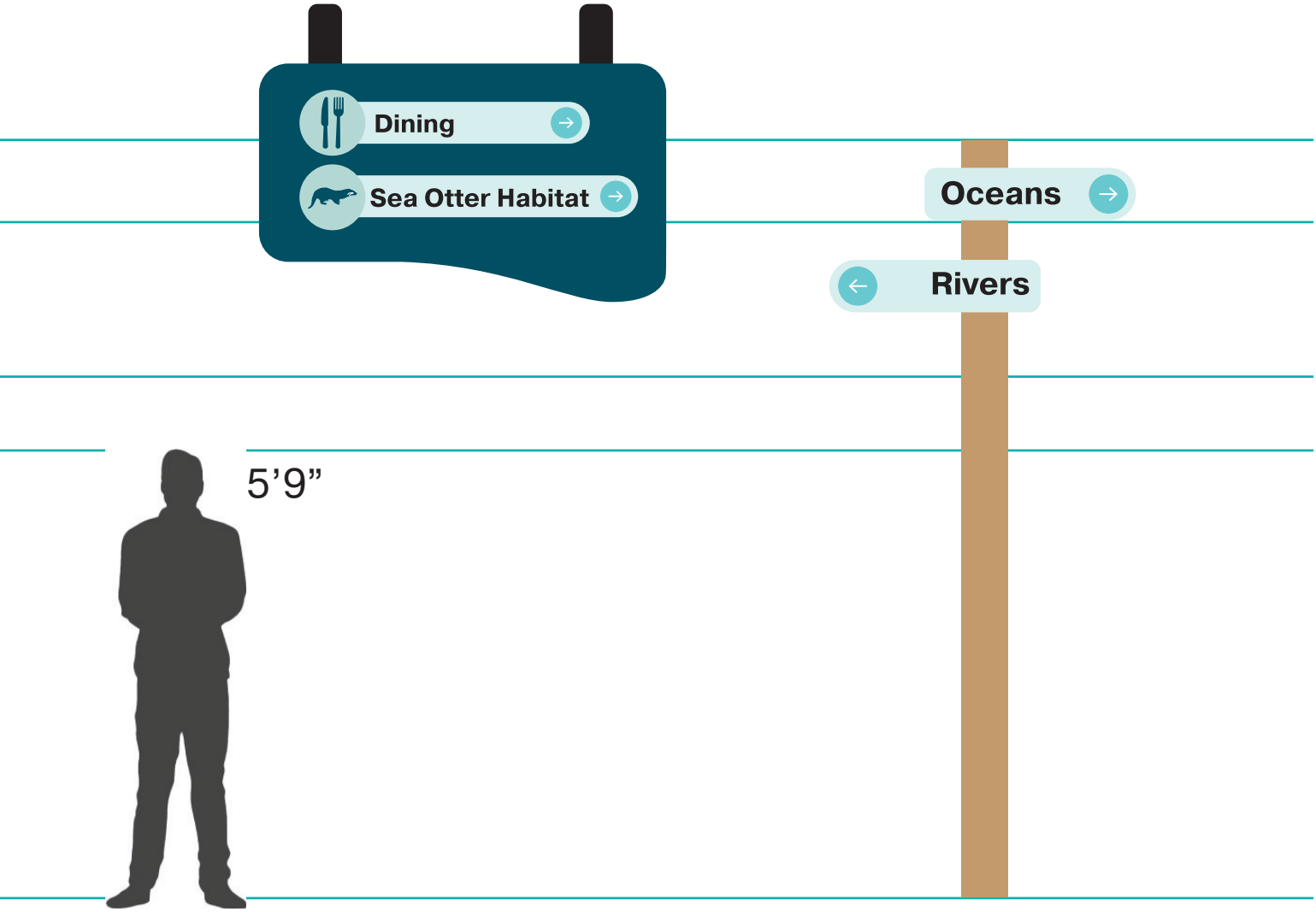
Signage Standards

Signage Standards



Color

The signage system for the Chicago Aquarium uses a focused set of primary brand colors to create clear hierarchy, visibility, and wayfinding across the environment. Color 4 is applied in a darker variation where needed to improve contrast and legibility, particularly in low light or on busy backgrounds, ensuring that information remains easy to read at a distance. All signage should rely on these approved colors only, avoiding tints, gradients, or unapproved hues to keep the system visually coherent.



Typography

Typography on signage is set in Pragmatica, used consistently to reinforce the brand voice and support quick recognition. Pragmatica Bold is the primary weight for exhibit names, headings, and key directional messages, providing strong visibility and emphasis. Pragmatica Light is reserved for secondary details and supporting information, while Pragmatica Book may be used for body copy or longer descriptions where comfortable readability is required.

Merchandising Items

Merchandising Items

Avalible Items





Correct Usage on Avalible Items

Merchandise items featuring the Chicago Aquarium identity should use the approved logo, colors, and typography to maintain a consistent brand presence.

Current offerings include a tote bag and a T-shirt, each designed with the primary logo and color palette applied clearly and legibly on appropriate background colors. The logo must not be altered, stretched, recolored with non-designated hues, or combined with unapproved graphics or typography on any merchandise item.

All artwork for merchandise should come from approved files only, ensuring that every tote bag and T-shirt accurately reflects the Chicago Aquarium brand standards.