



Welcome to the JULIE Brand Style Guide tailored specifically for municipalities. In this guide, you will find a carefully curated set of directives encompassing logo usage, color palettes, typography, imagery, and messaging.

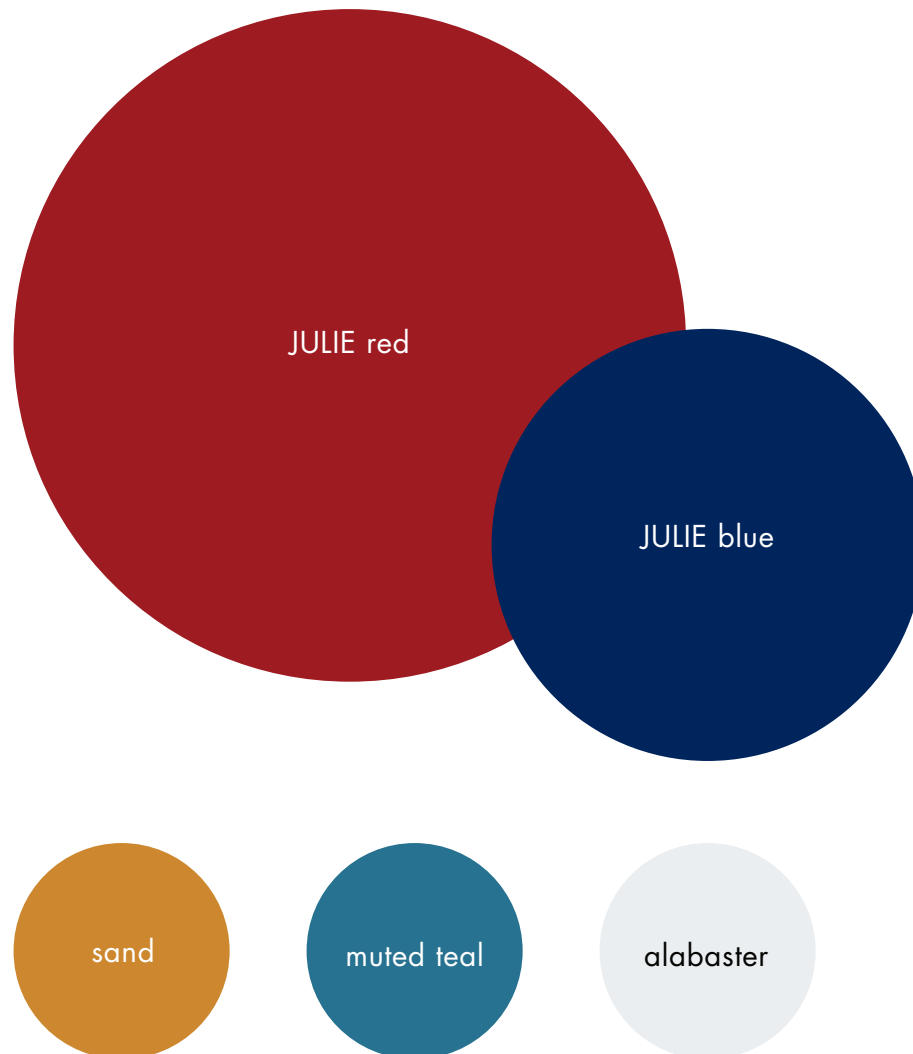
BRAND GUIDELINES AND STANDARDS

<https://illinois1call.com/safe-digging-communications-toolkit>

v2.3 2-2025

COLOR PALETTE

The colors used in the JULIE logo as well as support colors used for the different audiences and web elements.



JULIE logo color



PMS201 • #9e1c20

R:158 G:28 B:32
C:25 M:100 Y:98 K:21

BeforeYouDig.com color



PMS282 • #00285e

R:137 G:120 B:104
C:100 M:72 Y:0 K:56

Members color



#cb8630

R:203 G:134 B:48
C:19 M:51 Y:97 K:3

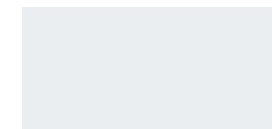
Excavators color



#2d728f

R:45 G:114 B:143
C:84 M:47 Y:31 K:6

Content separation color



#eaecee

R:234 G:236 B:238
C:7 M:4 Y:4 K:0

TYPOGRAPHY

Futura is used for titles and headers.

FUTURA

Book	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()_
Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()_
Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890!@#\$%^&*()_

FUTURA
FUTURA
FUTURA

Book
Medium
Bold

Book
Medium
Bold

Futura
Futura
Futura

TYPOGRAPHY (secondary)

Adobe Caslon Pro is used for body copy, button text, sub-headers.

Adobe Caslon Pro

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()_

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#%&^*()_

Adobe Caslon Pro Regular

Adobe Caslon Pro Bold

EXAMPLE:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

LOGOS

More than 70% of JULIE locate requests originate online. Therefore, the preferred logo to use in outreach communications is the JULIE call-to-action logo. It includes the website URL imbedded within the logo for easy website recall and reinforces JULIE brand recognition. Two versions are available for use, horizontal and vertical, to fit any space.



LOGO USAGE - DO

Various ways the JULIE logo can be displayed.

Against dark backgrounds.



Against white or light backgrounds.



When possible, display the JULIEBeforeYouDig.com logo along with the 811 logo.



LOGO USAGE - DON'T

Various ways the JULIE logo should NOT be displayed.

Do not distort logo in any way.



Do not place the logo where it is not easily legible.



SLOGAN POSITIONED UNDER LOGO

Two slogans accompany the JULIEBeforeYouDig.com logo.



Slogan to use when addressing homeowner safety.



Slogan to use when addressing homeowner and contractor projects.



PHOTOGRAPHY

Photography for JULIE may use stock images or on-site imagery. Ideal photography should be vibrant and clear.

Color corrected and approved stock photography (General & Homeowners)



shutterstock_71162299.jpg



Barbara Owen - shutterstock_156712466.jpg



iStock-185272925_single4.jpg



iStock-1265557269.jpg

PHOTOGRAPHY

Color corrected and approved stock photography (Excavators & Members)



iStock-1439140718.jpg



shutterstock_1780503989.jpg



iStock-1411322838.jpg



iStock-493958679.jpg

PHOTOGRAPHY

On-site Photography



IMG_0063.JPG



IMG_2955_homeowners_garden_workerdiggingflowerbed4.JPG



_07A9992_excavators_suburbstreet_constructionworkerscuttingpavement.jpg



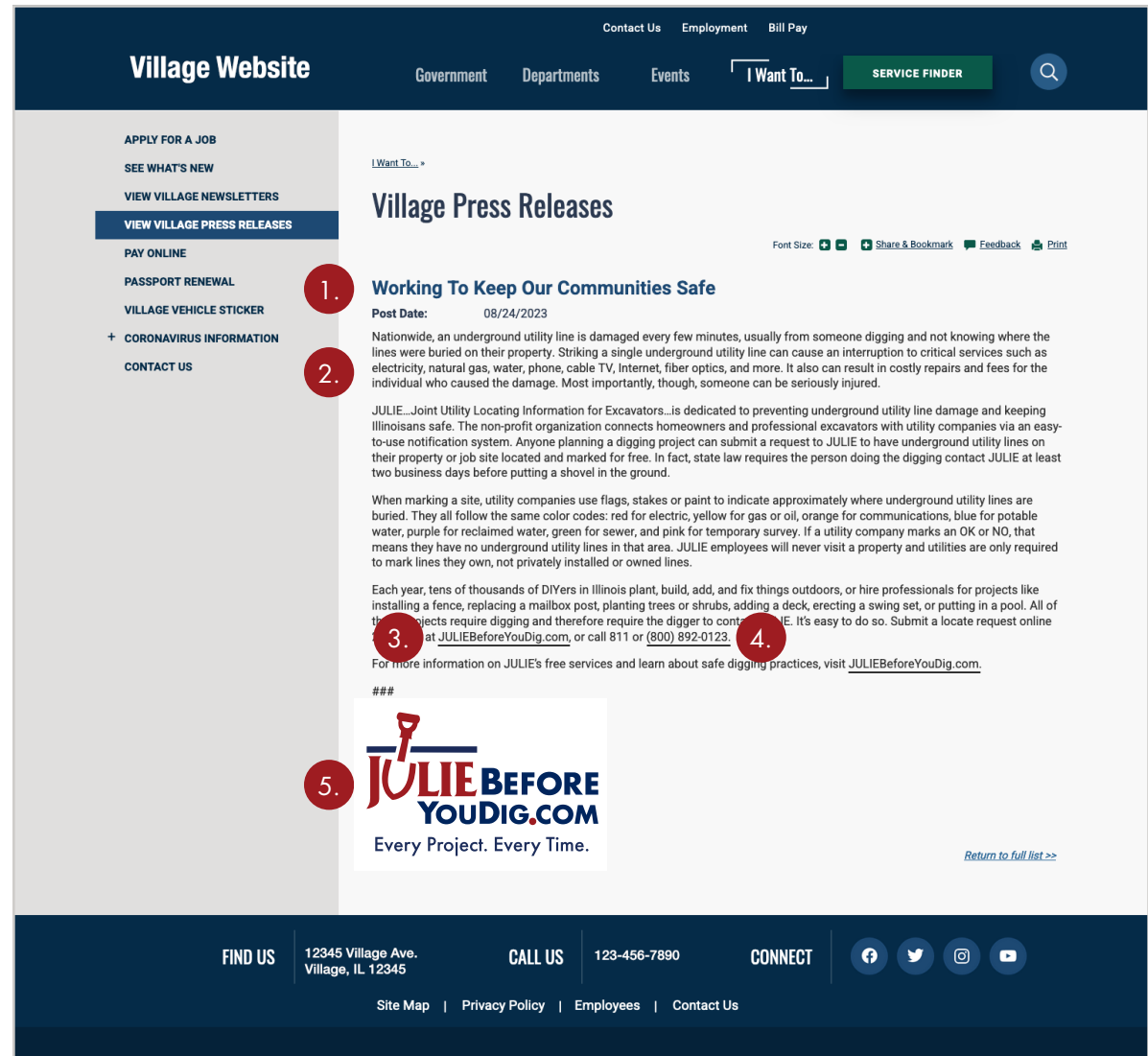
_07A0693_excavators_commercialarea_excavatordiggingroad.png

ONLINE ARTICLES

Online articles should include the following elements when space and functionality allow:

1. Headline
2. Body Copy
3. Links to Website
4. Link to Phone Number
5. Logo and/or Support Image

Online articles can be used on a website news or resource page as well as content for emails or e-newsletters.



FACEBOOK POSTS

Social posts are to include:

1. Body Copy
2. Links to Website
3. Logo and/or Support Image
4. Hashtags

APPROVED STANDARD HASHTAGS

#JULIEBeforeYouDig
#DigSafeIllinois
#Call811
#ProtectYourselfAndYourFamily

APPROVED EVENT HASHTAGS

#SafeDiggingMonth
#National811Day
#StormCleanUp



WEBSITE GRAPHICS

The different size website graphics provided can be placed in a variety of locations on your website:

1. Header
2. Slider
3. Main Body
4. Sidebar
5. Footer



300x250 JULIE0104_300x250.jpg



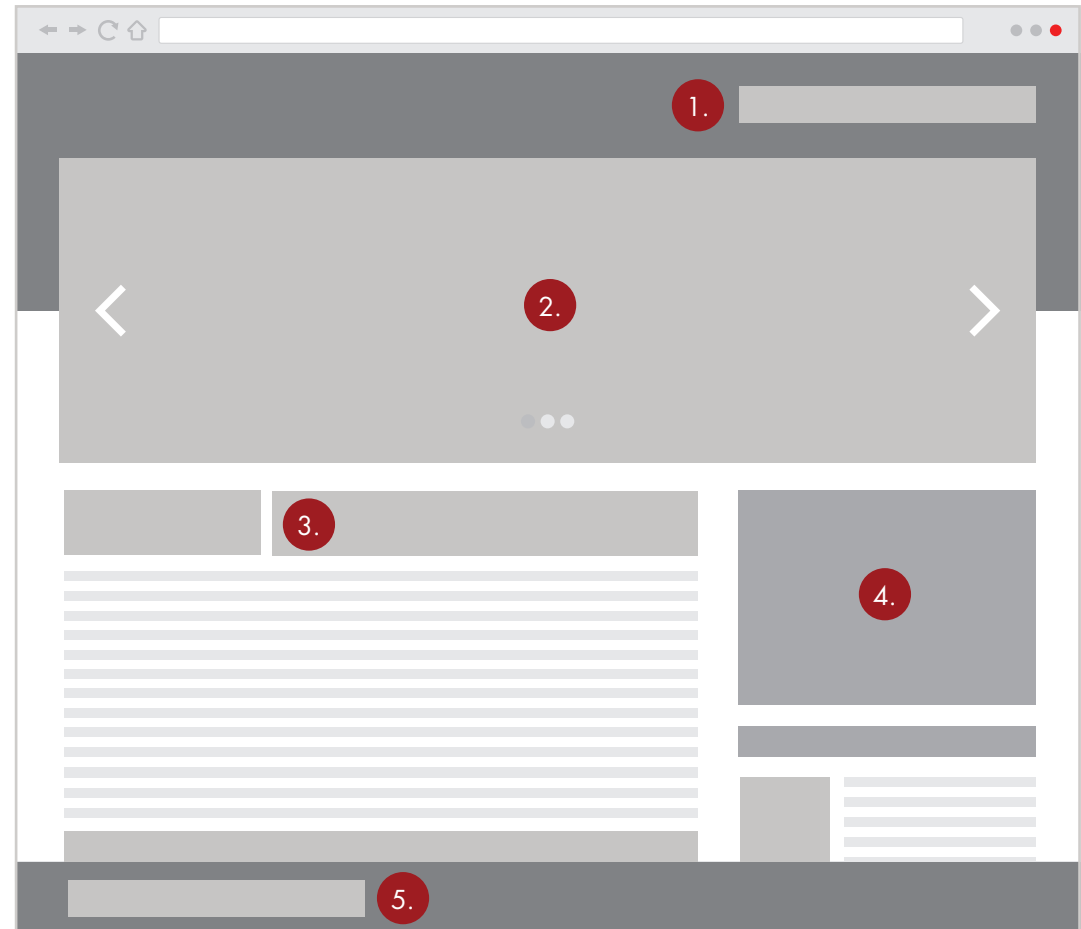
728x90

JULIE0104_728x90.jpg



320x50

JULIE0104_320x50.jpg



DIGITAL & PRINTED ASSETS

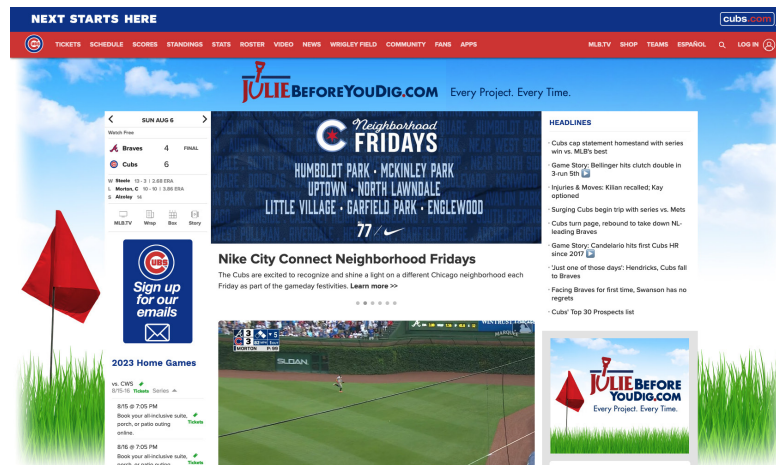
Vector objects and high-resolution photography assets can be utilized for digital art, email communications and printed materials.

1. Logos
2. Blue Sky
3. JULIE Flag
4. Grass (Vector Art)



EXAMPLE:

The Chicago Cubs designed a website screen takeover using JULIE assets.



BILLING OR INVOICES

If space is available, consider adding the following text to a monthly bill or invoice.

GENERAL

Protect your family, your neighbors and yourself when doing outdoor projects.
Contact JULIEBeforeYouDig.com.

Characters: 108

APRIL

April is Safe Digging Month. Remember to contact JULIEBeforeYouDig.com
when your outdoor project requires digging.

Characters: 114



April is Safe Digging Month. Remember to contact JULIEBeforeYouDig.com when your outdoor project requires digging.



Protect your family, your neighbors and yourself when doing outdoor projects. Contact JULIEBeforeYouDig.com.



April is Safe Digging Month. Remember to contact JULIEBeforeYouDig.com when your outdoor project requires digging.



Protect your family, your neighbors and yourself when doing outdoor projects. Contact JULIEBeforeYouDig.com.



THANK YOU

Thank you for supporting JULIE's efforts to promote safe digging throughout Illinois. If you have questions on how you can leverage your communications and marketing materials to reinforce the importance of having underground utility lines marked prior to digging, please contact Barb Owen at 815-741-5936 or owen@julie1call.com.

To download materials, visit <https://www.illinois1call.com/safe-digging-communications-toolkit> or scan this QR Code.

