Navy Pier Debuts New Logo to Commence Brand Revolution

Chicago’s popular lakefront destination unveils its newly redesigned logo to the public to align with the Pier’s new brand strategy and platform.

CHICAGO – Navy Pier, one of the top-attended destinations in the Midwest, is thrilled to reveal its newly redesigned logo to the public today. Created in partnership with Chicago-based brand strategy and design firm ColorJar, the reinvigorated logo accompanies the Pier’s brand refresh, which will be brought to life across the Pier, Chicagoland and the region this month.

The new logo design was inspired by public feedback collected by Navy Pier and its research and brand strategy partner Lipman Hearne. The two-year, comprehensive process began in 2017 after the Pier recruited Lipman Hearne to help conduct market research and facilitate a series of focus group sessions and research studies that would inform the Pier’s strategic and creative vision. The feedback indicated that based on Navy Pier’s bold and exciting new direction, the logo should also exude fun, energy, playfulness, celebration and color in the form of a modern concept, while still incorporating iconic symbols, such as the Ferris wheel and fireworks, in a fresh, evocative way. In late 2018, ColorJar was hired and then charged with producing a compelling design with these values in mind and creating a new logo that would mark the first step in the Pier’s brand revolution.

“It was paramount to us, as the People’s Pier, that the new logo reflects Navy Pier’s mission of being a place that inspires discovery and wonder for its nearly 9 million annual guests,” said Navy Pier President and CEO Marilynn Gardner. “The fresh, bold design illustrates the strong sense of pride, joy and community that Chicagoans and guests feel towards their Pier, now in its second century. We are thrilled to see these elements unfold through our exciting brand revival and new logo concept, created in partnership with ColorJar.”

The new logo symbolizes meaningful brand developments and pulls inspiration from the Pier’s history and landscapes. The featured colors are inspired by the physical environment of the Pier itself, including the deep blue of Lake Michigan at dusk, magenta of a bright fireworks show and lighter aquamarine blues from the lake in the heart of summer. As part of the larger visual identity system, ColorJar utilized a 1927 photograph of a Navy Pier sign to recommend new typography that will be used on the Pier and throughout digital brand communications.

"ColorJar is honored to have partnered with Navy Pier to create its new visual brand identity, designed to help fuel the world-class destination’s next 100 years and beyond," said David Gardner, founder of ColorJar. "To design for Navy Pier is to design for Chicago itself, as the Pier is an iconic element of the city’s famous skyline. Creating a vibrant and welcoming new identity for an important part of the fabric of Chicago was particularly meaningful."

The complete rebrand will be brought to life in phases with the help of Navy Pier’s creative agency of record TimeZoneOne and media strategy partner Spurrier Group. Both agencies were enlisted in early 2019 to help integrate
the market research into the Pier’s upcoming paid media campaigns and share the new brand story with expanded audiences in a meaningful and impactful way. The first phase of the campaign will hit the Chicagoland market this week and regional markets the week of Monday, May 20. The Navy Pier website revamp is also now complete, featuring the new logo, color palette and brand identity throughout.

In addition to the rebrand, in 2019, Navy Pier continues to usher in its second century with ongoing Pier-wide redevelopment efforts – including a 220-room Hilton hotel with rooftop bar, a marina and more – in addition to free, year-round arts and cultural programming designed to inspire, educate and connect communities across the city and globe. For more information, please visit www.navypier.org.

LOGOS: Navy Pier | Courtesy of Navy Pier; Design by ColorJar