



Brand Standards Guide

June 1, 2026

METHODENGINE®



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About Crest Hill



About Crest Hill

Crest Hill is a welcoming, growing community rooted in strong traditions and a neighborly spirit. Located along historic U.S. Route 66 in Will County, about 33 miles southwest of Chicago, the city blends small-town charm with the accessibility of a connected regional location.

Home to approximately 20,000 residents, Crest Hill proudly calls itself the “City of Neighbors.” Multigenerational families, local businesses, and people from diverse cultural backgrounds shape the character of the community. With a balanced mix of families, working adults, and seniors, along with diverse neighborhoods, schools, and businesses, Crest Hill reflects a vibrant and evolving community.

With quality schools, family-friendly neighborhoods, and attainable housing options, Crest Hill offers a place where residents can build a life, stay connected, and take pride in the community they call home.



Mission

To serve the residents of Crest Hill with transparency, professionalism, and care by delivering reliable services, fostering community connection, and ensuring that every resident feels informed, respected, and included in the life of the city.

Vision

Crest Hill will grow as a vibrant, welcoming community where residents of all backgrounds feel connected and informed, local businesses thrive, and the city's unique character is clearly recognized and celebrated. Through strong communication, community partnerships, and thoughtful growth, Crest Hill will continue to be a place where families choose to live, invest, and build their future.



Goals

Strengthen Community Identity

Clearly define and communicate what makes Crest Hill unique—its history, neighborhoods, businesses, and community spirit—so residents and visitors alike understand the value of the city.

Improve Resident Communication

Provide consistent, professional, and accessible communication across all city channels to ensure residents receive timely, relevant, and easy-to-understand information.

Increase Resident Engagement

Encourage participation from all residents, including newer residents, renters, seniors, and multilingual populations, by creating more opportunities for involvement and feedback.

Support Local Businesses

Build stronger relationships with the business community through improved outreach, clearer communication, and meaningful opportunities for collaboration.

Promote Community Amenities

Increase awareness and use of Crest Hill's parks, trails, amenities, events, and local assets by improving how they are communicated and promoted to residents.

Foster Strong Partnerships

Continue building strong relationships with regional partners—including local government agencies, schools, and community organizations—to enhance services and opportunities for residents.

The Residents of Crest Hill



Resident Overview

The residents of Crest Hill represent a **growing, diverse, and multigenerational community** that values neighborhood connections, affordability, and quality of life. The city has approximately **20,000 residents** with a median age of about **39**, reflecting a balanced mix of families, working adults, and seniors.

Key Demographic Characteristics

Diverse and Growing Population

Crest Hill has become increasingly diverse in recent years. The population is roughly:

- **Population:** 20,459
- **Age:** The median age is 39.1, 18.4% 65 years or older
- **Language Spoken at Home:** English 73.6%, Other than English 26.4%
- **Median Income:** 73,033 Household Income
- **Employment:** 55% employment rate
- **Education:** 23.9% Bachelor's degree or higher
- **Housing:** 67.3% Homeownership rate

Source: [United States Census Bureau](#) (data above pulled on May 20, 2026)



Resident Types

Strong Mix of Longtime Residents and Newcomers

Crest Hill includes:

- **Multigenerational families and lifelong residents** who have deep ties to the community
- **Younger families and first-time homebuyers** attracted by attainable housing
- **New residents moving from surrounding suburbs**

Many residents grow up in the community, leave for education or work, and later return to raise their families.

Family-Oriented Community

These factors contribute to Crest Hill's reputation as a **family-friendly place to live**.

- Safe neighborhoods
- Quality schools
- Access to parks and recreation
- Local events and community traditions

Renters and Transitional Residents

Approximately **25–33% of residents are renters**, creating a significant group that may feel less connected to local government or community events. This group includes:

- Young professionals
- Families in transition
- Residents new to the area

Engaging renters and newer residents is a key opportunity for stronger community participation.

Older Adult Population

Crest Hill also has a **significant senior population**, including longtime residents who have lived in the community for decades. Communication with this group often requires clear, accessible information and traditional outreach channels.

Messaging & Tone of Voice



Crest Hill Messaging Framework

A messaging framework identifies the **core ideas the city should consistently communicate** across its website, social media, newsletters, and outreach.

Community and Connection

- Community where neighbors know one another and residents take pride in their city
- Strong relationships, local traditions, and community involvement

Quality of Life

- Family-friendly neighborhoods and strong schools
- Parks and recreation opportunities
- Attainable housing

Local Character and History

- Unique long-standing businesses
- Historical monuments
- Location along historic U.S. Route 66

A City That Listens and Communicates

Committed to keeping residents informed and engaged through:

- Clear communication
- Accessible information
- Opportunities for community participation

Opportunity and Growth

As the city continues to grow and diversify, Crest Hill is focused on:

- Strengthening services
- Supporting businesses
- Creating opportunities that benefit residents today and in the future



Recommended Brand Tone of Voice

Core Tone Characteristics

Welcoming

Friendly and inclusive, reflecting the city's neighborly atmosphere.

Clear and straightforward

Avoid bureaucratic or overly technical language. Residents should easily understand information the first time they read it.

Respectful and professional

Communications should build trust and credibility with residents and businesses.

Community-focused

Emphasize shared pride, local identity, and connection among residents.

Accessible

Use plain language and simple structure to help reach multilingual audiences and residents who may not regularly follow city government communications.

The tone should strike a balance between **professional and approachable**. Residents need to trust the information, but also feel that the City is speaking *with them*, not *at them*.



City of Crest Hill vs. Crest Hill

Both are fine to use.

Official, branded pages (website, social media, etc):

Use "Crest Hill"

New Website URL cresthill.gov:

Plan to transition more to "Crest Hill" as we roll out the new website. Note **cityofcresthill.com** will automatically redirect to **cresthill.gov**.



Voice Guidelines

Helpful Guardrails

Use

- Plain language
- Active voice
- Short paragraphs
- Clear calls to action
- Inclusive language

Avoid

- Government jargon
- Long, complex sentences
- Passive voice
- Overly promotional language
- Excessive acronyms

Three words that should define the Crest Hill Voice:

Welcoming
Clear
Community-Focused



Formal Tone of Voice

When to Use

Use a **formal tone** for:

- Official announcements
- Policies and ordinances
- Press releases
- Emergency notifications
- Legal or procedural information
- Council communications

Style Guidelines

- Professional and direct
- Structured and informative
- Avoid slang or overly casual language
- Still keep sentences clear and simple

Example

Complicated language & not enough information:

Residents are hereby advised that municipal snow removal operations will commence following precipitation events exceeding two inches.

Recommended:

Crest Hill will begin snow removal operations after snowfall exceeds two inches. Crews will work to clear main roads first, followed by residential streets. [View the GIS map](#) for more details and updates.



Informal Tone of Voice

When to Use

Use a **more conversational tone** for:

- Social media
- Community events
- City newsletters
- Parks and recreation updates
- Resident engagement campaigns

Style Guidelines

- Friendly and conversational
- Encouraging participation
- Shorter sentences
- Use inclusive language (“our community,” “neighbors,” “families”)

Example

Too Formal:

The City of Crest Hill will host Winter Fest on Saturday at 5:00 p.m.

Recommended (friendly, motivational, CTA):

Join us Saturday at 5:00 p.m. for Winter Fest! Bring your family and enjoy lights, music, and holiday activities for all ages. [Click here](#) for more details.

Visual Identity System

Logo Variations



Primary Usage:

With Tagline



Secondary Usage:

No Tagline. For example, when using the logo at a smaller size, or secondary use after primary logo)



Reversed Logo:

For dark backgrounds. May use with or without tagline.

Resizing the Logo



Be sure to maintain the image ratio of the logo.



Microsoft & Google Docs:

Drag one of the 4 corners to resize while maintaining the correct ratio



Microsoft & Google Docs:

Dragging one of the sides distorts the logo.



Colors



Blue

RGB: 0, 60, 155

CMYK: 100, 61, 0, 39

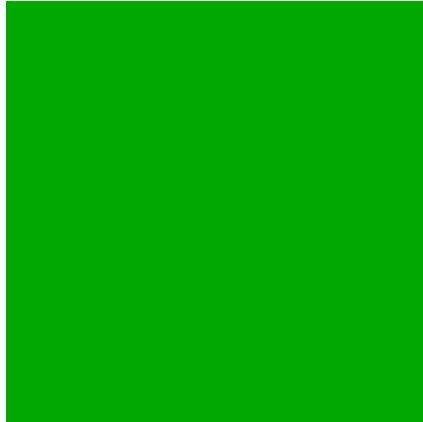
HEX: 003c9b

Primary Uses:

Logo

Headlines

Accent Colors



Green

RGB: 0, 168, 0

CMYK: 100, 0, 100, 34

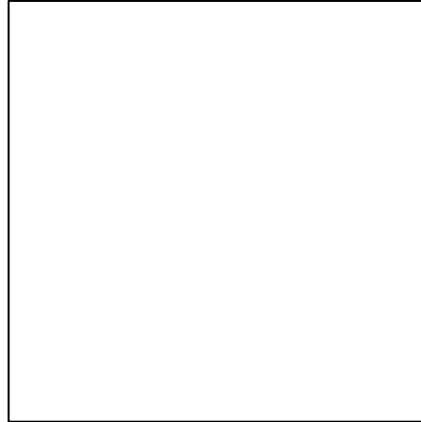
HEX: 00a800

Primary Uses:

Logo

Subheads

Accent Colors



White

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

HEX: FFFFFFFF

Primary Uses:

Background Color

Text on dark background



Black

RGB: 0, 0, 0

CMYK: 0, 0, 0, 100

HEX: 000000

Primary Uses:

Text



Font Families

PRIMARY FONT

Segoe

Note this font is Microsoft compatible.
Primary Uses: Headlines & body copy

Segoe Regular

Segoe Bold

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN
oO pP qQ rR sS tT uU vV wW xX yY zZ

Crest Hill is the “City of Neighbors”.

SECONDARY FONT

Open Sans

Note this font is Google compatible (Google docs, etc)
Primary Uses: Headlines & body copy

Open Sans Regular

Open Sans Bold

aA bB cC dD eE fF gG hH iI jJ kK lL mM nN
oO pP qQ rR sS tT uU vV wW xX yY zZ

Crest Hill is the “City of Neighbors”.

NEW WEBSITE FONT

Poppins

Poppins Regular

Poppins Bold

PRINT FONTS

Lato

Primary Uses: Print & Digital (if font available)

Lato Regular

Lato Bold

Sofia Pro

Primary Uses: Print & Digital (if font available)

Sofia Pro Regular

Sofia Pro Bold

Branded Content & Material Templates



Email Signature

To _____ Bcc _____

Cc _____

Add a subject _____ Draft saved at 9:19 AM

|

Blaine Wing, City Administrator



Address: 20600 City Center Blvd., Crest Hill, IL 60403

Phone: (815) 741-5100 ext. 238

Email: bwing@cityofcresthill.com

Website: www.cityofcresthill.com

Do you want to schedule a meeting with me? Click on the following link to find available dates and times. <https://calendly.com/bwing-cityofcresthill/30min>

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Recommended Consistency Rules

- Font: Aptos
- Name & Title
- Crest Hill Logo with Tagline
- Address
- Phone
- Email
- Website
- Link to scheduler (if applicable)
- Email Disclaimer Statement

Note: Will be transitioning to <http://cresthill.gov> in the summer of 2026

Letterhead

Recommended Consistency Rules

- Always spell out the **full date**
- Use **Subject** or **RE** line for clarity
- Keep letters to **one page when possible**
- Use **11-12 pt Segoe font**
- Maintain **left alignment** for readability

Note: Will be transitioning to <http://cresthill.gov> in the summer of 2026

CITY OF CREST HILL



NAME OF DEPARTMENT

1610 Plainfield Road
Crest Hill, IL 60403
815-741-5111
cityofcresthill.com

March 11, 2026

John Smith
ABC Development Group
123 Main Street
Chicago, Illinois 60601

Subject: Lorem Ipsum Dolor Sit

Dear Mr. Smith,

Lorem ipsum dolor sit amet conse pellentesque sem placerat. In id cl aenean sed diam urna tempor. Pul egestas. Iaculis massa nisl malesu class aptent taciti sociosqu. Ad lito

Cleo eu aenean sed diam urna tem bibendum egestas. Iaculis massa r semper vel class aptent taciti socii himenaeos.

Donec quam felis, ultricies nec, pe quis enim. Donec pede justo, fring rhoncus ut, imperdiet a, venenatis Integer tincidunt. Cras dapibus. Viv eleifend tellus. Aenean leo ligula, p lorem ante, dapibus in, viverra qui laoreet. Quisque rutrum. Aenean i ullamcorper ultricies nisi. Nam ege condimentum rhoncus, sem quarr ipsum. Nam quam nunc, blandit v odio et ante tincidunt tempus. Do ante. Etiam sit amet orci eget eros



CITY OF NEIGHBORS

Sed fringilla mauris sit abet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc, quis gravida magna mi a libero. Fusce vulputate eleifend sapien. Vestibulum purus quam, scelerisque ut, mollis sed, nonummy id, metus. Nullam accumsan lorem in dui. Cras ultricies mi eu turpis hendrerit fringilla. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilla Curae; In ac dui quis mi consectetuer lacinia.

Nam pretium turpis et arcu. Duis arcu tortor, suscipit eget, imperdiet nec, imperdiet iaculis, ipsum. Sed aliquam ultrices mauris. Integer ante arcu, accumsan a, consectetur eget, posuere ut, mauris. Praesent adipiscing. Phasellus ullamcorper ipsum rutrum nunc. Nunc nonummy metus. Vestibulum volutpat pretium libero. Cras id dui. Aenean ut eros et nisl sagittis vestibulum. Nullam nulla eros, ultricies sit amet, nonummy id, imperdiet feugiat, pede. Sed lectus. Donec mollis hendrerit risus. Phasellus nec sem in justo pellentesque facilisis. Etiam imperdiet imperdiet orci. Nunc nec neque.

Phasellus leo dolor, tempus non, auctor et, hendrerit quis, nisl. Curabitur ligula sapien, tincidunt non, euismod vitae, posuere imperdiet, leo, Maecenas malesuada. Praesent congue erat at massa. Sed cursus turpis vitae tortor. Donec posuere vulputate arcu. Phasellus accumsan cursus velit. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilla Curae; Sed aliquam, nisl quis porttitor congue, elit erat euismod orci, ac

Sincerely,

Blaine Wing
City Administrator
City of Crest Hill

Phone: (815) 741-5100 ext. 238
Email: bwing@cityofcresthill.com
Website: www.cityofcresthill.com

cityofcresthill.com
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Digital Letterhead

Raymond R. Soliman
Mayor



Christine Vershay-Hall
Clerk

March 11, 2026

John Smith
ABC Development Group
123 Main Street
Chicago, Illinois 60601

Subject: Crest Hill 2045 Comprehensive Plan

Dear Mr. Smith,

Lorem ipsum dolor sit amet consectetur adipiscing elit. Quisque faucibus ex sapien vitae pellentesque sem placerat. In id cursus mi pretium tellus dui connullis. Tempus leo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. Iaculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Cleo eu aenean sed diam urna tempor. Pulvinar vivamus fringilla lacus nec metus bibendum egestas. Iaculis massa nisl malesuada lacinia integer nunc posuere. Ut hendrerit semper vel class aptent taciti sociosqu. Ad litora torquent per conubia nostra inceptos himenaeos.

Thank you for your continued interest in the City of Crest Hill.

Sincerely,

Blaine Wing
City Administrator
Crest Hill

Phone: (815) 741-5100 ext. 238
Email: bwing@cityofcresthill.com
Website: www.cityofcresthill.com

Glen Conklin
Treasurer

Ward 1
Scott Dyke
John Vershay

Ward 2
Claudia Gazal
Darrell Jefferson

Ward 3
Tina Oberlin
Mark Cipiti

Ward 4
Nate Albert
Joe Kubal

CITY OF CREST HILL
20600 City Center Boulevard
Crest Hill, IL 60403
815-741-5100
cityofcresthill.com

Formal Letterhead

Press Releases

Recommended Consistency Rules

Length: Maximum 1 page when possible

Headlines: Use sentence case (not all caps)

Quotes: Add a quote when possible


Formatting

- Headline bold & can be brand green or black
- Left-aligned text
- One space between paragraphs
- No indentation
- Include “About the City of Crest Hill” copy when applicable
- Use images when possible

Dates & Numbers

- Spell out months
- Use numerals for numbers (10 residents, 25 projects)
- Write times as 6 p.m., 10:30 a.m.



 **Daniel Ritter, AICP**
Community & Economic Development Director
(815) 741-5107
dritter@cityofcresthill.com

FOR IMMEDIATE RELEASE
March 11, 2026

Crest Hill Begins Community Planning Process for 2045 Comprehensive Plan

Crest Hill, IL; March 11, 2026 – The City of Crest Hill is excited to announce the kick-off of the planning process to update the City's comprehensive plan. *The A City Ascending: Crest Hill 2045 Comprehensive Plan* will serve as the City's official guide for land use and development for the next 20 years. Informed by community consensus, community vision, existing conditions, and future potentials, the comprehensive plan will serve as a road map to the future by guiding policy decisions and helping the community achieve its long-term objectives.


The **Crest Hill 2045 Comprehensive Plan** will update the previous 2014 comprehensive plan, including core elements such as vision, goals, and objectives; land use and development; transportation and mobility; community facilities and infrastructure; open space, environment, and sustainability; image, identity, and community character; and subarea plans.

When completed, the Comprehensive Plan will be an updated product of the community, with a vision and recommendations guided by valuable input received from community members.

Over the next year, residents should stay up to date with the project as it progresses by tracking it through the project website at <https://hla.fyi/CrestHillCompPlan>. The City and project team look forward to working with the community in crafting a plan for Crest Hill!

About the City of Crest Hill
The City of Crest Hill is a vibrant community in Will County, Illinois, dedicated to providing high-quality public services, maintaining critical infrastructure, and enhancing the quality of life for residents, businesses, and visitors.

For additional information, please contact Dan Ritter at (815) 741-5107.



Recommended Press Release Categories:

1. **Announcements** (projects, programs, initiatives)
2. **Events** (meetings, festivals, public engagement)
3. **Milestones** (awards, openings, project completion)

Each follows the same structure but emphasizes different information.

Note: Will be transitioning to <http://cresthill.gov> in the summer of 2026

Website Guidelines & Recommendations

Website Color Palette, Image Sizes & Typography Standards

Color Palette



#003C9B



#00A800



#005700



#001F51



#F5F7FB

Template Image Sizes

(width x height - measured in pixels at 72ppi)

363 x 141

Site ID (logo)

PNG

2200 x 500

Home Banner

JPG

2200 x 300

Interior Banner

JPG

285 x 205

News Flash

JPG

325 x 325

Photo buttons

JPG

100 x 100

Graphic Buttons

SVG

Interior Typography

Poppins - Bold - #001F51

Headline

Poppins - Bold - #003C9B

Headline Level 2

Poppins - Bold - #00A800

Headline Level 3

Poppins - Regular - #000C1F

Normal Text

Poppins - Regular - #003C9B

Links

Recommended Free Website Image Resizing Online tools:

https://www.freedocumentmaker.com/resize-images?utm_source=chatgpt.com

- Lets users control size, quality, format (JPG/PNG/WebP)
- Still very simple but slightly more flexible Good for "exact dimensions" (like 1200x628)

[ImageResizer.com](https://www.imageresizer.com)

- Super clean interface (literally 2-3 steps)
- Fast + works on any device



2026 Website Relaunch

The purpose of these guidelines is to provide guidance and support for different individuals and departments to edit or add content to:

1. **Interior pages of the website**
2. **News Section on Home Page** (Live edit or widget)
3. **Events Section on Home Page** (Live edit or widget)

For the relaunch, you will build your content on the existing interface and back end content management system, but it will change to the new design when launched. The anticipated launch date is June/July 2026.

Website Platform/Provider:

Civic Plus

Civic Plus Basic Instructions Checklist:

<https://www.civicplus.help/municipal-websites-central/docs/launch-preparation-checklist>

New Home Page Layout:

<https://www.cityofcresthill.com/374/Home---2026>

New Interior Page Layout (must be logged in to view):

<https://www.cityofcresthill.com/149/Clerks-Office/?structureID=6&themeID=17&preview=true>

2026 Website Relaunch: New Home Page

Key Areas:

Top banner

May rotate or change out for holidays, etc.

Quick Links

Agendas & Minutes, Water, Permits, Report a Concern, Project Updates, Utility Billing

Featured Area

Currently shown as placeholders

Crest Hill News

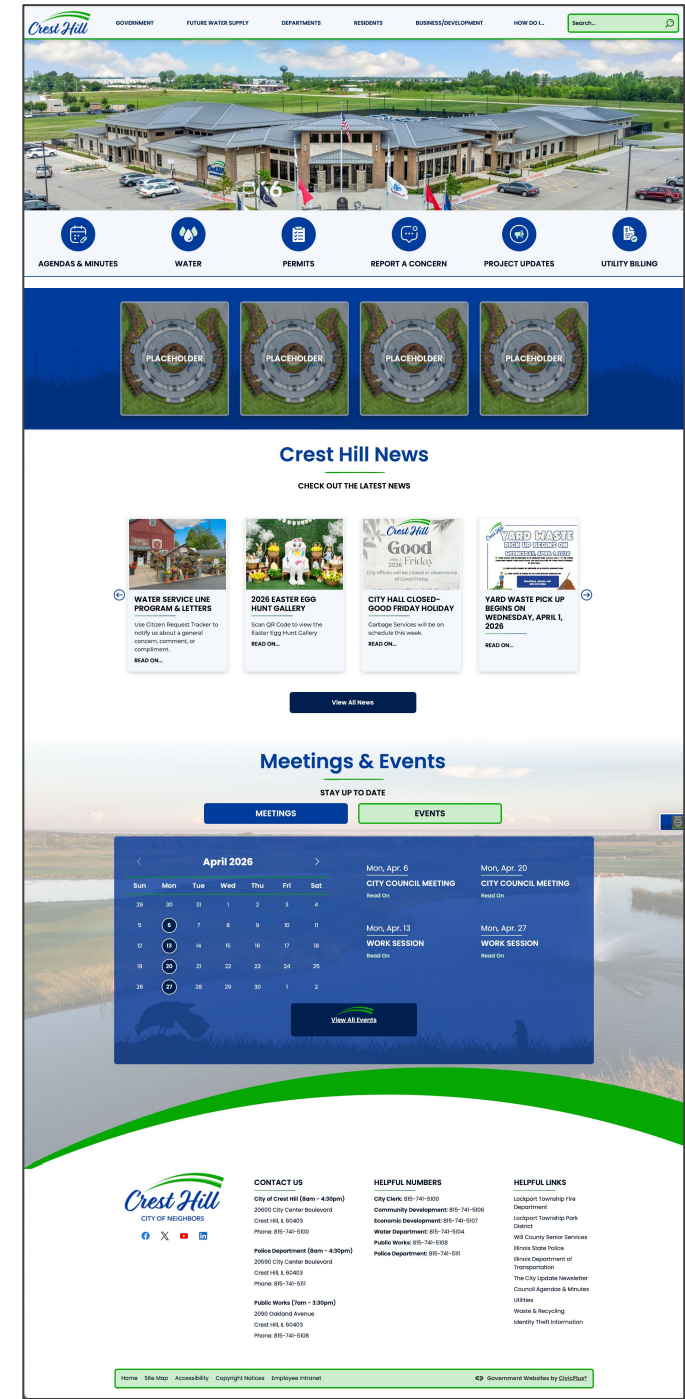
Features most recent news posts

Meetings & Events

May add your events to this calendar

Footer

Contains contact information and helpful numbers / links



2026 Website Relaunch: Adding News Items

Crest Hill News

CHECK OUT THE LATEST NEWS



WATER SERVICE LINE PROGRAM & LETTERS

Use Citizen Request Tracker to notify us about a general concern, comment, or compliment.

[READ ON...](#)



2026 EASTER EGG HUNT GALLERY

Scan QR Code to view the Easter Egg Hunt Gallery

[READ ON...](#)



CITY HALL CLOSED - GOOD FRIDAY HOLIDAY

Garbage Services will be on schedule this week.

[READ ON...](#)



YARD WASTE PICK UP BEGINS ON WEDNESDAY, APRIL 1, 2026

[READ ON...](#)

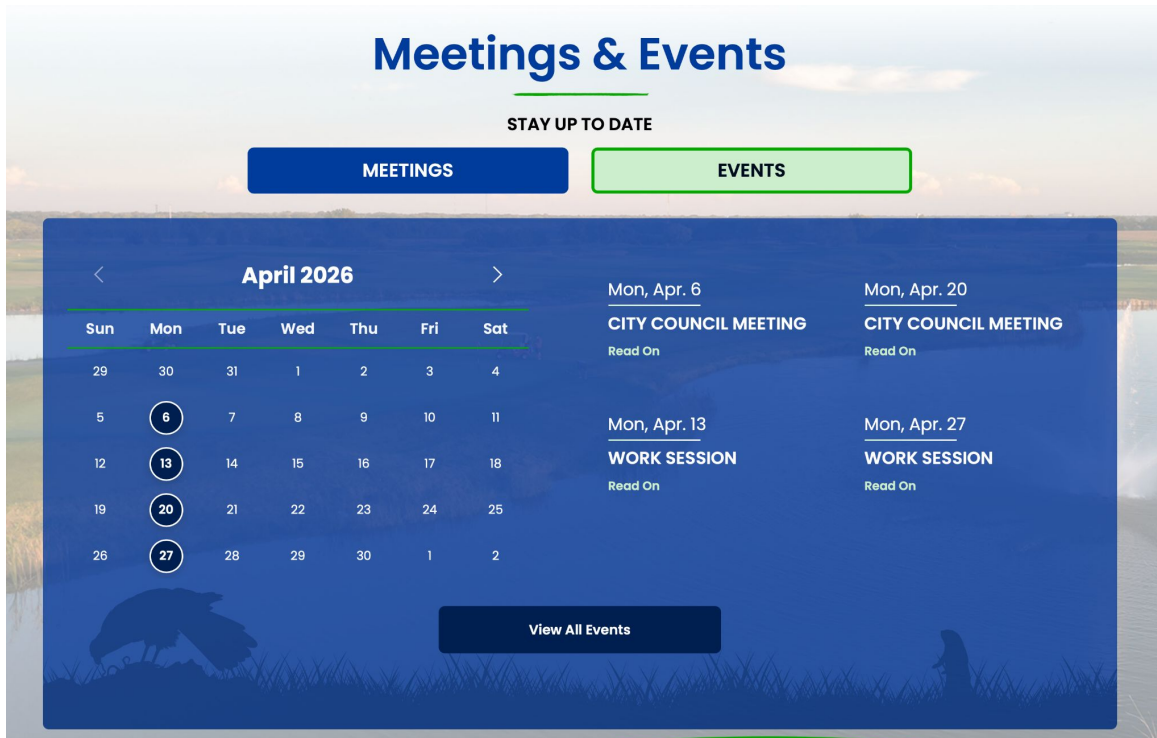
[View All News](#)

1. Sign into the website.
2. Navigate to Modules and on the Content tab, select News Flash.
3. Select which category you would like to add an item to.
4. Click Add Item.
5. Fill in the information fields including Display dates, Title, Link options, Lead In, Full Text, Image, and other settings as needed.
6. Note you can check a box if you would like this news item featured on the home page.
7. Click Save and Publish.
8. Fill in the Notification options if desired and choose when to send the notification

Link to how to add News Flash:

<https://www.civicplus.help/municipal-websites-central/docs/add-manage-news-flash-items>

2026 Website Relaunch: Add and Manage Calendar Events



The screenshot shows a website interface for 'Meetings & Events'. At the top, there is a navigation bar with 'MEETINGS' and 'EVENTS' buttons. Below this is a calendar for April 2026. The calendar shows dates from 29 to 4, with the 6th, 13th, 20th, and 27th highlighted. To the right of the calendar, there are four event listings: 'CITY COUNCIL MEETING' on Mon, Apr. 6 and Mon, Apr. 20, and 'WORK SESSION' on Mon, Apr. 13 and Mon, Apr. 27. Each listing has a 'Read On' link. At the bottom of the calendar area, there is a 'View All Events' button.

1. Sign into the website.
2. Navigate to Modules and on the Content tab, select Calendar.
3. Select the Calendar you want to add an event to.
4. Click the "Ad Events" button.
5. Fill in the event's information fields.
6. Click Save and (changes/publish/submit).
7. Choose if you would like to notify your subscribers.

Link to how to add and manage Events:

<https://www.civicplus.help/municipal-websites-central/docs/add-manage-calendar-events?highlight=add%20event>

2026 Website Relaunch: Department Pages / Section

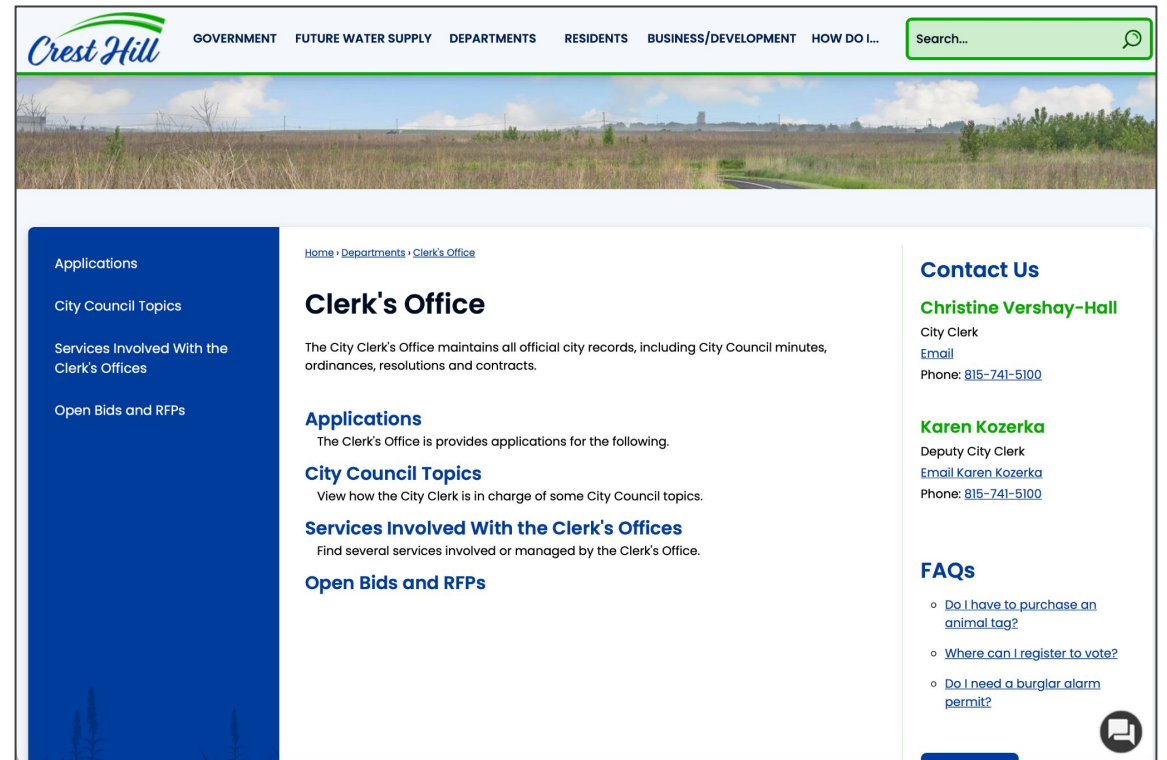
Key Links (after login to your Civic Plus Crest Hill account):

- New Interior Page Design (log in first, then use this link):
<https://www.cityofcresthill.com/149/Clerks-Office/?structureID=6&themelD=17&preview=true>

Note that the new design will not show until the official 2026 launch, so you will edit using the existing interface.

- To view how your page will appear when launched, add this extension to the end of your interior page url to preview with the new design:
</?structureID=6&themelD=17&preview=true>

New Interior Page Layout:





2026 Website Relaunch: Department Pages / Section

STEP 1:

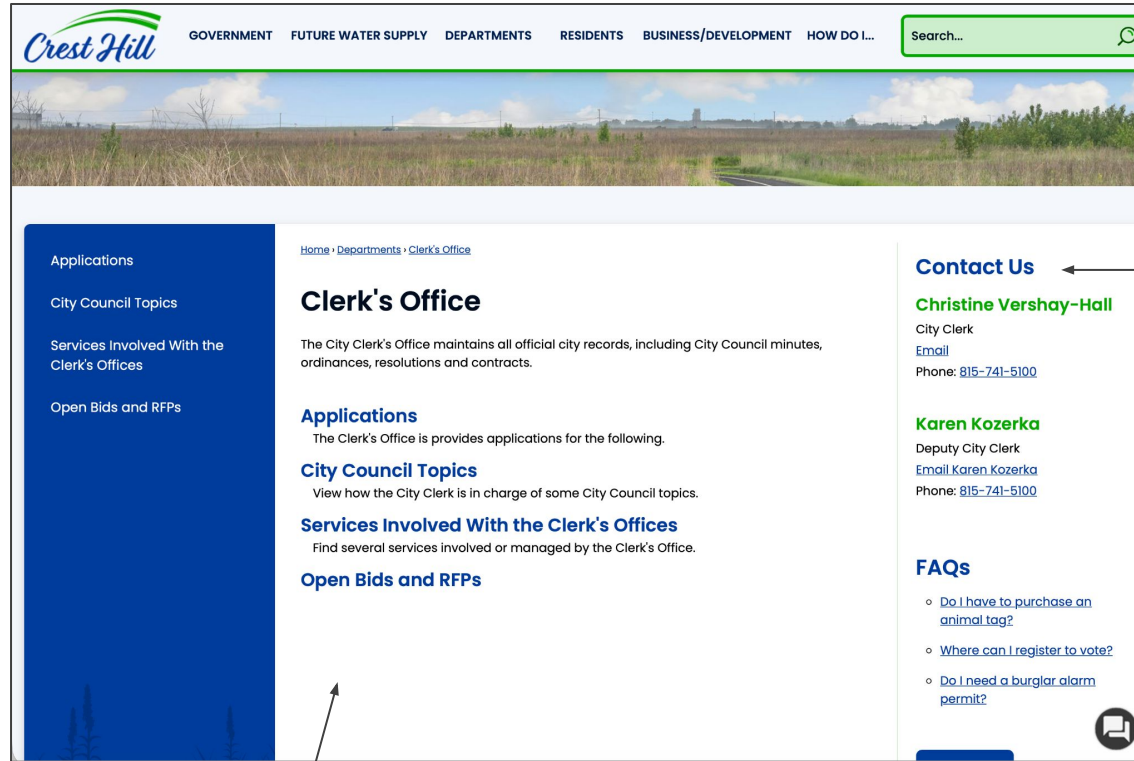
Login to the Civic Plus platform.

STEP 2:

Start by cleaning up your pages or sections. Remove any content that is outdated, duplicated, or no longer needed.

STEP 3:

Update and add new content using the following instructions.



Top Photo Area:

- You may change this image.
- <https://www.civicplus.help/municipal-websites-central/docs/add-images-to-a-banner>

Secondary Navigation Area (Blue Background):

- This contains links to all of the pages in the category.
- <https://www.civicplus.help/municipal-websites-central/docs/secondary-navigation-overview>

Page Content Area:

- Recommend starting each page with a general overview: what, responsibilities, etc.
- You can use the brand blue and/or green for subheads. The remaining text should be black.
- You can add links, buttons, photos, and graphics in this area.
- <https://www.civicplus.help/municipal-websites-central/docs/page-content>

Feature Section:

- Recommend the following content for this area:
 - Director Photo (preferred to personalize)
 - Director Name, Title, Contact Info
 - Department Contact Info
- You can also include things like FAQs or Quicklinks. Think about frequent needs of visitors.
- <https://www.civicplus.help/municipal-websites-central/docs/enable-or-disable-the-feature-column>

Social Media Guidelines & Recommendations



Crest Hill Social Media Guidelines

The purpose of these guidelines is to ensure that social media communication from the Crest Hill is clear, consistent, accurate, and aligned with the City's goals of transparency, service, and community engagement.

Social media should function as an extension of City Hall, providing residents with timely information, improving access to services, and reinforcing trust in City operations.

Recommended Free Social Media Image Resizing Online tool:

https://postonce.to/tools/image-resizer?utm_source=chatgpt.com#platform-selector

- One-click presets for Facebook, LinkedIn, etc.
- Shows preview before download
- No upload to server (privacy-friendly)

CORE PRINCIPLES

Content shared on city social media platforms should follow these principles:

Clarity Over Complexity

Information should be written in plain, resident-friendly language. Avoid internal jargon, technical language or unnecessary detail.

Accuracy & Timeliness

All information must be verified before posting. Updates should be shared promptly when timelines, projects, or conditions change.

Consistency Across Departments


Regardless of which department the content originates from, all posts should feel unified in tone, structure, and quality.

Service-Oriented Communication


Every post should aim to inform, guide, or assist residents - not simply broadcast information.

SOCIAL MEDIA IN 2026

THE FRONT DOOR - NOT A BULLETIN BOARD

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- Social media is often the first place residents look when they need information - before the website, before calling City Hall, and before searching Google. They expect accurate, current, and official information wherever they are. It's no longer supplemental, it's an essential access point.

TRANSLATION LAYER FOR INFORMATION

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- Government information is complex by nature. Social media's role is to translate it into clear, digestible, resident-friendly language. It's value is not the volume of posts, but clarity of understanding and building trust.

TRUST & TRANSPARENCY ENGINE

- Trust is built through consistency, visibility, and reliability. Residents expect regular updates, visibility into decision-making and timelines, and honest communication during disruptions or delays. It's proof that the city is present, listening, and accountable.

COMMUNITY IDENTITY BUILDER

- Beyond alerts and notices, social media is where residents emotionally connect to their city. It reinforces civic pride, highlights local people, events, and progress, and hows that Crest Hill is not just a place to live, but a community to belong to. It helps residents feel informed and invested.



CORE CONTENT PILLARS:

01. PUBLIC SERVICE INFO

PRIMARY ROLE:

- Reduces calls/emails, increases trust, and prevents misinformation

PRIMARY PLATFORMS:

- Facebook Page, X (alerts), YouTube (meetings)

CONTENT SERIES IDEAS:

- “This Week in Crest Hill” (weekly recap, 5 bullets)
- “Project Update” posts tied to infrastructure notices (like watermain work)
- “Understanding Your City” (simple explainers: how ordinances work, what a plan commission does)

EXAMPLE CONTENT POSTS:

- “Oakland Ave Watermain: What to expect this week (parking, closures, timeline)”
- “PFAS Update: What We’re Doing & Where to Find the Presentation”
- “Public Notice Explained: What This Notice Means for Residents”
- “What to Expect During Utility Maintenance (Noise, Access, Duration)”
- “Council Meeting Preview: 3 Agenda Items Residents Should Know About”

FRAMING PRINCIPLE:

- Every post should answer “What is happening, why it matters, and what residents need to do”



02. RESIDENT ENGAGEMENT

PRIMARY ROLE:

- Reduce friction, increase usage of services

PRIMARY PLATFORMS:

- Facebook Page, Facebook Group

CONTENT SERIES IDEAS:

- “Did You Know?” City Services
- Seasonal Service Guides
- Employment & Volunteer Opportunities

EXAMPLE CONTENT POSTS:

- “Did You Know You Can Pay Your Bill/Ticket Online In Under Two Minutes?”
- “New to Crest Hill? Start Here: Services, Alerts, and Key Resources”
- “Save This Post: Seasonal Service Schedule”
- “How To Sign Up For Text & Email Alerts (Step-By-Step)”
- “Job Openings Currently Available With The City”

FRAMING PRINCIPLE:

- If a post reduces confusion, prevents a phone call, or helps a resident complete a task faster, it’s doing it’s job.



CORE CONTENT PILLARS:

03. COMMUNITY IDENTITY DEV

PRIMARY ROLE:

- Strengthen civic pride, reinforce Crest Hill's unique identity, and highlight the people, places, and events.


PRIMARY PLATFORMS:

- Facebook Page
- Facebook Group
- YouTube (Select Highlights)

CONTENT SERIES IDEAS:

- Community Event Spotlights
- Local Business & Organization Features
- Crest Hill History - "Then vs. Now"

EXAMPLE POST IDEAS:

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- "Community Event Preview: What To Expect"
 - "Photo Recap From [Festival, Cleanup Day, Community Event]"
 - "Local Business Spotlight: Who They Are & Why They Matter"
 - "Meet Your Neighbors: Resident/Volunteer Spotlight"
 - "This Weekend in Crest Hill: Events & Activities"

FRAMING PRINCIPLE:

- Community-focused content should make residents feel informed and proud to be a part of Crest Hill.



CORE CONTENT PILLARS:

04. DEPARTMENT SPOTLIGHTS

PRIMARY ROLE:

- Humanize city departments, increase understanding of how they work, build appreciation.

PRIMARY PLATFORMS:

- Facebook Page
- YouTube (Optional short-form or longer features)

CONTENT SERIES IDEAS:

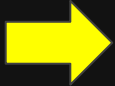
- Meet the Department
- Behind-The-Scenes Operations
- Seasonal Preparation Updates

EXAMPLE POST IDEAS:

- "A Day In The Life of Public Works"
- "How Snow Routes Are Prioritized & Why"
- "Meet the Team Responsible For Water Quality & Safety"
- "Employee Milestone or Retirement Recognition"
- "How Many Requests the City Handled Last Month"

FRAMING PRINCIPLE:

- When residents understand the people and processes behind city services, trust & patience increases.





Crest Hill Social Media Platforms

PLATFORM USAGE GUIDELINES

Facebook Page (Primary Channel)

- Serves as the official source of record for public communication
- All major updates should be posted here first
- Posts should include full context, not just headlines
- Turned off ability to comment

Facebook Group (Secondary/Community Layer)

- Used for reminders, discussion, and engagement
- Official updates should link back to the Facebook page
- Not to be used as the primary channel for official notices
- Allows comments

LinkedIn

- Focused on recruitment, culture, and professional updates
- Not used for resident alerts or service updates

X (Twitter)

- Reserved for alerts and time-sensitive updates
- Short, direct, and action-oriented

YouTube

- Used for meetings, hearings, and video-based transparency
- Should be paired with summary posts on other platforms



Crest Hill Facebook Page (new) and Group

Crest Hill currently uses a Facebook Group as its primary communications channel. It is recommended that we transition to a Facebook page, which is best practices for municipalities. These changes will improve public accessibility, transparency, and consistency in how Crest Hill communicates with its residents — and with the broader public.

FACEBOOK PAGE — RECOMMENDED AS OFFICIAL RECORD

Municipalities require a Facebook Page as their authoritative, public-facing communications channel. Unlike Groups, Pages are always public, fully searchable, and accessible to non-members, non-Facebook users, members of the media, developers, and prospective residents. Key advantages include:

- **Public Accessibility** — no account or membership required to view
- **Discoverability** — indexed by search engines; easily shared and linked
- **Consistency** — post formats aligned with the City's service responsibilities
- **Transparency** — content is archivable and auditable as a public record

Recommended uses for the Page include police reports and public safety notices, road closures and utility updates, council meeting reminders and agendas, Public Works schedules, event announcements, and "How Do I?" service posts (e.g., paying tickets, water bills, permits).

FACEBOOK GROUP — CURRENT USE & RECOMMENDED ROLE

The Group's visibility settings have been updated from private to public. Going forward, the Group is best suited as a community engagement layer rather than the City's primary communications channel. Recommended uses include:

- Reminders that link back to the official Facebook Page and City website
- Community pride posts and resident-centric content

INITIAL TRANSITION STEPS

1. Establish the official Facebook Page
2. Use the existing Group to direct members' attention to the new Page
3. Initially will post on both Facebook Page and Group, reminding people that official posts will be only on the Facebook Page at a certain date.



Crest Hill Social Media Workflow

SUGGESTED APPROVAL PROCESS FOR POSTS CREATED BY METHOD ENGINE:

1. Method Engine to provide topic suggestions on the first of the month for the following month.
2. Ashley to coordinate with appropriate departments for any direction/artwork/etc. Also determine if posts need to be on a particular day.
3. Method Engine to create text & visuals
4. Blaine to get final approval from City Council for posts
5. Edits as needed
6. Method Engine to post
7. Quarterly Report

We suggest asking departments for any topics/content they would like created at the beginning of each quarter.

TIME SENSITIVE POSTS

- Departments may post without prior approval (e.g. police department, post events, boil water, extreme weather, emergency situations)

COMMENT & ENGAGEMENT

- Commenting will be turned off for each post on Official Facebook page and Group page.
- Posts will be drafted in a way that invites participation or awareness, and sends users to the City's website or other resources for primary source information.
- Staff will monitor private messages for questions related to posted information. Clarifications that can benefit the general public should be issued/updated via appropriate City media channels.

Crest Hill Social Media Graphics

- Include logo on graphic or at least “Crest Hill”
- Use images or graphics when possible



Example Post and Copy:

Let's work together to keep Crest Hill clean and green 🌿

This Earth Day, consider picking up litter, recycling more, or spending time enjoying one of our local parks.

Every small effort makes a difference!

POSTING STANDARDS

All posts should include:

- A clear headline or opening sentence
- Relevant details for events (what, when, where, why it matters)
- Any required action for residents
- A link to the website or event page when needed

Formatting Best Practices:

- Use short paragraphs or bullet points for readability
- Avoid large blocks of text

Formatting Best Practices:

- Use short paragraphs or bullet points for readability
- Avoid large blocks of text
- Use hashtags to increase discoverability

VOICE & TONE

The City's voice should be:

- Clear and direct
- Professional but approachable
- Informational, not promotional
- Calm and neutral (especially in sensitive situations)

Photography & Image Usage



Photography & Illustration Guidelines

Photography

Photography plays a key role in representing Crest Hill as welcoming, authentic, and community-focused. Images should reflect real people, real places, and real moments that showcase the city's character, services, and quality of life.

Photography Style

Overall Tone

- Authentic, candid, and community-driven
- Bright, natural, and optimistic
- Inclusive and representative of Crest Hill's diverse population

Subject Matter

- Residents engaging in everyday life
- City employees serving the community
- Local events, parks, infrastructure, and neighborhoods
- Small businesses and community spaces

Composition & Framing

- Prioritize natural moments over staged poses
- Use a mix of wide shots (environment) and close-ups (human connection)

Lighting

- Use natural light whenever possible

What to Avoid

- Overly staged or corporate-looking imagery
- Low-resolution, blurry, or poorly lit photos
- Images that feel disconnected from the Crest Hill community

Illustration/Graphic Guidelines

Illustration can complement photography by adding clarity, warmth, and visual consistency across City communications. Illustrations should feel approachable, modern, and aligned with Crest Hill's community-focused identity.

Note: Working on approved library of images.



Photography Release Forms - Residents & Employees

Purpose

To protect Crest Hill and ensure proper consent, a signed photo release form is required when individuals are clearly identifiable in photography or video.

When a release is required:

- Residents featured in posed or primary-subject imagery
- City employees featured outside of public, newsworthy coverage
- Minors (must have parent/guardian consent)
- Any photography used for marketing, advertising, or promotional campaigns

Approved uses include:

- Social media (Facebook, Instagram, LinkedIn, etc.)
- City website and digital platforms
- Print materials (brochures, mailers, signage)
- Press and promotional campaigns

Best practices:

- Always obtain written consent prior to use whenever possible
- Keep releases on file and organized by project/date

Community Events Promotion



Community Events Promotion

Community Event Communication Guidelines

Clear, consistent communication is essential to drive awareness, attendance, and community engagement. All event-related communications should be timely, informative, and aligned with the City of Crest Hill's voice: welcoming, helpful, and community-focused.

Core Event Information (Required in All Communications)

Every event promotion—regardless of channel—must include the following:

- **Event Name**
- **Date** (include day of the week)
- **Time** (include start and end time, if applicable)
- **Location** (full address + venue name if applicable)
- **Brief Description** (what it is, who it's for, why attend)
- **Cost** (free or ticketed; include pricing if applicable)
- **Call to Action** (e.g., "Register," "Join us," "Learn more")
- **Contact Information** (phone, email, or website for questions)

Optional but Recommended:

- Parking details
- Weather considerations (rain date, indoor/outdoor)
- Registration deadlines or capacity limits

Event Promotion Timeline & Reminders

Consistent reminders help maximize turnout and ensure residents don't miss important events.

Timeline (optional):

- **Initial Announcement:**
3–4 weeks before the event (website, social media, email)
- **Reminder #1:**
1–2 weeks before (highlight key attractions or reasons to attend)
- **Reminder #2:**
2–3 days before (short, action-oriented)
- **Day-Of Reminder:**
Morning of event (time, location, quick reminder)
- **Post-Event Follow-Up (Optional):** Share photos, recap, and thank attendees

Channels for Events:

Website Events Calendar
Social Media
Press Releases
Print Flyers

METHOD ENGINE[®]