

Message from the Mayor - Winter 2025

Channahon's new look has arrived!

We've officially launched our brand-new look, and we couldn't be more excited. After months of collaboration, creativity, and community input, our Village now has a fresh, modern identity that truly reflects who we are.

The journey to this moment started with a5 Branding & Digital, who worked closely with our staff branding committee to explore a myriad of different logo concepts based on feedback gathered during community surveys, one-on-one interviews, and focus groups. After careful consideration and much anticipation, the winning design was chosen - and it's everything we hoped for!

Throughout the process, a5 made sure that this new vision for Channahon wasn't just about a logo - it was about telling Channahon's story. Through a5's research, we heard loud and clear that our natural beauty, outdoor recreation, and connectivity are at the heart of what makes Channahon special. Those themes shine through in the final design: colors that reflect our landscape of beautiful greenery and multiple waterways, lines that mimic how our rivers and people converge in town, and a standout C as the central focus. From the colors to the tagline, we have created a visual identity that feels both fresh and familiar.

With the logo in place, a5 put the finishing touches on all the other elements that bring our new brand to life. From business cards and letterheads to vehicle details, signage, and more, every detail was carefully crafted to create a consistent and recognizable look for the Village.

Then came the big moment - the official launch at the State of the Village Address on April 10! That's when we proudly unveiled the new logo, showcasing our updated design to the community. And on that same day, the Village's website and digital platforms seamlessly transitioned to reflect our exciting new brand.

Moving forward, we're going to see a Channahon that feels unified, modern, and full of possibility. This isn't just a new logo - it's a celebration of who we are and where we're headed.

Thank you to everyone who played a part in shaping this new identity. We can't wait to see it in action as we move forward together.

Naturally,
Mayor Missey Moorman Schumacher