



**FOR:** **John Hancock Observatory**  
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**DATE:** January 30, 2014

**RE: JOHN HANCOCK OBSERVATORY ANNOUNCES NEW NAME AND BRAND IDENTITY**

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**John Hancock Observatory** is pleased to announce an exciting transformation in 2014, including a vibrant new brand identity and a multi-million dollar renovation. This March, the observatory will be re-introduced to the world as **360 CHICAGO**.

With a tagline of *"Best Views. All Around,"* 360 CHICAGO aptly describes the comprehensive guest experience at the 94<sup>th</sup> floor observatory. From the moment they step off the elevator, visitors are awed by the breathtaking, 360-degree views of Chicago (and the ability to see as many as four surrounding states). The observatory takes it a step further, providing interactive learning opportunities at every turn.

"The observatory has long been a place of discovery for visitors and locals interested seeing the views, and who also share a love of history, architecture, and even urban planning," says General Manager Nichole Williamson. "For us, the entire new system identity – 360 CHICAGO - reflects the vibrant experience of what one can find here."

**Gensler**, an award-winning firm with 46 offices worldwide, created the new brand identity for the observatory. Specializing in design, architecture and planning, the agency's creative team presented a look rich in blues and greens, meant to celebrate the natural land, sky and water elements seen from the observatory.

"The color palette for the brand has been directly derived from actual observation deck views," says Gensler Principal, John Bricker. "Generating sophisticated, deep colors, the range of what is available within the brand is reflective of the range of perspectives one

can get from the 360 CHICAGO experience. The palette speaks to the versatility of Chicago and looks to provide a dynamic representation of the city as a whole.”

360 CHICAGO is also undergoing an exciting new renovation that will be completed at the beginning of spring of 2014. These improvements will enhance the overall experience as well as elevate how guests view the city, allowing them to take in the sights from a whole new angle. The observatory continues to welcome guests everyday to enjoy the breathtaking views.

### **About 360 CHICAGO**

Located on the cusp of Lake Michigan, 360 CHICAGO sits in the heart of the city, a thousand feet above The Magnificent Mile.® With unparalleled views of the lake and the city skyline, it delivers a unique perspective of Chicago. Guests can enjoy 360 degree views spanning four states, as well as interactive learning opportunities, all accessed by the fastest elevators in the country. 360 CHICAGO is open every day from 9 a.m. to 11 p.m. 360 CHICAGO is owned and operated by Paris-based Montparnasse 56 Group. More information can be found at [www.jhochicago.com](http://www.jhochicago.com) and on [Facebook](#) and [Twitter](#).

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