LOUISVILLE BRAND BOOK 2018

LOUISVILLE
EST. 1778

BANDY
CARROLL
HELLIGE

TABLE OF CONTENTS

MEET LOUISVILLE 3

BRAND OVERVIEW 4

LOUISVILLE IS 5-6

BRAND BENEFITS AND VALUES 7

BRAND PERSONALITY AND PROMISE 8

BRAND VOICE 9

LOUISVILLE BRAND PLATFORM 10

GRAPHIC STANDARDS 11

THE LOGO 12

LOGO SIZE 13

LOGO MISUSE 14

FLEUR DE LIS 15

COLOR PALETTE 16

CULINARY LOGO 17

ELEMENTS 18–21

PHOTOGRAPHY 22

COPY 23

FONTS 24–25

CORPORATE IDENTITY 26

MERCHANDISE 27

PRONUNCIATION LOGO 28

MEET LOUISVILLE

For most people Bourbon is a spirit that comes in a glass. And no one is more famous for it than Louisville. But here in Louisville, Bourbon is so much more than that. Here, Bourbon is also a spirit that lives in our minds and hearts, and shapes our way of life, every day. You see, Bourbon began, here in these parts centuries ago, the product of some of the most spirited entrepreneurs to ever walk the Earth. Their unique and free-thinking spirit was passed down generation to generation and built the Bourbon industry as we now know it. It's this same spirit that went on and created Louisville itself - a city that combines heritage with innovation, authenticity with originality, quirkiness with friendliness in a way that's completely unique to our region. It's this same spirit that provides Louisville with a brand of Southern-ness and hospitality unlike anyplace else. Yes, Bourbon is a spirit that comes in a glass, but it's also a spirit that defines our culture and compassion, our arts and parks, our creative energy, not to mention our highly acclaimed culinary scene. Welcome to Bourbon City.

BRAND OVERVIEW

Louisville is a city filled with spirited, free-thinking individuals who have an extraordinary passion for the one thing that makes us different than any place else: Bourbon. The spirit of Bourbon has always been a strong part of what we were, and now, who we are. So expect a warm, welcoming attitude of wanting to share both our city and our way of life with you. As the most northern city below the Mason-Dixon Line, we offer a brand of hospitality and Southern-ness that's unique to our region, uniquely our own – in fact, you might think of it as Southern Hospitality with a Bourbon chaser.

LOUISVILLE IS:

- At the forefront of the Bourbon resurgence
- A city with the one-and-only Urban Bourbon Trail – more than 40 bars and restaurants, each with its own unique Bourbon experience
- A city of art and parks
- A vibrant city and one of the hottest and coolest places in the country for growing healthy businesses and healthy families
- A community investing millions of dollars to transform its infrastructure
- Home to 6 of the country's top 30 trade shows
- Easy to get to, easy to get around in and doesn't cost a lot to enjoy
- A city with more than 120 attractions, many of them one-of-a-kind
- One of the top Culinary destinations in America

BRAND ARCHITECTURE:

It is how we describe the way Louisville behaves as a brand.

SUPER BRAND:

A single name across all products and services offered by the city.

- Virgin Airlines, Virgin Records, Virgin Mega Stores

VISION:

Become America's favorite place to get away and place to meet.

BRAND POSITION:

If you were to describe Louisville as being one thing, this is what it would be: Most Unique.

BRAND ESSENCE:

At its very core, Louisville is this: ***Uniquely Authentic.***

"Uniquely" speaks to the many one-of-a-kind, attractions and experiences we have to offer, including our own brand of Southern Spirit and Style, not to mention the way the Bourbon spirit and culture defines our way of life.

"Authentic" speaks to the realness and honesty of the city – from its award-winning original restaurants to its horse racing – all shaped by our unique Bourbon heritage.

BRAND ATTRIBUTES:

What can you say about such an honest, one-of-a-kind place that offers so many original attractions and experiences to see, do and enjoy?

Here are a few words we can use: Friendly, Authentic, Real, Fun, Affordable, Easy, Surprising, Exciting, Unique, Welcoming, Southern-ness, Accessible, Hospitable, Historic and Safe.

BRAND BENEFITS:

What does a trip to Louisville offer you? What will you see, do and experience?

- An authentic, yet different Southern experience steeped in the Bourbon culture, offering great original restaurants and one-of-a-kind attractions
- A variety of places to see/do that can't be seen/done anyplace else
- A city that is affordable, easy to get to, easy to get around in
- Attractions that are on par with much larger cities, yet less expensive and easier to enjoy
- An experience that "makes me happy"...an opportunity to make memories
- A place where you can relax and feel like a local
- A fun getaway where you don't need a big commitment of time or money
- A CVB staff that really knows and understands the tourism and convention business...they make it easy...they "get it"

BRAND VALUES:

Honesty, Hospitality, Originality, Excellence and Passion

Of course, these are the qualities you would expect from a city so heavily influenced over the decades by the Bourbon culture.

BRAND PERSONALITY:

It's a brand that's always authentic and real. And, with its own style of Southern-ness – a kind of Southern Chic unique to Louisville. Think Garden & Gun not Southern Living. Think Grits not Polenta. Bourbon Country not Low Country. Southern Proper not Southern Tide or Salt Life.

Think My Morning Jacket not Everclear.

Think Hunter S. Thompson meets Alton Brown.

BRAND PROMISE:

It's what Louisville offers to its individual visitors and visiting groups every day. It's what makes us who we are. It comes from the spirit of Bourbon culture in our DNA and is our promise to each and every person who comes in contact with our city.

"We will open up to you, and offer a "different taste" from a place known to be welcoming and friendly, filled with unique and one-of-a-kind attractions all wrapped up in a spirit of sharing that we describe as Louisville Southern Hospitality."

BRAND VOICE:

USER (From the point of view of the user of the product)

We are friendly. We are welcoming, engaging and fun. We make it easy for people – easy to travel to, easy to get around once they're here. We make visitors relax and feel like locals. We also understand the convention and meeting business and know how to make it easy.

We speak in a voice that's clear, direct, plain and accessible. In marketing terms, we speak from the "User" voice because we speak from the point of view of our customers - the tourists and meeting planners. And the more we speak to them about their wants and needs, the more relevant we will become to them.

LOUISVILLE BRAND PLATFORM

VISION

Become America's favorite place to get away and place to meet

BRAND POSITION

Most Unique

BRAND ATTRIBUTES:

Friendly, Authentic, Real, Fun, Affordable, Easy, Surprising, Exciting, Unique, Welcoming, Southern-ness, Accessible, Hospitable, Historic, Safe

BRAND BENEFITS/FEATURES:

Churchill Downs, Slugger Museum, Food, Bourbon

OFFERS...

- An authentic, yet different Southern experience steeped in the Bourbon culture, offering great original restaurants and one-of-a-kind attractions
- A variety of places to see/do that can't be seen/done anyplace else
- A city that is affordable, easy to get to, easy to get around in
- Attractions that are on par with much larger cities, yet less expensive and easier to enjoy
- An experience that "makes me happy"...an opportunity to make memories
- A place where you can relax and feel like a local
- A fun getaway where you don't need a big commitment of time or money
- A CVB staff that really knows and understands the tourism and convention business...they make it easy...they "get it"

BRAND PERSONALITY/IMAGE:

Voice: User

Authentic, Real, SouthernChic, Cool, *Garden & Gun* not *Southern Living*, Grits not Polenta, Bourbon Country not Low Country not Wine Country, Southern Proper not Southern Tide, not Salt Life, My Morning Jacket not Everclear

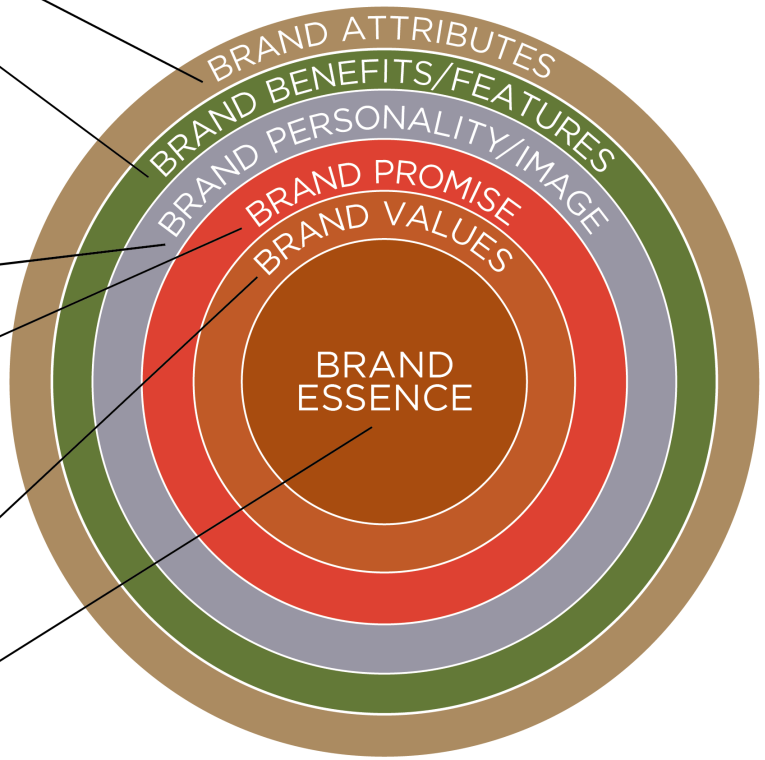
Think Hunter S. Thompson meets Alton Brown

BRAND PROMISE:

We will open up to you, and offer a "different taste" from a place known to be welcoming and friendly, filled with unique and one-of-a-kind attractions all wrapped up in what we describe as Louisville-Southern Hospitality.

BRAND VALUES: Honesty, Hospitality, Originality, Excellence, Passion

BRAND ESSENCE: **Uniquely Authentic**



LOUISVILLE GRAPHICS STANDARDS

The look created for Louisville is one that is unique, exciting, approachable and engaging. It conveys a Southern attitude and charm unique to Louisville. It is all things and everything about the simplicity and ease of enjoying a getaway with us while we greet you with warm hospitality in a city of originals, one-of-a-kind attractions and a spirited culture that comes from our Bourbon heritage. It is about authenticity and honesty – about doing things better and differently, providing you with an experience unlike any place else.

This guide serves to present Louisville in a uniform fashion through the proper use of our logos, tagline and typefaces used in all marketing and advertising materials.

As these essential elements serve to present and build our brand identity, it is important that these guidelines are followed to ensure we are always presenting ourselves with a consistent and clear look, feel and tone of voice.

These elements are the single most tangible visible representation of everything that Louisville stands for, which is why we cannot overstress how vital it is to apply these graphics standards to everything on which we put our name.

THE LOGO

The Louisville logo is the most immediate visual representation of our city and our brand. It is a valuable asset that should be used consistently in the proper approved formats. The logo is the primary element of our identity that serves as both a symbol of our rich heritage and our unique brand of Southern-ness.

The custom “S” Fleur De Lis serves as a proprietary mark that separates us from other cities. In addition, other elements play an important role in establishing our visual style, like color, typography, imagery and tone of voice.

There are two acceptable uses of our logo: either in all black or reversed out/white—whichever works best for legibility. The thought to keep in mind is that the logo should always be consistent and easy to identify at a glance.

EXCEPTIONS

The logo may be used without “EST. 1778” on the following rare occasions:

- It is printing prohibitive due to size
- On apparel or stitched items
- When legibility due to size does not allow its use (e.g. mobile banner ads)

Apparel example

LOGO SIZE

We like our logo to be easily read. Keep the size legible and always give it breathing room. The Louisville logo with the EST. 1778 marking has been designed to reproduce at a minimum height of .35 inches, or 105 pixels. Without a tagline the minimum height is 225 pixels wide, or .75 inches. There is no maximum reproduction size of the logo. You can see these sizes in Figure A, below.

LOGO FREE ZONES

The “free zone” (Figure A) is the space around the logo that protects it from being visually diminished and/or crowded by surrounding illustration, type or other material. Photos and other graphics should not be used within the area of isolation. To be sure of clearance, use the “O” from the logo all the way around the visual boundary (indicated by the dotted line in Figure B).

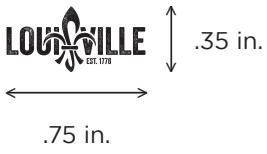


Figure A

Figure B

LOGO MISUSE

It is important that the appearance of the logo remains consistent. The logo should not be modified or added to. The logo must never be redrawn, adjusted or modified. It should only be reproduced from the artwork provided. To illustrate this point some of the more likely mistakes are shown below.

Never change the colors of the logo.

Never place the logo inside a shape.

Don't alter the transparency of the logo.

Don't use a drop shadow with the logo.

Never stretch the logo in any manner.

Don't apply any effects.

Don't skew our logo.

Don't change the font.

Don't make a pattern or texture out of the logo.

Don't rotate the logo.

Don't place our logo over a visually cluttered background.

FLEUR DE LIS

The custom “S” Fleur De Lis may be used as a stand alone object, but can never be used within other words.

The rules for our custom Fleur De Lis are the same as the rest of our logo.
Please see Logo Misuse on pg. 15 and Logo Size and Logo Free Zones on pg. 16.

Website

Business cards

COLOR PALETTE & LOGO VARIATION

There are two approved uses of the logo, all black or reversed out/white.

C 0
M 22
Y 49
K 38

PMS 7504

C 66
M 38
Y 100
K 13

PMS 363

C 0
M 70
Y 100
K 36

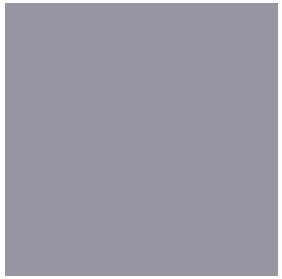
PMS 174

C 8
M 89
Y 90
K 1

PMS RED032

C 4
M 12
Y 79
K 0

PMS 128



C 43
M 38
Y 27
K 0

PMS 2577

CULINARY LOGO

The Culinary Logo is to be used only when marketing Louisville's culinary scene. All other marketing materials should use the regular Louisville logo.

ELEMENTS

There are two design elements that must be incorporated into each marketing execution. These two items are:

THE BADGE—WOODEN VERSION

This is the design element that holds the headline. While the color and texture of what is inside the Badge may vary, its shape, line weight and perspective never change shape.

THE BADGE—MISUSES

Here are some common misuses of the Badge.

Never use a drop shadow of the Badge.

Don’t alter the line weight.

Don’t skew the Badge.

Never stretch the Badge.

Don’t rotate the Badge.

Don’t combine other elements inside or outside of the Badge.

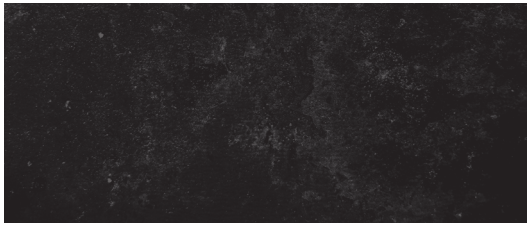
Don’t alter the transparency of the Badge.

Never place text outside of the Badge.

THE BADGE—COLOR VERSIONS

BACKGROUND TEXTURE

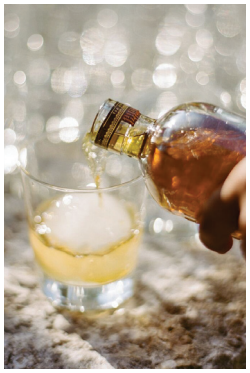
To change the color of the Badge, the following texture can be used to fill the Badge's shape. Though it appears as black below, it can only be used in the colors shown above.



SINGLE, THREE-DIMENSIONAL ICONS

Each marketing execution should contain a single, three-dimensional icon that correlates with the overall message and imagery. These icons are to be placed in the bottom left-hand corner of each execution. These icons serve as a punctuation mark and help call out some of the rich, iconic features of Louisville. Some examples are below.

PHOTOGRAPHY



COPY

The term, “Bourbon City” is not to be used as a tagline. You should use it, however, when referring to Louisville in body copy. It can be at the beginning of the copy like the example below, or it can be used later on in the middle or at the end of the copy.

Welcome to Bourbon City - a place where every year, the spirit of the original Bourbon entrepreneurs is on full display in seersucker suits and dashing Derby dresses for the most-exciting two minutes in sports. Not to mention two weeks of unrivaled culinary events, celebrity-filled galas and of course, exclusive Bourbon tappings and tastings. A city whose spirit is a sure bet to bring you unique experiences, like the world-famous Kentucky Derby

Be part of the spirit, book your trip, visit **GoToLouisville.com.**

PC FONTS

VENEER REGULAR

For headlines, use Veneer Regular in upper case. In rare cases when Veneer Regular is not available, Arial Black may be substituted.

A	B	C	D	E	F	G	H	I	J	K	L
M	N	O	P	Q	R	S	T	U	V	W	X
Y	Z	A	B	C	D	E	F	G	H	I	J
K	L	M	N	O	P	Q	R	S	T	U	V
W	X	Y	Z								

1	2	3	4	5	6	7	8	9	0	#	@

FONTS

For body copy, use Gotham Book in upper and lower case. In cases when Gotham Book is not available, Arial or Verdana may be substituted. These are the approved fonts for all external use.

A	B	C	D	E	F	G	H	I	J	K	L
M	N	O	P	Q	R	S	T	U	V	W	X
Y	Z	a	b	c	d	e	f	g	h	i	j
k	l	m	n	o	p	q	r	s	t	u	v
w	x	y	z								

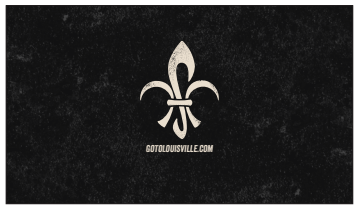
1	2	3	4	5	6	7	8	9	0	#	@

CORPORATE IDENTITY

The corporate identity collateral should follow the same brand standards set forth in this document. “Convention & Visitors Bureau” will be added to the business card, email signature and all stationary items but may not be included as part of the logo. Below is a sample of each item. These are samples and may be changed at the discretion of the LCVB while still adhering to the brand standards set forth. Arial or Verdana should be used whenever possible for body copy in typed letters.

All printed materials are to be printed on Sundance Digital Felt Natural. Business cards on 100# stock and stationary on 80# stock or less.

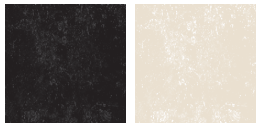
Front

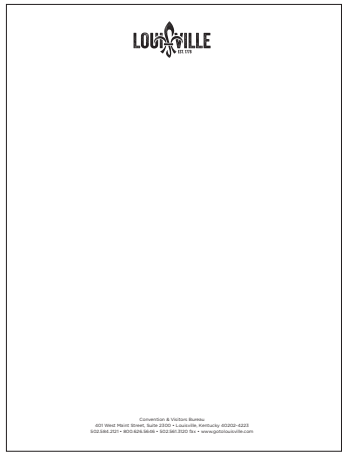


Back

Two Color:
- Black (Primary)
- Warm Earthy Khaki Color (Compliment)

Graphic Element:
- Textured Urban Background used with both colors





EMAIL SIGNATURE

NAMETAGS

There are two approved nametags for bureau staff. The Bourbon barrel may have different type as needed by event.

MERCHANDISE

When creating Louisville apparel, promotional items and premium gifts with the logo ensure that the brand is consistent and impactful. All items created should adhere to the logo standards and color palette outlined in the previous pages. The one exception to this is the Louisville Visitors Center. The VIC creates merchandise primarily for souvenir use and therefore may go outside the standard color palette when it is deemed necessary to align themselves with current retail trends. While not adhering to the color palette is acceptable the VIC may not use colors classified as bright or neon. As a reminder, the above information relates only to items that incorporate the Louisville logo.

PRONUNCIATION LOGO (STACKED)

In addition to our primary logo this pronunciation (stacked) logo may also be incorporated where appropriate. This logo is primarily to be used at the Visitors Center for use on retail merchandise and souvenirs. For this use it may be used in full color and/or black and white.

When the stacked logo is used by the LCVB corporate office it should follow these guidelines. The stacked logo may only be used in all black or all white. It may be used on Louisville lapel pins, plastic bags intended for reunion groups, t-shirts used as giveaways (not to be warn by staff) and koozies used as promotional items.

The stacked logo should not be used on client gifts, booth displays, apparel (unless noted), or on any other marketing collateral. The primary logo should represent the destination first and foremost to our clients and stakeholders as well as the general public unless otherwise noted above.

GREATER LOUISVILLE CONVENTION AND VISITORS BUREAU

401 WEST MAIN STREET
#2300
LOUISVILLE, KY 40202
502.584.2121