LOUISVILLE BRAND BOOK

LOUISVILLE
EST. 1778

3 MEET LOUISVILLE
4 BRAND OVERVIEW
5 LOUISVILLE IS
7 BRAND BENEFITS
9 BRAND PROMISE
10 BRAND PERSONALITY
11 BRAND VOICE
12 VOICE VS. TONE
13 BRAND PLATFORM
14 GRAPHIC STANDARDS
15 THE LOGO
21 COLOR PALETTE
22 PHOTOGRAPHY
23 TYPE
24 CORPORATE IDENTITY
25 PRONUNCIATION LOGO
26 CAMPAIGN STANDARDS
27 OVERVIEW
30 COLOR
32 VISUALS
34 COPY
36 EXAMPLES
39 CONTACT



MEET LOUISVILLE

For most people, Bourbon is a spirit that comes in a glass. And no one is more famous for it than Kentucky, where Louisville has been the Bourbon epicenter since its founding. Here, Bourbon is also a spirit that lives in our minds and hearts. It shapes our culture. Even those who don't consume it will feel it.

Centuries ago, Bourbon was created by 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 and 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 Southernness and hospitality unlike any other place. It's 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 iconic asset that makes us different: Bourbon.

The spirit of Bourbon has always been a strong part of who we are. So expect a warm, welcoming attitude of wanting to share both our city and our way of life. As the front porch of the South, we offer a brand of hospitality and Southernness that's unique to our region, uniquely our own. 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 two of the country's top five trade shows

Easy to get to, easy to get around in and affordable

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 meet.

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

BRAND ESSENCE
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?

Here are a few words we can use:
Friendly, authentic, real, fun, affordable, easy, surprising, exciting, unique, welcoming, Southern, accessible, hospitable, historic.

BRAND PILLARS
Bourbon

Culinary

Southern-ness

Unique

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 that can't be seen anywhere else.

A city that is affordable, easy to get to and easy to get around in.

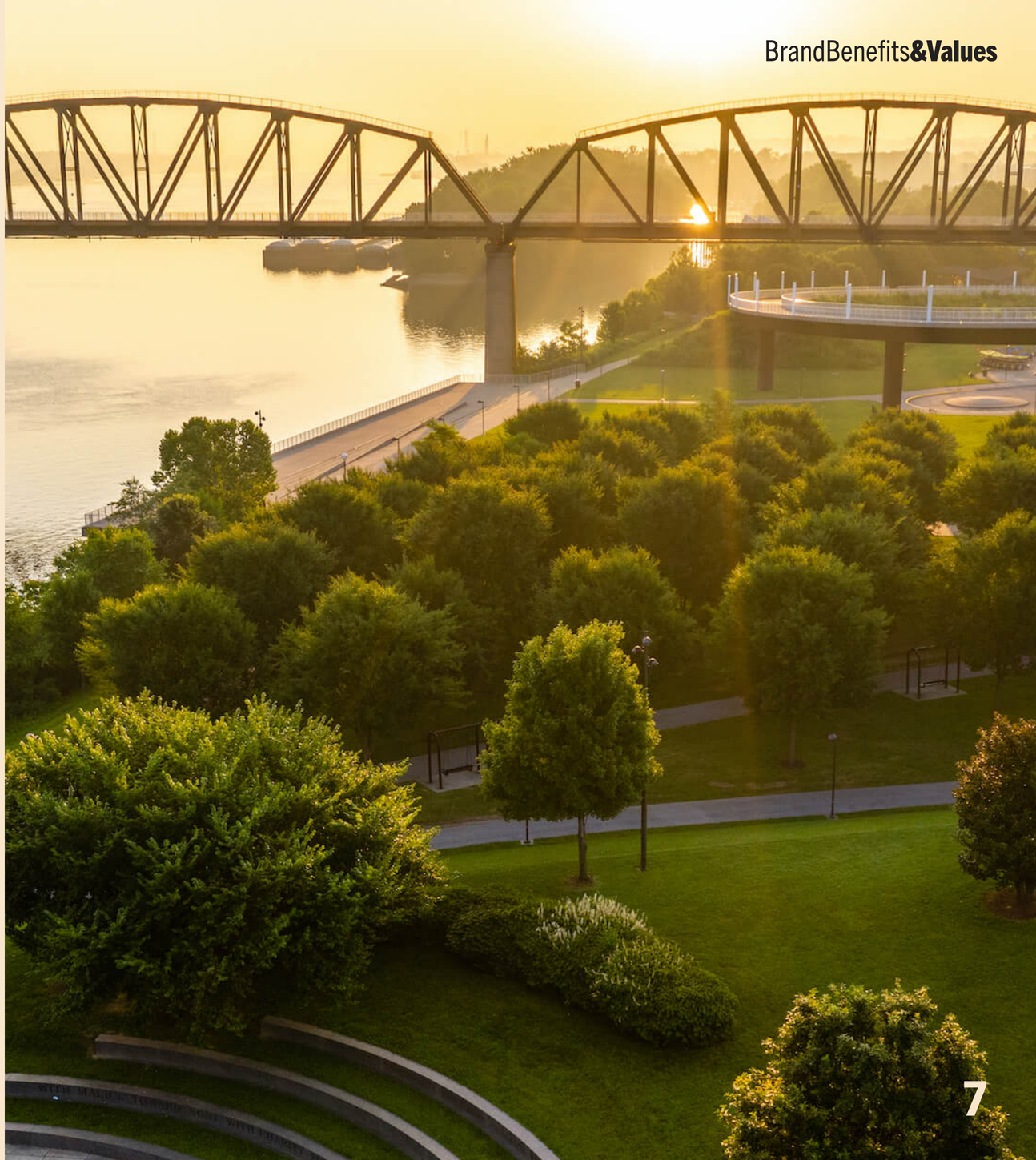
Attractions that are on par with much larger cities, yet less expensive and easier to enjoy.

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 DMO 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

These are the qualities you would expect from a city so heavily influenced over the decades by the Bourbon culture.

BRAND PROMISE

It’s what Louisville offers to its visitors. 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 into contact with our city.

We will open up to you and offer a taste of a place known to be welcoming and friendly, filled with unique and one-of-a-kind attractions – all wrapped up in the spirit of sharing. It’s what we call “Louisville Southern Hospitality.”





BRAND PERSONALITY

Louisville is a brand that's always authentic and real. It's eclectic, outspoken and charming, with its own style of Southern-ness – a kind of Southern Chic unique to Louisville.

Think Garden & Gun, not Southern Living. Grits, not polenta. Bourbon Country, not Low Country. Southern Proper, not Southern Tide or Salt Life.

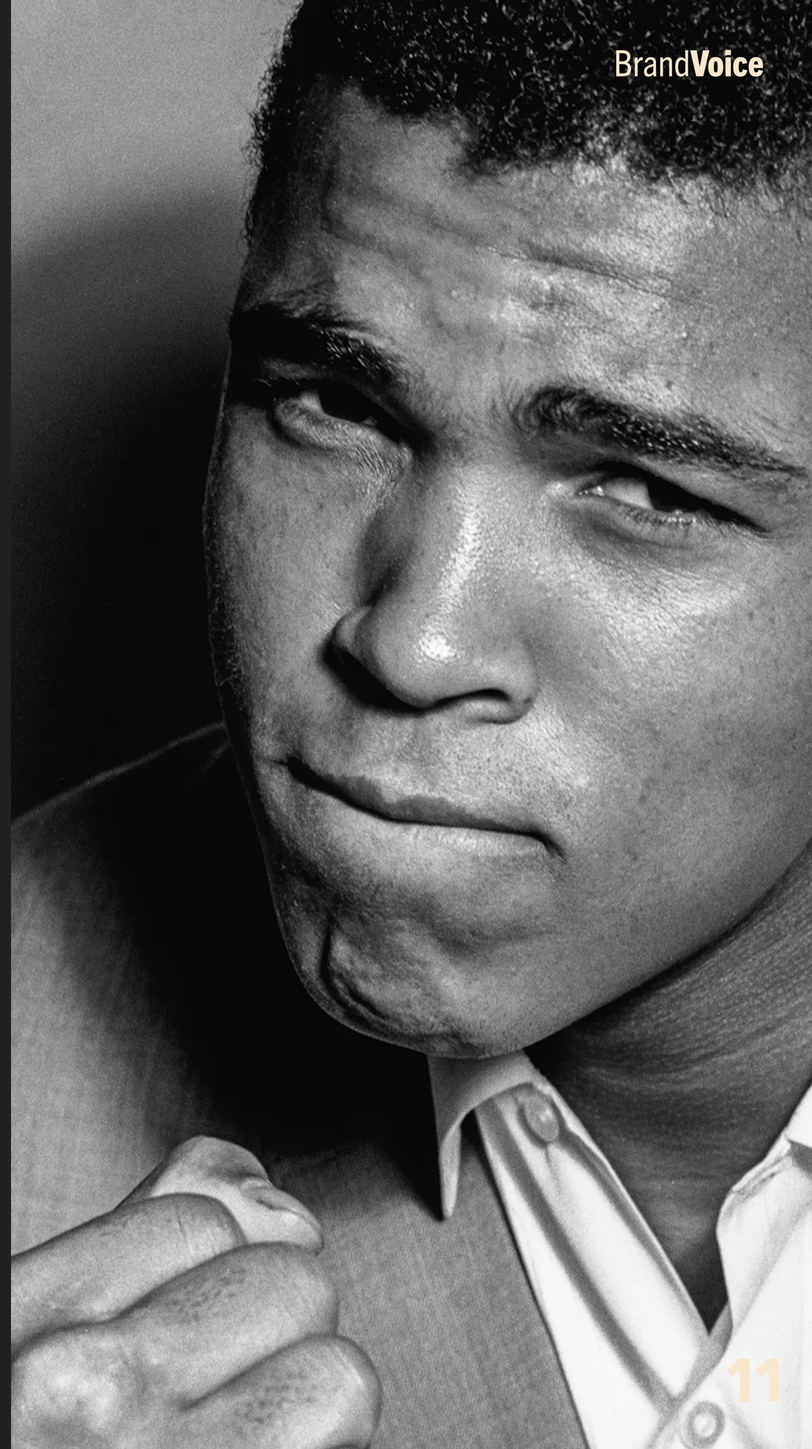
Think Hunter S. Thompson, My Morning Jacket and Jennifer Lawrence.

BRAND VOICE

BOLD
We're confident and we're not afraid to show it. We use dynamic, active language to invite others in. There's a fine line between bold and brazen, so remember: we're never rude, harsh or crass. We're comfortably sure of ourselves.

SMOOTH
Like a sip of bourbon, our words go down smooth. We keep it short, sweet and full of character. We play with juxtapositions that make people see our city in new, unexpected ways.

MAGNETIC
You know that person at every party — the one everyone wants to be around? That's us. It's a subtle allure that draws others in. It's Southern charm in the city.





VOICE VS. TONE

Our voice is our brand’s character. It’s not just about how we write or talk — it’s about how we express ourselves overall. It covers all types of communication: written, verbal, presented, acted, visual and experiential.

Tone is more about the attitude. It’s the way we communicate something to a specific audience, and it’s determined entirely by context. Adjust it as needed while maintaining the brand voice.



BRAND PLATFORM

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

POSITION
Most Unique.

BRAND ATTRIBUTES
Friendly, authentic, real, fun, affordable, easy, surprising, exciting, unique, welcoming, Southern, accessible, hospitable, historic and safe.

BRAND BENEFITS
An authentic, yet different Southern experience steeped in the Bourbon culture, offering great original restaurants and one-of-a-kind attractions.

BRAND PERSONALITY
Bold. Smooth. Magnetic.

BRAND PROMISE
We will open up to you
and offer a taste of a place
known to be welcoming and
friendly, filled with unique and one-of-a-kind attractions – all wrapped up in the spirit of sharing. It's what we call "Louisville Southern Hospitality."

BRAND VALUES
Honesty, Hospitality, Originality, Excellence and Passion

BRAND ESSENCE
Uniquely Authentic

GRAPHICS STANDARDS

The look created for Louisville is one that conveys an attitude and charm that's completely unique to our city. It's about redefining bourbon culture and showcasing everything the city has to offer in new and unexpected ways. It's about the 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 spirited culture that comes from our Bourbon heritage.

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

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

These elements are the most 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's a valuable asset that should be used consistently in the proper approved formats.

There are there acceptable uses of our logo: either in all black, off-white or white – whichever works best for legibility. The logo should always be consistent and easy to identify at a glance.



Brand Logo

ADDITIONAL CONSIDERATIONS

The "EST. 1778" is our primary logo.

The "Bourbon City" logo should be used on all campaign materials

When legibility due to size does not allow for use of the logo lockup (e.g., mobile banner ads), the Louisville logo may be used on its own.



Campaign Logo 2023

LOGO SIZE

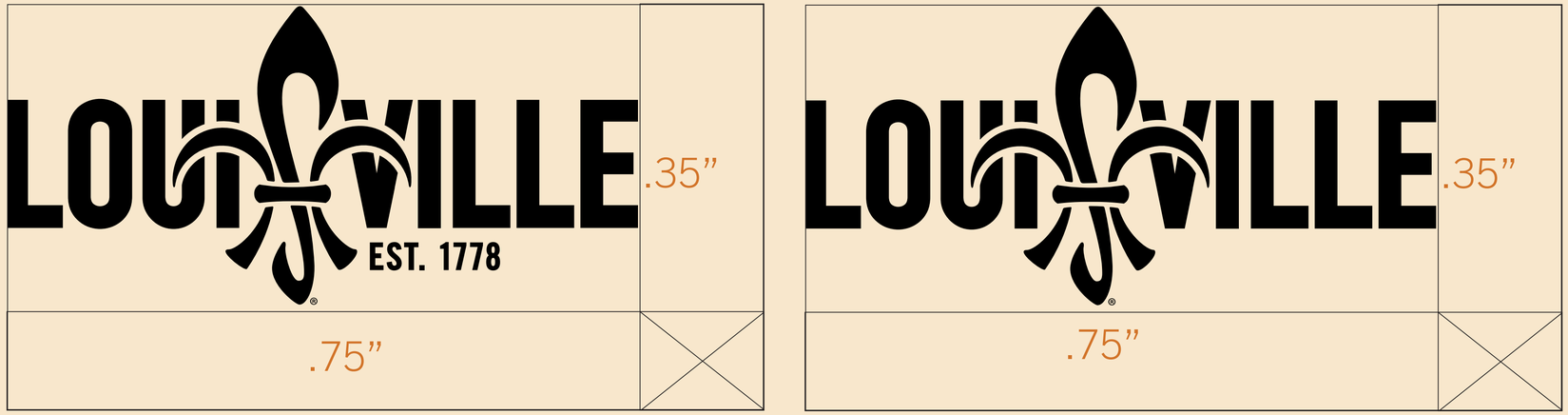
Keep the size legible and always give it breathing room.

The Louisville logo with the EST. 1778 marking has been designed to reproduce at a minimum height of .35 inches, or 105 pixels. The minimum width is 225 pixels wide, or .75 inches. There is no maximum reproduction size of the logo.

The Bourbon City logo has been designed to reproduce at a minimum height of .35 inches, or 105 pixels. The minimum width is .60 inches, or 180 pixels. There is no maximum reproduction size of the logo.

You can see these sizes in Figure A.

Figure A



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 illustrations, type or other materials. 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).

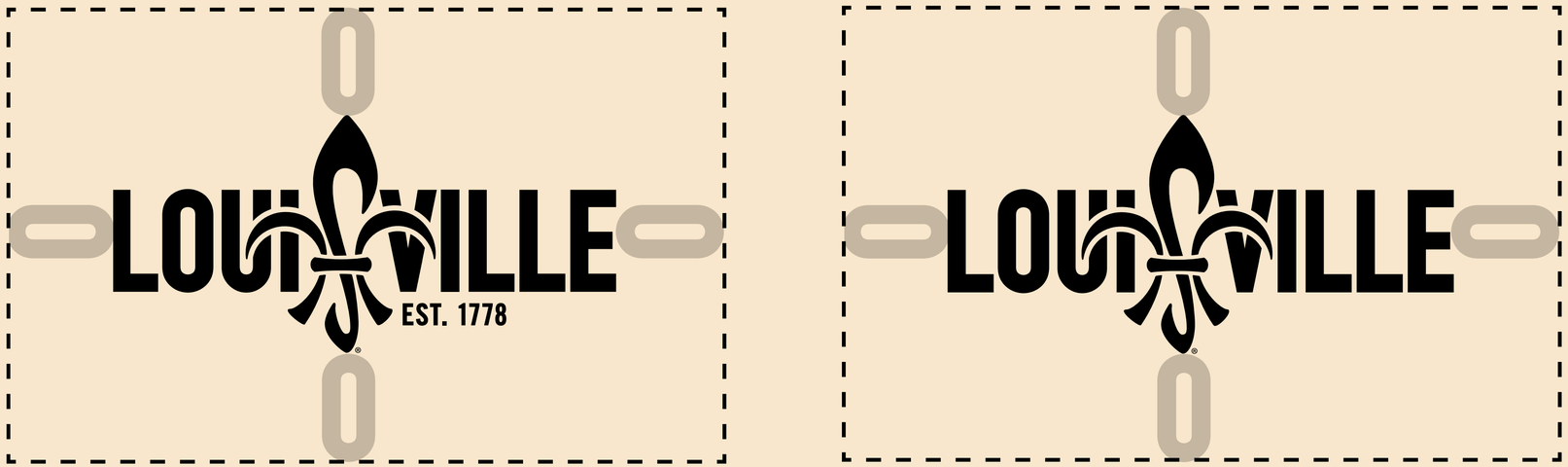


Figure B







BOURBON CITY CAMPAIGN LOGO

Always use the Bourbon City lockup when creating materials for or related to the Bourbon City campaign.

LOGO PLACEMENT

When space permits, the logo should be placed underneath the header, left-aligned on the page

If tight on space, the logo may be placed in the lower right-hand corner, opposite the header

Leave enough space around the logo to give it visual breathing room

LOGO SIZE

Keep the size legible and always give it breathing room.

The Bourbon City logo has been designed to reproduce at a minimum height of .35 inches, or 105 pixels. The minimum width is .60 inches, or 180 pixels. There is no maximum reproduction size of the logo.

You can see these sizes in Figure C.



Figure C

LOGO FREE ZONES

The “free zone” (Figure C) is the space around the logo that protects it from being visually diminished and/or crowded by surrounding illustrations, type or other materials. 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 D).



Figure D

LOGO MISUSE

The logo must always be 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.



AVOID STRETCHING OR SQUEEZING THE LOGO



AVOID SKEWING OR WARPING



AVOID USING THE LOGO IN ANY COLOR OUTSIDE OF THE PRIMARY PALETTE



AVOID BOXING IN THE LOGO OR PLACING ON COLORS OUTSIDE OF THE COLOR PALETTE



AVOID REVERSING THE LOGO ON IMAGES



AVOID SEPARATING OR REARRANGING LOGO

PRIMARY PALETTE

C 2
M 8
Y 20
K 0

RGB
248, 231, 204

C 0
M 0
Y 0
K 0

RGB
255, 255, 255

C 70
M 67
Y 64
K 74

RGB
34, 31, 32

SECONDARY PALETTE

C 14
M 64
Y 100
K 2

RGB
210, 115, 40

C 25
M 77
Y 100
K 16

RGB
168, 81, 37

C 90
M 73
Y 46
K 42

RGB
32, 54, 77

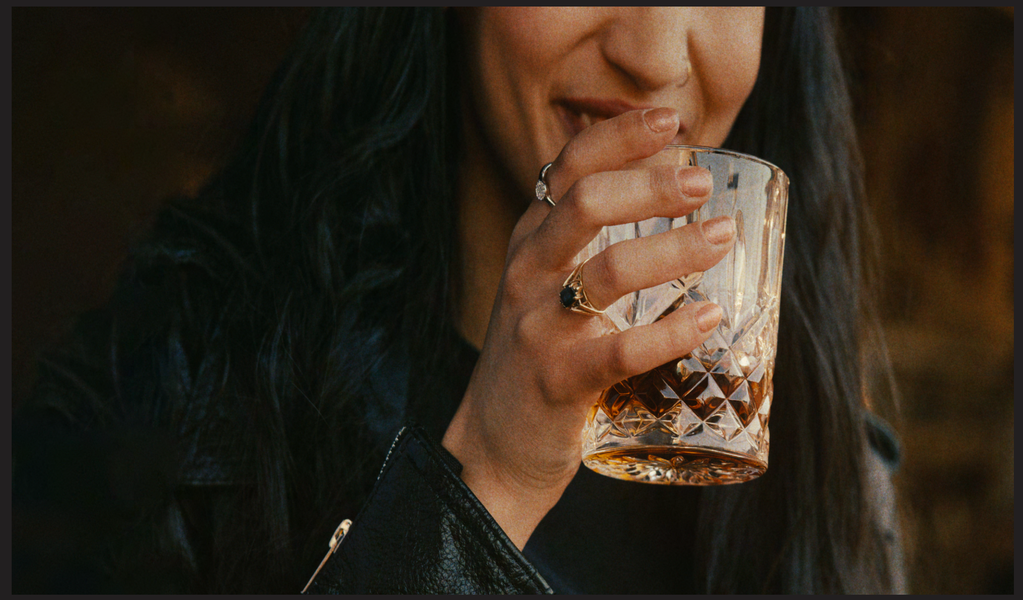
C 16
M 28
Y 58
K 0

RGB
217, 181, 124

C 31
M 13
Y 13
K 0

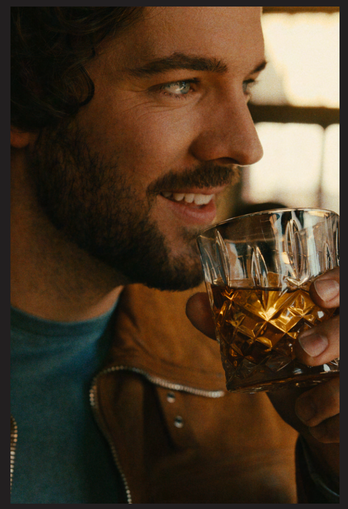
RGB
176, 199, 209

PHOTOGRAPHY













HEADER: BN KRAGEN

If Kragen is not available (e.g.; PowerPoint) Arial Black may be substituted

ABCDEFGHIJK
LMNOPQRSTU
VWXYZ123!#

Body Copy: Trade Gothic (Light)

Trade Gothic Bold Condensed should also be used for subheads.

If Trade Gothic is not available (e.g.; PowerPoint) Arial may be substituted.

ABCDEFGHIJKLMNOP
QRSTUVWXYZ123!#

LOUISVILLE

BOURBON CITY



CAMPAIGN OVERVIEW



BOURBON CITY

Bourbon City is a seemingly simple phrase that some people (like us) might be familiar with already. But to the average audience, it's a contradiction. When they think of where bourbon comes from – and where they'd go to experience it – they think of scenic distilleries, picturesque pastures and barrels aging in the middle of nowhere.

All of that is true. And it's all stuff you should see and do. But you've got to go somewhere to get there. And that somewhere is Louisville. We're the city at the center of all that scenery. We're where bourbon meets the world – with so much more style and sophistication than you ever imagined.

We're Bourbon City. We've said it before. Now let's own it. In a truly meaningful way. Because it's exactly what so many travelers are looking for – and we're the only ones who can give it to them.

LOOK AND FEEL

The vibe of this campaign is sophisticated, yet cool.
The look and feel should have an elevated quality.

A few things to remember:

- Images should be tightly cropped
- Bourbon is always the hero – not the talent
- Bourbon should be framed by the headline
- You can play with where the headline sits to add visual interest

Spacious, bold type

Relaxed close-up with human elements

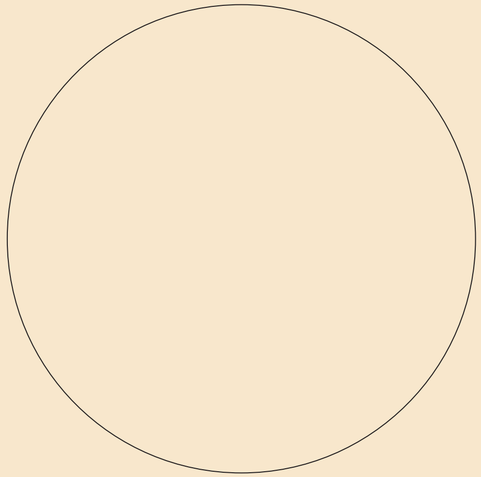




COLOR STANDARDS

COLOR USAGE

Primary Palette

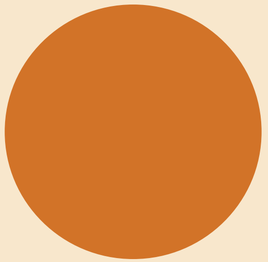


HEX: #f8e7cc
R: 248 G: 231 B: 204
C: 2 M: 8 Y:20 K:0



HEX: #221f20
R: 34 G: 31 B: 32
C: 70 M: 67 Y: 64 K: 74

Secondary Color



HEX: #d37202
R: 210 G: 115 B: 40
C: 14 M: 64 Y: 100 K: 2

Our campaign colors stay true to the Bourbon City vibes. We use muted and warm tones that enhance that classic amber hue.

The creme color is the lightest color we use. Do not use stark white (e.g., #FFFFFF).

The deep black is the darkest color we use. Do not use jet black (e.g., #000000).

The deep orange is our secondary color. It's reserved mostly for digital CTA buttons. Use it sparingly.

VISUALS



PHOTO STANDARDS

Images should feel casual, but elevated

Retouching should use natural, warm colors

The composition should be tightly cropped

Images with faces should be cropped just above the nose

VIDEO STANDARDS

Videos should convey an elevated energy

Footage should feature groups interacting naturally

Interactions should feel lived-in, not directed

Videos should never feel overindulgent or wild

*Please contact Doe-Anderson for any photo and video retouching needs.





COPY STANDARDS



TAGLINE

When “Bourbon City” is used as a tagline, it should always appear in the context of the logo-lockup. It can also be used in headlines and copy as another way of referring to Louisville.

HEADLINES

Keep them short, confident and witty.

URL

For nondigital media, the URL should simply be GoToLouisville.com – no “www.” Always use initial caps for readability.

In digital, use buttons with the CTA “PLAN YOUR SIP”.

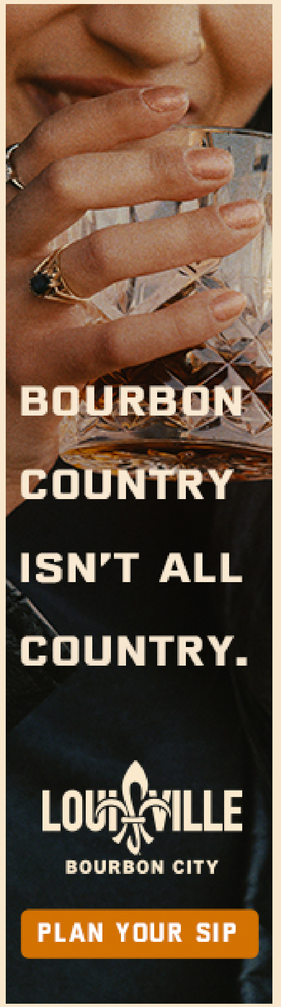
EXAMPLES


BOURBON
COUNTRY
ISN'T ALL
COUNTRY.
PLAN YOUR SIP
LOUISVILLE
BOURBON CITY

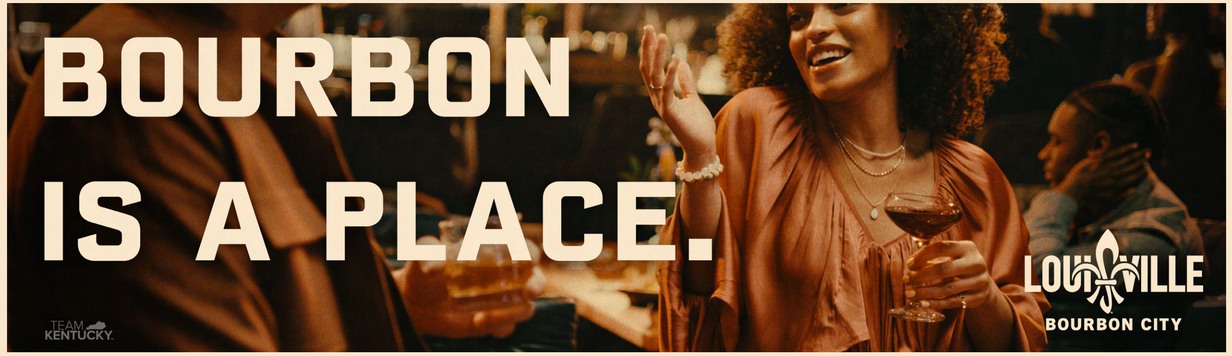

BOURBON COUNTRY
ISN'T ALL COUNTRY.
LOUISVILLE
BOURBON CITY
PLAN YOUR SIP


LOUISVILLE
BOURBON CITY
PLAN YOUR SIP


BOURBON
COUNTRY
ISN'T ALL
COUNTRY.
LOUISVILLE
BOURBON CITY
PLAN YOUR SIP


BOURBON
COUNTRY
ISN'T ALL
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PLAN YOUR SIP


WHERE
LIFE'S
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REWARD
IS A WHOLE
WAY OF LIFE.
LOUISVILLE
BOURBON CITY
GoToLouisville.com
TEAM KENTUCKY.


BOURBON
IS A PLACE.
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BOURBON CITY


BOURBON
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BOURBON CITY
TEAM KENTUCKY.

THANK YOU

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If you have any questions, please contact Michael Fetter at mfetter@gotolouisville.com or Claire Tidmore at ctidmore@doeanderson.com