

# VISIT *Casper*

## VISIT CASPER MEDIA KIT

### VISIT CASPER BRANDING INFORMATION

#### CORRECT USE

##### FULL COLOR

Use this version of the logo wherever possible.

The logo consists of the word "VISIT" in a bold, black, sans-serif font, followed by the word "Casper" in a gold, cursive script font.

##### SINGLE COLOR

Use a single color variations of the logo when the full color version is not an option. In these cases, use primary brand colors only (gold, charcoal, light grey, black or white).

The logo consists of the word "VISIT" in a bold, charcoal, sans-serif font, followed by the word "Casper" in a charcoal, cursive script font.The logo consists of the word "VISIT" in a bold, gold, sans-serif font, followed by the word "Casper" in a gold, cursive script font.The logo consists of the word "VISIT" in a bold, white, sans-serif font, followed by the word "Casper" in a white, cursive script font.The logo consists of the word "VISIT" in a bold, white, sans-serif font, followed by the word "Casper" in a white, cursive script font.

#### INCORRECT USE

Like any other branded element, the logo should never be manipulated. This includes adding a stroke, stretching, skewing adding a drop shadow and all other modifications outside of approved colors and sizes.

The logo consists of the word "VISIT" in a bold, red, sans-serif font with a gold outline, followed by the word "Casper" in a gold, cursive script font.The logo consists of the word "VISIT" in a bold, gold, sans-serif font, followed by the word "Casper" in a gold, cursive script font that has been stretched horizontally.The logo consists of the word "VISIT" in a bold, charcoal, sans-serif font, followed by the word "Casper" in a charcoal, cursive script font with a grey drop shadow.The logo consists of the word "VISIT" in a bold, charcoal, sans-serif font, followed by the word "Casper" in a blue, cursive script font.

Note: When the logo is not used, the name should be written out as two words; Visit Casper.

## 5150' LOCAL BRAND

5150' Local started as an online friend for Casper residents and has grown into a trusted brand that many locals look to for information on what's going on around Casper or recommendations on where to eat or what to do on a Friday night. Under the 5150' Local brand, we put on our restaurant week event every year in January and the 5150' Festival every year in August. These events have helped expand the brand, increase our reach, and build an engaged audience of Casper locals.

Note: Audience consideration. If you're a business that is planning on using your awarded funds to run your campaigns in Casper, the 5150' Local brand will be most impactful for your marketing.

### CORRECT USE

#### VERTICAL & HORIZONTAL

We have primary horizontal & vertical logos for the 5150' Local. Please use the option that works best for your specific ad design.



### INCORRECT USE

Like the brand fonts & Visit Casper logo example, the 5150' Local logo should never be manipulated. This includes adding a stroke, stretching, skewing adding a drop shadow or placing the logos over a solid colored shape.



### COLORS & BACKING

We have full color & single color logos available (including black & white) to accommodate different designs. Please use full color whenever possible. If the transparent backgrounds make the logo indistinguishable in your ad design, please use the provided logos with white backgrounds.



## CREATIVE ELEMENTS

Business must submit creative samples for each marketing tactic they plan on utilizing as part of their campaign. Below you will find specs and sizes for each tactic and examples which outline where the Visit Casper & 5150' Local logos need to be placed.

### PAID SOCIAL AD EXAMPLE

(Provide for both FB & Instagram)



*Ford Wyoming Center Paid Facebook Ad Example*

### DISPLAY ADS SPECS & EXAMPLES

Please note that display ads can be ran in a variety of sizes depending on which platform they are running and the vendor you are working with. If you're planning on running display ads, please submit creative samples in the following sizes.

- 250 X 250px
- 320 X 50px



*Example: 320 X 50px*

When creating, the Visit Casper & 5150' Local logos must be in a corner and large enough to be recognizable.



*Visit Casper Ski Display Ad Example*

### BILLBOARD ADS SPECS & EXAMPLES

Please note that Yesco offers a variety of billboard sizes depending on location and availability. If you are planning on purchasing a billboard through Yesco utilizing grant funds, please submit creative samples in the following size.



### BILLBOARD EXAMPLE SIZE: 9'(H) X 24'(W)

Design to: 288px(h) X 768px(w)



*Visit Casper Billboard Ad Mock-Example*

## VISIT CASPER VISITOR GUIDE AD SPECS & INFORMATION

The Visit Casper Visitors Guide is updated annually and provided to a worldwide audience. We print 50,000 copies every year and have them available in our offices, at businesses around Casper and hotels and travel centers around our region. It's also available to order for free on our website, where we also link to a digital version. Go to <https://www.visitcasper.com/plan-your-trip/vacation-guide/> to see the current version.

Note: If you're planning on using funds to purchase a 1/2 page ad in our 2026 Visitor Guide, you **do not** need to include the Visit Casper or 5150' Local logo.

### 1/2 PAGE SIZING:

Bleed: .25in

Print Area: 6.4861 X 4.867in

Safety: .25in, all copy must be in the safety boundary



### AD EXAMPLE:

*Casper College 2025*

[ NOT TO SCALE ]

## VISIT CASPER DOWNTOWN WALKING MAP AD SPECS & INFORMATION

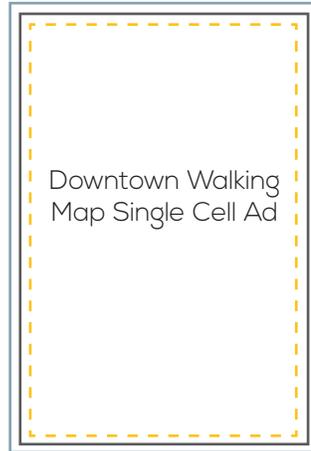
The Visit Casper Downtown Walking Pocket-Sized Map is updated annually and is available in our office downtown, as well as in businesses throughout downtown Casper. We print 5,000+ copies every year and have a digital version available online. If you're planning on using funds to purchase an ad on the back of the map, you do not need to include the Visit Casper logo or 5150' Local logo.

### SINGLE CELL AD SIZE:

Bleed: .125in

Print Area: 1.85in(w) X 2.96in(h)

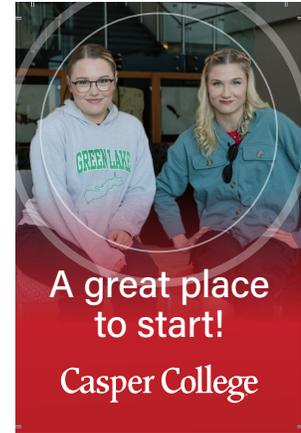
Safety: .125in, all copy must be in the safety boundary



[ NOT TO SCALE ]

### AD EXAMPLE:

*Casper College 2025*



[ NOT TO SCALE ]

### MAP AD SPACE SPREAD INFORMATION:



Space Not Available



Document Trim



Fold Lines

