



# VISIT *Casper*

**BRAND BOOK**

UPDATED FEBRUARY 2019

# VISIT CASPER BRAND STRATEGY

Visit Casper's brand strategy consists of a multi-channel approach utilizing owned, paid and earned channels to communicate Casper's brand promise and to maximize our influence with potential travelers and destination ambassadors. This is done with focused and targeted marketing, sales and public relations efforts.

## BRAND POSITION

Casper is the place where the boundaries between natural and urban landscapes blur, offering unparalleled access to recreational, cultural and commercial opportunities.

## BRAND PROMISE

Nestled in the North Platte River Valley at the base of Casper Mountain, Casper, Wyoming, is home to world class outdoor recreational opportunities, an urban lifestyle and a friendly, welcoming attitude. Established at the confluence of several historical trails, the city remains Wyoming's hub of commerce, culture, creativity and competition that beckons the adventurous to immerse themselves in our brilliant blue skies and wide-open spaces.

## TARGET AUDIENCE

Our brand communications speak to potential visitors and event planners across various segments including leisure travelers, conventioners, event organizers and meeting planners.

In addition to out-of-town travelers, the Visit Casper brands communicate with locals to highlight Casper as a destination for hosting friends and family (VFR travel) and to build brand ambassadors of our residents.

Our target travelers are ages 35-65 and most commonly travel with their spouse and/or children.

Visitors come from the top five feeder markets of Colorado, Wyoming, California, Texas and Minnesota.

To our target market, Casper is a place to take in unique local experiences, outdoor recreation and scenic landscapes as well as events and festivals.

# VISIT CASPER BRAND GUIDELINES

In an effort to protect the integrity of the Visit Casper brand the following pages offer guidelines for any use of the Visit Casper assets by internal or external stakeholders of the organization.

Visit Casper's assets, with permission, may be used by external parties for print or web use as appropriate. When used, it is the partner's responsibility to use them appropriately.

# BRAND COLOR PALETTE



**GOLD**

C0 M25 Y95 K0  
R254 G194 B27  
#FEC21B



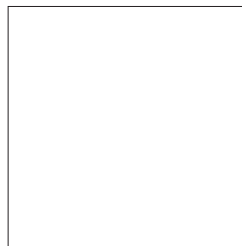
**BLACK**

C0 M0 Y0 K100  
R0 G0 B0  
#000000



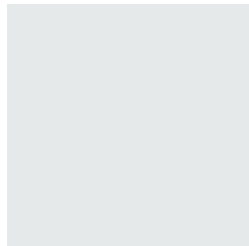
**CHARCOAL**

C64 M56 Y53 K28  
R89 G89 B91  
#59595B



**WHITE**

C0 M0 Y0 K0  
R255 G255 B255  
#FFFFFF



**LIGHT GREY**

C9 M6 Y6 K0  
R230 G231 B231  
#E6E7E7

## SECONDARY BRAND COLORS

(Only used v



**SLATE**

C54 M52 Y58 K23  
R110 G100 B91  
#6E645B



**BROWN**

C55 M69 Y77 K72  
R53 G34 B22  
#352216



**PALE BLUE**

C51 M27 Y26 K0  
R132 G162 B175  
#84A2AF



# BRAND TYPOGRAPHY

## HEADLINE FONT

### NEXA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&\*()

**\*ALWAYS USE ALL CAPS**

## Subhead and Short Description Text

### Nexa Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890 !@#\$%^&\*()

**\* ALWAYS USE ALL CAPS**

## Body Copy

### Garamond Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

## EXAMPLE OF CORRECT TYPOGRAPHY USE:

### THIS IS A HEADLINE

#### THIS IS A SUBHEAD

This is body copy. Use Garamond Regular for all copy that is longer than a couple of sentences or is smaller than 14 point type.

## “CASPER” HAND LETTERING

“Casper” in the Visit Casper logo is a custom hand lettered piece of art and should not be manipulated in any way. Use of “Casper” as a stand alone element is prohibited by external partners. Never use another script style font alongside the approved brand fonts.

## INCORRECT USAGE

These brand fonts should never be manipulated or altered. This includes adding a stroke, stretching, skewing adding a drop shadow and all other modifications outside of color and size.

## CORRECT LOGO USAGE

### FULL COLOR

Use this version of the logo wherever possible.



### 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).

### CHARCOAL



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

### INCORRECT USE

Like the brand fonts, 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 size.



# VISIT CASPER BRAND COMMUNICATION

## BRAND VOICE

Visit Casper's brand voice is a reflection of the destination itself. To connect with consumers, avoid bureaucratic language and consider these brand attributes:

- Friendly
- Welcoming
- Approachable
- Lighthearted
- Trustworthy



# QUICK STYLE GUIDE

Visit Casper uses AP Style as a general rule for consistent external communication.

A few key styles to note:

In general, spell out the numbers one through nine. Use figures for numbers 10 and above. Exceptions include numbered lists, headlines, infographics and when referring to distances (e.g. 3 miles).

Don't excessively use exclamation points. Only use when the sentiment of the statement cannot be expressed without using them. Never use more than one exclamation point per sentence.

For headlines and headers — print or digital — always use title case. (e.g. 5 Reasons to Visit Casper This Summer)

Oxford commas are a stylistic choice. For official communications from Visit Casper, only use Oxford Commas when the statement needs it for clarification

Note: Visit Casper is also known as and referred to as the Casper Area Convention and Visitors Bureau (CACVB) and may be referenced as such when appropriate. However, for all consumer facing communication from any department (marketing, leisure, media, sales, etc.) the organization should be referred to as Visit Casper.

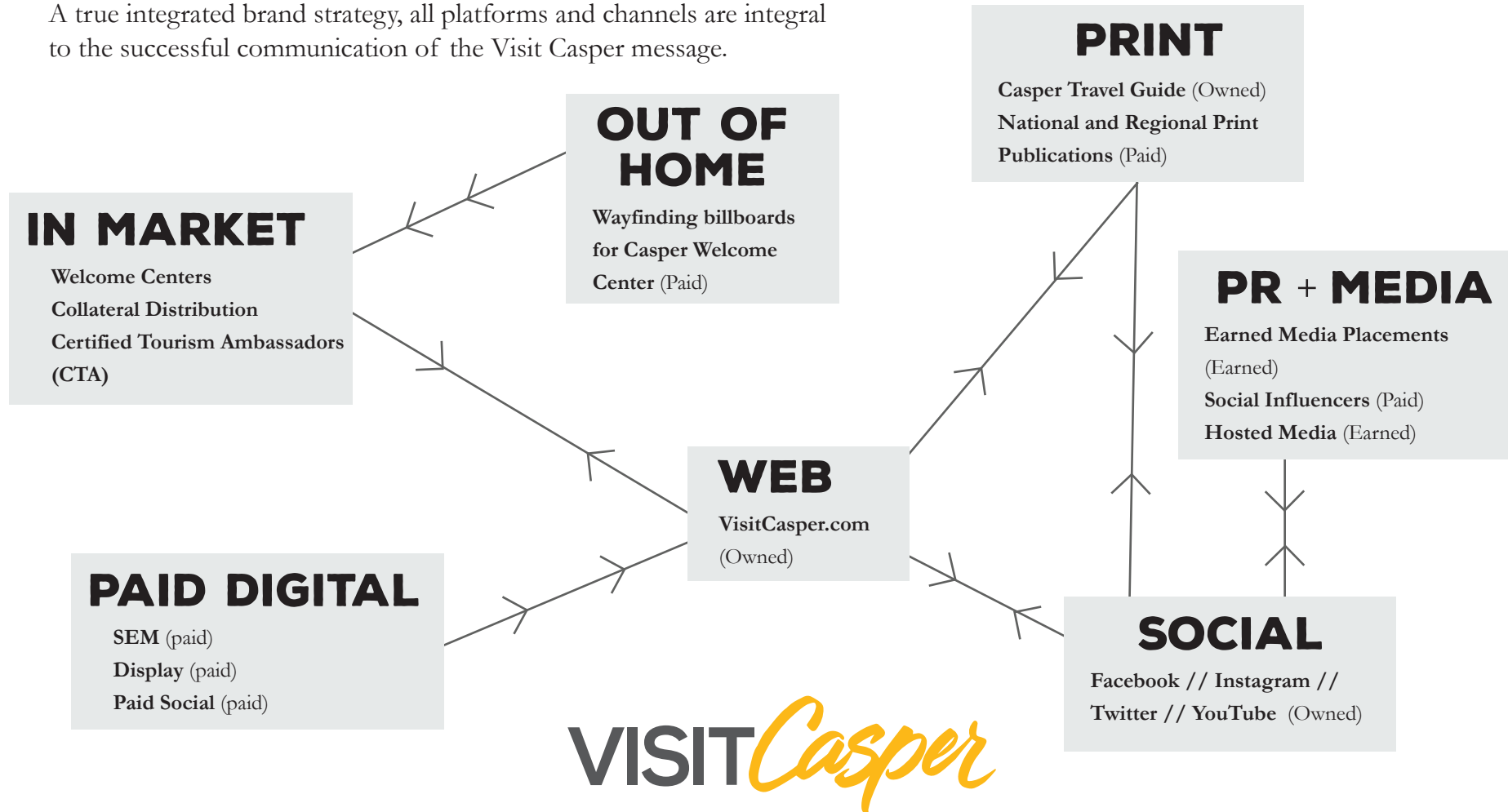
# VISIT CASPER BRAND ECOSYSTEM



**BRAND ECOSYSTEM**

# VISIT CASPER BRAND ECOSYSTEM

A true integrated brand strategy, all platforms and channels are integral to the successful communication of the Visit Casper message.



Lorem ipsum

*Note: Visit Casper is currently working with the City of Casper and their attorneys to trademark the custom, hand lettered piece of art used in the word Casper. It is anticipated the trademark will be approved July 2019.*

## BRAND ECOSYSTEM