



VISIT CORPUS CHRISTI

BRAND

STANDARDS



CAMPAIGN OVERVIEW



IN CORPUS CHRISTI.

We go bigger and bolder than anyone else, and we do things our own way. We set our sights on becoming the Gulf Coast Capital because we want to go beyond our borders and let as many people as possible join in on the fun. To get there, we have to show what life is like in Corpus Christi and demonstrate how we coast.

OUR OWN WAY.

The background is a photograph of people at a conference, overlaid with a semi-transparent blue filter. On the left, a man in a blue polo shirt is seen in profile, holding a white folder. In the center, a man in a blue polo shirt and a white baseball cap with a logo is smiling and gesturing with his hands. To his right, another person wearing a white hard hat is partially visible. The scene is decorated with stylized green leaf-like shapes on the left and right sides, and a cyan dotted pattern in the top-left and bottom-right corners.

VOICE

THERE ARE TWO TYPES OF PEOPLE IN THIS WORLD:

Texans... and everyone else. From the city to the beach, the coast is more than our part of the state. Coasting is our state of mind. We take our time and we take what's ours. We know who we are and what we stand for. We do things differently and celebrate what makes us the same. This way of life is bigger than our beaches. We are the Gulf Coast Capital. For lifelong Texans and Texans at heart. Or anyone who would rather spend their time

COASTING THEIR OWN WAY.

OUR BRAND ANTHEM





BOLD

TEXAS IS MANY THINGS.
ONE THING WE ARE NOT IS SUBTLE.

APPROACHABLE

WELCOME, WELCOME. EVERYONE'S INVITED
TO COAST LIKE WE DO.

COLORFUL

WE'RE MADE UP OF MANY PEOPLE & CULTURES.
LET ALL THE COLORS OF CORPUS CHRISTI SHINE.

PRIDEFUL

WE KNOW WE HAVE A GOOD THING GOING ON
HERE. DON'T BE AFRAID TO ACT LIKE IT.

RELAXED

IT'S HARD TO GET ALL WORKED UP WITH THE
OCEAN IN VIEW

LIVE A COLORFUL LIFE.

HEADLINE STYLE

Our headlines are an invitation for anyone and everyone to caist with us. When writing, treat headlines almost like tips or rules on how to coast your own way. They don't always have to speak directly to the image, but they should give the audience an idea of how we do things in Corpus Christi.



CORPUS CHRISTI

THE GULF COAST CAPITAL



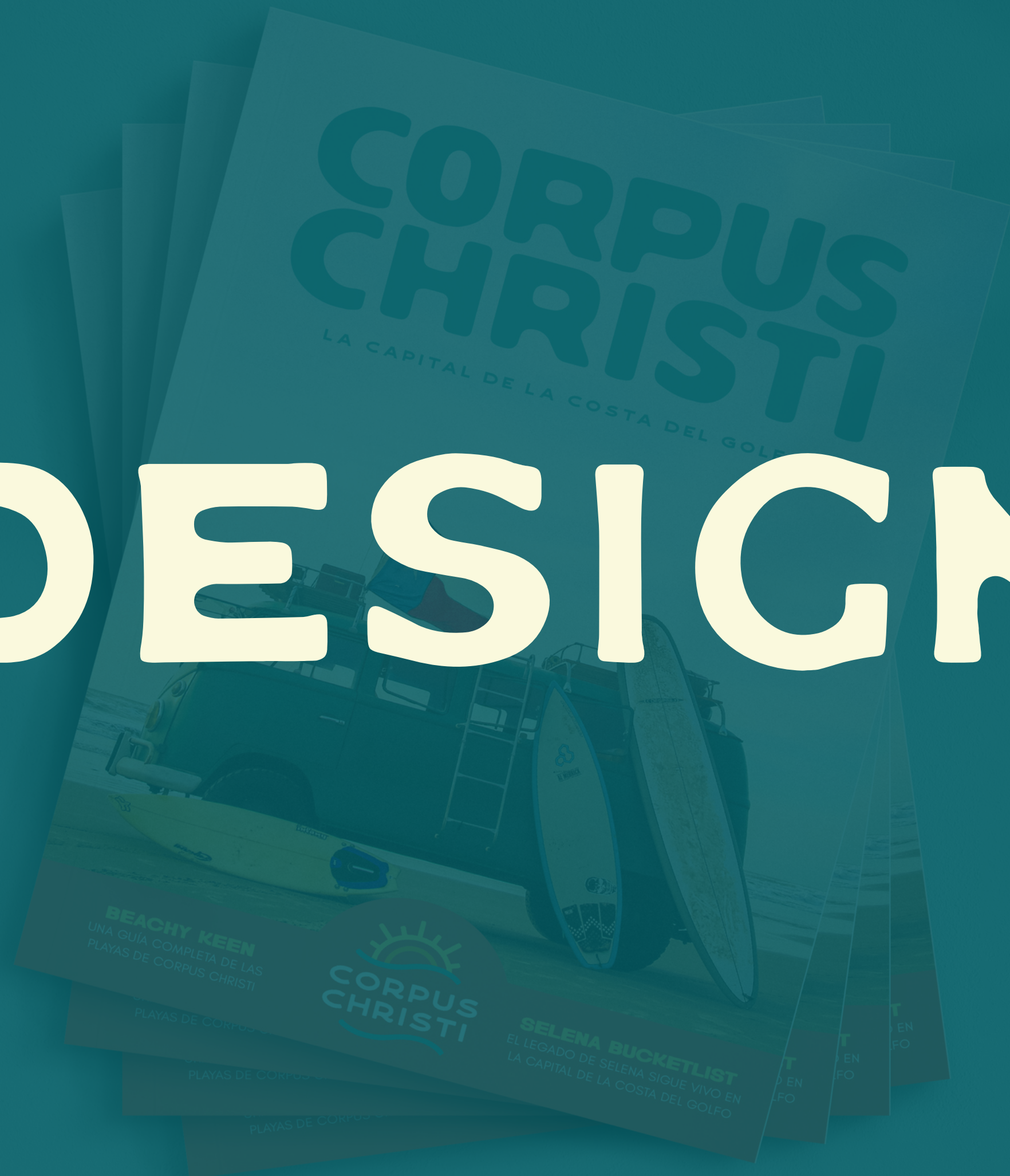
BEACHY KEEN
A COMPREHENSIVE GUIDE TO
CORPUS CHRISTI BEACHES



TASTE THE BEND
DINING DESTINATIONS,
COCKTAILS & THE BEER TRAIL

VISITOR GUIDE

DESIGN



MOODBOARD



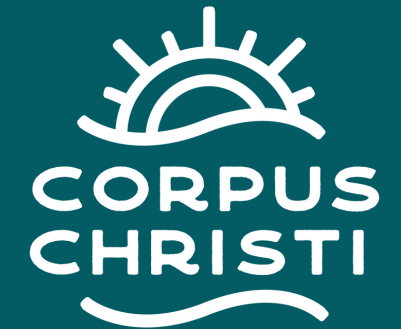
LOGO

CORPUS CHRISTI MARK

This is the primary logo for showcasing the City of Corpus Christi. We use this mark for campaign specific material. We have a variety of lockups and color stories to choose from.



Full - Color Badge



Alternate Badges



Full - Color Horizontal



Alternate Horizontals

LOGO

CCTX BADGE

This is the secondary logo for showcasing the City of Corpus Christi. We use this mark for campaign specific material. We have a variety of lockups and color stories to choose from.



Full - Color Stacked Badge



Alternate Stacked Badges



Full - Color Horizontal Badge



Alternate Horizontal Badges

COLOR PALETTE



Teal
CMYK 78% 9% 37% 0%
RGB 0 / 170 / 171
HEX #00AAAB
PMS 326C



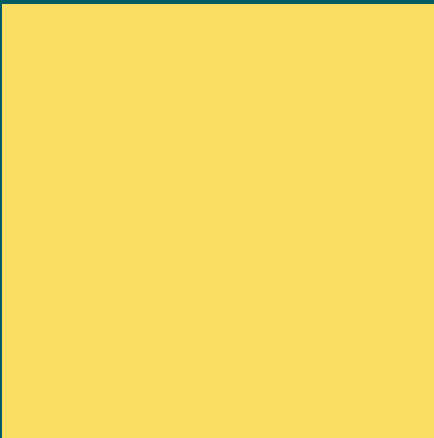
Orange
CMYK 9% 39% 100% 0%
RGB 231 / 163 / 35
HEX #E7A323
PMS 7409C



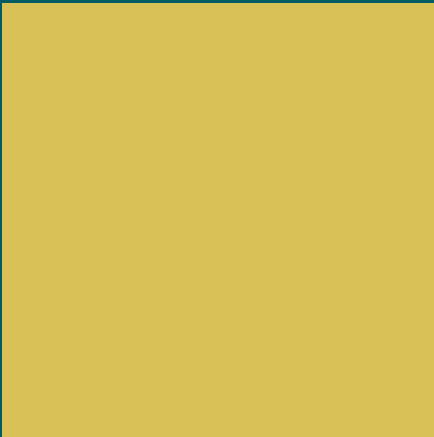
Red
CMYK 10% 79% 82% 1%
RGB 217 / 90 / 62
HEX #D95A3E
PMS 7619C



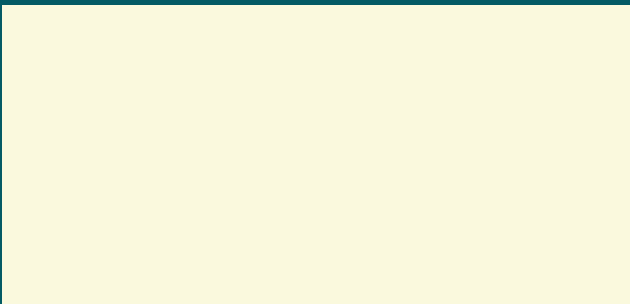
Green
CMYK 61% 29% 88% 11%
RGB 107 / 136 / 72
HEX #6B8848
PMS 7496C



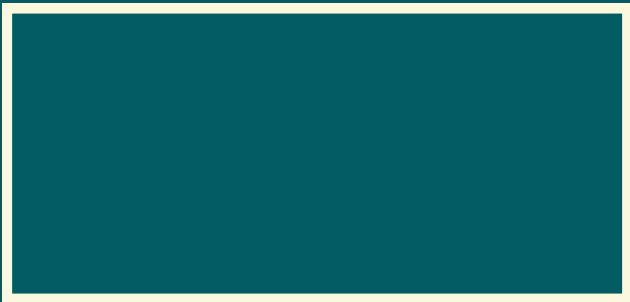
Yellow
CMYK 3% 9% 74% 0%
RGB 250 / 222 / 97
HEX #FADE61
PMS 127C



Off-Yellow
CMYK 17% 19% 79% 0%
RGB 217 / 193 / 87
HEX #D9C157



Sand
CMYK 2% 0% 16% 0%
RGB 251 / 250 / 220
HEX #FBFADC



Navy
CMYK 91% 48% 51% 25%
RGB 8 / 93 / 100
HEX #085D64
PMS 323C

COLOR COMBINATIONS



INCORRECT



TYPOGRAPHY

CRAFTER ROUGH

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

COSTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

OAXACA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

TEXICALI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

The above fonts are combined to create headlines.
Each line should be equal height and width. Body
copy is strictly **Glacial Indifference**.

WEB-SAFE

ROWDIES (Use for numbers)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

Krona One

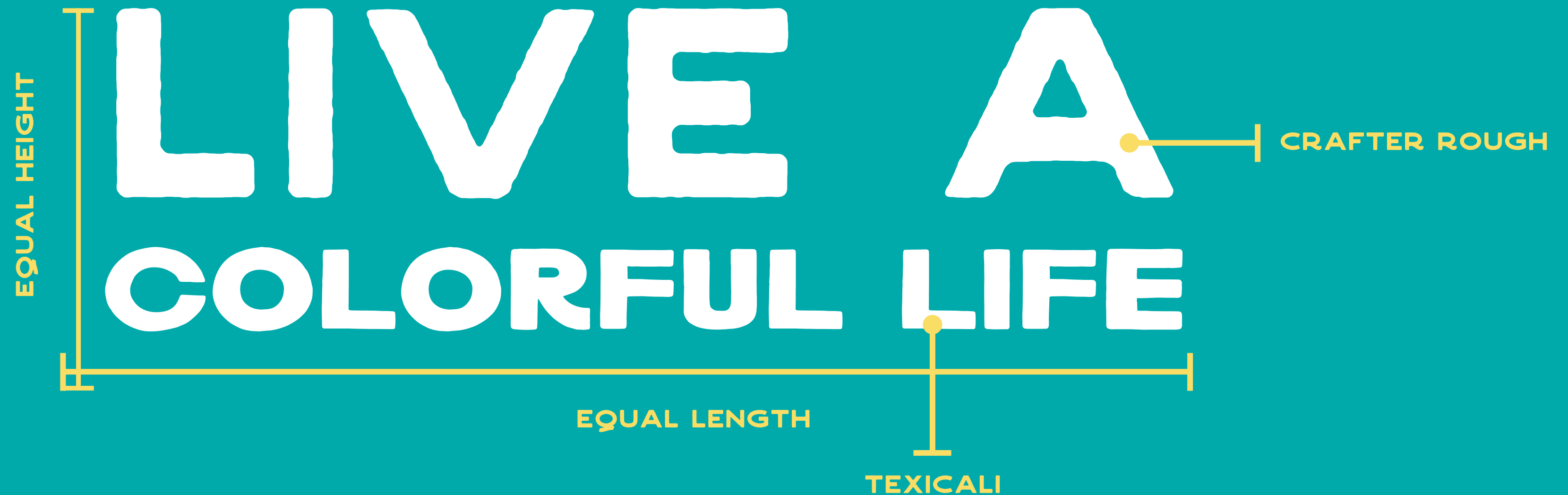
ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZ

HEADLINE ——— ROWDIES

Lorem ipsum dolor
sit amet, consectetur
adipiscing elit, sed
do eiusmod tempor
incididunt ut labore
et dolore magna
aliqua. Ut enim ad
minim veniam.

————— KRONA ONE

HEADLINE STYLES



The above fonts are combined to create headlines.
Each line should be equal height and width.

A woman wearing a lei made of purple and pink flowers and a straw hat with a black band. She is wearing sunglasses and has her hand near her face. The background is a blurred outdoor scene with greenery. The image is overlaid with a dark teal color and stylized green leaf graphics on the left and right sides.

PHOTOGRAPHY

It's important that we show all the ways to coast your own way in our photography. That means photos that reflect all the people of Corpus Christi and show all the ways to spend your time here. We're always authentic and never staged, so our photos should look like we've captured the real moment.



PHOTO PRESETS

We've created a few presets so we always have a touch of warmth and grit when we edit. The presets should be applied on all channels (print, display, social, and email). Add these Lightroom presets and bring the Gulf Coast Vibe to any photo.

UNEDITED



EDITED

