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## WHAT IS A BRAND?

A brand is how an organization expresses itself to the outside world. It's far more than a logo. It's the combination of all communications — visual, written and spoken.

If you were to describe a person to someone, you most likely would talk about their physical features or appearance. And then you would describe their personality, or what makes them unique.

That same relationship of tangible visuals and emotional connections is what makes a brand. Brands are perceptions. Good brands are those that connect those perceptions to reality.

For the Visit Lake Charles brand, that reality is our visitor experience — before, during and after their visit. Presenting our brand consistently in every way we connect to visitors is the assurance that visitors not only remember us, but that they know us.



## USING BRAND GUIDELINES

The Visit Lake Charles brand is the cornerstone for consistent communication in representing our destination to all our audiences.

Using these guidelines will ensure the consistency that builds a long-lasting and memorable brand. It is vital that these guidelines be followed and upheld across all communications and marketing produced by, or representative of, Lake Charles.

If you have any questions regarding the use of the brand or brand guidelines, please contact Visit Lake Charles.

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Phone: 337.436.9588



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# THE VISIT LAKE CHARLES BRAND

- 1.1 Brand Platform
- 1.2 Brand Description
- 1.3 Brand Position
- 1.4 Brand Voice



### 1.1 BRAND PLATFORM

The Brand Platform is the establishing foundation for the Visit Lake Charles brand. It serves as the "go-to" reference for what the brand stands for, how it should be communicated and how it should live in the minds of our visitors.

The Brand Description, Brand Position and Brand Voice are the three key components that make up our Brand Platform.

Consistently presenting the style, tone and emotions guided by these three components will help ensure visitors have a clear perception and expectation of Lake Charles' unique personality.



### 1.2 BRAND DESCRIPTION

"A Little Bit Country. A Little Bit Rock 'n' Roll." While certainly not in the genre of Zydeco, this well-known song title just may be the definitive summary of Lake Charles. A blend of contrasts that magically works together in total harmony. A Cajun personality with a Texas flair. A love for big-city entertainment and a relished joy of nature. Bold and outspoken, yet equally laid-back and homey. Stylish and carefree — a little black dress paired with flip-flops.

That odd, enchanting mix of style and settings is experienced throughout Lake Charles. World-class resorts equally allure adults for the thrill of casino gaming as they do families seeking a weekend getaway of luxurious pools and winding lazy rivers. Majestic live oaks adorned in Spanish moss frame elegant homes along the shoreline of Lake Charles, starkly contrasting the mysterious bayous of Louisiana's Outback and wide-open beaches along the Gulf of Mexico. Po Boys on paper plates — as mouth-watering Cajun as the culinary art prepared by local chefs. Both incredibly delicious. Both equally Lake Charles. It's where even an afternoon drive can take an unexpected twist — stunning scenery along the Creole Nature Trail becomes a tasting tour of every local's favorite snack — Boudin. Here, over 75 festivals year-round celebrate all things Louisiana. Even Mardi Gras in Lake Charles brings its own unique contrast as more a family event, celebrating history and meaning.

To visit Lake Charles is to know Louisiana in all its variety. Lake Charles isn't one flavor — one look. It's a mixture of cultures and pursuits. Its people, artistically expressive, compassionate about nature, and united in their enthusiasm and eagerness to share. Lake Charles is the best of Louisiana infused into something irresistible. Fresh. A little spicy. And oh, so satisfying.



### 1.3 BRAND POSITION

For those who relish in both "turning it up" and "tuning out," Lake Charles is Louisiana's premier resort destination, masterfully blending excitement and world-class luxury with relaxation and unspoiled natural beauty.



### 1.4 BRAND VOICE

### **SPONTANEOUS**

Unplanned and unscripted. Live in the moment.

### CASUAL

Carefree and loose.

### FLAVORFUL

Full of local dialect and personality.

### JOYOUS

Passionate. Savoring each and every detail.

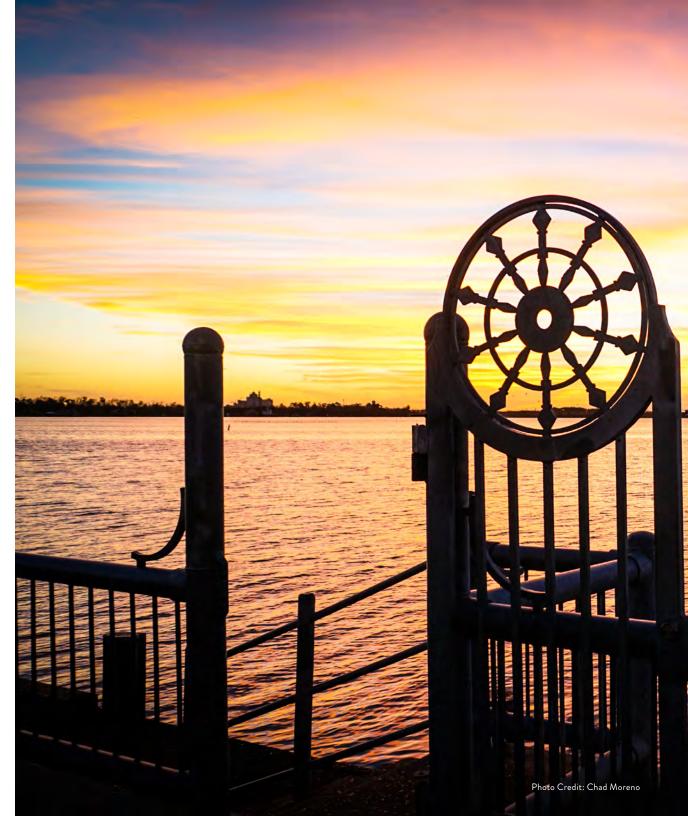
#### FRIENDLY

Eager to share with open arms.



# THE VISIT LAKE CHARLES LOGO

- 2.1 Primary Logo With Tagline
- 2.2 Alternate Logo With Tagline
- 2.3 Primary Logo Without Tagline
- 2.4 Alternate Logo Without Tagline
- 2.5 Minimum Size and Clearspace
- 2.6 Minimum Size and Clearspace Without Tagline
- 2.7 Logo on Backgrounds
- 2.8 Improper Use
- 2.9 Social Media Icons



### 2.1 PRIMARY LOGO WITH TAGLINE

The logo for Visit Lake Charles incorporates custom swash strokes emphasizing our close relationship with the waters of Lake Charles, the surrounding bayous and the Gulf of Mexico. The playful nature of the vertical "VISIT," smaller "E" and swash strokes reflects Lake Charles' spontaneous and casual personality.

The "Louisiana's Playground" tagline communicates Lake Charles as THE place where visitors can relax, take time from the everyday, and pursue joy and pleasure. From the thrill of casino gaming to peaceful, serene natural settings, Lake Charles is a wide open field of experiences.

The logo uses customized letterforms and shapes that cannot be reproduced with keystrokes. When using the Lake Charles logo, always use a placed graphic.

This version is the preferred logo structure when representing Visit Lake Charles.



2 Color

Lake Blue | Crawfish







1 Color 1 Color

Lake Blue Black

Reverse

White

1

### 2.2 ALTERNATE LOGO WITH TAGLINE

Use this logo when design space does not allow use of the primary logo with tagline.



2 Color

Lake Blue | Crawfish







1 Color 1 Color Reverse

Lake Blue Black White

### 2.3 PRIMARY LOGO WITHOUT TAGLINE

In circumstances where the logo use is too small to ensure legibility of the tagline, use of the logo without the tagline is permitted.

Always attempt to use the logo with the tagline as the first and best option.



2 Color

Lake Blue | Crawfish







1 Color 1 Color Reverse

Lake Blue Black White

### 2.4 ALTERNATE LOGO WITHOUT TAGLINE

In circumstances where the logo use is too small to ensure legibility of the tagline, use of the logo without the tagline is permitted.

Always attempt to use the logo with the tagline as the first and best option.



2 Color

Lake Blue | Crawfish







1 Color 1 Color Reverse

Lake Blue Black White

### 2.5 MINIMUM SIZE AND CLEARSPACE

Minimum Print = 0.875 inch width @ 300 dpi

Minimum Print = 1.5 inch width @ 300 dpi

Minimum Digital = 120 pixels width

Minimum Digital = 140 pixels width





No other elements should be placed within this surrounding clear space.  $% \begin{center} \begi$ 

graphics or text.

To ensure legibility, the logo must not become too small to read, or encroached upon by surrounding

The logo's clearspace is defined as the height of the letter "E" in the word "Charles."









## 2.6 MINIMUM SIZE AND CLEARSPACE WITHOUT TAGLINE

Minimum Print = 0.875 inch width @ 300 dpi

Minimum Digital = 120 pixels width

Minimum D

Minimum Digital = 140 pixels width

Minimum Print = 1.5 inch width @ 300 dpi

The minimum size for print and digital use the same minimum sizes as the logo with the tagline.

No other elements should be placed within this surrounding clearspace.



LAKE (HARLES

The logo's clearspace is defined as the height of the letter "E" in the word "Charles."









### 2.7 LOGO ON BACKGROUNDS

Always ensure there is sufficient contrast between the logo and background colors or images.

When in doubt, use the "reverse" logo against dark backgrounds.





Use sufficient contrast between the logo and backgrounds.





Use the "reverse" logo against darker backgrounds.



Avoid poor contrast.



Avoid busy backgrounds.

### 2.8 IMPROPER USE

Maintaining the integrity of our logo is vital to keeping our brand consistent.

The logo must always be used in the formats and proportions provided.



#### LOUISIANA'S PLAYGROUND

Do not distort the logo by altering its proportions.



#### LOUISIANA'S PLAYGROUND

Do not change the size relationships of the logo components.



Do not rotate the logo.



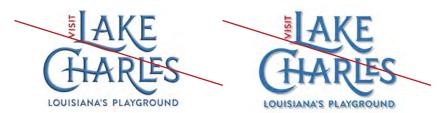
Do not change the logo colors.



Do not change the logo font.



Do not change the logo opacity.



Do not add effects to the logo.

Do not add drop shadows to the logo.

### 2.9 SOCIAL MEDIA ICONS

The social media icon for Visit Lake Charles incorporates the primary logo without the tagline against a circle using the color Lake Blue.

An alternate social media icon is provided with the name Visit Lake Charles in the Lake Blue color against a white background.

Either version is acceptable and choice of use can be determined by whichever best complements the design of the social media platform.











Sample: Facebook Sample: Twitter Sample: Instagram

# BRAND COLORS

- 3.1 Brand Color Inspiration
- 3.2 Brand Colors



### 3.1 BRAND COLOR INSPIRATION

The Brand Description sets the stage for inspiration through references of Lake Charles' scenic beauty.

Extending Lake Charles beyond the city itself, the color palette utilizes hues and tones that connect the surrounding area, providing balance and harmony.











### 3.2 BRAND COLORS

The use of vibrant colors paired with soft neutrals reflects Lake Charles' rare balance of luxury and nature, while the diversity of color communicates the spontaneous and casual style of Visit Lake Charles.



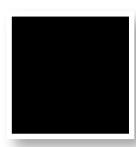
Lake Blue PMS 111-6 C RGB 41-115-157 CMYK 75-39-0-19 HEX #376E97 Madeira 1133



Golden Sun PMS 17-8 C RGB 249-160-27 CMYK 0-43-100-0 HEX #E89925



Grey PMS 179-14 C RGB 71-70-71 CMYK 0-0-0-89 HEX #474647



Black PMS 179-16 C RGB 45-42-41 CMYK 0-0-0-100 HEX #2D2A29



Marsh
PMS 156-15 C
RGB 63-111-45
CMYK 55-0-88-53
HEX #52763C



Sand PMS 13-7 C RGB 170-150-120 CMYK 37-39-58-0 HEX #AB9470



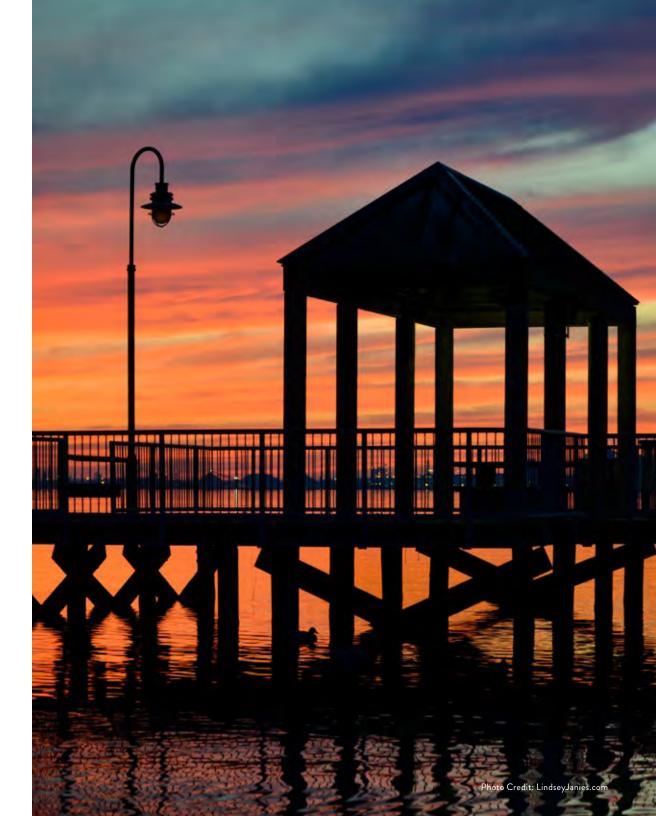
Marine PMS 108-14 C RGB 50-94-137 CMYK 69-36-0-41 HEX #496488



Crawfish
PMS 53-8 C
RGB 197-31-48
CMYK 0-97-80-20
HEX #B12237
Madeira 1147

# 4 BRAND TYPOGRAPHY

- 4.1 Brand Fonts
- 4.2 Sample



### 4.1 **BRAND FONTS**

Consistent use of typography plays a key role in establishing the Visit Lake Charles brand.

The Brandon Grotesque and Tisa Pro font families are the official brand fonts for Visit Lake Charles.

Shown are the preferred weights for each of these fonts in relationship to their hierarchy of use. Since the weight of a font can often affect design and legibility, substitutions of weight can be used, but the preferred weights should always be given first consideration.

HEADLINES: Brandon Grotesque Black License available at adobe.com

### **ABCDEFGHIJKLMNOPQRSTUVWXYZ** abcdefghijklmnopqrstuvwxyz 123456789

SUBHEADS AND OPTIONAL USE FOR HEADLINES: Brandon Grotesque Medium License available at adobe.com

### **ABCDEFGHIJKLMNOPQRSTUVWXYZ** abcdefghijklmnopqrstuvwxyz 123456789

BODY: Tisa Pro Light License available at adobe.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

ACCENT: Tisa Pro Regular License available at adobe.com

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456789

Brandon Grotesque

# **LAKE CHARLES**Oh so, satisfying!

Tisa Pro Regular

Brandon Grotesque Medium

Tisa Pro Light

A Cajun personality with a Texas flair.

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Officae volum aute culluptae venimus parcias et pliquat ibusdande vendel iusdae eligenda volor sinullam am, volupta tectatiatia dolesciis.

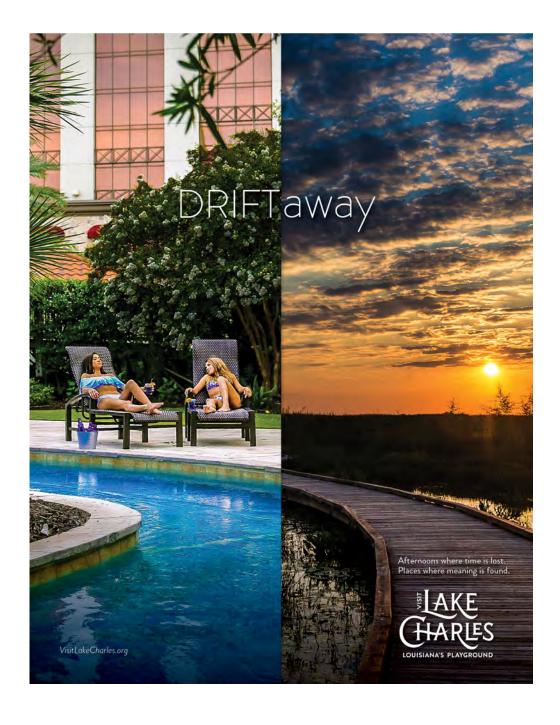
# 5 BRAND IN ACTION

5.1 Print Samples





### **PRINT SAMPLES**



### **PRINT SAMPLES**



### **PRINT SAMPLES**



