# Brand & Identity Guidelines

# CONTENTS

## 01 | Understand the Brand

Brand Positioning

Pillars

Characteristics

Voice

## 02 | Elements of the Brand

Logos and Trademarks

Typography

Color

Verbal Elements

Photography Filter

# BRAND STORY

Lexington, Kentucky. Horses and bourbon. Fence-lined pastures and rolling hills of bluegrass surrounding a historic and vibrant university city.

When other cities grew in concrete and steel, Lexington grew with the land—on horse farms and in charred oak barrels, rickhouses tucked away on the banks of the Elkhorn. There's a rare balance here between town and country, art and industry, tradition and progress.

What began as a settlement during the Revolutionary War, Lexington became known for a time as the Athens of the West. Home to two universities, Lexington remains a place full of ideas and curiosity, of youthful energy grounded by an unmistakable sense of heritage.

Our culture is shaped by makers and craftsmen, artists and innovators. We believe great things take time. We value the patience it takes to turn corn into bourbon, the care it takes to turn a foal into a champion and the vision it takes to build a successful business.

We are proud, but not boastful. We are southern with midwestern sensibilities. We are a big city with small-town charm. We respect our past, but we know the best is yet to come. We are Lexington, Kentucky... the one and only.

# POSITIONING STATEMENT

## To sum it up:

For travelers (not tourists), Lexington is an authentic, innovative and vibrant boutique destination unlike anywhere in the world. Lexington is many things to many people, because of an unexpected mix of old and new—where horses, history and bourbon are punctuated by academics, art, music, food, scenic beauty and so much more.

### SPECIFICALLY, LEXINGTON:

- Provides a refreshing change of pace from the big city.

- Ignites curiosity and inspires visitors to learn about something new.

- Surprises and delights visitors with unexpected adventures.

- Connects visitors to their hobbies.

### LEXINGTON CAN BE FURTHER DEFINED AS THE UNIQUE RESULT OF A PUSH AND PULL BETWEEN OPPOSING FORCES:

- Old + New

- Town + Country

- Tradition + Progress

- Art + Industry

# BRAND PILLARS

## Known Icons

When people think of Lexington, they think of...


**HORSES**


**BOURBON**


**LANDSCAPE**

## Drivers

This is where we can not only meet the fundamental needs of travelers, but surprise and delight them along the way...


**CREATIVE CULTURE**


**FOOD & DRINK**


**HISTORY**


**SHOPPING**

# CHARACTERISTICS

## What are we?

| | |
|---|---|
| GENUINE | ✔ |
| CHARMING | ✔ |
| COLORFUL | ✔ |
| QUIRKY | ✔ |
| BOLD | ✔ |
| UNEXPECTED | ✔ |

## What are we not?

| | |
|---|---|
| BIG CITY | ✖ |
| BACKWOODS | ✖ |
| EXCLUSIVE | ✖ |
| BLAND | ✖ |
| TOURISTY | ✖ |
| DISTASTEFUL | ✖ |

# VOICE

## What we are?

**PLAYFUL:** We don't take ourselves too seriously. Why not have a little fun when promoting Lexington?

**WELCOMING:** We're open, warm and inviting. We take southern hospitality to the next level by making everyone we meet feel like they belong.

**PROUD:** Locals love this city. We're proud of who we are and that pride shapes our personality. We think Lexington has something truly special and we want to share that.

**CONFIDENT:** We know you'll love it here and we're willing to bet on it. Our confidence shines through in our knowledge, sophistication and expertise of the things we know best.

## What are we not?

**CRASS:** Even though we like to push the limits, we make sure to mind our manners. We're never too loud, rude or arrogant, and our language is always grounded in respect for the brand (and the city of Lexington).

**TOO SOUTHERN:** We're not deep south, or antebellum. We don't talk with a twang or a drawl. It's a fine line but when it's wrong, we'll know it.

**BORING:** We like to keep things interesting. Every headline, every sentence of body copy, every piece of microcopy must show our personality, passion and playfulness.

# ELEMENTS OF THE BRAND

## LOGO USAGE

Do not break apart, edit or alter the structure of the logo in any way.

Maintain a safe area—one-half the width of the logo on all sides—around the logo. Do not allow elements such as typography, other logos, graphics or photos to intrude upon this safe area.

Do not place the logo too close to a cut or folded edge.

Do not use the logo smaller than ¾" (print) or 60 pixels (screen) in width.

Place the logo on a white background whenever possible.

Place the logo in a white square when placing it over photos or patterns.
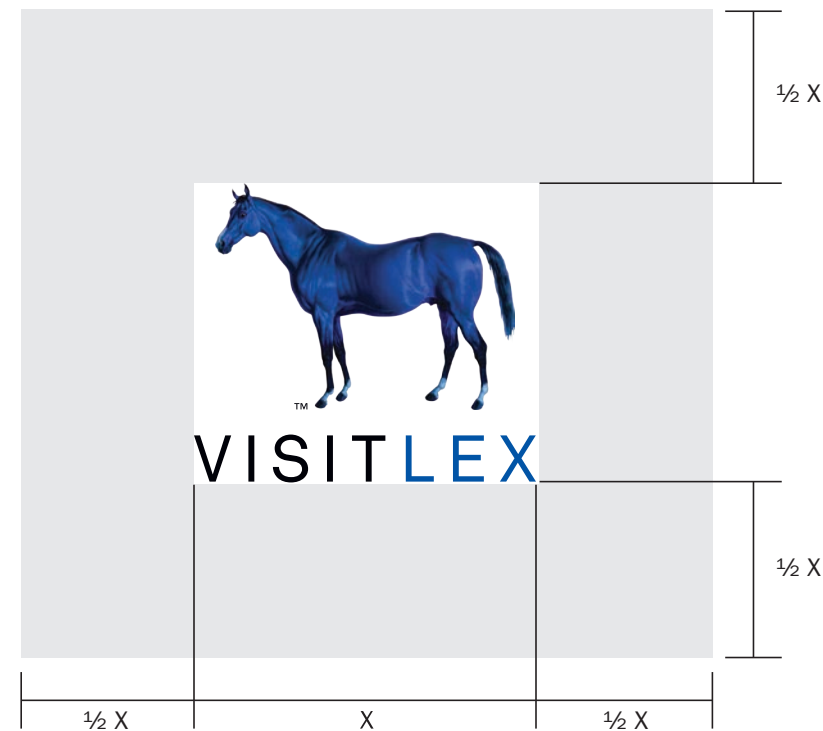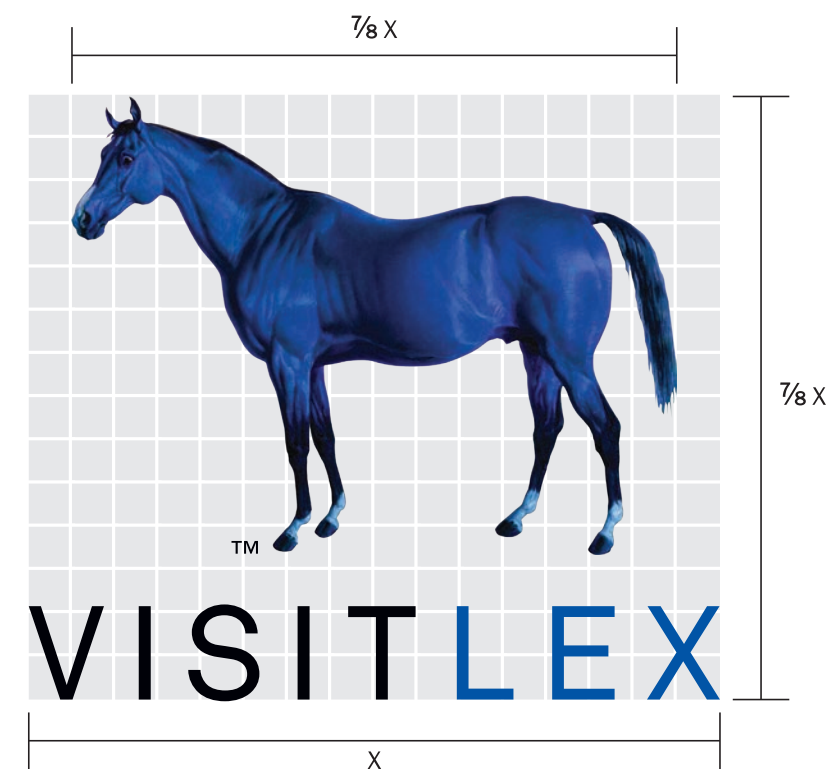
Do not place the logo over busy patterns or colors.

VISIT LEX ™

# LOGOS & TRADEMARKS

**Primary Logo Minimum Size**



¾" or
60 pixels

**Primary Logo Safe Area**



½ X

½ X

½ X

X

½ X

**Primary Logo Structure**



⅞ X

⅞ X

X

# LOGOS & TRADEMARKS

**Usage Over Photographs/Patterns: Preferred**

Logo inside white square over pattern and photography

**Usage Over Photographs/Patterns: Non-Preferred, but Acceptable Usage**

Although these techniques may be necessary in some situations, the integrity of BigLEX is greatly compromised.

# LOGOS & TRADEMARKS

## ALTERNATE LOGO USAGE

Always include "Lexington, Kentucky" in every communication, whether overtly stated in the headline, subhead, body copy, video supers, voiceover, or the full VisitLEX logo (right).



VISITLEX
LEXINGTON, KY

# LOGOS & TRADEMARKS

### Alternate Logo Minimum Size



¾" or
60 pixels

### Alternate Logo Safe Area



½ X

½ X

½ X    X    ½ X

### Alternate Logo Structure



⅞ X

1¹/₁₆ X

X

# LOGOS & TRADEMARKS

## OUR NAME

Do not use the logo type "VISITLEX" except when attached to the logo.

Use the type "VisitLEX" when using the name separate from the logo.

Use "VisitLEX.com" when using the URL in text and on branded materials.

# VisitLEX

# LOGOS & TRADEMARKS

## UNBRIDLED SPIRIT LOGO SCALE

The size of the Undbridled Spirit logo should scale with the VisitLEX logo depending on the placement. The x-height of "Kentucky" should match the x-height of "VISITLEX".
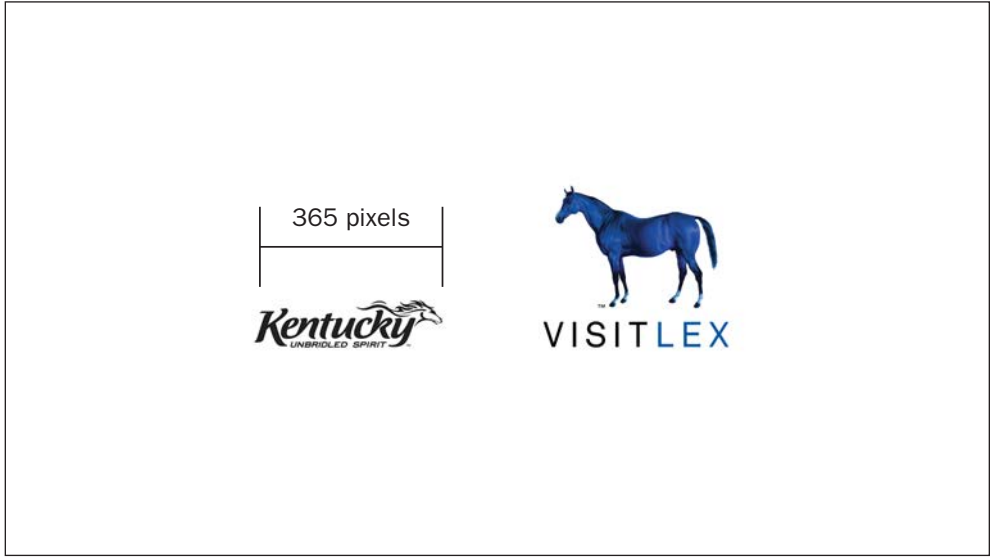
## USAGE

Must be included on the following when size permits:

- Print
- Radio
- Internet
- Internet Media
- Outdoor Advertising
- Video – *The Brand must appear during the last three to five seconds of the television spot.*

**Digital Ads 300 x 250px and Larger**



70 pixels
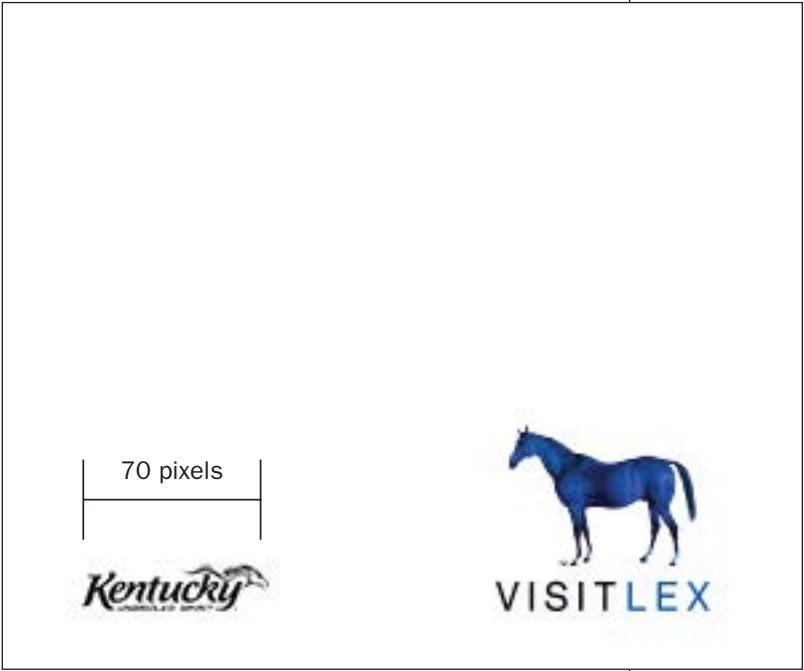
**Video 16:9 Aspect Ratio (1920 x 1080)**



365 pixels

**Full Page Print Ad**



1 inch



x-height

# TYPOGRAPHY

PRIMARY TYPEFACE

## Bodoni URW

Use this typeface for headlines.

### Styles

Regular
*Regular Oblique*
**Medium**
***Medium Oblique***
**Bold**
***Bold Oblique***

**Bodoni URW Regular**

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

**Bodoni URW Medium**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

**Bodoni URW Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

# TYPOGRAPHY

SECONDARY TYPEFACE

## ITC Franklin Gothic

Use this typeface for sub heads and body copy.

**Styles**

Book

*Book Italic*

**Medium**

*Medium Italic*

**Demi**

*Demi Italic*

ITC Franklin Gothic Book

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

ITC Franklin Gothic Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITC Franklin Gothic Demi
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

# TYPOGRAPHY

SECONDARY TYPEFACE

## ITC Franklin Gothic Condensed

Use this typeface for sub heads and body copy.

**Styles**

Book

*Book Italic*

Medium

*Medium Italic*

**Demi**

***Demi Italic***

---

ITC Franklin Gothic Book Condensed

ABCDEFGHIJKL
MNOPQRSTUVWXYZ
abcdefghijklmnop
qrstuvwxyz
1234567890

---

ITC Franklin Gothic Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

---

ITC Franklin Gothic Demi Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

# TYPOGRAPHY

## Shackleton

Use this typeface for quotes, supers, titles, emphasis.

### Styles

## Narrow
## *Narrow Italic*

---

**Shackleton Narrow**

# ABCDEFGHIJKL MNOPQRSTUVWXYZ abcdefghijklmnop qrstuvwxyz 1234567890

**Shackleton Narrow Italic**

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*
*abcdefghijklmnopqrstuvwxyz*
*1234567890*

# COLOR

Use PMS 286 and white to make up about 90% of all color usage on branded materials (excluding photography).
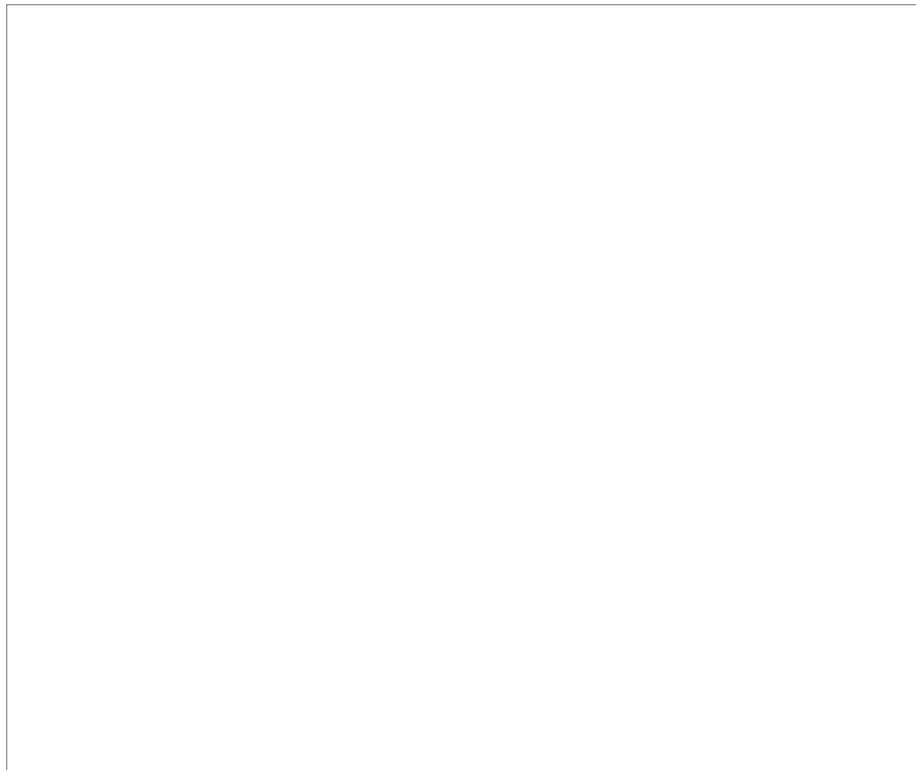
**PMS 286**

CMYK: 100/75/0/0

RGB: 0/51/153

HEX: 003399

**WHITE**

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: 000000

**PMS 871**

CMYK: 45/45/74/0

RGB: 133/118/180

HEX: 857650

# VERBAL ELEMENTS

### Claims

Use Bodoni URW Medium in all caps, tracking 100.

### HORSE CAPITAL OF THE WORLD

### THE BEST PLACE IN AMERICA TO GRAB A DRINK

### Sub Brands





### Accolades and Quotes

Use Shackleton in all caps, tracking 50.

Source text is ITC Franklin Gothic Book Condensed, tracking 50.

### "NOBODY DOES BOURBON AND RACEHORSES LIKE LEXINGTON, KENTUCKY."

– Condé Nast Traveler

### "TOP 10 BUCKET LIST DESTINATIONS."

– USA Today

# PHOTOGRAPHY FILTER

## GENERAL PHOTOGRAPHY

Photography will be curated, sophisticated and editorial. This photography approach will show how the VisitLEX brand can seamlessly fit into any lifestyle while showing the wide range of people Lexington, Kentucky caters to—we want the photos to feel relatable and friendly.

- Use as much natural light as possible.
- Keep the media that you're shooting for in mind—we want the photos to fit our various placement sizes in the most appealing way. That said, be sure to capture every photo in both horizontal and vertical formats. For example, Beyond Grits guide photos should be mostly vertical while social posts should be square or horizontal, so shoot in both formats to be safe.
- Edit each series with the same color palette.

- Use wide angle photography to capture Lexington's spacious landscapes. Colors should seem natural and crisp.
- Horizontal lines should be always be straight but don't be afraid to experiment with angles.
- Rather than posing your subjects, direct them—ask them to do something and try to capture the real-life reactions and moments.
- Keep diversity top of mind. Look for appropriate, organic ways to represent people of color and the LGBTQ community.
- Embrace all parts of the scene without perfecting every detail—strive for organic and natural. By capturing small details, nearby remnants and landmarks, we can more accurately tell a story.
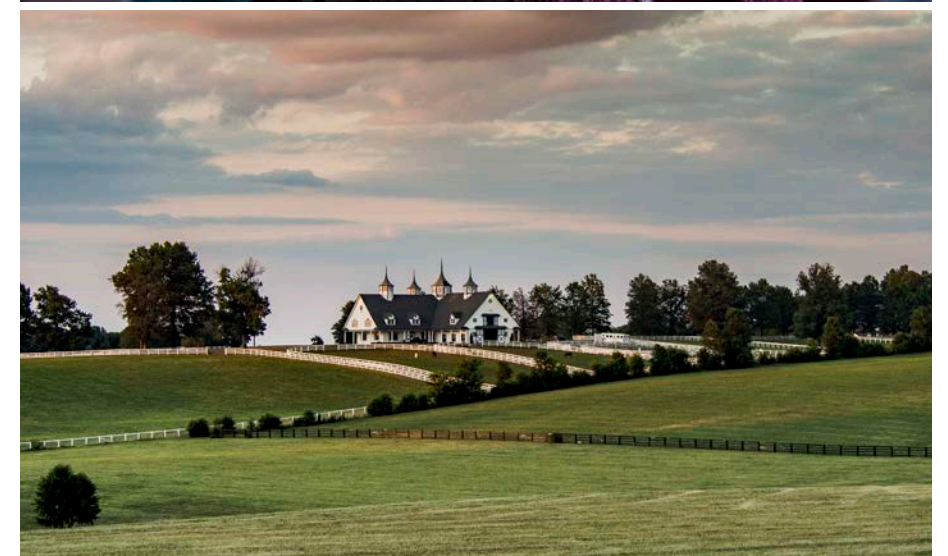
# PHOTOGRAPHY FILTER

## HORSE PHOTOGRAPHY

Looks for ways to show more than just horses in a field. Capture the one-of-a-kind setting of horse farms in the Horse Capital of the World. Show the entire lifecycle, from foal, to racehorse, to stallion or mare. Visually demonstrate that visitors can touch and interact with these special animals.

# PHOTOGRAPHY FILTER

## BOURBON PHOTOGRAPHY

Show how bourbon can be experienced beyond a drink. Capture authentic, up-close-and-personal experiences at bourbon distilleries and bars. Show the historic, beautiful grounds and give a sense of their location—whether they're downtown, along the Kentucky River or nestled among horse farms.

# PHOTOGRAPHY FILTER

## LANDSCAPE PHOTOGRAPHY

Our landscape is truly unlike anywhere else. Capture the pastoral beauty of horse country as well as the vibrant culture of the city. Show the variety of sights and landscapes throughout the region, from The Red River Gorge to the Kentucky River to the wonderful parks and greenspaces around Lexington.