

visit
McKinney

BRAND GUIDELINES



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WHO IS VISIT MCKINNEY?

Visit McKinney (dba McKinney Convention and Visitors Bureau/MCVB) strives to bring visitors to the community to generate economic impact by promoting and developing McKinney as a destination for business and leisure travelers alike. We hope to help them fully experience all that McKinney has to offer— its historic charm, vibrant music and arts scene, great locally-sourced food, and friendly, authentic atmosphere— to enjoy themselves so much, they can't wait to bring their family and friends back with them next time.

Visit McKinney's Board set the following ideals as a guide for staff to follow in planning the best route for marketing McKinney to visitors:

CORE PURPOSE

To promote McKinney in order to attract visitors and travelers.

MISSION

To generate economic impact by influencing event planners and leisure and corporate travelers to choose McKinney as their destination.

VISIT MCKINNEY'S NEW BRAND IDENTITY – WHY NOW?

During the COVID-19 pandemic, Visit McKinney's Board decided that in preparation for the world's reopening for travel, the staff should contract with the destination marketing specialists at Simpleview to identify the personality and values that best describe our city, and the attributes that draw visitors to travel to McKinney.

The following guidelines establish Visit McKinney's new visual identity and ensure proper understanding and use of this new brand and all its components.

VISIT MCKINNEY'S TARGET AUDIENCE

In the Spring of 2020, prior to the new branding decision, the Visit McKinney staff and Board developed a Destination Marketing Action Plan (MAP) to better identify our target audience. The following are the decided-upon audience (in descending order):

- 1) Hotels;
- 2) Partners (venues, attractions, and restaurants);
- 3) McKinney Historic Downtown Cultural District;
- 4) Meetings Planners and Associations;
- 5) Influencers;
- 6) Stakeholders (City Council and other city officials, McKinney Community Development Corporation, McKinney Economic Development Corporation, McKinney Main Street, the Board, and McKinney's Parks & Recreation Department); and
- 7) Sports & recreation partners and facilities.

Details about the target audiences and their roles, belief, and process behind selecting them can be found below.

DESTINATION MARKETING ACTION PLAN

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RANK	TARGET	ROLE	BELIEF	PROCESS	BUDGET
# 1	Hotels	Provide flexible with Attrition and Group Rates, Actively doing Sales Calls with us, Attending tradeshows, Co-op-ing Advertisement, Excellent Customer Experience	Advertising, partnership, great value & customer service, repeat business in future years for groups	See Strategic Plan for ADV Allocations; good relationship through contact throughout the year; promote via social media to show support from VM	10%
# 2	Partners (Venues, Attractions, Restaurants)	Active in Advertising, Open Communications, thinking outside the box, for other events, Excellent Customer Experience	Advertising, partnership, customer service, grants, repeat business from Assoc., weddings, and sports; they will trust Visit McKinney to secure business with them and for them	See Strategic Plan for ADV Allocations; good relationship through contact throughout the year; promote via social media to show support from VM both local and outside.	30%
# 3	Cultural District	Think outside of box for events, look at ordinance to walk around w/ alcohol, provide more pedestrian areas, use alleyways, expand to other areas of the City, connect to other side of Hwy 5	Advertising, partnership, customer service, grants, continue partnering with them in creating new experiences	See Strategic Plan for ADV Allocations; good relationship through contact throughout the year; promote via social media to show support from VM both local and outside.	25%
# 4	Meeting Planners, Association	Overnight stays, repeat business	Partnership, customer service, grants, present our story in an authentic way - no fluff or hype; by working with us, they will continue to grow their businesses, too.	See Strategic Plan for ADV Allocations; support in planning process and while here; contact them throughout the year to show support/to encourage repeat business; create special events for planners, FAM trips (virtual ones or mini FAMs over next year)	20%
# 5	Influencers	Promote McKinney as a destination	Showcase McKinney as a premier destination; present our story in an authentic way - no fluff or hype.	Provide information about all areas of the City for them to peak their interest in what to write about (murals, sculpture garden, nature, events, music, etc.); current media kit/information; maintain Media Hub	10%
# 6	Stakeholders (Council, City Officials, MCDC, MEDC, Main Street, Board, Parks Dept.)	Support VM and let us be part of the brainstorming and decision making process, provide wayfinding signs, keep up to date with signage	VM showcases McKinney as a premier destination, fiscally responsible with Budget, partners with hotels, venues/attractions, & stakeholders; they need to see Visit McKinney as a revenue generator	See Strategic Plan for ADV Allocations; supply them with concrete data on success of Visit McKinney and about economic impact; update them on lost business due to lack of infrastructure/facilities	1%
# 7	Sports and Recreation (Parks)	Quality of Life, Provide Safe Feeling, Different Events, Art Sculpture, Amphitheater, "Gateway" to greet visitors at all City Entrances	Showcases McKinney as a premier sports destination, partners w/ hotels, venues/attractions, & stakeholders, Advertise Mck when co-op opportunities are available, grants, and State Event Trust Fund-when possible. They need to believe in the ease of planning the event when working with Visit McKinney. Events need to be supported by the local community.	Parks & Rec Community Sports Guide; promote via social media to show support from VM both local and outside.	4%



McKINNEY'S PERSONALITY

During the staff and Board marketing committee's discovery meeting with Simpleview, we landed on the following adjectives and descriptions of our community.

McKinney is the authentic, free-spirited, most welcoming gem of North Texas, filled with music, art, history, culinary experiences, and more!





PERSONALITY SUMMARY

Combining the adjectives and descriptive phrases identified during discovery, the following is a fitting summary of the picture conjured by those descriptions:

"McKinney is all about community. A well-rounded, wholesome community that takes pride in its heritage, celebrating the importance of growth, diversity, and artistic expression. The people of McKinney understand that the best things in life are simple, tried, true, and in the moment - good music, delicious food, ingenuity, and a strong sense of community."

McKINNEY'S VISITORS AGREE!

We hear from visitors on a regular basis how friendly and hospitable McKinney people are, how comfortable and homey they find our city, and how much they love the atmosphere, music, food, nature, and diverse shopping they find in our community.

They tell us that they like:

- ◆ The way the community embraces, supports, and encourages music of all kinds;
- ◆ The foodie vibe with the popular farmers market and so many restaurants that develop their culinary offerings based on what they can procure from area farmers;
- ◆ The cohesive art community with many studios and galleries that offer not only exhibits, but also hands-on opportunities for amateurs to create art; and
- ◆ The preservation of our historic architecture that helps establish a sense of place and provides a culture of living history in our community.

USING IMAGERY FOR VISIT MCKINNEY

When selecting images to use in ads, social media, website, and other marketing efforts and campaigns, keep the audience in mind and find photos that visualize what sometimes words are inadequate to express, eliciting the desired emotional impact.

WHEN SELECTING AN IMAGE OR PHOTO, IT SHOULD PORTRAY OR REFLECT:

- ◆ Recognizable subjects that give a sense of place and reference to McKinney;
- ◆ Our demographics (leisure travelers, day trippers, tour groups, families, business travelers, brides, planners, etc.), taking into account, too, the diverse community we have in McKinney;
- ◆ A positive and authentic McKinney experience;
- ◆ Relevance;
- ◆ Quality;
- ◆ In focus;
- ◆ Well-lit; and
- ◆ Good proportions/composition.

ASK YOURSELF:

Does it convey the right feelings?

Whether intentional or not, images communicate a mood to your audience. Background, color, facial expression, and other not-always-obvious features and attributes combine to evoke feelings in a way that may not be obvious at first.

Is it at least fairly distinct and true to the McKinney “landscape” and features?

Sometimes stock photography may be necessary, but look for imagery that isn’t commonly used, doesn’t look too cliché, and doesn’t have a background or features clearly not found in McKinney.

Does it make you want to visit McKinney or entice them to learn more about it?

Photos should draw your target audience’s curiosity and appeal to their senses. People like to picture themselves in a destination, experiencing what they see portrayed.

LOGO DESIGN

Below is Visit McKinney's new logo that was crafted to express a fun vintage vibe in a friendly and inviting way. The lines under the "c" and "e" act as the logo's base and as a visual metaphor to the town's heritage - the base of McKinney's lively present-day culture. Visually, the lines also bring balance to the logo. The weight of the letters hints to the bold and expressive nature of McKinney. The rounded retro letters and the sweeping "K" emphasize the vibrant, free-spirited nature travelers will feel during their stay.

PRIMARY LOGO in Faded Denim Tone 2 and McK Mint Tone 2



Use of Logo

This primary logo represents both McKinney and the State of Texas. It is recommended and approved for use on:

- ◆ Visit McKinney's website;
- ◆ Ads (print and digital, especially when advertising McKinney outside of Texas);
- ◆ Digital media in addition to website (ads, web directories, social media, etc.);
- ◆ Printed collateral (letterhead, note cards, brochures, maps, signage, etc.);
- ◆ Promotional items;
- ◆ Attire (embroidered/printed) on clothing that does not clash with the logo colors;
- ◆ Email signature; and
- ◆ Any other use as needed.

PRIMARY/MONOGRAM LOGOS

Primary Tones: Faded Denim Tones 1 and 2 in both primary (left) and monogram (right) logos.



Use of Logo

This primary logo and monogram logo can be used in every capacity needed including:

- ♦ Website;
- ♦ Ads (print and digital; *monogram-style logo can be used, especially in ads outside of Texas and when used with URL*);
- ♦ Digital media (ads, web directories, social media profile images, QR codes, etc.);
- ♦ Printed collateral (letterhead, note cards, maps, brochures, signage, etc.);
- ♦ Promotional items;
- ♦ Attire (embroidered/printed) on clothing that does not clash with the logo colors;
- ♦ Email signature; and
- ♦ Any other use as needed.

OTHER VARIATIONS

The URL versions of the logo may be used for ads, printed material or promotional items.



Sponsorship versions of the logo (also available in white and black) will be provided to all grant recipients and other entities to which Visit McKinney contributes or provides financial support. These sponsorship logos are for use on grant recipient websites and promotional/marketing pieces which should be reviewed by Visit McKinney.

SECONDARY LOGO

Duo tone in Crape Myrtle Tones 2 and 3



Single tone in Crape Myrtle Tone 2



Use of Logo

The secondary logo and monogram logo can be used on:

- ◆ Website;
- ◆ Ads/printed collateral (as warranted);
- ◆ Watermarks on websites, videos, etc.;
- ◆ Social media (monogram can be used as a profile images and any place the full URL doesn't fit/work;
- ◆ Attire (embroidered/printed) on clothing that does not clash with the logo colors; and
- ◆ Promotional items.

Use of the secondary logo outside of use by Visit McKinney requires permission.

TERTIARY LOGO

Duo tone in Sunflower Tone 1 and 2



Single tone in Sunflower Tone 1



Use of Logo

This tertiary logo and monogram logo can be used on:

- ◆ Website;
- ◆ Watermarks on websites, videos, etc.;
- ◆ Promotional items where color is logical and primary or secondary colors don't work; and
- ◆ Sparingly, and only with prior approval

Use of the secondary logo outside of use by Visit McKinney requires permission.

WHITE LOGO AND MONOGRAM LOGO

White duo tone logo on Faded Denim Tone 2



Use of Logo

The white primary logo and monogram logo can be used on top of the Denim tones for:

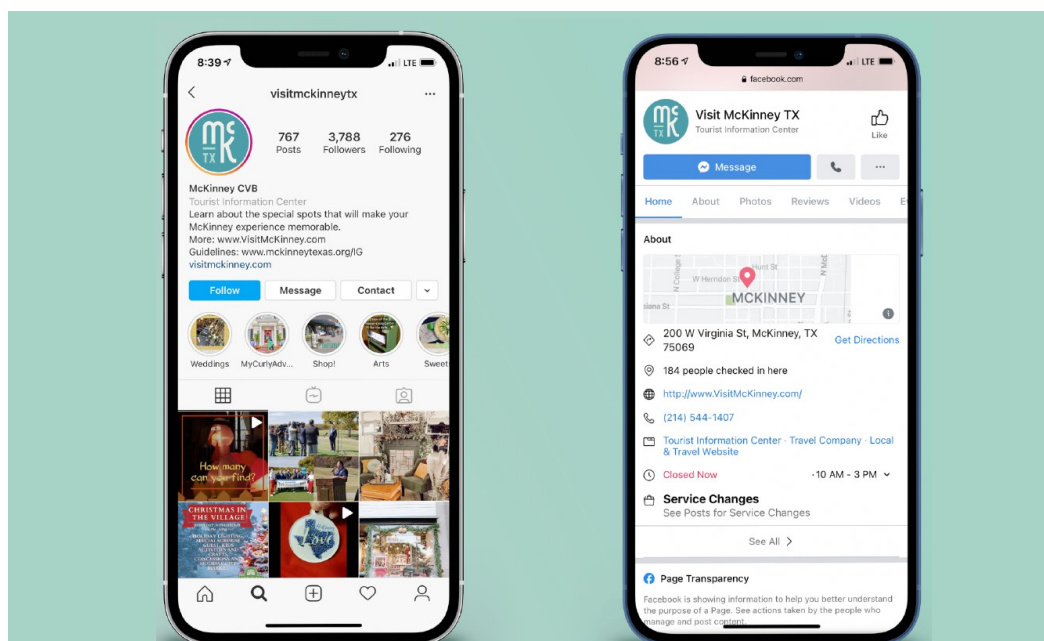
- ◆ Website;
- ◆ Ads (print and digital, the monogram version especially when advertising outside of Texas);
- ◆ Digital media in addition to website (ads, web directories, social media, etc.);
- ◆ Printed collateral (letterhead, note cards, brochures, maps, signage, etc.);
- ◆ Promotional items;
- ◆ Attire (embroidered/printed) on clothing that does not clash with the logo colors;
- ◆ Email signature; and
- ◆ Any other use as needed.

Use the white logo on primary, secondary, and tertiary colors for promotional merchandise as the item warrants. Other colors in the palette may be considered as a background to the white but only with approval of Visit McKinney and only if no other color logically or aesthetically works.

OTHER USES OF VARIOUS ITERATIONS OF LOGO

Use of the white Visit McKinney logo (or the off-white Cotton) on primary, secondary, and tertiary colors includes any of the following:

- ◆ Website;
- ◆ Social media profile buttons (monogram logos);
- ◆ Promotional merchandise or clothing as appropriate for item or clothing style; and
- ◆ Case-by-case basis, with Visit McKinney approval only.



SIZE & SPACING

Proper logo size and appearance is vital to maintaining the readability of the logo, as well as ensuring a standard, consistent look across all use of the brand. Use the following guidelines for minimum size of the Visit McKinney logo. (Any smaller sizes must be approved by Visit McKinney.)

Sizing

- *Smallest allowable size: .5" high (primarily for promotional items due to space limitations):*



- *Preferred smallest size: .75" high:*



- *Preferred smallest size on printed materials: 1.25" high:*



- *Larger versions of these logos are certainly allowable, especially for signage.*

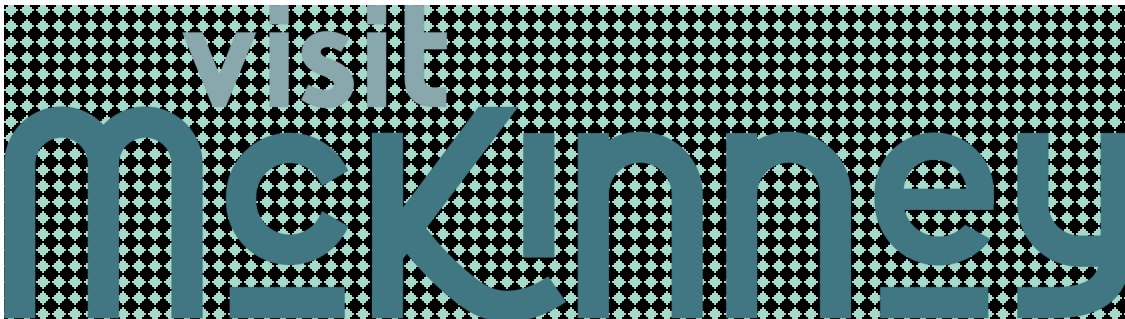
Spacing

Whenever the logo is used, it should be surrounded by clear/white space to allow for easy readability, visibility, and impact. The space should be no less than the width of the X of the corresponding logo size.

DON'TS

The following guidelines must be followed to avoid misuse of Visit McKinney logo and brand color palette.

No placements of color logos on dark or distracting backgrounds



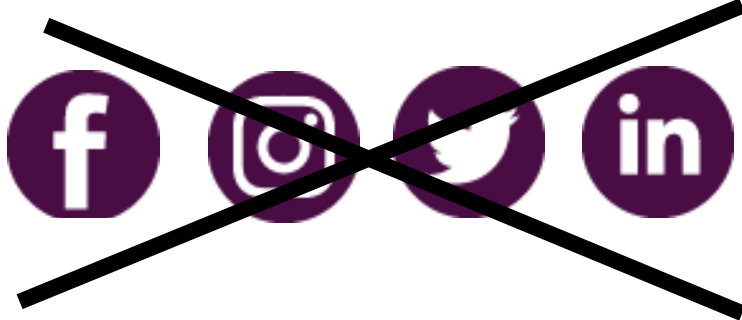
WARNING ABOUT LOGO PROPORTION DISTORTIONS!

The Visit McKinney logo proportions cannot be distorted or altered. Always size the images using the sizing handles in the corners, not on top, bottom, or sides. See examples of **incorrect** proportions in logo use below.



LOGO DON'TS

No usage of any previous Visit McKinney logo or brand color palette including social media buttons in old colors as shown below are allowed or acceptable. Rather, social media buttons should be either the platform's brand colors, white on a solid brand color, black, or hues from Visit McKinney's new color palette.



Logo Fonts

Visit McKinney's logo is designed using standard and customized lettershapes from the two typefaces shown (at right) to create the final logo. These fonts are to be used for typographical situations where each letter can be chosen and individually adjusted.

These fonts are not to be used for editorial of online content as they could hamper readability and clarity of message.

QUIRK

A^A B^B C^C D^D E^E F^F G^G H^H I^I J^J K^K L^L M^M N^N
O^O P^P Q^Q R^R S^S T^T U^U V^V W^W X^X Y^Y Z^Z
1 2 3 4 5 6 7 8 9 ! @ # \$ % & + =

Odudo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 ! @ # \$ % & + =

Odudo Bold*
Faded Denim Tone 1

Quirk*
Faded Denim Tone 1



Brand Fonts

These fonts are for use in editorial or online content. These fonts were chosen for Visit McKinney for the legibility and complimentary nature to the logo.

These fonts are recommended for use in headlines and body copy.

Neue Kabel

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 ! @ # \$ % & + =

Avenir Next

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1 2 3 4 5 6 7 8 9 ! @ # \$ % & + =

Example of font usage in text:

About McKinney Texas

The Gem of North Texas

Located just 30 miles north of Dallas, McKinney offers visitors the perfect getaway destination, with its tree-lined streets, historic downtown, and tight-knit community giving this fast-growing city a friendly, small-town feel despite the city's population of almost 200,000 (as of January 2021). Home to one of the state's largest historic districts, McKinney's charm and comfortable pace is quite different from the metroplex's urban sprawl, offering a wide variety of memorable experiences to visitors and residents alike.

Neue Kabel Extra Bold

Avenir LT Standard 45 Book

Avenir Next LT Pro Light

PRIMARY COLOR PALETTE

The color palette created for Visit McKinney embraces the nostalgic, Bohemian, lived-in, comfortable feel of our brand identity.

Faded Denim 2

HEX: #4c8898
RGB: 76, 136, 152
CMYK: 73, 35, 34, 3
PANTONE: 7697 C

McK Mint 2

HEX: #a6d9ca
RGB: 166, 217, 202
CMYK: 34, 0, 24, 0
PANTONE: 565 C

Sunflower 2

HEX: #eca950
RGB: 236, 169, 80
CMYK: 6, 36, 78, 0
PANTONE: 157C

Crepe Myrtle 2

HEX: #e26160
RGB: 226, 97, 96
CMYK: 6, 77, 58, 0
PANTONE: 4057 C

Bloom 2

HEX: #fcd4c2
RGB: 252, 212, 194
CMYK: 0, 19, 20, 0
PANTONE: 4032 C

Dust 2

HEX: #e6d3b9
RGB: 230, 211, 185
CMYK: 9, 15, 27, 0
PANTONE: 482 C

Lilac 2

HEX: #887091
RGB: 136, 112, 145
MYK: 51, 59, 25, 3
PANTONE: 7661 C

Char

HEX: #333333
RGB: 51, 51, 51
CMYK: 69, 63, 62, 58
PANTONE: 447 C

Cotton

HEX: #f2f2eb
RGB: 242, 242, 235
CMYK: 4, 2, 6, 0
PANTONE: 11-0602 TCX

SHADES OF McKINNEY'S COLOR PALETTE

The palette provides a light and fresh take on the historic qualities of the destination with rich colors that carry a lightly sun-faded quality. Simpleview created color options that pair well together to allow for mixing and matching them. This flexible palette allows for a strong voice with each of Visit McKinney's markets. For example, we can promote our weddings market with soft options like Dust, Cotton, and Bloom, pairing them with a high contrast color like Crepe Myrtle. Likewise, the color choices allow us to cater to all of our markets with the appropriate hues and color combinations. *(See the full color palette on the next page.)*



FULL SCOPE OF VISIT MCKINNEY'S COLOR PALETTE

Denim	New Denim HEX: #274458 RGB: 39,68,88 CMYK: 88,67,45,33 PANTONE: 2168 C	Faded Denim Tone 1 HEX: #417682 RGB: 65,118,130 CMYK: 77,42,41,10 PANTONE: 7475 C	Faded Denim Tone 2 HEX: #4c8898 RGB: 76,136,152 CMYK: 73,35,34,3 PANTONE: 7697 C
McKMint	Tone 1 HEX: #7fccb0 RGB: 127,204,176 CMYK: 50,0,39,0 PANTONE: 564 C	Tone 2 HEX: #a6d9ca RGB: 166,217,202 CMYK: 34,0,24,0 PANTONE: 565 C	Tone 3 HEX: #cdeae2 RGB: 205,234,226 CMYK: 19,0,12,0 PANTONE: 566 C
Sunflower	Tone 1 HEX: #db8931 RGB: 219,137,49 CMYK: 12,53,94,1 PANTONE: 7413 C	Tone 2 HEX: #eca950 RGB: 236,169,80 CMYK: 6,36,78,0 PANTONE: 157 C	Tone 3 HEX: #efd1a4 RGB: 239,209,164 CMYK: 5,17,38,0 PANTONE: 155 C
Crape Myrtle	Tone 1 HEX: #ba4545 RGB: 186,69,69 CMYK: 20,86,73,8 PANTONE: 2033	Tone 2 HEX: #e26160 RGB: 226,97,96 CMYK: 6,77,58,0 PANTONE: 4057 C	Tone 3 HEX: #eaa8a6 RGB: 234,168,166 CMYK: 5,40,25,0 PANTONE: 4067 C
Lilac	Tone 1 HEX: #6e5c77 RGB: 110,92,119 CMYK: 61,66,35,13 PANTONE: 4117 C	Tone 2 HEX: #887091 RGB: 136,112,145 CMYK: 51,59,25,3 PANTONE: 7661 C	Tone 3 HEX: #a890b2 RGB: 168,144,178 CMYK: 36,44,13,0 PANTONE: 666 C
Bloom	Tone 1 HEX: #f4b9a6 RGB: 244,185,166 CMYK: 2,32,30,0 PANTONE: 4033 C	Tone 2 HEX: #fcd4c2 RGB: 252,212,194 CMYK: 0,19,20,0 PANTONE: 4032 C	Tone 3 HEX: #f8e0d2 RGB: 248,224,210 CMYK: 2,12,14,0 PANTONE: 7604 C
Dust & Cotton	Dust Tone 1 HEX: #ceb79d RGB: 206,183,157 CMYK: 20,26,38,0 PANTONE: 481 C	Dust Tone 2 HEX: #e6d3b9 RGB: 230,211,185 CMYK: 9,15,27,0 PANTONE: 482 C	Cotton HEX: #f2f2eb RGB: 242,242,235 CMYK: 4,2,6,0 PANTONE: 11-0602 TCX

ILLUSTRATIONS

These branded illustrations sprightly convey our Hip Heritage visual narrative. They depict a new-retro take on some of the notable staples of McKinney, like its love for music, the monarch butterfly, and landmarks such as the water tower.



QUESTIONS & COMMENTS

Visit McKinney's Communications Manager is charged with managing and approving all of the organization's public-facing materials. Visit McKinney's Executive Director holds the final right of approval on all Visit McKinney related logo and branding uses. If you have questions about proper logo, typography and color palette usage, please contact:

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