visit McKinney

BRAND GUIDELINES

WHO IS VISIT McKINNEY?

Visit McKinney 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.

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.

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

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

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.

www.visitmckinney.com

Official Sponsor

Sponsored By

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.
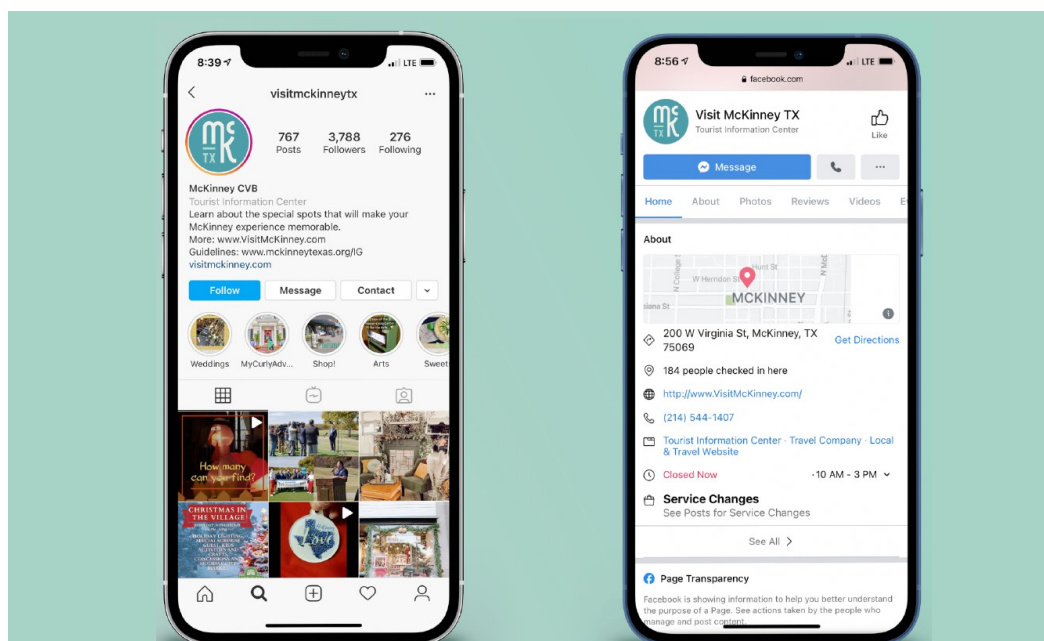
SIZE & SPACING

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*
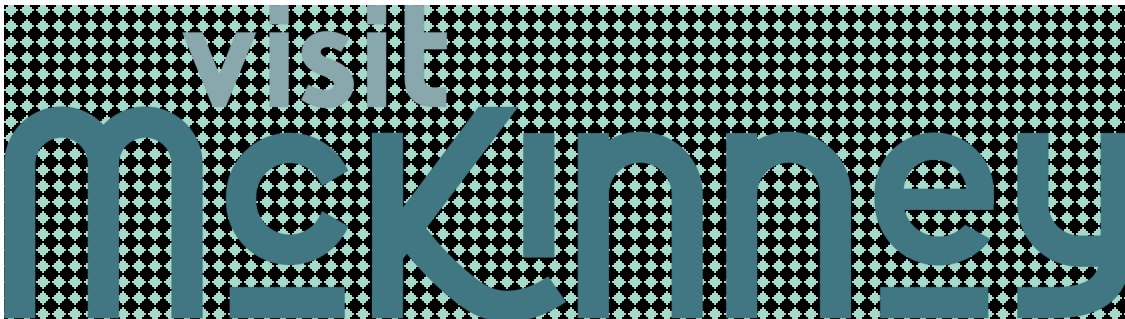
WARNING ABOUT LOGO PROPORTION DISTORTIONS!

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.
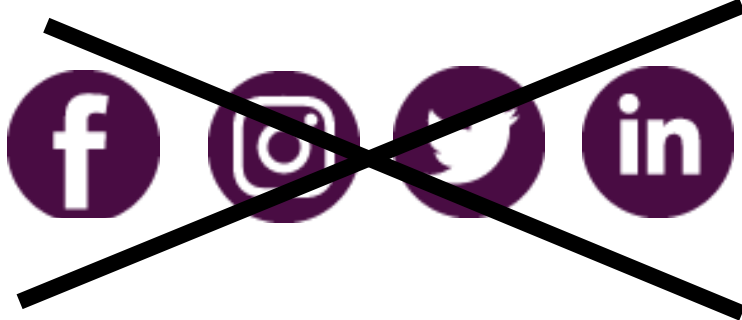
Logo Fonts

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

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

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	**McK Mint 2**	**Sunflower 2**
HEX: #4c8898	HEX: #a6d9ca	HEX: #eca950
RGB: 76, 136,152	RGB: 166, 217, 202	RGB: 236, 169,80
CMYK: 73, 35, 34, 3	CMYK: 34,0,24,0	CMYK: 6,36,78,0
PANTONE: 7697 C	PANTONE: 565 C	PANTONE: 157C
Crepe Myrtle 2	**Bloom 2**	**Dust 2**
HEX: #e26160	HEX: #fcd4c2	HEX: #e6d3b9
RGB: 226, 97, 96	RGB: 252,212,194	RGB: 230,211,185
CMYK: 6, 77, 58, 0	CMYK: 0,19,20,0	CMYK: 9,15,27,0
PANTONE: 4057 C	PANTONE: 4032 C	PANTONE: 482 C
Lilac 2	**Char**	**Cotton**
HEX: #887091	HEX: #333333	HEX: #f2f2eb
RGB: 136,112,145	RGB: 51,51,51	RGB: 242,242,235
MYK: 51, 59, 25, 3	CMYK: 69,63,62,58	CMYK: 4,2,6,0
PANTONE: 7661 C	PANTONE: 447 C	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	Faded Denim Tone 1	Faded Denim Tone 2
HEX: #274458	HEX: #417682	HEX: #4c8898
RGB: 39,68,88	RGB: 65,118,130	RGB: 76, 136,152
CMYK: 88,67,45,33	CMYK: 77,42,41,10	CMYK: 73,35,34,3
PANTONE: 2168 C	PANTONE: 7475 C	PANTONE: 7697 C

McKMint

Tone 1	Tone 2	Tone 3
HEX: #7fccb0	HEX: #a6d9ca	HEX: #cdeae2
RGB: 127,204,176	RGB: 166,217,202	RGB: 205,234,226
CMYK: 50,0,39,0	CMYK: 34,0,24,0	CMYK: 19,0,12,0
PANTONE: 564 C	PANTONE: 565 C	PANTONE: 566C

Sunflower

Tone 1	Tone 2	Tone 3
HEX: #db8931	HEX: #eca950	HEX: #efd1a4
RGB: 219,137,49	RGB: 236, 169,80	RGB: 239,209,164
CMYK: 12,53,94,1	CMYK: 6,36,78,0	CMYK: 5,17,38,0
PANTONE: 7413 C	PANTONE: 157 C	PANTONE: 155 C

Crape Myrtle

Tone 1	Tone 2	Tone 3
HEX: #ba4545	HEX: #e26160	HEX: #eaa8a6
RGB: 186,69,69	RGB: 226,97,96	RGB: 234, 168, 166
CMYK: 20,86,73,8	CMYK: 6,77,58,0	CMYK: 5,40,25,0
PANTONE: 2033	PANTONE: 4057 C	PANTONE: 4067 C

Lilac

Tone 1	Tone 2	Tone 3
HEX: #6e5c77	HEX: #887091	HEX: #a890b2
RGB: 110,92,119	RGB: 136,112,145	RGB: 168,144,178
CMYK: 61,66,35,13	CMYK: 51,59,25,3	CMYK: 36,44,13,0
PANTONE: 4117 C	PANTONE: 7661 C	PANTONE: 666 C

Bloom

Tone 1	Tone 2	Tone 3
HEX: #f4b9a6	HEX: #fcd4c2	HEX: #f8e0d2
RGB: 244,185,166	RGB: 252,212,194	RGB: 248,224,210
CMYK: 2,32,30,0	CMYK: 0,19,20,0	CMYK: 2,12,14,0
PANTONE: 4033 C	PANTONE: 4032 C	PANTONE: 7604 C

Dust & Cotton

Dust Tone 1	Dust Tone 2	Cotton
HEX: #ceb79d	HEX: #e6d3b9	HEX: #f2f2eb
RGB: 206,183,157	RGB: 230,211,185	RGB: 242,242,235
CMYK: 20,26,38,0	CMYK: : 9,15,27,0	CMYK: 4,2,6,0
PANTONE: 481 C	PANTONE: 482 C	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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