

Shreveport-Bossier LOUISIANA

BRANDBOOK

Standards and Guidelines



www.Shreveport-Bossier.org

Introduction

Shreveport-Bossier, Louisiana, is a metropolitan area of about 350,000 people. It is ideally situated in northwest Louisiana about 15 minutes from the Texas border on the west and 30 minutes from the Arkansas border on the north.

The Red River connects the two cities and, since Shreveport's early inception, the riverfront has served as the hub of the city's commercial life. What began life as a log-jammed river port has now become home to a splendid convention center, six riverboat casinos, year-round festivals and a riverfront shopping/dining/entertainment venue.

The people are charming and the dining is unparalleled mixing the wide-open Texas spirit with the spicy Louisiana Cajun attitude.

The area has a lively arts, craft brewery and music scene. The diverse museums tell the story of famous musicians, galaxies, cultures and explorers. The festivals showcase Louisiana's traditions of good music, great food and all-night entertainment.

WHAT IS LOUISIANA'S OTHER SIDE?

Louisiana's Other Side is the term used to describe Shreveport-Bossier's location in the state, as well as its unique combination of Louisiana Cajun culture and East Texas cowboy heritage. On the surface there are a lot of obvious reasons people are drawn to northwest Louisiana. From the glittering excitement of the casinos, the wonderful array of festivals, the mouthwatering local cuisine, fantastic shopping and numerous outdoor activities, to the museums and attractions – this area has all the necessary ingredients for a memorable getaway. That's what makes northwest Louisiana a hot destination. But that's not all there is to "Louisiana's Other Side."

IT'S NOT JUST A LOCATION IT'S AN ATTITUDE

Louisiana's Other Side goes beyond southern hospitality. It comes from a sincere desire to make sure visitors have a great time. It's a smile, a handshake, or a "how y'all doin'?" It's an offer to help, or join in. It's a recommendation or a friendly conversation. It's taking the time to make visitors feel like they are among friends.

ABOUT THE TOURISM BRAND

PROPER TOURISM BRAND NAME: **SHREVEPORT-BOSSIER: LOUISIANA'S OTHER SIDE**

In partnership with North Star Destination Strategies, the Shreveport-Bossier Convention and Tourist Bureau identified the tourism brand as "Shreveport-Bossier: Louisiana's Other Side." This brand speaks to the geographical position of the north Louisiana cities and its distinct personality.

- Friendly and inviting
- Colorful
- Spicy and flavorful
- Diverse in its offerings
- Positive and opportunistic

A successful brand is more than just a logo. It is the consistent application of language and messaging, as well. Together, these elements reinforce the personality of Shreveport-Bossier: Louisiana's Other Side, communicating the brand to a diverse audience with a unified voice.

Every department of the Shreveport-Bossier Convention and Tourist Bureau, as well as its partners, share a responsibility to present the area's tourism brand correctly and consistently in all forms of communication - whether it occurs in print, online or in personal interaction.

TAGLINE

It becomes clear that Shreveport-Bossier: Louisiana's Other Side embodies many things: Louisiana and East Texas, the Red River, festivals and events, music and arts, action-packed casinos, and mouth-watering cuisine. To help position itself as a warm, friendly community with all these diverse offerings, Shreveport-Bossier's flavorful personality is concisely presented through its tagline:

**SEE IT. BET IT.
TASTE IT.**

**SEE IT. BET IT.
TASTE IT.**

ACCEPTABLE VARIATIONS:

Variations of the tagline are acceptable in limited usage depending on the needs of each specific market segment. In such instances, a portion of the tagline may be substituted with consent of the Shreveport-Bossier Convention and Tourist Bureau. Appropriate substitutions include:

- Book It.
- Meet It.
- Hear It.
- Sip It.
- Feel It.
- Catch It.
- Play It.
- Shake It.

Additional variations are strictly prohibited without the consent of the Shreveport-Bossier Convention and Tourist Bureau.

Shreveport-Bossier: Louisiana's Other Side and other Shreveport-Bossier Convention and Tourist Bureau graphics, logos, designs, page headers, button icons, scripts and service names are registered trademarks, service marks or trade dress of the Tourist Bureau in the U.S. and/or other countries. The Tourist Bureau's trademarks, service marks and trade dress may not be used, including as part of trademarks and/or as part of domain names, in connection with any product or service in any manner and may not be copied, imitated, or used, in whole or in part, without the prior written permission of the Tourist Bureau or as otherwise restricted herein.

Use the copy below, in combination with any appropriate market-specific copy, to communicate effectively with specific market segments:

CONSUMER AND LEISURE (120 word count):

Shreveport-Bossier: Louisiana's Other Side is a mixture of spicy Cajun attitude and wide-open Texas spirit. It's a unique destination in northwest Louisiana where Creole meets cowboy. It's where hot crawfish meets big Texas steaks. Our blend of cultures have a tendency to sneak up and surprise you. You have to come here to experience the vast musical heritage and stand on the stage where Elvis Presley had his first professional debut, cruise on the mighty Red River, shop on the riverfront, tango with Lady Luck at six Vegas style casinos or catch a heart pounding race at the racetrack. If you are looking for a destination that offers variety and spice of life, then you've come to the right place.

CONSUMER AND LEISURE (31 word count):

Shreveport-Bossier: Louisiana's Other Side is a mixture of spicy Cajun attitude and wide-open Texas spirit. It's where Creole meets cowboy. Visitors love the gaming, nightlife, local dining, shopping, river cruise, museums and festivals.

CULINARY (104 word count):

Shreveport-Bossier: Louisiana's Other Side is situated in the northwestern corner of Louisiana. Local cuisine reflects the influences of the Cajun and Creole kitchens of southern Louisiana, as well as the legendary pit barbecue culture of Texas. Add to this already unique mixture a heavy influence of "country cooking" and soul food, and Shreveport-Bossier's food scene becomes even more enticing. This diverse community is also home to many international flavors, from authentic Mexican taquerias and Vietnamese noodle houses to Italian-inspired fine dining, sophisticated takes on Asian cuisine and more. Food lovers will find much to enjoy about Shreveport-Bossier, a community where many culinary influences converge.

CULINARY (41 word count):

Shreveport-Bossier: Louisiana's Other Side, ideally situated in the northwest part of the state, cuisine reflects the influences of the Cajun and Creole kitchens of south Louisiana and the legendary pit barbecue culture of Texas. Enjoy gaming, year-round festivals, and shopping too.

CONVENTION (84 word count):

Book your next meeting in Shreveport-Bossier: Louisiana's Other Side. Discover a variety of excellent meeting venues, affordable accommodations, waterfront shopping, Southern food, and after-meeting group experiences. Meet here to reap value and rewards.

MEETING AMENITIES INCLUDE:

- Eight large meeting venues including the state-of-the-art 350,000-square-foot Shreveport Convention Center.
- More than 10,000 hotel rooms.
- Three dozen attractions, seven casinos, more than 55 festivals and annual events, 500 local restaurants.

Ask about our Rewards Program to save you money when you book your next meeting in Shreveport-Bossier.

CONVENTION – *Military Specific* (47 word count):

Shreveport-Bossier: Louisiana's Other Side is a mixture of spicy Cajun attitude and wide-open Texas spirit. It's home to Barksdale Air Force Base, home to the 2nd Bomb Wing and Air Force Global Strike Command. Visitors love the gaming, nightlife, local dining, shopping, river cruise, museums and festivals.

WELCOME MESSAGE FOR PROGRAM BOOKS (52 word count):

Welcome to Shreveport-Bossier: Louisiana's Other Side! We hope you enjoy your taste of Shreveport-Bossier during the [INSERT NAME OF CONFERENCE]. Our destination offers year-round entertainment, family attractions, exciting 24-hour gaming action, year-round festivals and great shopping. There is always something to experience in northwest Louisiana, and we hope you will visit again.

GROUP TOURS (25 word count):

Bring your next group to Shreveport-Bossier: Louisiana's Other Side. Discover a variety of group-friendly attractions, affordable accommodations, waterfront shopping, Southern food and fun year-round festivals.

GROUP TOURS – *Group Experiences* (45 word count):

Groups of 10 or more looking for something new and exciting can immerse themselves in the unique culture of Shreveport-Bossier. With everything from roses and wine to music lore and hands-on science, groups will embark upon a fun journey. Book any of these experiences, today!

Visual Identity

BRAND BOOK: STANDARDS AND GUIDELINES



In conjunction with its other forms of communication, it is essential that the Shreveport-Bossier: Louisiana's Other Side has a clear, easily recognizable visual identity. This not only helps Shreveport-Bossier to stand out from other destinations, but it also serves to nourish a sense of pride within the local community.

The following visual guidelines have been established to project a strong message that is consistent with the established personality of the area. This includes appropriate usage of the logo, tagline, typography, color and photography. It is important for both the Shreveport-Bossier Convention and Tourist Bureau and its partners to follow these guidelines across all media and visual communications.

LOGO GUIDELINES

To accommodate the technical needs of various media as well as the diversity of its application, there are several official versions of the Shreveport-Bossier: Louisiana's Other Side logo. In all its applications, the logo comprises of three elements: the "Shreveport-Bossier" text identifier, the "Louisiana's Other Side" logotype and the Louisiana state map with star. These elements are in a fixed relationship to one another and should never be altered, modified or repositioned in any way.

Single-color versions of the logo can be used in situations where the full-color version blends in with the background or cannot be reproduced.

CLEAR SPACE ZONE

When the logo is used, a clear space zone around the logo is required to ensure visibility and impact. The minimum clear space zone (X) of the logo is based on the height of the star in the logo. No design elements, copy or photos should come any closer to the logo than the minimum clear space zone.



INCORRECT LOGO USAGE

One of the most important ways of building the Shreveport-Bossier tourism brand is by using the logo in the correct manner. The logo must not be altered in any way. These examples illustrate some of the possible unauthorized uses of the logo.



Do not add elements to the logotype.



Do not redraw or change any fonts in the logotype.



Do not distort or change the shape of the logotype.



Do not add a dropshadow, filter, or any other effect to the logotype.



Do not screen or make the logotype transparent.



Do not place the logotype on an image or pattern.



Do not place the logotype within another shape.

LOGO VARIATIONS

The logo is often used in association with the "See It. Bet It. Taste It." tagline. In this case, the tagline should be locked to the right of the logo as shown with a vertical separating line. The tagline should not be set in an arbitrary typeface or spaced differently than indicated in this example.



**SEE IT. BET IT.
TASTE IT.**

The "See It. Bet It. Taste It." tagline can be used in collateral as a design element or by itself on promotional items. When appropriate, the tagline can be presented at a 3 degree angle.

**SEE IT. BET IT.
TASTE IT.**

Sometimes, the logo must be used with the "Convention and Tourist Bureau" identifier. This is appropriate when materials focus on the corporation more than the destination, itself. Common examples include reports, letterhead, stationary, internal materials, pole banners and sponsor materials.



There are four main file types of the Shreveport-Bossier Louisiana's Other Side logo (as shown below). These file types have been organized based on their attributes and intended use.

EPS (Encapsulated PostScript)

File Extension: .eps

Resolution: Vector

Attributes: Vector file, infinitely scalable. Preferred file format for vendors, best format for two color offset printing and promotional printing such as hats, shirts, mugs, banners, etc.

TIFF (Tagged Image File Format)

File Extension: .tif

Resolution: 300 dpi

Attributes: Pixel file, scaling above 100 percent decreases image quality. Uses include four color offset printing (CMYK).

JPEG (Joint Photographic Experts Group)

File Extension: .jpg

Resolution: 72 dpi (low resolution),
300 dpi (high resolution)

Attributes: Pixel file, scaling above 100 percent decreases image quality. Uses include internal word processing and web (RGB).

PNG (Portable Network Graphics)

File Extension: .png

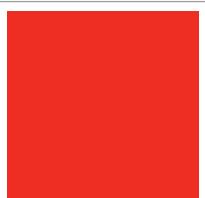
Resolution: Pixel file, scaling above 100 percent decreases image quality.

Attributes: Pixel file that supports transparency information, scaling above 100% decreases image quality. Uses include internal word processing and web (RGB).

PRIMARY LOGO COLORS

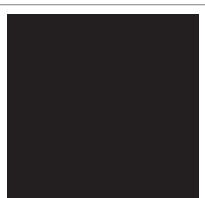


Shreveport-Bossier: Louisiana's Other Side logo has three primary colors: red, black and white. The red in the Louisiana state map and in the word "Louisiana's" is Pantone 485 C. Black is used in the "Shreveport-Bossier" identifier text as well as in the words "Other Side." White is used in the star to highlight Shreveport-Bossier's geographical position in Louisiana. No exceptions in color usage are allowed in this version of the logo.

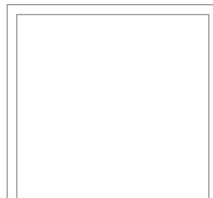


PANTONE®
485 C

C: 0 M: 95 Y: 100 K: 0
R: 238 G: 49 B:136
Hex # EE3124



PANTONE®
BLACK



PANTONE®
WHITE

SECONDARY LOGO COLORS

The secondary color palette reflects the personality of Shreveport-Bossier: Louisiana's Other Side. The colors are warm, vibrant and flavorful. While red remains the dominant color of the logo, any of the other colors from the secondary palette can be used for other collateral. Particular colors should not come to represent a single department, service or market segment. Rather, they should be incorporated to best fit the style, audience and tone.



"SEE IT"
Blue

C:86 M:57 Y:3 K:28
R:30 G:83 B:137
Hex #1E5389



PANTONE®
7409 C

C:0 M:30 Y:95 K:0
R:253 G:185 B:36
Hex #FDB924



"TASTE IT"
Red

C:18 M:100 Y:100 K:10
R:186 G:32 B:37
Hex #BA2025



PANTONE®
1817 C

C:0 M:90 Y:100 K:66
R:111 G:18 B:0
Hex #6F1200



PANTONE®
376 C

C:50 M:0 Y:100 K:0
R:140 G:198 B:63
Hex #8CC63F



PANTONE®
108 C

C:0 M:6 Y:95 K:0
R:255 G:229 B:19
Hex #FFE513



PANTONE®
5807 C

C:2 M:0 Y:14 K:3
R:240 G:240 B:217
Hex #F0F0D9

Typography

Typography is a strong extension of the visual identity and plays a major role in creating a consistent look for Shreveport-Bossier: Louisiana's Other Side across all communications material.

The primary typeface for use on communications materials is **Bookman Old Style**.

In most cases, Bold and Bold Italic are the preferred weight and style. This should be used for display typography, such as the tagline and headlines on signage, banners and other marketing materials.

Bookman Old Style Bold

Bookman Old Style Bold Italic

Two secondary typefaces are available: Avenir Next LT Pro and Lusitana.

Avenir Next LT Pro

This is a strong, clean sans-serif typeface. Avenir Next LT Pro has been selected for its versatility and legibility for large amounts of body copy. It offers many weights and styles which provide a large amount of design flexibility for all visual communications. The modernist Avenir Next LT Pro complements and provides contrast to Bookman Old Style bold, and it should be used for subheads and passages of text.

Lusitana

The other secondary typeface is Lusitana, a serif typeface that more closely mimics Bookman Old Style. This typeface should be used for subheads and passages of text when Avenir Next LT is not appropriate for the style, audience or tone of the material. Together, both secondary typefaces speak to the tourism brand's diverse personality.

Sub-Brands

BRAND BOOK: STANDARDS AND GUIDELINES



Several sub-brands exist within the Shreveport-Bossier Convention and Tourist Bureau, and each has its own unique visual identity. While each sub-brand's attributes are unique, they should still relate to and strengthen the main tourism brand. This section outlines the main sub-brands within the Tourist Bureau.

SBFunGuide

A project of the Shreveport-Bossier Convention and Tourist Bureau and the Shreveport Regional Arts Council, SBFunGuide is the area's most comprehensive, up-to-date online community calendar featuring professional arts, cultural, entertainment, sports and recreational events in Northwest Louisiana.



20x49

20x49 is the official destination blog of the Shreveport-Bossier Convention and Tourist Bureau. The blog is designed to provide an insider's perspective on local food, arts and entertainment through compelling content and eye-catching photography.



Shreveport-Bossier Attractions Association

The Shreveport-Bossier Attractions Association is a membership organization for Caddo and Bossier Parish attractions that supports the sustainable growth and attendance through exposure, education, resources and representation.



Shreveport-Bossier Sports Commission

The Shreveport-Bossier Sports Commission is a division of the Tourist Bureau and was created in partnership with City of Shreveport, Bossier City, and Caddo and Bossier Parishes. It has vested responsibility to provide venues for the enjoyment of professional and amateur sports, as well as the promotion, sponsorship, and underwriting of such events, coupled with assisting other governmental entities in attracting amateur and professional sporting events.

