



WELCOME TO TERREDISE

2024 BRAND GUIDE



[TerreHaute.com](https://www.TerreHaute.com)

More Than a Logo. It's an Experience.





Our Brand

Terre Haute is not just a place; it's an experience. Our branding captures the essence of a premier destination where excitement, relaxation, and Midwest charm come together seamlessly.

Terre Haute's brand is defined by its inviting and active nature, its strong sense of community, and its vibrant atmosphere. This guide aims to capture and communicate the city's energetic spirit and charm, fostering a deeper connection with both residents and visitors.



Primary Logo

Our logo is a signature that builds recognition to Terre Haute as a visitor destination. When using the See You in Terre Haute logo, always use a placed graphic.



This version is the preferred logo to use in digital and print applications.



Use a single color version in applications where full color is not an option, such as screen printing or embroidery

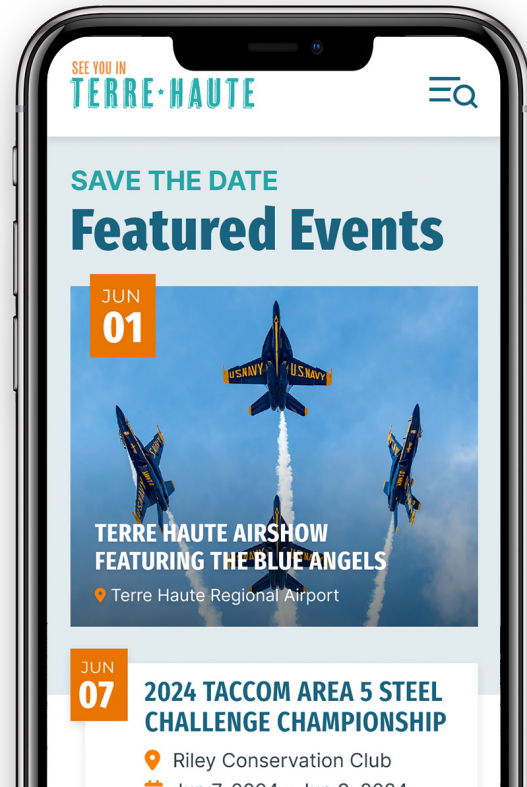
Always ensure there is sufficient contrast between the logo and background colors or images. When in doubt, use the "reverse" logo against dark backgrounds.



Secondary Logo

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

SEE YOU IN
TERRE•HAUTE



Always ensure there is sufficient contrast between the logo and background colors or images. When in doubt, use the "reverse" logo against dark backgrounds.

SEE YOU IN
TERRE•HAUTE

SEE YOU IN
TERRE•HAUTE

SEE YOU IN
TERRE•HAUTE



Logo Usage

Minimum Size

To ensure legibility, the logo must not become too small to read.



Minimum Print = 0.875 inch width @ 300 dpi
Minimum Digital = 120 pixels width



Minimum Print = 1.5 inch width @ 300 dpi
Minimum Digital = 140 pixels width

Clear space

The logo should always be surrounded by a generous amount of white space. No other elements should be placed within this clearspace.



The logo's clearspace is defined as the height of the letter "T" in the word "Terre."

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.



Do not change the colors



Do not add effects or shadows



Do not cover



Do not rotate



Do not crop



Do not tint or change opacity

Typography

HEADLINES: Avenir Next Condensed Bold

This is a Headline

SUBHEADS AND OPTIONAL USE FOR HEADLINES: Montserrat

This is a Large Header

This is a Small Header

THIS IS A SUBHEAD

PARAGRAPH / BODY TEXT: Avenir Family

This is Paragraph text

Lorem ipsum odor amet, consectetuer adipiscing elit. Varius mauris efficitur ornare donec metus. Porta scelerisque fermentum etiam rutrum viverra.

Risus efficitur a parturient ultricies augue dignissim felis maecenas sit. Augue eget turpis platea, phasellus donec nibh finibus ex nascetur. Class nulla volutpat enim dictumst sociosqu convallis vulputate taciti.

Color palette

Consistent colors make a fast, strong visual connection and generate recall more so than any other visual element in a brand. See You in Terre Haute's vibrant colors offer warm and cool colors with an optimal level of contrast on screen and in print.



LIGHT SEA GREEN

CMYK: 73, 8, 35, 0

RGB: 40, 175, 176

HEX: #28afb0



BLUE SAPPHIRE

CMYK: 90, 53, 36, 12

RGB: 25, 100, 176

HEX: #19647e



PALE ALE ORANGE

CMYK: 0, 62, 100, 0

RGB: 255, 127, 0

HEX: #ff7f00



STIL DE GRAIN YELLOW

CMYK: 5, 14, 75, 0

RGB: 244, 211, 94

HEX: #f4d35e



WABASH BLUE

CMYK: 100, 80, 47, 49

RGB: 2, 41, 66

HEX: #022841

Color space definitions:

CMYK: Printed materials | **HEX:** Web and mobile screens

PMS (Pantone Matching System): Standard for screen printing, embroidery

Brand Voice

Our brand voice is how we convey our unique personality as a destination.

AUTHENTIC

Explore a city where historic landmarks, cherished traditions, and an enthusiastic community unite to create a distinct and authentic atmosphere.

INVITING

A friendly, open environment where Midwest hospitality shines, making newcomers and long-time residents alike feel comfortable and valued.

COMMUNITY

Experience a city where local events and welcoming neighborhoods foster a genuine sense of belonging and community pride.

ACTIVE

Numerous parks, dynamic sports facilities, and endless recreational options keep you moving and engaged.

VIBRANT

A thriving arts scene, engaging museums, and an active downtown come together to offer a dynamic and enriching city experience.

Recommended Hashtags



#iheartterrehaute

#terredise

#seeyouinterrehaute

Boilerplate Copy

Situated on the banks of the Wabash River, Terre Haute invites travelers and visitors to explore its diverse offerings. As a regional hub, it boasts a wealth of outdoor recreation, exciting sporting events, esteemed higher education institutions, cultural attractions, family-friendly entertainment, and warm hospitality. With its vibrant atmosphere, Terre Haute has something to offer everyone.



Bringing the Brand to Life

Partnering with the Terre Haute Convention and Visitors Bureau (THCVB) offers businesses and organizations a unique opportunity to amplify their reach and impact within the tourism industry. By collaborating with the THCVB, these entities can tap into a wealth of promotional resources and networks designed to elevate their visibility and attract visitors. THCVB's marketing expertise, extensive media contacts, and dedicated tourism platforms ensure that partners' events, services, and attractions gain heightened exposure.

This synergy not only drives greater awareness among potential tourists but also fosters a sense of community and shared purpose, ultimately contributing to increased visitor engagement and economic growth in the region. Whether through joint marketing campaigns, event sponsorships, or co-branded promotions, working with the THCVB can significantly enhance the profile and success of all involved.

Social Media

When posting content to social media tag [seeyouinterrehaute](#)

Recommended Hashtags:

#iheartterrehaute
#terredise
#seeyouinterrehaute


Follow Us on:



@seeyouinterrehaute



See You In Terre Haute


 **MuseArt Terre Haute.** Aug 8 · 🌐

Just a reminder that we still have openings for our Intermediate Watercolor Class with Sherry!! 🎨

You can sign up now on our website under "Classes" ❤️
Direct Link -> <https://www.museartterrehaute.com/classes/watercolor-paint-a-long-with-sherry>

#museart #artclass #watercolor #paintclass #painting #terrehaute #indiana #seeyouinterrehaute #signupnow #smallbusiness #supportlocalartists #hautehappenings #local

41/40 Arts & Cultural District River City Art Association Arts Illiana See You In Terre Haute Wabash Valley Art Guild Haute Happenings The Haute Swope Art Museum Upstairs at the Gosnell



PAINT-A-LONG
With Sherry!

Join award winning watercolor artist Sherry Swope for this 3 hour standaline intermediate class where she'll walk participants through this beautiful flower still life

August 10th, 12-3pm
MuseArt Terre Haute
2101 Hullman Street
\$50

👍 3

👍 Like 💬 Comment 📧 Send ➦ Share

 **Vigo County Fair** Jun 17 · 🌐

The fair may start July 6th but the few days leading up to it are going to be 🤩
[Wabash Valley Dragway](#)
See You In Terre Haute

 **Wabash Valley Dragway · Follow** Jun 17 · 🌐

Let's get the [Vigo County Fair](#) week started right here at Wabash Valley Dragway this year with our all-new "Night of Fire". Featuring the Hottest Truck in the World, "The Dragon's Fyre" Jet Truck!! A show for the entire family. Come on out and celebrate this 4th of July weekend with us!



WABASH VALLEY Dragway **FRIDAY JULY 5TH 2024** **NIGHT OF FIRE**

CONFIRMED
JET ENGINE POWERED DRAGSTER

GATES OPEN @ 5PM - JET CAR RUNS @ 7PM & 9PM - SPECTATOR ADMISSION: \$25, KIDS 12 & UNDER: FREE

👍❤️ 20 6 shares

👍 Like 💬 Comment 📧 Send ➦ Share



A Strong Destination Brand Strengthens the Community

A strong destination brand is vital for strengthening both the community and the local economy by creating a cohesive and appealing identity that attracts visitors and fosters pride among residents.

When a destination is effectively branded, it stands out in a competitive market, drawing tourists whose spending boosts local businesses, from restaurants and shops to attractions and accommodations. This influx of visitors not only generates revenue but also creates jobs and stimulates investment in infrastructure and services.

Additionally, a well-defined brand fosters community pride and engagement, as residents feel a shared connection to their city or region's unique identity. This collective sense of pride and purpose can lead to increased local involvement and support for community initiatives, further enhancing the destination's appeal and economic vitality.

Contact Us

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Download the App

