

An aerial photograph of a Wyoming landscape. The scene features rolling green hills in the foreground and middle ground, with prominent red rock plateaus and cliffs in the background. A dirt road winds through the green hills, and a river is visible on the left side. The sky is clear and blue.

That's
WY™

WYOMING TOURISM BRAND BOOK
2026

INTRODUCTION

As a state, Wyoming is a place people visit. As a brand, it's a personality that connects with people. To encourage and support this connection with travelers, it's important to maintain brand guidelines. Use this guide as a reference for developing all brand communications. Its principles will differentiate the Wyoming brand and ensure cohesion between all its offerings.

That's WY[™]

HOW TO USE THIS GUIDE: BRAND OR CAMPAIGN

BRAND: THAT'S WY

- Evergreen voice and identity.
- Tone: Welcoming, adventurous, aspirational.
- Promise: Wyoming is where you boldly unleash your uninhibited sense of adventure.
- Examples of when to use Brand: Travel Wyoming Website, Travel Guide, Email Template, Trade Show banners and Partner Digital Banners

CAMPAIGN: "MAVERICKS WANTED"

- Seasonal, flexible layer.
- Tone: Bold, welcoming, while also honest and slightly challenging
- Tone should entice visitors to rekindle and rediscover their sense of exploration and adventure
- Examples of when to use Campaign: TV spots, Print Ads, OOH, Digital Banners, Social Media.

Guidance: Always start with the That's WY brand voice, and weave in the Mavericks Wanted attitude where it fits naturally (social posts, email intros, short-form video captions, community replies).

DO (BRAND VOICE):

- Share posts that highlight Wyoming as adventurous yet welcoming.
- Use "Mavericks Wanted" visuals occasionally but phrase captions in That's WY tone.
- Keep tone inclusive, aspirational and experience-driven.

DON'T (CAMPAIGN VOICE MISUSE):

- Don't flood feeds with Mavericks Wanted slogans.
- Don't mix fonts/logos from the campaign in organic posts.
- Don't let campaign overshadow the brand — it should enhance, not replace.

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01

OUR BRAND

BRAND PLATFORM: “THAT’S WY”

The “That’s WY” brand platform is designed to connect with audiences on a deep emotional level. Unique stories, experiences and inspiring visuals tap into the mindset of those seeking our unique brand experience. Encouraging all to unleash their uninhibited spirit of adventure in the great state of Wyoming.

Note: The platform name should be written in quotations (“That’s WY”) when being described in communications.

TARGET AUDIENCE

DEMOGRAPHICS

The brand communications speak to potential visitors ages 25-54 with an average household income of \$83,376. Seventy-percent of this target is married and has graduated college.

VALUES & ATTITUDES

Messaging connects with those who are naturally inquisitive, curious, practical, hardworking, self-confident and self-reliant. They’re explorers at heart.

TRAVEL HABITS

This audience has likely traveled to Wyoming within the past two years.

AUDIENCE SEGMENTS

Our audience seeks to learn new things and explore new cultures, but we have refined our audience into the following segmentation:

OUTDOOR RECREATIONALIST

As outdoor enthusiasts, this segment is the youngest at 25-34-years-old and includes those who are most likely to participate in active outdoor recreation. From hiking to skiing, they want to be moving while

on their vacations and have the greatest appetite for adrenaline. Many are also parents and have active family vacations.

SIGHTSEEING ADVENTURER

Appreciators of travel, this segment can be found sightseeing and visiting parks. They value social responsibility and stay up to date on politics. They also enjoy partaking in light outdoor recreational activities on vacation.

CULTURAL EXPLORER

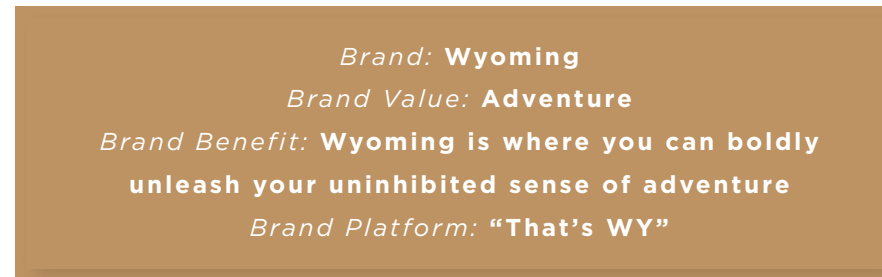
This segment is well educated and open minded. They are willing to pay for high quality and can be found visiting cultural historic sites and attending specific events while on vacation. While some particularly enjoy traditional aspects of Western culture such as rodeos and Western apparel, others are equally curious modern explorers who enjoy staying up to date with innovations in the world and learning about destinations.

FAMILIES

Family travelers are present across all three segments. In addition to outdoor activities and time to connect with loved ones, family travelers seek opportunities for growth and new experiences. Novelty and openness are core travel motivators, as parents want to expose their children to new ways of life and encourage them to get out of their comfort zone.

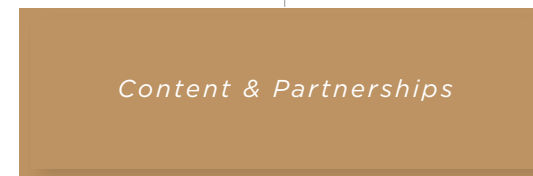
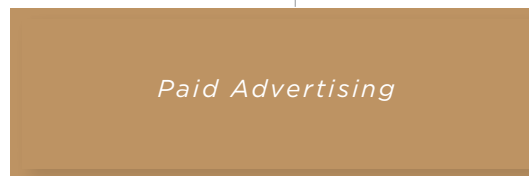
BRAND STRUCTURE

The brand stays consistent over time and only evolves to the degree that the destination evolves/changes.



A strong creative strategy can be sustained over time and be re-evaluated as market and audience needs arise.

Campaign-level work is flexible and evolves more frequently for relevancy



Content and Partnership opportunities are born out of the campaign expression, which falls out of the brand platform

BRAND VALUE

ADVENTURE

DIFFERENTIATED BRAND BENEFIT:

Wyoming is where you can boldly unleash your uninhibited spirit of adventure in a way that's unique to you. For some, adventure may mean taking the kids camping or visiting a rodeo for the first time. For others, it could be conquering one of the most difficult mountain climbs in the West.

Wyoming is where the majestic natural beauty and untamed spirit of the West open your mind and invigorate your senses to release your own inner freedom and sense of adventure. It's a place where your own true grit is matched by all that surrounds you. It allows visitors to free themselves from the burdens of everyday life, and boldly venture forth.

A group of four people are sitting on a rocky, grassy hillside, looking out over a vast, green valley. The landscape is filled with rolling hills and mountains in the distance. The sky is blue with scattered white clouds. The people are dressed in outdoor gear, including jackets and hats. The overall scene is peaceful and scenic.

02

COMMUNICATION

BRAND TONE

Like adventure itself, our brand tone is reflective and introspective. Our visitors appreciate a challenge, whether it's a test of strength or a reconsideration of convention. So, our communications are a sample of the world and examine what a Wyoming adventure inspires. This means our tone must be thoughtful. We inspire contemplation while avoiding snobbery and clichés. We're approachable and reliable – like a trail guide who educates and challenges you to unleash your sense of adventure.

BRAND VOICE

Sometimes it's helpful to think of a brand as a person. How do they talk? How do they make people feel? Are they outgoing, or more reserved? Encouraging or inquisitive?

By understanding Wyoming's personification, we can remain true to our voice in communications. In turn, this consistency will allow travelers to recognize and connect with our brand.

WYOMING IS

...the trail guide or ranch hand you trust and can talk to. We're always up for a challenge or adventure – of any scale. We maintain credibility so that you feel totally comfortable turning to us, whether it's for inspiration, encouragement or a refreshing break from it all.

Reflective • Introspective • Approachable
Fresh • Honest • Authentic • Energetic
Purposeful • Credible • Experienced
Encouraging • Challenging • Rugged

WYOMING IS NOT

...the cliché, twang-talking cowboy. We're experienced and intellectual, but we're not arrogant or out-of-touch. We don't talk down to anyone, but we also don't hesitate to ask the tough questions or present a challenge. We won't waste your time with meaningless chatter or test your patience with stereotypical tackiness.

Cheesy • Stuffy • Boring • Callow • Profane
Arrogant • Long-winded • Disrespectful
Stereotypical • Fabricated • Careless • Immature

STYLE GUIDE

CAPITALIZATION: DIRECTIONS/ REGIONS

In general, lowercase north, south, northeast, northern, etc., when they indicate compass direction. Capitalize these words when they designate formal regions (Northeast, South, Midwest, West). For the West specifically, common adjectives describing this region should also be capitalized (Old West, Wild West). When words like northern, southern, eastern, and western precede a place name, they are not ordinarily capitalized, because they merely indicate general location within a region.

Examples:

- He drove west.
- Devils Tower is located in northeast Wyoming.
- The drive through the West was long but scenic.
- Wyoming is known for its Western hospitality
- Come visit Wyoming and the Wild West.
- The Old West is alive and well in Wyoming.
- Wyoming is the last bastion of the West.

CAPITALIZATION: NATIONAL PARKS, NATIONAL MONUMENTS, STATE PARKS, ETC.

National park should only be capitalized when it is part of a name. This rule should also be followed for national forests, national monuments, national recreation areas and state parks. If you are referring to two of these locations (Grand Teton and Yellowstone national parks), national park should also be lowercase.

Examples:

- Last year I had a wonderful time visiting Yellowstone National Park and Buffalo Bill State Park.
- Have you visited any national or state parks in Wyoming? Curt Gowdy and Sinks Canyon state parks are my favorite.
- I love exploring Wyoming's beautiful national forests.
- Bridger-Teton National Forest is my favorite national forest. It's close to Grand Teton National Park, my absolute favorite national park.

OXFORD COMMAS (SERIAL COMMAS)

Oxford commas (commas in a simple list) are NOT used as part of WOT's brand standards. When listing items, a comma should not be used between the second to last item and the word "and".

Examples:

- I saw a grizzly bear, a moose and an elk in Grand Teton National Park.
- Next year I want to visit Casper, Lander, Cheyenne, Laramie and Sundance.

EXCLAMATION POINTS

According to WOT's brand standards, exclamation points should NOT be used, or if they are used, they should be used at a minimum. This is due to WOT's brand voice as a wise, knowledgeable trail guide (think Sam Elliot, Clint Eastwood, John Wayne). One of the main exceptions is when replying to comments on social media, as here exclamation points are often used to convey friendliness.

Example:

- Come to Wyoming to experience epic landscapes and quaint towns. NOT: Come to Wyoming to experience epic landscapes and quaint towns!

****Social Media Response**** Thank you for reaching out, Stan. Fall is a great time to visit if you want to spot wildlife. We hope you enjoy your trip to Wyoming!



03

BRAND MARK
& LOOK

BRAND MARK

The “That’s WY” brand mark should be used as the primary Wyoming Tourism mark. It comprises two versions – horizontal and stacked – that allow for seamless placement and integration into all mediums. Each mark consists of two different typefaces and WY is capitalized to highlight Wyoming. As a play on words, the mark is both an answer to the question, “Why?” and a statement to the significance of everything Wyoming stands for as a brand.

LARGE SCALE VS. SMALL SCALE USAGE

There are two different sizes for each mark to ensure the TM will be visible across all mediums. The large scale version has a smaller TM, to be used on outdoor placements and anything requiring a mark larger than two inches wide for the horizontal mark or one inch high for the stacked mark.

Every placement requiring a mark under two inches wide for the horizontal mark or one inch high for the stacked mark should use the small scale mark. Web placements should also use the small scale mark.

HORIZONTAL

LARGE SCALE USE

SMALL SCALE USE

STACKED

LARGE SCALE USE

SMALL SCALE USE

BRAND MARK COLOR

The mark allows for flexibility in usage, especially when it comes to color. When used on campaign elements the mark will generally feature a color determined by the color palette of the corresponding photograph, as seen in the examples. It can also be used in black or white. The color should provide enough contrast with the background to be clear and legible. The color should also remain consistent with the established tone, using only colors found in nature. Avoid neon or highly saturated tones. (See color palette on pg. 19.)



That's
WYTM



That's **WY**TM

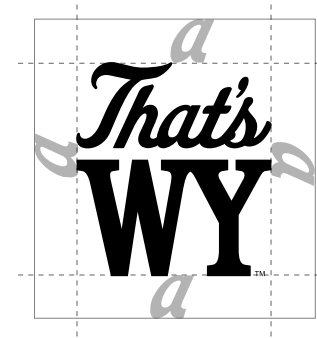
BRAND MARK CLEAR SPACE AND MINIMUM SIZE

Clear space frames the mark and separates it from other elements including text and the edge of printed materials. The mark must be surrounded by at least the required minimum of clear space, which is determined by the height of the “” in the horizontal mark and the “a” in the stacked mark.

HORIZONTAL



STACKED



MINIMUM SIZE

.25 inches



PRINT

20 px



WEB

.5 inches



PRINT

40 px



WEB

BRAND MARK SHOULD NOT BE SMALLER THAN THE ABOVE SIZES

BRAND MARK INCORRECT USAGE

The only accepted versions of the mark are the approved horizontal and vertical lockups. Outside of approved scaling, the two marks should never be altered. This includes proportions, lockup, and all other manipulations or modifications.



DO NOT ALTER THE COLOR
ON HALF OF THE MARK



DO NOT USE THE MARK
WITHOUT TRADEMARK



DO NOT ALTER OR REPLACE
THE TYPOGRAPHY



DO NOT STRETCH OR SKEW
THE MARK



DO NOT ALTER THE
PROPORTIONS OF THE MARK



DO NOT USE COLORS THAT
ARE NOT CONSISTENT
WITH THE BRAND TONE



DO NOT PLACE THE
MARK VERTICALLY



DO NOT USE THE MARK
WITH JUST A STROKE



DO NOT ADD A STROKE
TO THE MARK



DO NOT ADD A DROP
SHADOW TO THE MARK



DO NOT ADD A GLOW
TO THE MARK

BRAND MARK PARTNER USAGE

The “That’s WY” brand mark may be used by partners in print and web content, but must adhere to the established requirements and guidelines. See pages 13-17 for usage.

When used in print and web the brand mark must remain smaller than the partner logo.

In partner web content, the mark must follow the aforementioned standards and also click through to travelwyoming.com

USAGE NOTE: Any use of the Wyoming/ That’s WY brand or logo must be pre-approved by the Wyoming Office of Tourism. Partners must route all materials for approval prior to printing, to ensure proper usage. Please send a request via email to becky.oswald@wyo.gov for approval.

BRAND MARK MUST NOT BE A PROMINENT ASSET



BRAND MARK MUST REMAIN SMALLER THAN PARTNER LOGO



IN ALL PARTNER WEB CONTENT, THE BRAND MARK OR LOGO MUST CLICK THROUGH TO TRAVELWYOMING.COM



PARTNERSHIP DIGITAL CREATIVE EXAMPLE:



TRADE AND INTERNATIONAL USAGE

TRADE USAGE

For international usage, always use the Wyoming script element. The “That’s WY” brand mark is not sufficient for communicating the brand name, because it does not translate well to all countries.

For Canada, follow domestic usage. Use the “That’s WY” brand mark only.

INTERNATIONAL LOGO USE



DOMESTIC LOGO USE

(Includes all English-speaking countries)



INTERNATIONAL EXAMPLE USE



DOMESTIC EXAMPLE USE



TRADE AND INTERNATIONAL USAGE

CONSUMER USAGE

For international usage outside of Canada, the Wyoming script element and “That’s WY” brand mark should always accompany each other. The script element and brand mark should be located on the same page or asset, and the Wyoming script element should be presented first and more prominently than the brand mark.

For instances where an international lockup is needed, we have provided two versions: a horizontal lockup and a stacked lockup. These options allow for seamless placement and integration into all mediums.

The international lockup should never be under 1.2 inches wide for the horizontal lockup or .65 inches high for the stacked lockup.

For Canada, follow domestic usage. Use the “That’s WY” brand mark only.

EXAMPLE LOGO USAGE



HORIZONTAL



STACKED



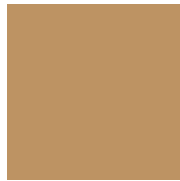
BRAND COLORS

Utilizing a consistent range of colors increases the impact and cohesion of each brand communication. This color palette provides a clean, modern take on Wyoming's landscape. With a range of light to dark and bold to muted, the palette allows designs to be both versatile and strategic.

PALLETE



C:0 M:9 Y:24 K:0
R:255 G:231 B:196
HEX: #ffe7c4



C:25 M:41 Y:68 K:3
R:189 G:147 B:99
HEX: #bd9364



C:33 M:71 Y:85 K:29
R:136 G:76 B:48
HEX: #884c30



C:23 M:55 Y:99 K:6
R:188 G:122 B:44
HEX: #bc7a2c



C:45 M:31 Y:60 K:4
R:145 G:151 B:116
HEX: #909774



C:62 M:43 Y:70 K:25
R:93 G:105 B:81
HEX: #5d6951



C:37 M:8 Y:18 K:0
R:160 G:201 B:205
HEX: #a0c9cd



C:80 M:40 Y:43 K:10
R:55 G:119 B:128
HEX: #377780



C:28 M:98 Y:99 K:32
R:137 G:29 B:27
HEX: #891d1b

BRAND TYPOGRAPHY

Rosewood STD is the primary brand font. It should only be used on brand focused materials. The serifs and structure of this font allude to the western landscape of Wyoming. It's both approachable and versatile. It preserves readability when reduced, translates well across digital platforms and maintains personality.

INCORRECT USAGE

The approved fonts should never be altered or manipulated. This includes adding a stroke, stretching the fonts, adding a drop shadow and all other manipulations or modifications outside of color and size.

HEADLINE

ROSEWOOD STD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(./?!)

SUBHEAD AND DESCRIPTION TEXT - PRINT

Gotham

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(./?!)

BODY COPY - PRINT

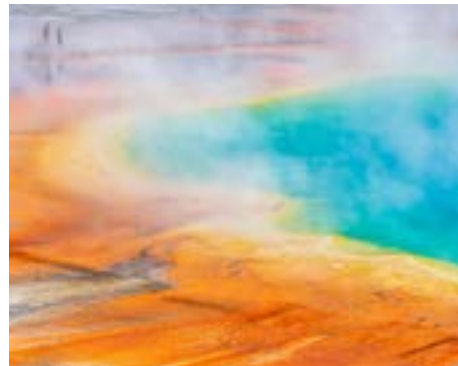
Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890\$%&(./?!)

BRAND PHOTOGRAPHY

Our brand photography is key to capturing the spirit of adventure for prospective visitors. Its authentic, not staged or posed, and is warm, welcoming and naturally vibrant.



BRAND PHOTO EDITING INCORRECT USAGE

Photo editing should be limited to cropping and placement. Do not stretch photos, add filters or colored overlays, or make any other manipulations.



DO NOT STRETCH



DO NOT CONVERT TO BLACK AND WHITE



DO NOT USE COLOR FILTERS



DO NOT DESTATURATE



DO NOT USE PHOTO FILTERS



DO NOT VINGETTE

BRAND PHOTO USAGE

BRAND PHOTOGRAPHY – is licensed for unlimited worldwide use in print, OOH, trade show/convention, corporate/PR and web by WOT. Most of these images do not include broadcast rights.

THIRD PARTY – Brand photography images are licensed for third-party use under the same terms. Third-party use includes partnerships such as Brand USA and other co-operative programs and partnerships which provide promotional and advertising support to the WOT and supplement WOT's own media efforts. All third-party requests for photo use should be run through WOT and BVK for approval.

IMAGE LIBRARY – Approved image library is available via [Crowdriff](#). Be sure to follow usage rights noted in the Crowdriff platform.

USAGE NOTE: Contact becky.oswald@wyo.gov for Crowdriff login.

BRAND PHOTOGRAPHY



LICENSED FOR USE IN:

- PRINT
- OOH
- TRADESHOW/CONVENTION
- CORPORATE/PR
- WEB
- ELECTRONIC AND SOCIAL MEDIA



04

SOCIAL

PAID & ORGANIC

The Wyoming Office of Tourism operates both paid social media campaigns as well as maintains an organic social media presence across several platforms.

Social media works best when both paid & organic tactics work together in the digital ecosystem. They do, however, have different goals based on the abilities of each. Wyoming utilizes both paid & organic to reach potential travelers.

PAID SOCIAL MEDIA

GOALS

Paid social media is primarily used to reach targeted audiences like the prospective traveler and to encourage them to take a specific campaign action (watch a video, subscribe to the newsletter).

PRIMARY PLATFORMS

Facebook, Instagram

SECONDARY PLATFORMS*

Snapchat, Pinterest, Reddit

CONTENT THEMES

Paid social content utilizes campaign assets as well as activity-based messaging to drive actions on and off platform.

*YouTube is used in the overall paid media campaign but functions separately from social media as it is run through Google Ads.

ORGANIC SOCIAL MEDIA

GOALS

Organic social media is used to generate awareness and engagement of travelers. It involves customer service practices, relationship building through community management and reacting to on-platform trends.

PRIMARY PLATFORMS

Facebook, Instagram, X

SECONDARY PLATFORMS

Pinterest, YouTube

CONTENT THEMES

Organic social media mixes activity-based messaging, event promotion, user-generated content and long form video to drive awareness and engagement on platform.

PAID SOCIAL MEDIA GOALS

Paid social media blends a variety of dimensions to ultimately attract new and repeat visitors to the state of Wyoming. The strategy behind the social paid media campaign allows for more specific actions to be taken based on a combination of the following variables:

- 1: Platform
- 2: Audience
- 3: Journey Stage
- 4: Content
- 5: Optimization

Goals are aligned with the journey phase of our consumer to better target specific people to take specific actions as they begin to consider travel to Wyoming.

Platforms are specifically chosen to align with different phases of the consumer journey because of the goals we optimize for in each area.

In addition to each journey phase and platform, we align specific content pieces to the stages to help guide users through the process.

DISCOVERY (AWARENESS)

Goal: Impressions, Engagement, Video Views
Platforms: Meta, Pinterest, Snapchat, YouTube, Reddit
Content: Long-Form Video Stories, Carousel for Activities

RESEARCH & PLAN (CONSIDERATION)

Goal: Landing Page Views, Clicks
Platforms: Meta, Pinterest, Snapchat, YouTube, Reddit
Content: Activity-Based Messaging and Article Features

COMMIT & BOOK (CONVERSION)

Goal: Visitor Guides, Email Subscriptions
Platforms: Meta
Content: Visitor Guide Visuals and Email-Specific Copy

EXPERIENCE (IN-STATE)

Goal: Landing Page Views, Clicks
Platforms: Meta, Snapchat
Content: WY Responsibly

ORGANIC SOCIAL MEDIA GOALS

Organic social media operates in more awareness-level capacities to help build engaged audiences and continue to turn the content wheel daily.

Organic social utilizes content to further brand reach without the ability to target specific. That's where paid social is effective; audience targeting capabilities is a main variable when setting up a campaign.

GENERATE AWARENESS

Social media is the front porch for a brand. Younger generations are going to social media platforms before even heading to websites to get more information as they make their decisions. Travel Wyoming exists to present a wealth of information to guide users as they begin to develop their travel plans.

Social media is an ever-present, constant promotion of Wyoming to audiences seeking a vacation like no other.

BUILD ENGAGED AUDIENCES

Engaging content helps create a community of brand loyalists. Achieving higher engagement rates also helps organic content perform better in social algorithms.

PROMOTE PARTNERS & EVENTS

The adventure never ends in Wyoming. With so much to see and do, Wyoming Office of Tourism's social media platform exist to build up our partners and the offerings of unique locations.

Travelers are compelled to participate in region events when they travel as part of their itinerary. Promotion of the event as well as recapping specific events helped to create a fear of missing out and encourage return trips to experience more on their visits.

PLATFORMS

Social media content can differ across platform. While integrating brand and tone elements overall, each platform should be thought about separately in respect to priority and best practices.

As of now, Wyoming does not operate organic efforts on Reddit, Snapchat or TikTok.

FACEBOOK

AUDIENCE DEMOGRAPHICS

Platform: 25-44 years old, 56% male.
WOT: 54-65+, 56% female.

PLATFORM CONTENT CATEGORIES

News, Humor, Education, Sports, Entertainment

INSTAGRAM

AUDIENCE DEMOGRAPHICS

Platform: 18-34 years old, 51% male.
WOT: 25-44, 55% female.

PLATFORM CONTENT CATEGORIES

Lifestyle, Travel, Wellness, Beauty, Humor, Food & Drink

X/TWITTER

AUDIENCE DEMOGRAPHICS

Platform: 25-34 years old, 61% male.
WOT: TBD

PLATFORM CONTENT CATEGORIES

News, Humor, Sports, Politics

PINTEREST

AUDIENCE DEMOGRAPHICS

Platform: 50-65 years old, 77% female.
WOT: 25-34, 68% female.

PLATFORM CONTENT CATEGORIES

Home Décor, DIY, Food & Drink, Fashion, Health & Wellness, Beauty

YOUTUBE

AUDIENCE DEMOGRAPHICS

Platform: 18-34 years old, 54% male.
WOT: 25-44, 68.6% male.

PLATFORM CONTENT CATEGORIES

Comedy, Music, Entertainment, Pop Culture, How To

FACEBOOK

Facebook pages are usually the most followed platforms in a social media ecosystem.

For Wyoming, the audience makeup of the page is different from the audience makeup of the platform overall.

AUDIENCE DEMOGRAPHICS

Platform: 25-44 years old, 56% male.

WOT: 54-65+, 56% female.

PLATFORM CONTENT CATEGORIES

News, Humor, Education, Sports,
Entertainment



FACEBOOK

CONTENT TYPES

- Articles & Links
- Long-Form Video
- UGC
- Call-To-Comment Posts
- Short Form Video
- Stories

POSTING BEST PRACTICES

5-7 In-Feed Posts A Week
Stories Shared from Instagram

Audiences share news and content across their networks.

Letting the link populate and adjusting the headline and visual is recommended.

Understanding consumer habits, it's also important to inform and entertain through our posts. Long form videos should entertain while short form should educate.

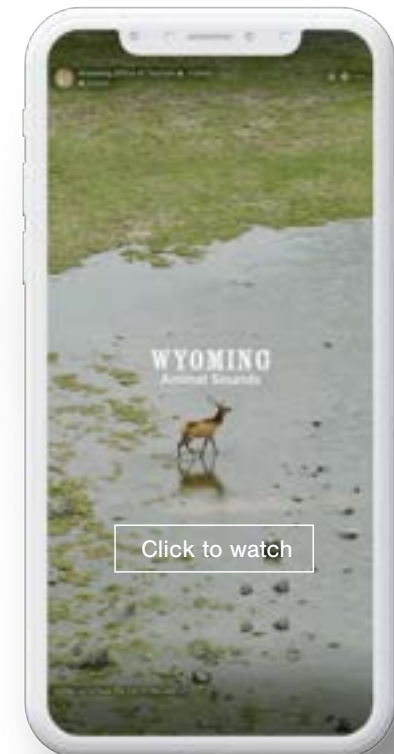
Facebook is also a great place to share news updates where other platforms would not find them as engaging.

POSTING FOR AUDIENCES

For Wyoming specifically, we're seeing a larger audience of older females making up a majority of the page audience.

When posting, remember that our current audience is probably going to be looking to see themselves in the content. Consider family images, female centered visuals, as well as tips for traveling for them to save.

That does not mean we should ignore the male and younger audience of Facebook overall. Some content should be mixed in for our younger demographics to engage audiences outside of the followers on our page.



INSTAGRAM

Instagram is a youthful platform that inspires travelers while also giving them aspirational goals.

Instagram is a visual-heavy platform that does not utilize links as easily as other platforms do. The goal is to not leave Instagram while you are scrolling through your feed.

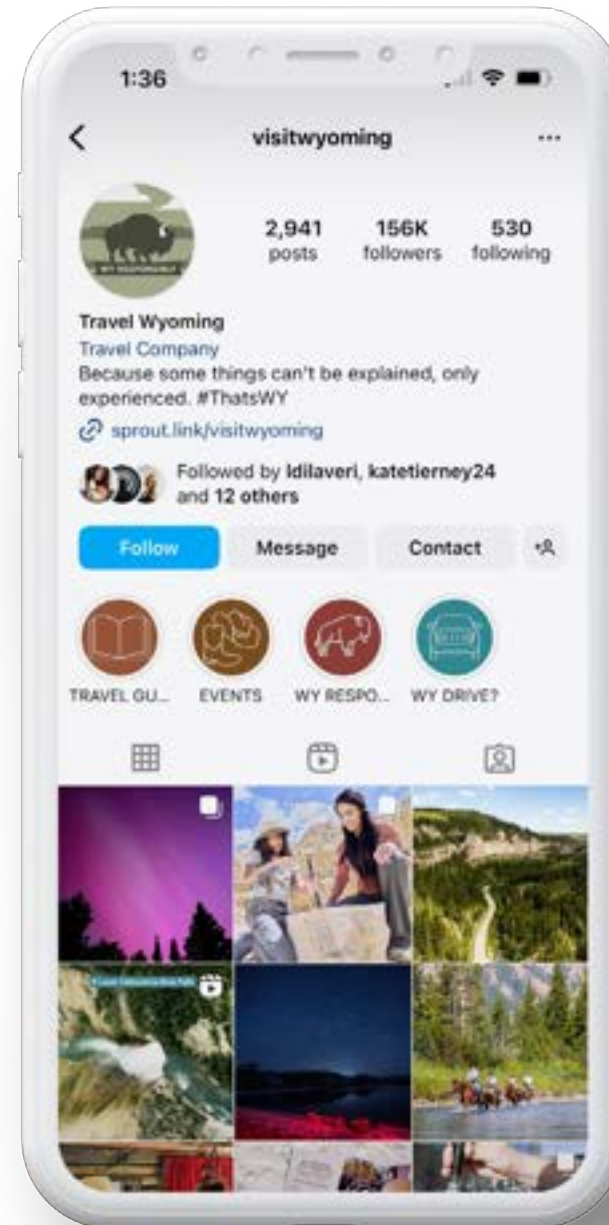
AUDIENCE DEMOGRAPHICS

Platform: 18-34 years old, 51% male.

WOT: 25-44, 55% female.

PLATFORM CONTENT CATEGORIES

Lifestyle, Travel, Wellness, Beauty, Humor, Food & Drink



INSTAGRAM

CONTENT TYPES

- Reels
- Stories
- Carousels
- UGC
- Visually-Compelling Imagery

POSTING BEST PRACTICES

5-7 In-Feed Posts A Week

3 Stories A Week

Visuals are the prominent feature on Instagram and should be curated with care.

Links in bio are routinely used on Instagram and should be included where possible. It's recommended you either use a service to utilize or update your link in bio every time you post using a link.

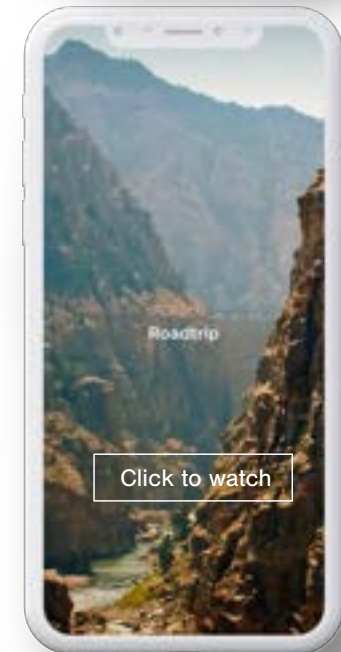
Reels are going to perform best as the platform continues to push short form video to combat TikTok usage. Instagram Stories are also very popular engagement tactics and produce great awareness results.

While videos and stories should be built using software like Adobe Photoshop or Premiere before posting, if you are using on-platform resources, stick to clean fonts (no cursive). Utilize the brand colors for font backgrounds and keep text white as much as possible.

POSTING FOR AUDIENCES

Wyoming's Instagram page showcases a young, female following. When posting on Instagram, consider more aspirational and female travel inspired content.

When jumping into Instagram trends & reels, having a female perspective on the trend will be useful to connecting with our audience while also reaching new, similar audiences.



X/TWITTER

X, formerly known as Twitter, has historically been a great platform to understand trending topics, break news and engage with users.

While the user base has fallen in recent years, X can still be a good engagement tool and showcase of a brand.

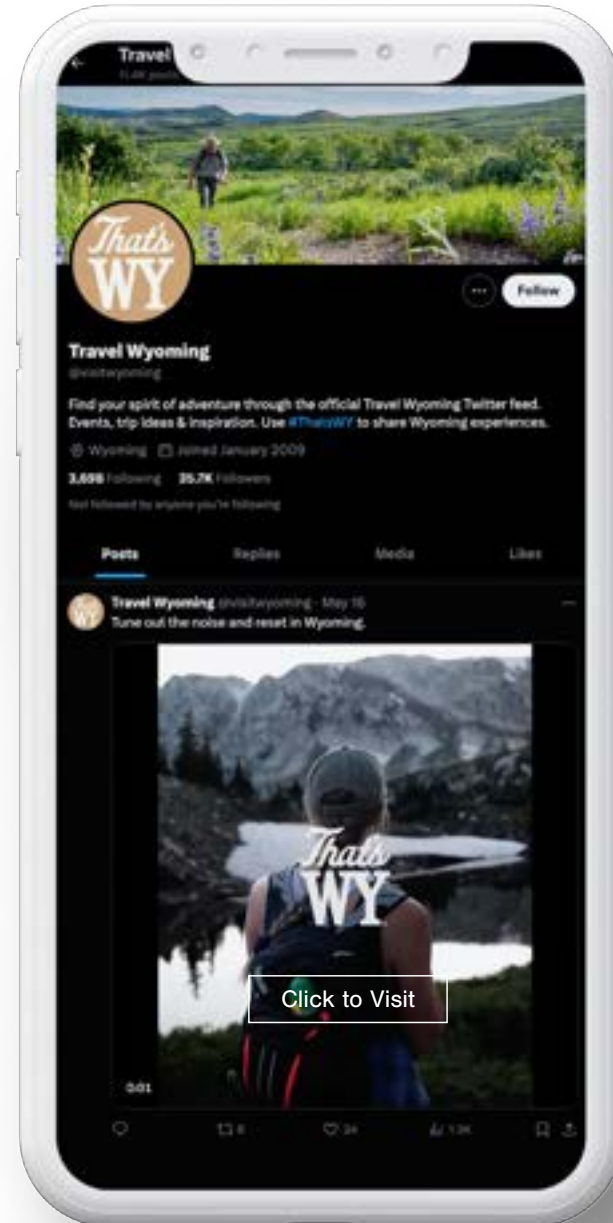
AUDIENCE DEMOGRAPHICS

Platform: 25-34 years old, 61% male.

WOT: TBD

PLATFORM CONTENT CATEGORIES

News, Humor, Sports, Politics



X/TWITTER

CONTENT TYPES

- Text Posts
- Tweet Threads
- Images & Videos
- Articles

POSTING BEST PRACTICES

5-7 In-Feed Posts A Week

Posting on X/Twitter is slightly different than other platforms in that text-only posts are considered just as engaging as photo and video posts.

Where possible, utilize visuals with a post, but text-based posts can also be entertaining using tweet threads or hashtags in larger conversations.

X/Twitter visuals are usually better seen in the landscape aspect ratio but 4x5 can also be used.

POSTING FOR AUDIENCES

Twitter skews higher male and tends to be a place for humor, sports and politics. Breaking news also spurs plenty of conversation as audiences continue to use the platform as a real-time text blogging platform.

Humor can be a great way to break through the noise of the platform. The guidelines are important to continue to understand, however, there are ways to engage audiences through humor to engage.



PINTEREST

Pinterest has historically been a platform heavily skewed towards women. Boards are created to help build aesthetics for projects and planning.

Everything from planning a wedding to updating a backyard to planning a vacation can be seen in pins on Pinterest.

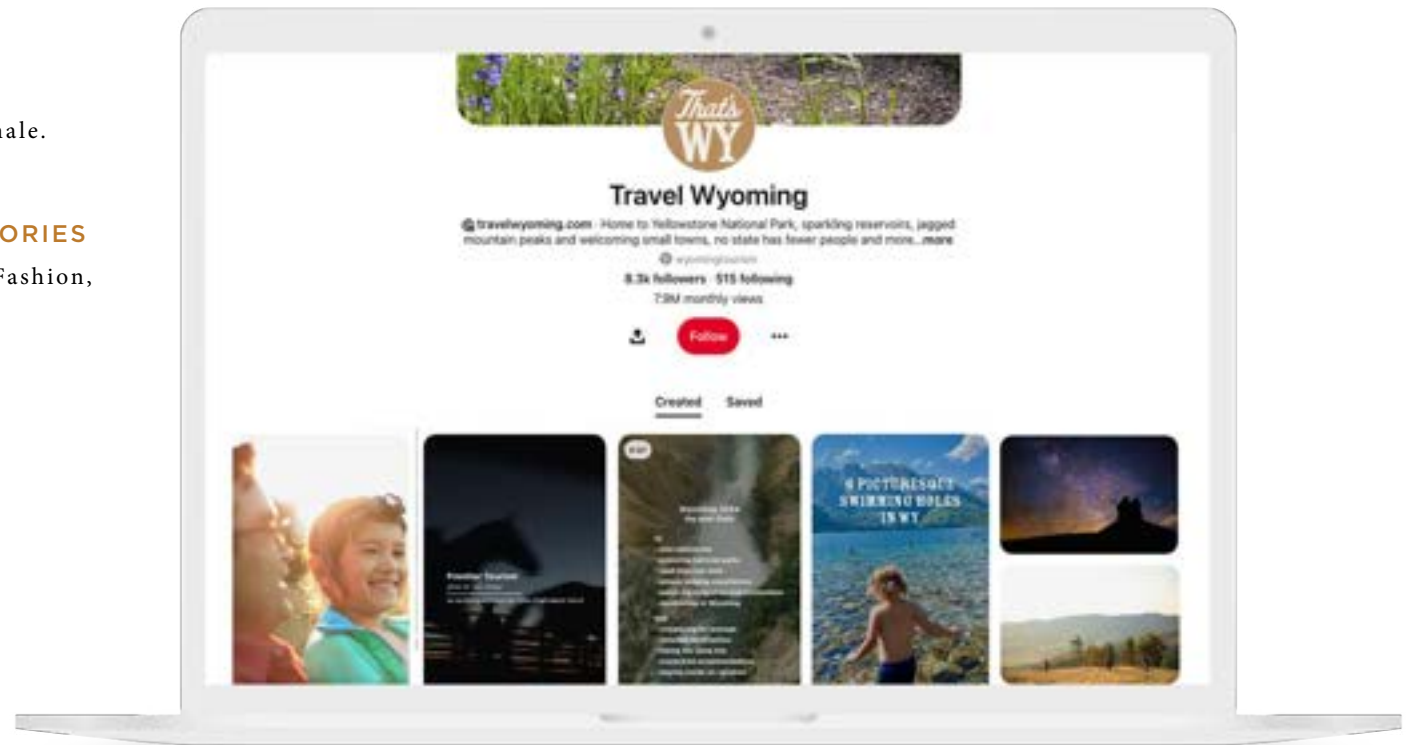
AUDIENCE DEMOGRAPHICS

Platform: 50-65 years old, 77% female.

WOT: 25-34, 68% female.

PLATFORM CONTENT CATEGORIES

Home Décor, DIY, Food & Drink, Fashion, Health & Wellness, Beauty



PINTEREST

CONTENT TYPES

- Graphics
- Articles
- Imagery

POSTING BEST PRACTICES

2-3 Post a Week

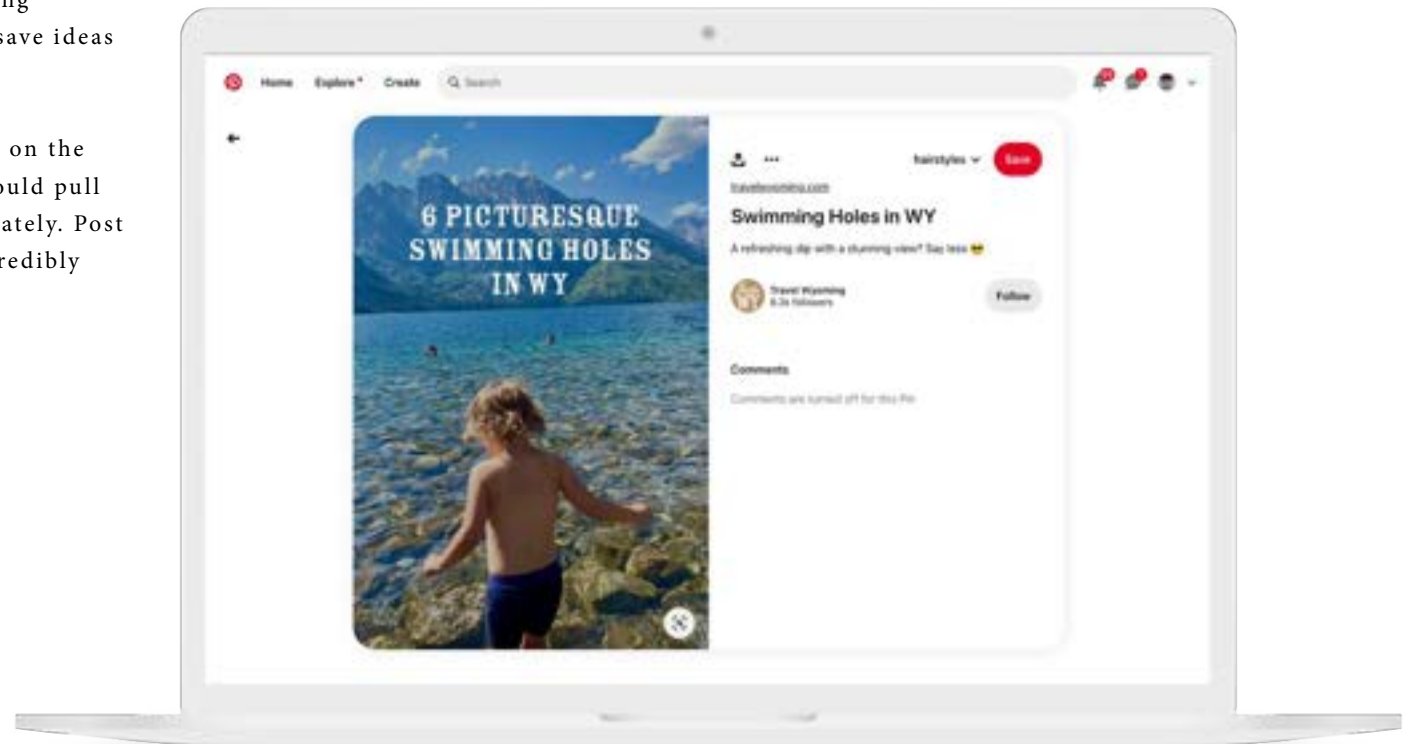
Pinterest is an information gathering platform that audiences utilize to save ideas for future actions.

Pinterest posts should include text on the graphic where possible. Images should pull the user in and tell a story immediately. Post copy is helpful, but visuals are incredibly important.

POSTING FOR AUDIENCES

For both the platform overall as well as Wyoming's audience, Pinterest skews highly female. This is a platform where we should be mostly speaking to a female audience through the content they interact with on Pinterest.

Consider fashion trends, tips for travel and how to prepare for Wyoming adventures. The cowboy culture is where we can really lean into for Pinterest.



YOUTUBE

YouTube, while technically a social media platform, has historically been used by brands in a variety of ways.

YouTube can be a repository of video content without much thought or consideration to how it might be used by people on the platform.

YouTube was the first “creator” space that encouraged people to create content for profit and build off their digital entertainment success.

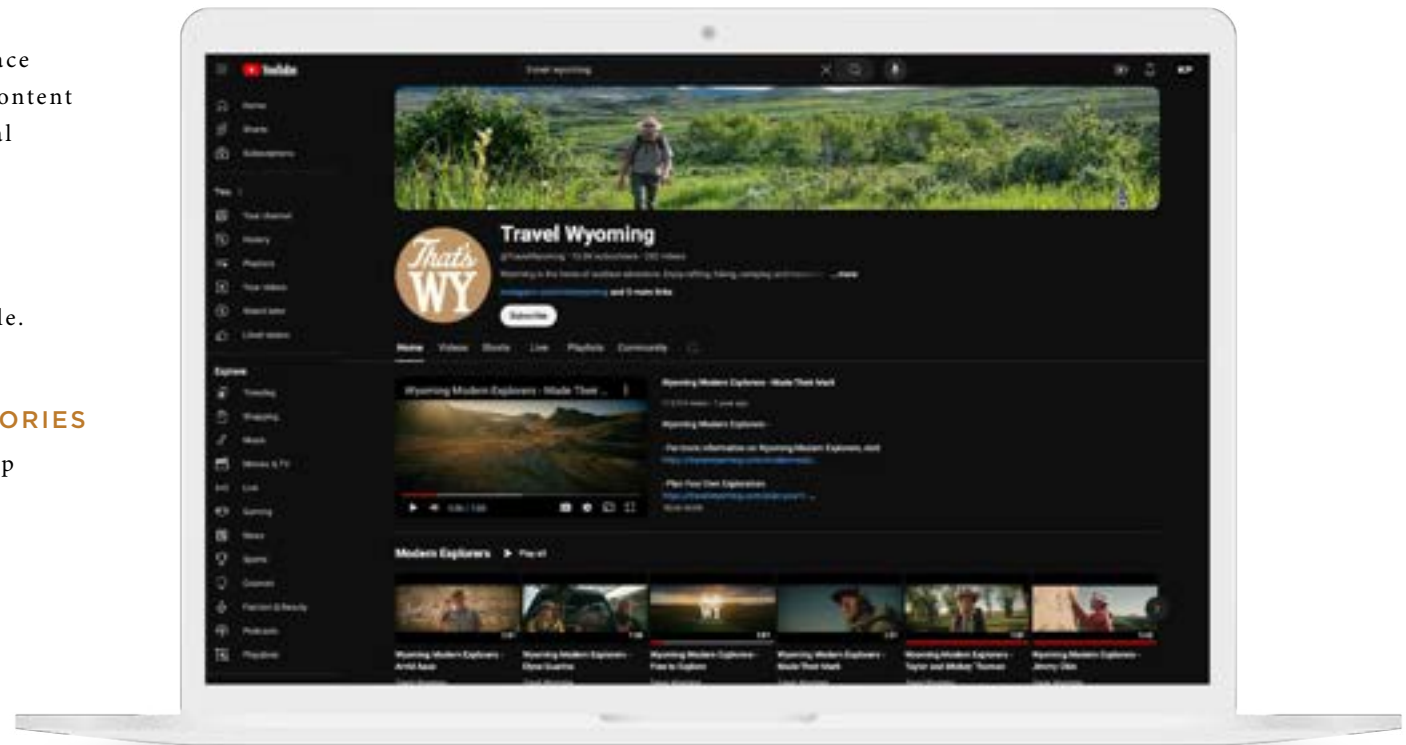
AUDIENCE DEMOGRAPHICS

Platform: 18-34 years old, 54% male.

WOT: 25-44, 68.6% male.

PLATFORM CONTENT CATEGORIES

Comedy, Music, Entertainment, Pop Culture, How To



YOUTUBE

CONTENT TYPES

- Long Form Video
- Short Form Video

POSTING BEST PRACTICES

1-2 Long Form Videos a Month

2-3 Short Form Videos a Week

YouTube is video-first platform. While some platforms engage subscribers through text polls and other posts, Wyoming views YouTube as a video platform.

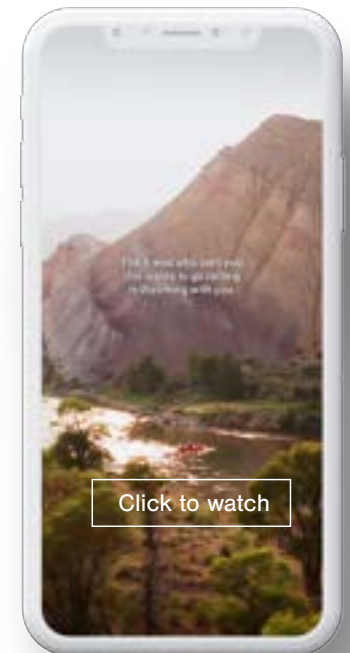
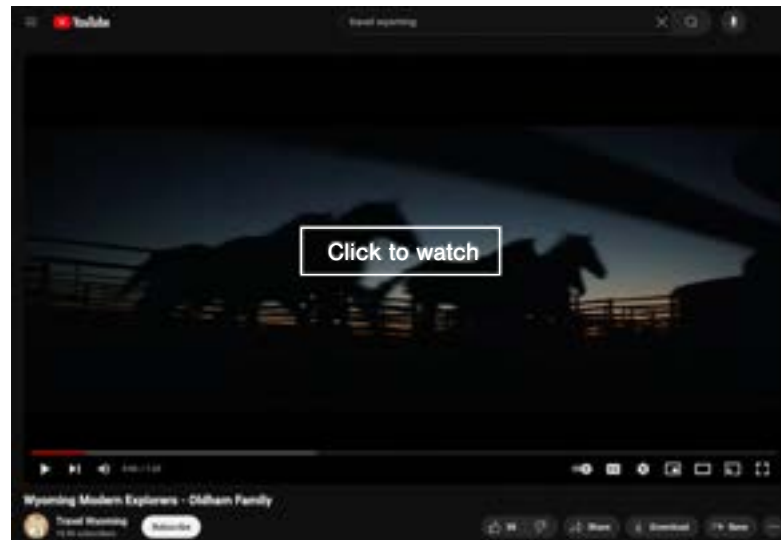
Videos can be a variety of lengths. Overall, posting to YouTube from an organic perspective should look to educate and entertain audiences through story-based and episodic videos.

How-To's and SEO friendly content is easily applicable content to the platform to help with search as people consider Wyoming as a place to travel for adventure.

POSTING FOR AUDIENCES

YouTube is a male-dominated platform that relies on education and entertainment. Consider more masculine facing activities and features to engage the audience.

Comedy/humor can also be important in YouTube Shorts; while staying on-brand, videos can push the boundaries for more comedic forms of content.

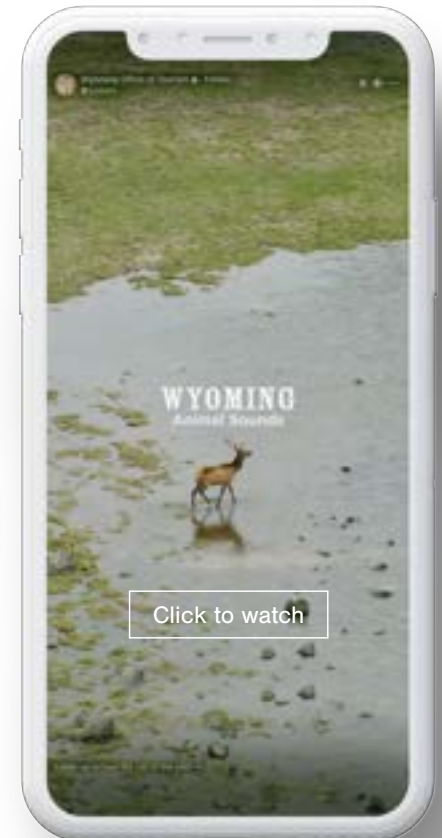


TONE & MESSAGING

Organic social media follows the overall brand voice of the Wyoming Office of Tourism.

Our brand tone is reflective and introspective. We inspire contemplation while avoiding snobbery and clichés. We're approachable and reliable – like a trail guide who educates and challenges you to unleash your sense of adventure.

Organic social media also invites extensions of our brand tone within popular culture and vernacular on platform.



EMOJI USAGE

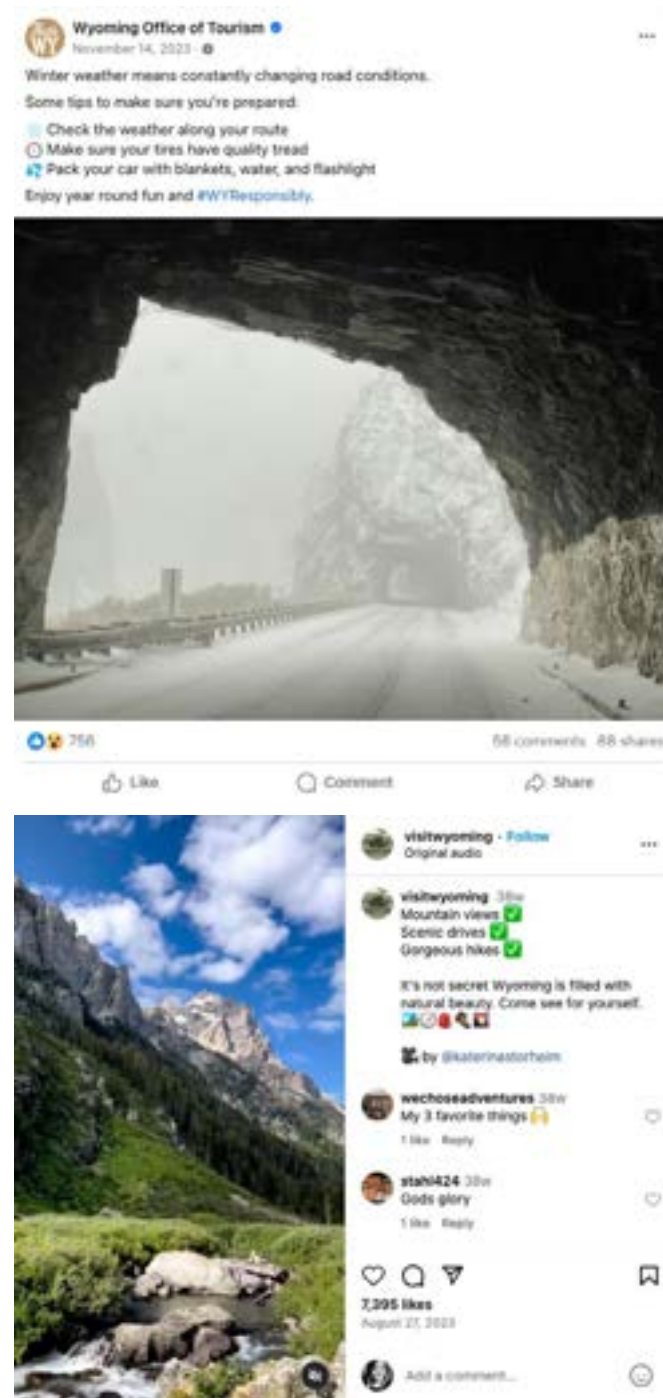
While not used in our brand tone & messaging, emojis are an important part of the social media lexicon that can enhance a post copy or even play into trends.

Emojis should be used conservatively and only be included if it's helpful to add context to the overall post. Emojis should not be used in place of words.

Emojis can be used to call out user-generated content or links to off-platform situations.

Example:

- 🚗: @cedtripping



INTERACTION & ENGAGEMENT

Fostering a community is one of the main goals of any social media strategy. Commenting back to followers encourages sharing in pride of the state. Utilize brand tone when responding to users and find unique ways to surprise and delight.



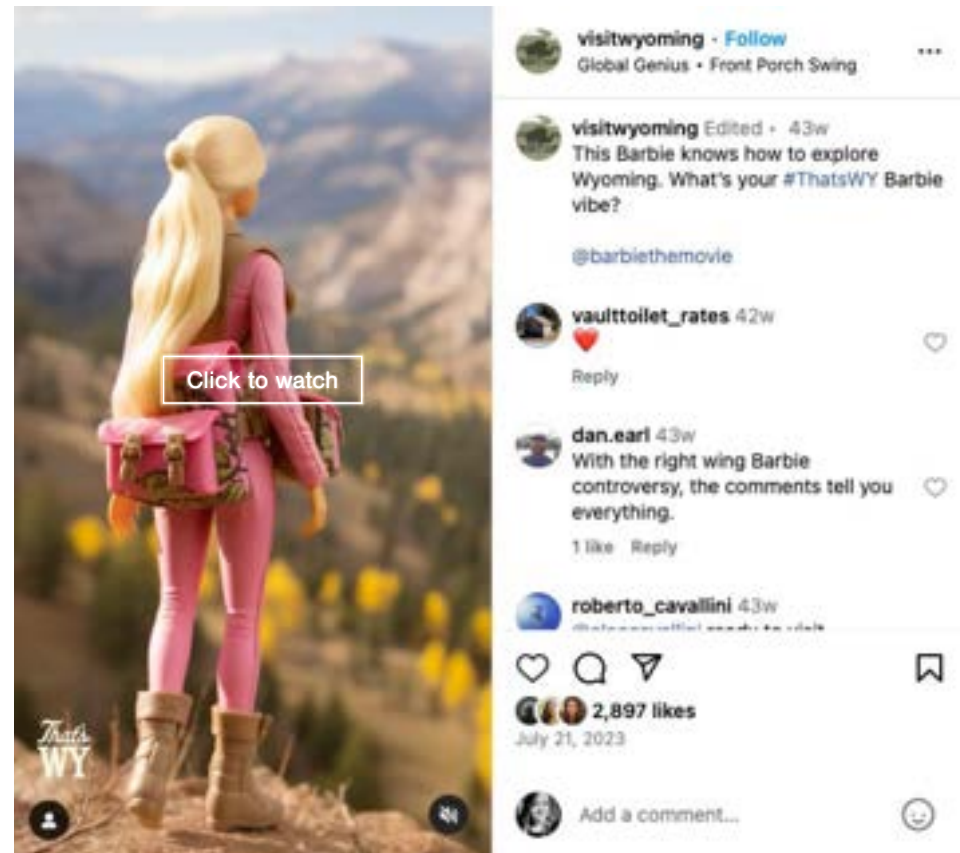
MEMES & TRENDING TOPICS

When thinking about jumping into memes and language specific to social media, it's important to ensure it still aligns with overall brand tone.

You should not use anything that involves swearing or terms that are too niche for a general social audience.

Example:

- We created AI Barbies enjoying Wyoming in July 2023 to coincide with the release of the Barbie movie.



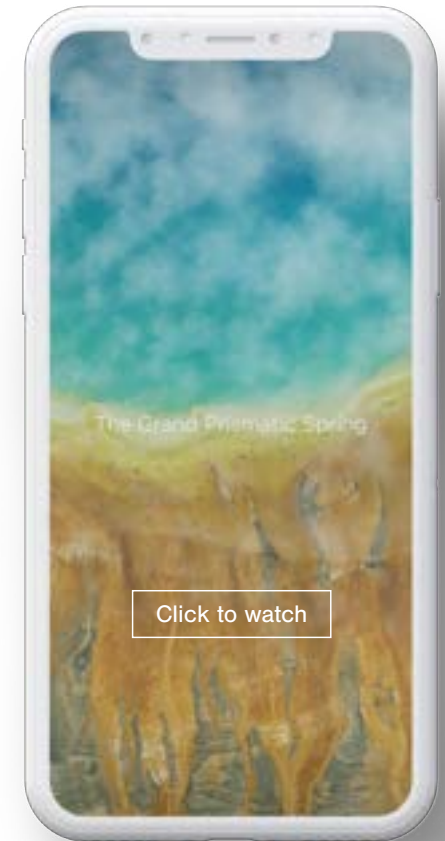
CAPTIONS

A social post caption should complement the visual but not reiterating what's in the photo. Show don't tell is a good practice to live by on social.

Short captions should be witty and play off the imagery or video in the feed.

Long captions should be educational and tell a story. You should have a beginning, middle and end that engages the audience and educates them on the subject in the visual.

Consider adding call-to-engagements to increase user comments.



HASHTAGS

Hashtags, while not as popular in usage as they previously were, are still great tools for collecting content and discussing a specific topic. Wyoming operates using two main hashtags:

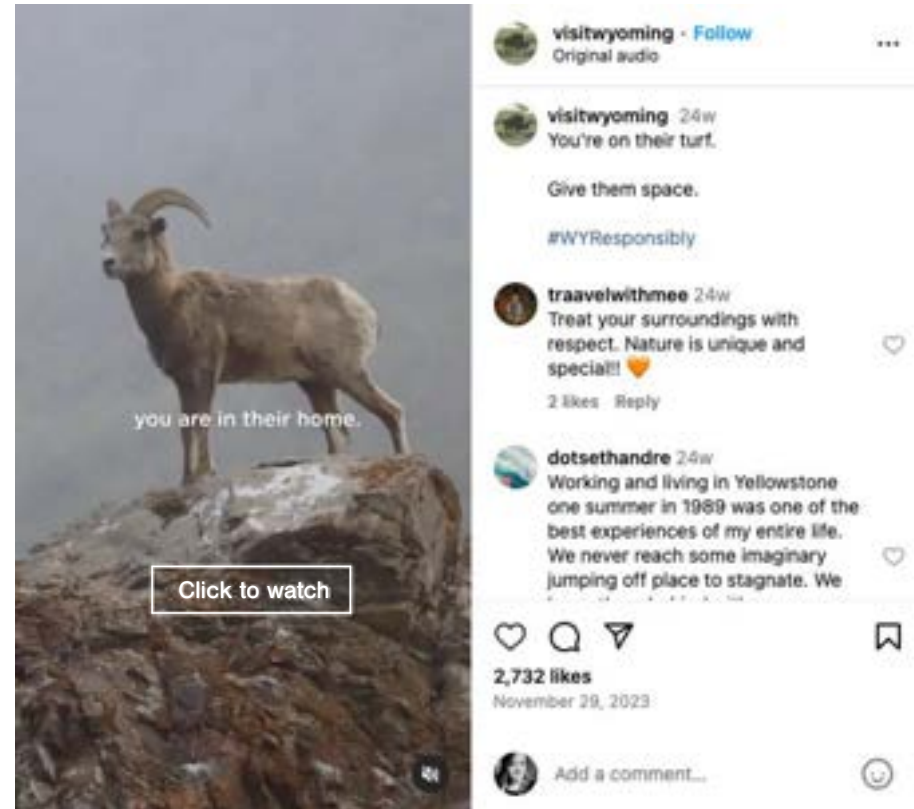
#THATSWY

Used for general travel content and UGC engagement.

#WYRESPONSIBLY

Used to engage responsible travelers in-state and generate conversations about the WY Responsibly campaign.

Hashtags can be used across social media platforms though they are rarely seen on Pinterest.



VISUALS

Social media visuals should follow brand photography guidelines.

Visuals shown in static, motion or video should be authentic and vibrant, drawing users into the world of Wyoming upon single glance.

Select images on social media that immediately engage the user as they move through their feed. The goal is always to stop the scroll in-feed.

VISUAL BEST PRACTICES

Social media is used to inspire travelers to make a visit to Wyoming. Ideally, they can see themselves or see their vacation in every post added to their feed. Best practices for visuals include:

- Faces & people centered photography.
- Landscape imagery.
- Clear images that are not overly processed.

Aspect ratios are important to each platform. If selecting an image, ensure its cropped according to platform best practices.

FACEBOOK

In-Feed: 1080x1080 OR 1200x628

Story: 1080x1920

INSTAGRAM

In-Feed: 1200x628 OR 1080x1350

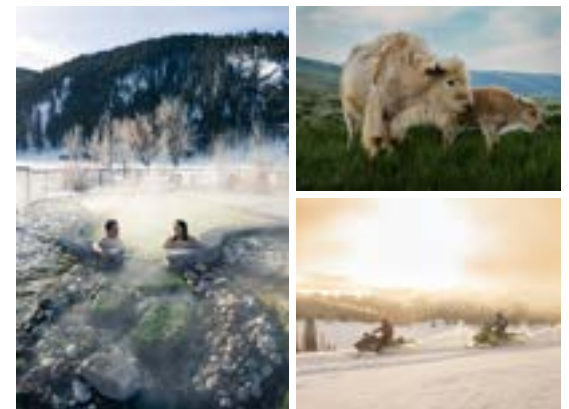
Story: 1080x1920

TWITTER

In-Feed: 1200x628

PINTEREST

In-Feed: 1000x1500



VIDEO & AUDIO

Short form and long form video have always been a popular format in organic social media platforms. The rise of short form, vertical video content has transformed the way users and brands have interacted with social media, much the way the introduction of video content transformed the same platforms when it first was utilized.

Going hand-in-hand with video, audio has also become a popular format to trade in memes and jump into new trends. Like hashtags and trending topics, trending audio has become the new format in which to garner engagement and followers when used properly.

VIDEO BEST PRACTICES

ORIENTATION: VERTICAL & LANDSCAPE VIDEO

While most video is still shot in landscape to ensure usability on a multitude of platforms, vertical video has become more prevalent with short-form video on social platforms.

When producing a video for social media, understand where that video might live to understand how you should film it. If your goal is YouTube and Facebook, you can consider a landscape format that better plays to those platforms.

SHORT FORM VIDEO BEST PRACTICES

Short-form video is best consumed in a vertical format in places like Reels. Short-form video can be repurposed from landscape filming, but it's important to make sure your landscape filming gives enough room to re-edit for vertical.

Reels and short-form video can be more authentic content; filming from a phone is not out of the question. However, it's still important to ensure that footage has been stabilized and showcases the best of the subject. It should not be shaky, blurry, or cut off too soon.

Short Form Video can be developed as standalone pieces or in campaigns to create multiple versions of the same short form structure.

LONG FORM VIDEO BEST PRACTICES

Long Form Video lives best on YouTube as well as some Facebook Watch areas. Long Form Videos shot mostly be shot in landscape. While short form videos can act as stand alone assets, long form videos should be developed as a type of series to continue to education or entertain people beyond one episode.

Long Form Video should feel very similar to writing an article or telling a story. Ensure an engaging video with a beginning, middle and end narrative structure. Videos with a hook or other engaging narrative detail can also help user stay engaged until the end.

AUDIO BEST PRACTICES

TRENDING AUDIO

Trending audio has been the new way with which social media users jump into trends and engage with new content. While Wyoming encourages engagement with trending audio, It's important to consider the audio being used and how it relates to the Wyoming brand.

Spoken word can be used if there is no swearing or suggestive language.

COPYRIGHT CONSIDERATIONS

When using trending audio or on-platform audio, understand that not all content is considered fair play. Avoid major artists and stick to trending audio that is more.

ON-BRAND AUDIO

Audio should be cinematic and inspirational. Country-inspired should also be used where possible, though not necessarily crossing into full stadium country aesthetics. Rock music can be used sparingly and only if it still has a cinematic quality.

UGC GUIDELINES

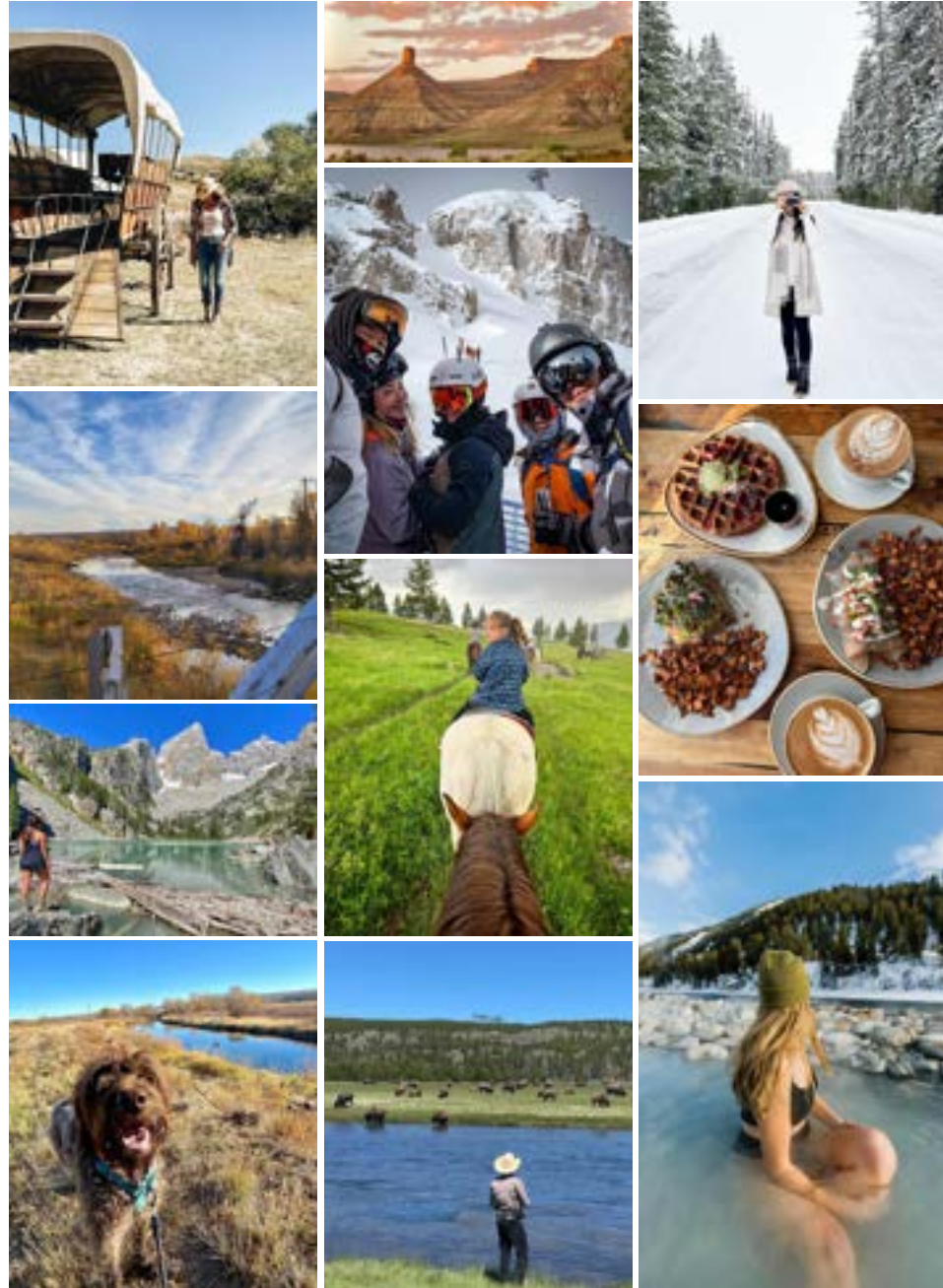
User Generated Content (UGC) can be a successful source of imagery where resources lack to capture content as well as engage audiences and showcase authentic content.

UGC should be chosen selectively and carefully. Consider brand guidelines as often as possible as well as how UGC speaks to each audience. There should not be a strong departure from brand imagery aesthetic.

UGC should also be cleared for usage through the original poster.

Wyoming Approved Rights Request Copy:

- We <3 these and would like to share them within marketing and PR efforts through out the state with your permission! You will be given credit for the photos where appropriate. Please reply to this comment with “@visitwyoming #YesWY” to allow us to share! Thank you!





05
WEBSITE

WEBSITE COLORS

Below is our color palette for the website. You'll find that the general colors are most common and preferred, while the bottom row features colors we use in supporting materials.

GENERAL COLORS (ALL PAGES)



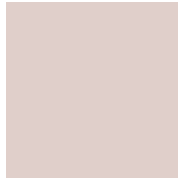
R:56 G:119 B:128
HEX: #377780



R:71 G:56 B:50
HEX: #473a32



R:136 G:76 B:99
HEX: #884c30



R:224 G:207 B:202
HEX: #e0cfca



R:189 G:147 B:99
HEX: #bd9363



R:255 G:233 B:196
HEX: #ffe8c4

COMPLIMENTARY COLORS (AS NEEDED)



R:177 G:184 B:148
HEX: #b1b894



R:93 G:105 B:81
HEX: #5d6951



R:236 G:177 B:118
HEX: #ecb176



R:188 G:122 B:44
HEX: #bc7a2c



R:137 G:29 B:27
HEX: #891d1b



R:160 G:201 B:205
HEX: #a0c9cd

WEBSITE TYPOGRAPHY

Since typography is strictly dictated in the WOT brand guide, few deviations have been made for the website. The styles outlined below are for the purpose of consistency and standardization. Sizes are represented as font-size/line-height.

```
<H1>
Rosewood Fill 96/102
text-transform: uppercase
```

```
<H2>
Rosewood Fill: 30/30
text-transform: uppercase
```

```
<H3>
Montserrat 700 21/30
```

```
<H4>
Montserrat 700 16/24
letterspacing: 1px
text-transform: uppercase
```

```
<p>
Crimson Text 400 16/24
<p><ref>
color: #8c472d;
Crimson Text 700 16/24
```

WYOMING

OPEN YOUR MIND AND INVIGORATE YOUR SENSES.

Summer in Yellowstone: Road Trip Season

FOR MORE INFORMATION VISIT THE NATIONAL PARK SERVICE

Whether it's visiting the state's legendary landmarks like Yellowstone National Park and Grand Teton National Park or enjoying a small-town rodeo, there's never a shortage of things to do in Wyoming. From taking in the view from the top of the Bighorn Mountains or casting a fishing line on one of our countless rivers, adventure is sure to find you.

When planning a trip to Wyoming, we're here to help. Learn how to best experience Wyoming's national Parks, discover the 10 best places to see wildlife, spend time on the Wind River Indian Reservation and learn about the rich history and culture of the Eastern Shoshone and Northern Arapaho tribes, find the perfect dude ranch and more. Browse all things to do listings below.

WEBSITE TYPOGRAPHY SIZE AND PAIRING EXAMPLE

Wyoming's 12 state parks are some of the best places to unplug. From camping and fishing to hiking and swimming, there's no shortage of things to do on our state-owned lands.

```
.hero p {
  Montserrat 700 18/28
}
```

LEARN MORE

Button text
Montserrat 700 12/16

BUTTONS

Currently, TravelWyoming.com uses four different types of buttons and two different types of text buttons. This button system standardizes how buttons look, and provides consistency for the user.

OUTLINED BUTTONS

ENABLED

HOVER

Outlined buttons are to be styled in white overlaid on images or colored backgrounds.

USAGE

ENABLED

HOVER

LINKS

TEXT BUTTON

TEXT BUTTON



06

CAMPAIGN GUIDELINES

MAVERICKS WANTED

Like our dads used to say, struggle leads to strength. Well, no aspect of life in Wyoming exists without some amount of struggle. And we like it that way. It makes the rewards sweeter. And it shapes people who are clear-eyed about what their purpose should be. So let's ask ourselves: Are we on a lifelong journey? Do we explore things with fresh eyes and open minds? Will we overcome the obstacles to find what moves us? In Wyoming, the answer is always yes. It's a place that calls out to the true individual. Not your garden-variety seeker, but those willing to push for something bolder. That's why explorers, pioneers, outlaws and mavericks have all been drawn here. Because Wyoming attracts a certain type of person. And for those that fit the bill, we say, welcome. Wyoming is for mavericks.



MAVERICKS EXPLAINED

What does it mean to be a maverick? By definition, it's "a person who takes chances and departs from the accepted course." A nonconformist or a free-thinker. Essentially, someone with the innate swagger and rugged individualism of those who first came West. Qualities still ingrained in the DNA of everyone with an uninhibited spirit for adventure. Those unafraid of challenges and unknown horizons.

While we can easily attach the 'maverick' label to any of our Modern Explorers, like Jimmy Chin, Aaron Mulkey, Jasmine Pickner-Bell and others, Wyoming is here for anyone pursuing personal growth by seeking out boundless frontiers and endless freedom. Those who live passionately, but also responsibly. Because they love the land.

Mavericks are the kind of people who are drawn the last bastion of the West. The eternal proving ground for brave and independent spirits.

CAMPAIGN VOICE

At its core, "Mavericks Wanted" is an invitation. It's a summons and a call to action for people who embody the ethos of discovery and independence that has shaped the West. While the tone of the campaign should be welcoming, it should also be honest and slightly challenging. Just like the state itself.

To differentiate Wyoming from surrounding states, the copy should not just speak to things to do on vacation, but what you will get out of the experiences you have when you visit. The copy should entice visitors to rekindle and rediscover their sense of exploration and adventure.

CAMPAIGN TYPOGRAPHY

The primary campaign headline font, “Mark My Words,” is exclusive to Mavericks Wanted campaign materials. Its rugged, handcrafted appearance evokes a personal connection to the Wyoming experience.

In layouts the font should be used at 100% white or black, depending the background. Maintain a consistent font size for all words and letters within a single headline. Headlines can be typeset organically to frame imagery or staggered to guide the eye (refer to examples for inspiration).

Never alter or manipulate font with drop shadows, strokes or other modifications.

Be aware of placement of headlines and type in general to maximize legibility.

HEADLINE

MARK MY WORDS

ABCDEFGHIJKLMN O PQRSTU VWXYZ

1234567890 \$ % & (* @

BODY COPY

Appareo Medium

ABCDEFGHIJKLMN O PQRSTU VWXYZ
1234567890 \$ % & (* @

CAMPAIGN EXAMPLES

PRINT



PRINT



CAMPAIGN EXAMPLES

DIGITAL

Frame 1



Frame 2



Frame 3



SOCIAL



OOH



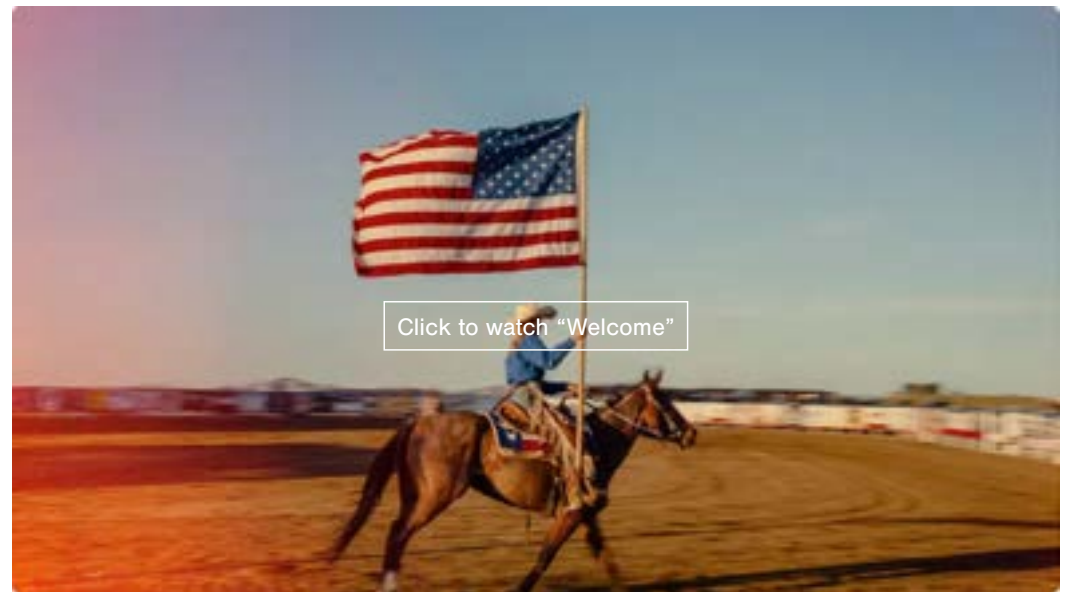
CAMPAIGN VISUAL TONE

MOTION OVERVIEW

Video edits should maintain an upbeat and energetic pace. Compositions can incorporate a variety of mixed media elements, including vintage film stock, graphics, and still photography.

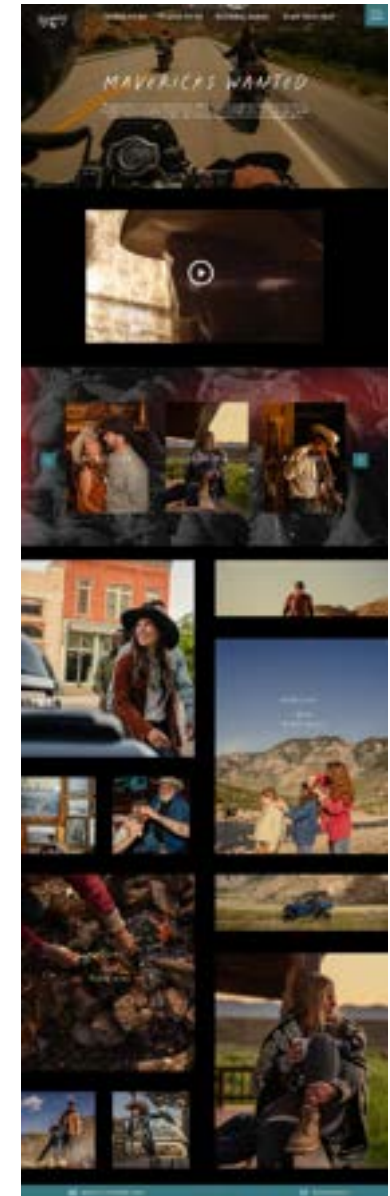
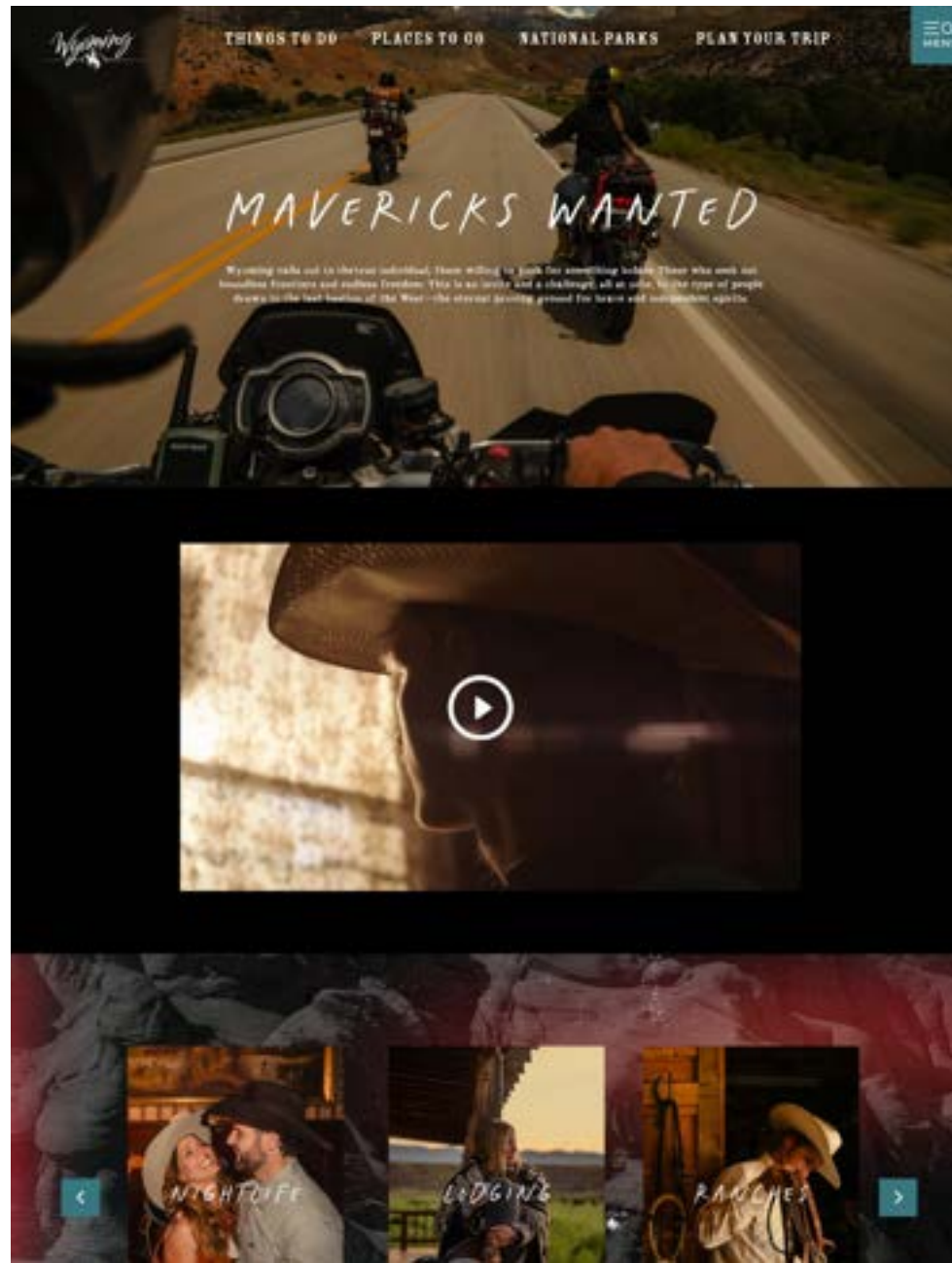
MUSIC AND SOUND

The campaign's music and sound should mirror the energy and dynamics of the visuals. Musical compositions should be up-tempo, driving, and contemporary with a Western influence. All sound effects should be diegetic, naturally complementing the scenes depicted.



MAVERICKS WANTED CAMPAIGN USE ON WEBSITE

The Mavericks Wanted Campaign can live seamlessly with the brand look and feel on the website. On the Mavericks Wanted landing page headers and other main content can contain the campaign font and imagery.



CONTACT

Any additional questions about Brand and Campaign assets can be directed to
Becky Oswald via email: becky.oswald@wyo.gov

That's WY[™]