



2017 BRAND GUIDELINES

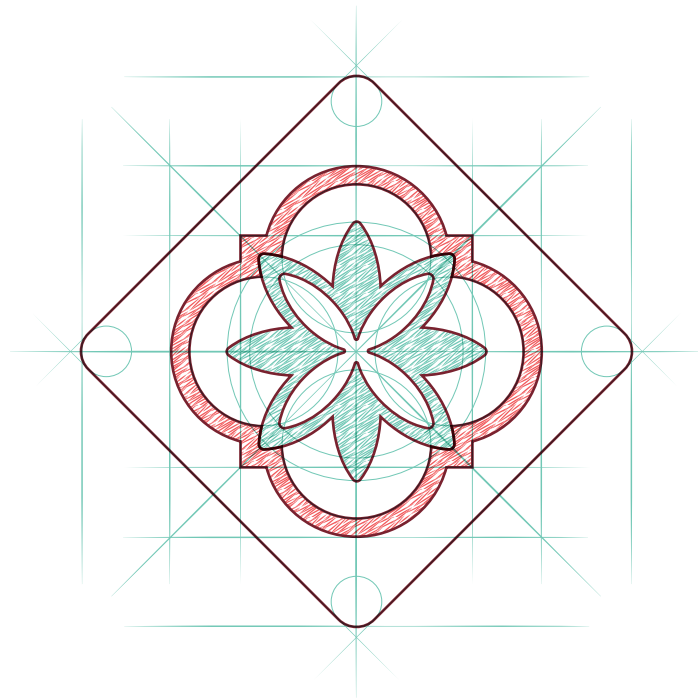
Inside, you will find the initial branding effort for Visit San Antonio, a new company formed for the promotion of San Antonio, its partners and the surrounding area. You'll find history, logos, fonts, colors and guides for use in bringing your branded San Antonio message to visitors worldwide.

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The quatrefoil, a four-lobed geometric shape, is found around San Antonio in stone, tile and metal. It is most recognized as the shape of the four-leaf clover.

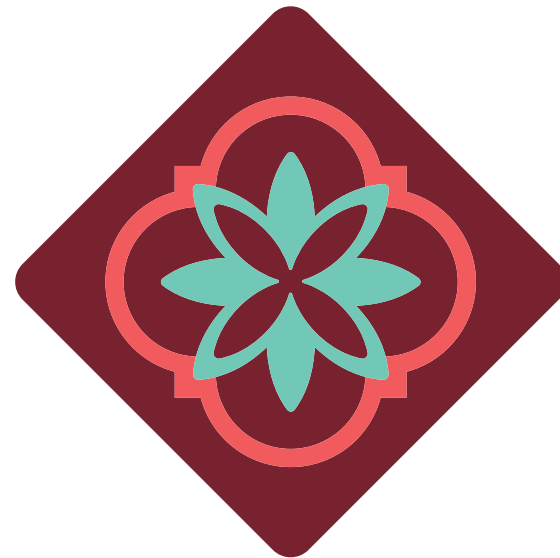
According to legend, each leaflet of the four-leaf clover represents a specific area of good fortune for the finder: hope, faith, love and luck. But in San Antonio, the four specific pillars of our brand are People, Passion, Pride and Promise.



A quick tour around town reinforces our brand mark with quatrefoils brought to life everywhere.



The quatrefoil has evolved into an icon that is campaign agnostic. The new mark, featuring a simplified logo with no tagline, is bolder and more graphic, improving readability in digital executions.



We want the new mark to encompass all the flavors of San Antonio. It's open to color and shape changes, allowing the mark to mimic how the quatrefoil lives in our city. These different iterations can be used together to create a tapestry or alone, depending on the specific need.



PRIMARY
HORIZONTAL

VisitSA_Logo_Horiz_3C.eps



The minimum height for the horizontal logo is .25 inches (18 pixels @ 72dpi)



Our business name is **Visit San Antonio**, which is the appropriate sign-off for communications coming from our office and business correspondence. This lockup will be used as our name and signature, reinforcing our goal of encouraging visits to our city.

SECONDARY
VERTICAL

VisitSA_Logo_Vert_3C.eps



The minimum height for the vertical logo is .5 inches (37 pixels @ 72dpi)

CORPORATE LOGO

Trade/Meetings & Partner Communications

Our goal is to provide logos for all uses, so our partners and vendors never need to alter our logo on their own. The **White** and **Black** 1-color versions should be used for simple print needs.

**HORIZONTAL
WHITE**

VisitSA_Logo_Vert_3C.eps

**HORIZONTAL
BLACK**

VisitSA_Logo_Horiz_K.eps

**HORIZONTAL
1-COLOR**

VisitSA_Logo_Horiz_1C.eps

**HORIZONTAL
REVERSED**

VisitSA_Logo_Horiz_Rev_CMYK.eps



Our **1-color version** is used on white or light backgrounds when 4-color printing is not available. (e.g., T-shirts, vinyl banners, etc.)

**VERTICAL
WHITE**

VisitSA_Logo_Vert_W.eps

**VERTICAL
BLACK**

VisitSA_Logo_Vert_K.eps

**VERTICAL
1-COLOR**

VisitSA_Logo_Vert_1C.eps



A **4-color version** should be used whenever possible, so we've provided a logo with its own background for use on busy backgrounds or patterns.

**VERTICAL
REVERSED**

VisitSA_Logo_Vert_Rev_3C.eps



PRIMARY DOMESTIC
HORIZONTAL

SA_Logo_Horiz_3C.eps


 PRIMARY INTERNATIONAL
HORIZONTAL

SA_Logo_TX_Horiz_3C.eps



For our international audience,
we want to include the Texas
designator for added awareness.

Our business name is **Visit San Antonio**. But for our consumers, we want to simplify our mark so that it's not a call-to-action, but a sign-off for the entire city. Our URL should be included anytime this streamlined logo appears, allowing us to create calls-to-action customized for our tone and audience while letting the URL, **VisitSanAntonio.com**, reinforce our company name.

 PRIMARY DOMESTIC
VERTICAL

SA_Logo_Vert_3C.eps


 SECONDARY INTERNATIONAL
VERTICAL

SA_Logo_TX_Vert_3C.eps



CONSUMER LOGO

Leisure Domestic & International/Mexico

**HORIZONTAL
WHITE**

SA_Logo_Horiz_W.eps
SA_Logo_TX_Horiz_W.eps



**HORIZONTAL
BLACK**

SA_Logo_Horiz_K.eps
SA_Logo_TX_Horiz_K.eps



**HORIZONTAL
1-COLOR**

SA_Logo_Horiz_1C.eps
SA_Logo_TX_Horiz_1C.eps



**HORIZONTAL
REVERSED**

SA_Logo_Horiz_Rev_3C.eps
SA_Logo_TX_Horiz_Rev_3C.eps



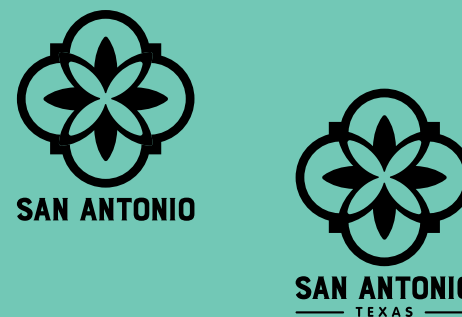
**VERTICAL
WHITE**

SA_Logo_Vert_W.eps
SA_Logo_TX_Vert_W.eps



**VERTICAL
BLACK**

SA_Logo_Vert_K.eps
SA_Logo_TX_Vert_K.eps



**VERTICAL
1-COLOR**

SA_Logo_Vert_1C.eps
SA_Logo_TX_Horiz_1C.eps



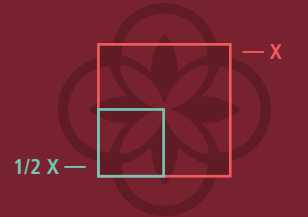
**VERTICAL
REVERSED**

SA_Logo_Vert_Rev_3C.eps
SA_Logo_TX_Vert_Rev_3C.eps

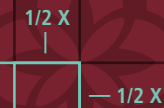
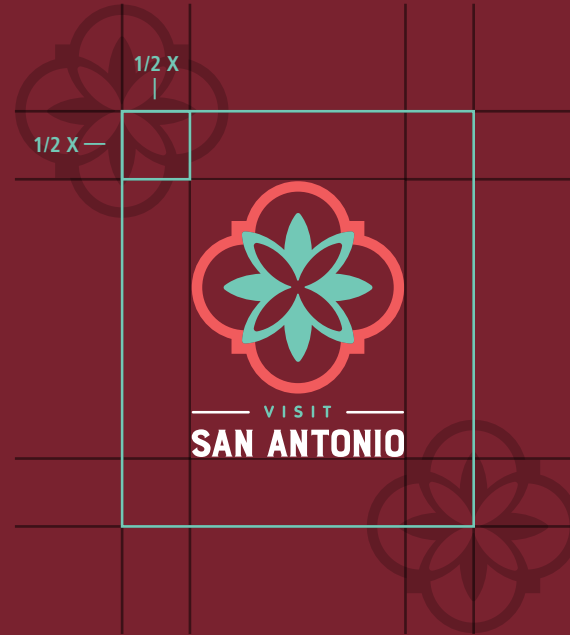


SAFETY ZONE Quatrefoil Square

We created a simple way to measure a safe haven around our logo to keep it visible and free of clutter. Inside our mark is a square made up of our inside flourish, so use half of the inside element to measure a safe distance around the mark, and it will easily scale with the logo no matter the size.



Our unit of measure is half of the inside square flourish from tip to center.



Things To Avoid **VIOLATIONS**

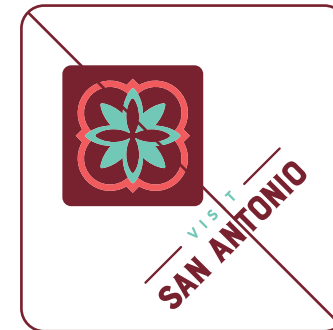
While we want the logo to evolve for our various needs, we still need to keep the mark in line with our brand.



Don't change the colors.



Don't use the 4C quatrefoil out of the diamond.



Don't rotate the logo.



Don't distort the logo.



Don't change the positioning of the elements.



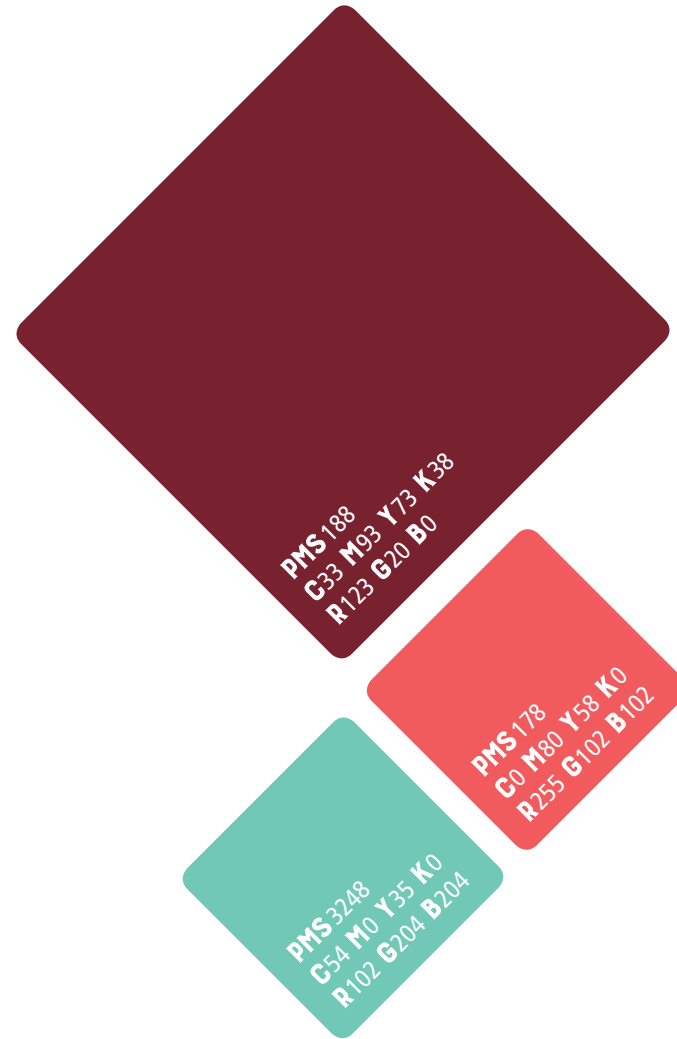
Don't change the proportions of the elements.

In rare instances, the approved logos presented herein may require modification for visibility, medium, etc. If you encounter a circumstance that necessitates such a change, the proposed logo variant must be submitted to marketing-communications@visitsanantonio.com and approved before it may be used.

COLORS Primary

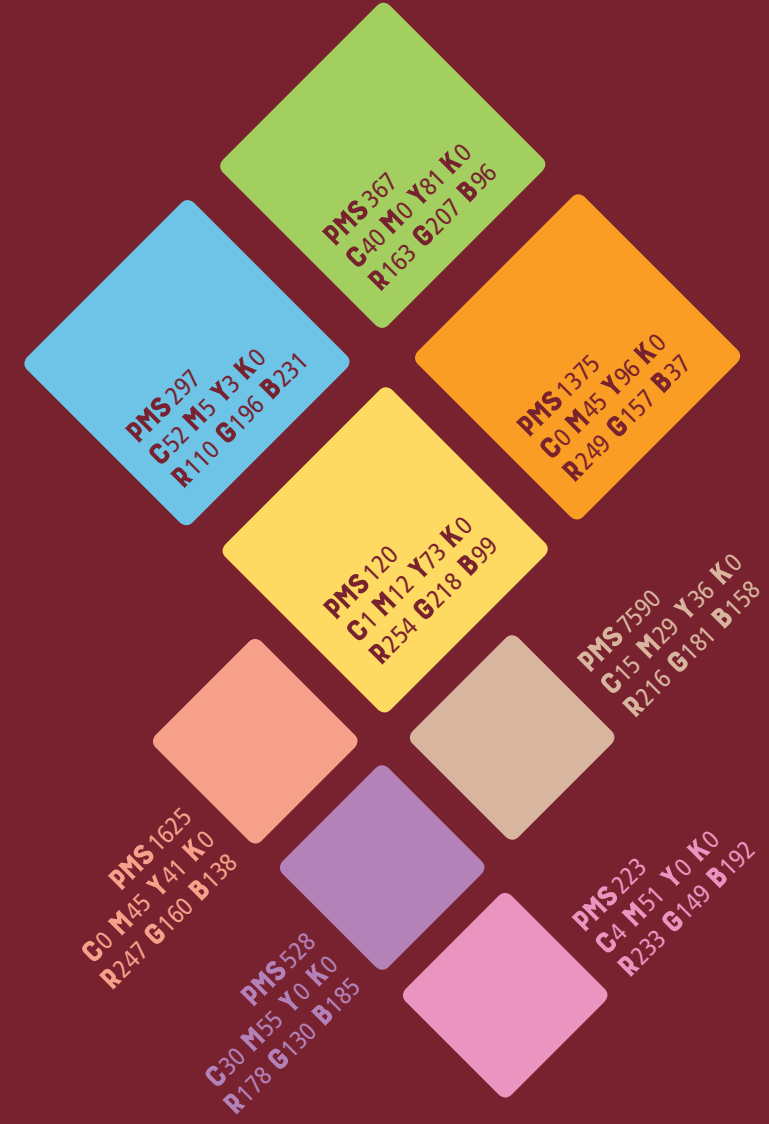
Our city is full of passion, so our core color is a Corazón Red, the color of unbridled passion and love. Our secondary color is a Teal/Aquamarine. It's a refreshing, creative, uplifting color that signifies trustworthiness and commitment.

Together the two main colors are symbolic of the vibrant cultures and heart that make up San Antonio.



Secondary **COLORS**

We created a secondary palette of colors for our seasonal logos and an additional color palette to use with our corporate colors. They can be accents in type, graphics and backgrounds.



These fonts are the basis for our logo and should be used for branding needs, but do not create a font-only logo substitution.

BURFORD BASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Corporate Rounded

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Corporate Rounded Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our voice is clean and clear, and our messaging font is as well. Frutiger Family should be used for copy and messaging needs.

Frutiger Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Frutiger

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

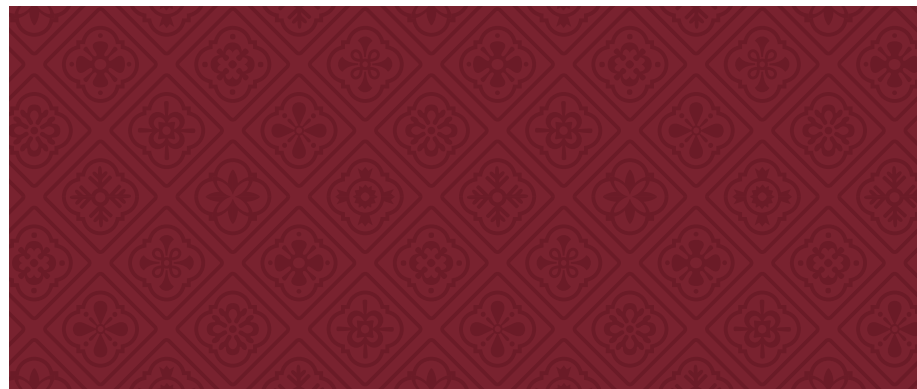
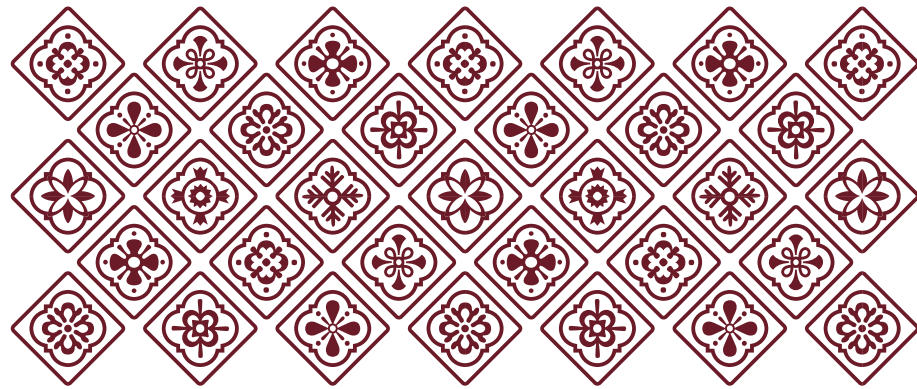
Frutiger Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Frutiger Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

In order to further our marks' use in branding efforts, they can create a pattern for background use in single color and as a screen on the same single color.



Additionally our brand mark can be used as art itself, brought to life in larger-than-life uses. But when used as a mark, it should still be treated as a logo and should not be covered with messaging, headlines or other marks.



phone



cell



email



address



social



website

————— VisitSanAntonio.com —————

————— VisitSanAntonio.com —————

Our corporate communications utilize iconography to bring to life our means of contact as added art elements that also aid in international communications.

Always include our URL (VisitSanAntonio.com) on external communication pieces, making sure it stands out and completes the call-to-action in a branded, artful way.

Our letterhead and stationary show off and utilize our logo, colors and patterns to bring our brand to life. We used a die-cut of the quatrefoil to further accentuate the shape for additional awareness. The back of our letterhead features an enlarged detail of our mark, and our envelopes feature our pattern in a distinct inner lining to reinforce all the mark options.



SUMMARY To Wrap Things Up

As our brand campaign and messaging evolve, we know there will be needs not directly covered in this guide, but we hope the variety of options herein, including multiple marks and color uses, provides the basis to keep all messaging on brand.





VisitSanAntonio.com