

INDIANA OFFICE OF TOURISM DEVELOPMENT (IOTD)

# BRAND GUIDELINES v 5.21.14



## WHAT IS HONEST-TO-GOODNESS INDIANA?

Indiana is a state of undertold stories with wonderful assets and engaging people. The Honest-to-Goodness Indiana brand is designed to tell the story of all that is good and virtuous in the Hoosier State. The branding platform is designed to make the old new again; to be respectful of Indiana's history, while embracing the ingenuity, creative capacity and entrepreneurial spirit of Hoosiers. Honest-to-Goodness Indiana provides a unified consumer message for the state, one that can be used by all regions and destinations in Indiana. This style guide explains how to incorporate the Honest-to-Goodness Indiana brand into various promotion and advertising mediums.

**Friendly people and authentic experiences, that's Honest-to-Goodness Indiana.**



## LOGO CLEAR AREA

To ensure correct spacing around the logo and consistent placement of the logo and any adjacent graphic elements, please adhere to these guidelines: (see Figure 1).

- The logo clear areas are indicated by the light gray area around the logo in the diagram to the right. This light gray area is equal to "X." "X" is the height of the "I" from Indiana in the logomark.
- Do not place elements inside the logo clear area, as indicated.
- The larger the logo is presented, the larger the clear space around it.

## LOGO SIZING

The preferred logo sizing is at least 2 inches wide. In rare instances, the logo can be used at a minimum size of 1 inch but should never be used smaller than that. For online applications the logo should be no smaller than 160 pixels wide (see Figure 2).

## INCORRECT LOGO USAGE

Do not alter the IOTD logo in any way. Do not animate, color, rotate, skew or apply effects to the logo. Do not separate the elements or place on illegible backgrounds. Never attempt to create the logo yourself, change the font or alter the size or proportions (see Figure 3).

FIGURE 1:  
Logo clear area



FIGURE 2:  
Logo sizing



FIGURE 3:  
Incorrect logo usage



## BRAND FONTS

There are **three (3) primary fonts** to be used to unify the IOTD brand on printed materials (see Figure 4).

**Gotham Bold:** Recommended for use in subheads in all caps and body copy. Typography should be reproduced using 100% solid color coordinating with the design.

**Gotham Book:** Use for body copy in brochures, advertisements and other print applications. Recommended minimum font size for body copy is 8pts.

**Klinik Slab Bold:** Recommended for use as an accent font for any call-to-action or emphasized lines within a piece.

All of the text used for IOTD should be left justified. Font size for body copy can range from 8-10pts according to purpose and the piece used. Subheads can range from 16-25pts.

FIGURE 4:  
Correct font usage for print materials



### GOTHAM BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(.:?!@#\$\$%^&\*)



### Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(.:?!@#\$\$%^&\*)



### Klinik Slab Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(.:?!@#\$\$%^&\*)

## WEB BRAND FONTS

There are **three (3) primary fonts** to be used to unify the IOTD brand on web-based uses (see Figure 5).

**News Gothic Bold:** Recommended for use in headlines in all caps.

**News Gothic Regular:** Recommended for use in body copy.

**Museo 500:** Recommended for use in body copy and as an accent font used in testimonials or quotes or to emphasize a particular text element.

FIGURE 5:  
Correct font usage for web-based uses

Aa

### NEWS GOTHIC BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(.:!@#\$\$%^&\*)

Aa

### News Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(.:!@#\$\$%^&\*)

Aa

### Museo 500

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789(.:!@#\$\$%^&\*)

## CORPORATE COLOR PALETTE

The corporate color palette for IOTD is displayed to the right in full-color, one color and reverse logos (see Figures 6-8).

Using the suggested colors will contribute substantially to an attractive, widely recognized image for the IOTD visual identity.

**FIGURE 6:**  
Full-color version logo



**FIGURE 7:**  
One color version logo



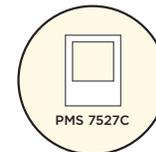
**FIGURE 8:**  
Reverse color version logo



**CMYK** 20 31 100 1  
**RGB** 207 168 43  
**HEX** #CEA72A



**CMYK** 10 3 52 0  
**RGB** 233 229 148  
**HEX** #E8E493



**CMYK** 0 1 11 0  
**RGB** 255 249 229  
**HEX** #FFF9E4



**CMYK** 88 44 22 2  
**RGB** 0 120 160  
**HEX** #0079A1



**CMYK** 76 67 47 35  
**RGB** 88 89 91  
**HEX** #3F4454

## EXPANDED COLOR PALETTE

The full color palette is expanded to include logos and colors to match ads, promotional materials, signage, etc. To the right is a sample of two existing color lockups for use (see Figures 9-10).

FIGURE 9:  
Expanded palette 1

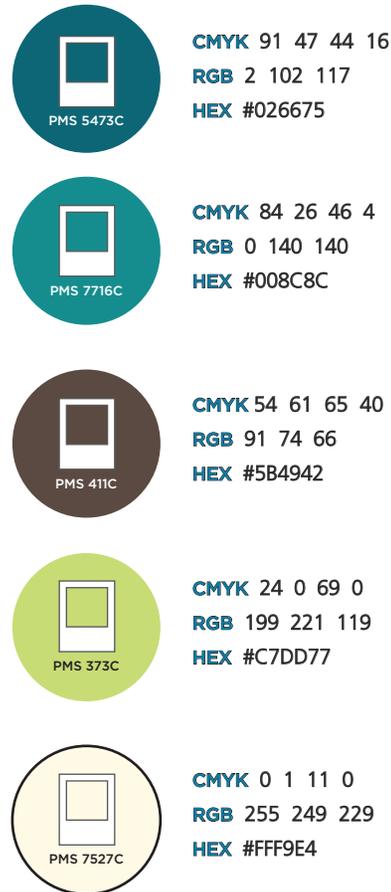
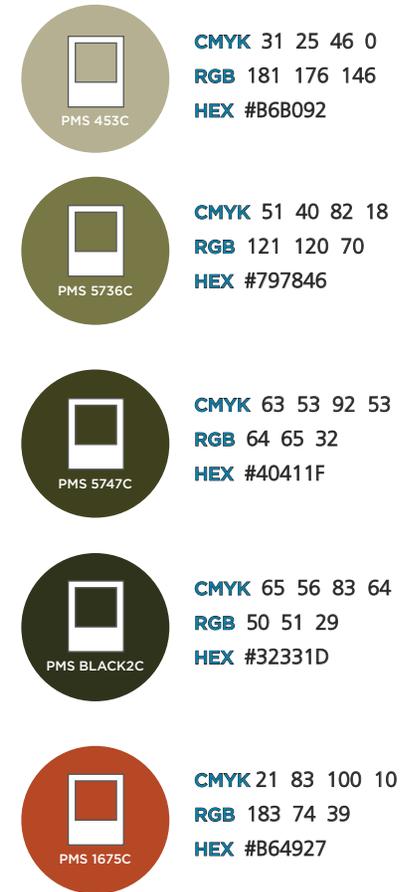


FIGURE 10:  
Expanded palette 2



## UTILIZING EACH COLOR PALETTE

The full color palette can be used to create one-color, two-color and reverse logo versions as well for use on brand pieces (see Figures 11-12).

FIGURE 11:  
One-color use



FIGURE 12:  
Two-color reversed use



**CMYK** 91 47 44 16  
**RGB** 2 102 117  
**HEX** #026675



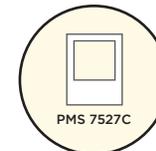
**CMYK** 84 26 46 4  
**RGB** 0 140 140  
**HEX** #008C8C



**CMYK** 54 61 65 40  
**RGB** 91 74 66  
**HEX** #5B4942



**CMYK** 24 0 69 0  
**RGB** 199 221 119  
**HEX** #C7DD77



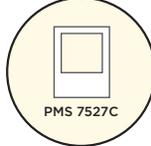
**CMYK** 0 1 11 0  
**RGB** 255 249 229  
**HEX** #FFF9E4

## WEB COLOR PALETTE

The web color palette has been applied to create a logo to appear on VisitIndiana.com (see Figure 13).

FIGURE 13:  
Website logo

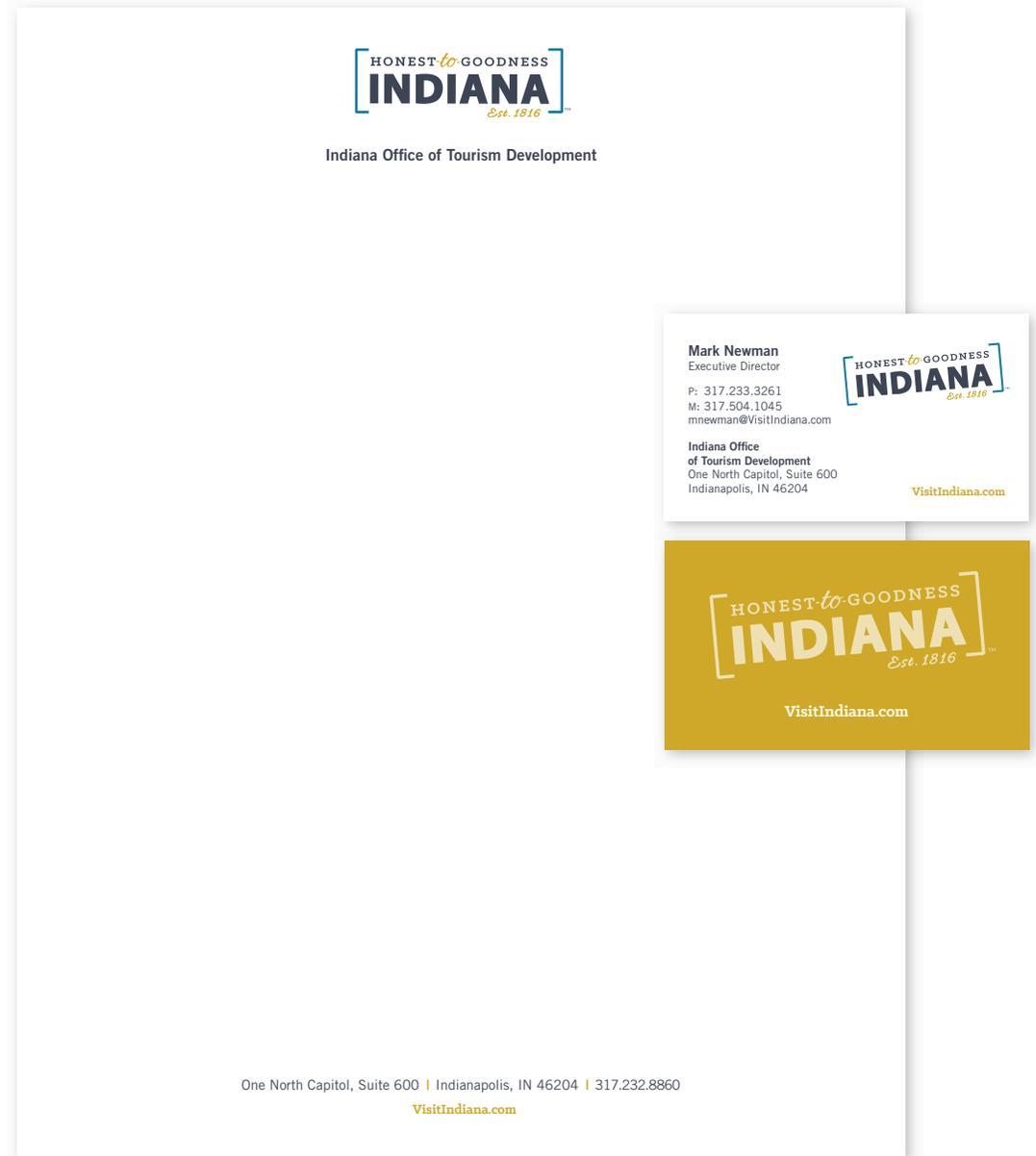


	<b>CMYK</b> 55 60 65 40 <b>RGB</b> 89 74 66 <b>HEX</b> #584942
	<b>CMYK</b> 17 87 100 6 <b>RGB</b> 195 65 20 <b>HEX</b> #C34113
	<b>CMYK</b> 7 28 94 0 <b>RGB</b> 237 183 49 <b>HEX</b> #ECB730
	<b>CMYK</b> 59 20 100 3 <b>RGB</b> 120 159 63 <b>HEX</b> #789F3E
	<b>CMYK</b> 84 26 46 4 <b>RGB</b> 0 140 140 <b>HEX</b> #008C8C
	<b>CMYK</b> 88 44 22 2 <b>RGB</b> 0 120 160 <b>HEX</b> #0079A1
	<b>CMYK</b> 0 1 11 0 <b>RGB</b> 255 249 229 <b>HEX</b> #FFF9E4

## WHEN TO USE THE LOGO STRAIGHT

The logo is used straight only for letterhead for the Office of Tourism Development. No one else should use the logo at anything but the prescribed angle in any instance (see Figure 14).

**FIGURE 14:**  
Straight logo usage on letterhead only



## DEFINE HONEST-TO-GOODNESS INDIANA AT EVERY OPPORTUNITY

We have extraordinary stories to tell about Indiana—untold stories—and through a combination of earned, paid and social media have a robust platform from which to tell them.

Rich narrative and colorful images are at the core of every Honest-to-Goodness Indiana story and each one we tell represents an opportunity to connect with our audience. Whether through print or spoken word, our objective is to emotionally engage and inform through visual language that describes our people, places and experiences. Every narrative begins with a clever headline and ends with a payoff line that reinforces the virtues of Honest-to-Goodness Indiana. A Call To Action is also applied to drive consumers to VisitIndiana.com.

A sample ad is to the right that depicts this style (see Figure 15).

FIGURE 15:  
Sample brand ad

**A BEACH VACATION IS JUST A BOARDWALK AWAY**

There's no beach getaway quite like the one on our northern Indiana coast. Here, a mosaic of sandy beaches, wetlands, prairie grasses, woodlands and soaring sand dunes invite you to climb, splash and play. Rising as high as 300 feet, the windswept dunes are a sandy dare impossible for visitors to resist, with trails taking you to the highest heights for spectacular views of Lake Michigan. Between gorgeous sunsets and the extraordinary number of plants and birds in the park, camera cards fill quickly during a Dunes getaway. So as you make your way down the boardwalk on the Indiana Dunes National Lakeshore, you'll know this trip will be signed off with timeless memories. **Sand, sunshine and smiles. That's Honest-to-Goodness Indiana.**

Barefoot Fun Begins at [VisitIndiana.com/Beach/](http://VisitIndiana.com/Beach/)

**HONEST-TO-GOODNESS INDIANA**  
Est. 1816

## TELLING YOUR HONEST-TO-GOODNESS INDIANA STORY

It is Indiana Tourism's hope that entities around the state will embrace the new brand and incorporate the Honest-to-Goodness Indiana concept into their own marketing-communications pieces. We will provide the logo free of charge, with the expressed desire that you follow these guidelines in using it (see Figures 8-9).

When you reference Honest-to-Goodness Indiana in your body copy, you must use the hyphens as they are in the logo. The three words act together as a modifier for Indiana.