That's
WY™
WYOMING TOURISM BRAND BOOK
WORK IN PROGRESS

WELCOME

## 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 of its offerings.

That's WY™

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# 01

## OUR BRAND

OUR BRAND

## BRAND PLATFORM: "THAT'S WY"

Why visit Wyoming? The breathtaking landscapes speak for themselves. And our campaign brings them to life in all their glory. But the "That's WY" brand platform is designed to connect with audiences on a deeper emotional level. Grand visual statements are paired with thoughtful philosophical statements that tap into the mindset of those seeking our unique brand experience. Everything we do is meant to capture the "epic intimacy" you feel when you're here, unleashing your 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.

## BRAND STRUCTURE

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

*Brand:* **Wyoming**
*Brand Value:* **Adventure**
*Brand Benefit:* **Wyoming is where you can boldly unleash your uninhibited sense of adventure**

*Creative Strategy/Expression:*
**That's WY**

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

*Paid Advertising*
**Questions & Reflections**

*Content:* **Personal Journeys**
**WY Am I Here?**
**WY Indeed**
**WY Not?**
**WY Now?**

# 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 in Yellowstone 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 untamed spirit of the West and majestic natural beauty 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.

## CREATIVE EXPRESSION

The brand value is expressed by asking the question that often leads to the greatest adventure: "Why?" The creative will showcase how the answers to countless variations of this question can be found in Wyoming.

### "THAT'S WY" BRAND MANIFESTO:

Why do some see an invitation, where others only see desolation?

Why do we venture out not just prepared for the unexpected, but excited about what it might be?

Why do we measure self worth in vertical feet?

Why does the flick of a wrist through a glimmer of sun change our entire outlook?

Why do we insist that our free time actually free us?

Why are we drawn to a place where roaming comes with no charges? No boundaries. Nothing but raw adventure and possibility.

Why does the untamed spirit of the West forever find a spot in the souls of all who seek it?

Because some things can't be explained. Only experienced.

**That's WY.**

# 02

## COMMUNICATION

COMMUNICATION

## CONTENT & CHANNEL INTEGRATION

### DEEPER PERSONAL JOURNEYS

Wyoming's residents and visitors will each answer the question "Why visit?" in a different way. A very personal way. We'll use their stories of adventure in Wyoming to bring the brand to life. Stories fall into one of four categories:

**WY AM I HERE?** – featuring unique personal journeys as told by cowboys, ranchers, ski bums, fishing guides and other unique characters

**WY NOT?** – featuring lesser-known locales, events and icons that give Wyoming its adventurous character

**WY INDEED** – featuring the state icons as told from the perspective of locals, guides or visitors who can provide an insider's look

**WY NOW?** – featuring time-sensitive content like special deals and events

## 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 self-examining that 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.

## BEST PRACTICES

### PUNCTUATION

In keeping with our brand voice and to avoid being interpreted as over-the-top or disingenuous, we avoid all uses of exclamation points.

### BREVITY

Long messages tend to be less effective. We always aim to be concise.

### HASHTAG

The #ThatsWY hashtag should be written in sentence case, not all caps or all lowercase.

COMMUNICATION

## 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 your patience with stereotypical tackiness.

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

# 03

## BRAND MARK & LOOK

## BRAND MARK

The "That's WY" brand mark should be used as the primary Wyoming Tourism mark. It is comprised of two versions – a horizontal and stacked version – which 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 visisble 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 requring 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

That's WY™

LARGE SCALE USE

That's WY™

SMALL SCALE USE

### STACKED

That's WY™

LARGE SCALE USE

That's WY™

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 pallete on pg. 17.)

## 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

THE MARK SHOULD NOT BE SMALLER THAN THE ABOVE SIZES

## 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 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

## INCORRECT USAGE CONT.

DO NOT ADD A DROP SHADOW TO THE MARK

DO NOT ADD A GLOW TO THE 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 requirments 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**

Partners must route all materials with WOT for approval prior to printing, to ensure proper usage.

### THAT'S WY BRAND MARK MUST NOT BE A PROMINENT ASSET

### BRAND MARK MUST REMAIN SMALLER THAN PARTNER LOGO

### TO BE USED IN WEB CONTENT ONLY AND MUST CLICK THROUGH TO TRAVELWYOMING.COM

That's WY™

# HORSE/RIDER ELEMENT

The “That’s WY” brand mark should be used as the primary Wyoming Tourism mark. The Horse/Rider element can be used only when the “That’s WY” brand mark is also present and visually prominent. It must remain at least .5 inches from the “That’s WY” brand mark. The Horse/Rider element should never be mistaken as part of the primary “That’s WY” brand mark.

## HORSE/RIDER ELEMENT

## HORSE/RIDER ELEMENT SPACING

## EXAMPLE USAGE

# WYOMING SCRIPT ELEMENT

The preferred use for the Wyoming script element is within corporate communications. Corporate email signatures are the only instance where the Wyoming script element can be used on its own. In all other instances, including corporate letterhead, it needs to be accompanied by the "That's WY" brand mark. The script element should be used very sparingly in consumer-facing communications, and only included when the "That's WY" brand mark is not sufficient for communicating the brand name. For example, both the Wyoming script element and the "That's WY" brand mark may be necessary in an international communication where "WY" would not translate.

## WYOMING SCRIPT ELEMENT

## EXAMPLE CORPORATE LETTERHEAD USAGE

## EXAMPLE EMAIL SIGNATURE

**John Smith | Brand Manager**
Wyoming Office of Tourism
5611 High Plains Road, Cheyenne, WY 82207
P: 307-777-2887 C: 307-421-8722
**travelwyoming.com**

# INTERNATIONAL USAGE

For international usage (with the exception of Canada and the UK), the "That's WY" brand mark and Wyoming script element should accompany eachother. The brand mark and element should be located on the same page or asset and the "That's WY" mark must be presented first and more prominently than the Wyoming script element.

## EXAMPLE AD

## EXAMPLE DIGITAL ADS

# INTERNATIONAL USAGE

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.

## HORIZONTAL

## STACKED

## EXAMPLE USE

# 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:15 M:1 Y:8 K:0
R:214 G:234 B:233
HEX: #d6e9e8

C:13 M:7 Y:17 K:0
R:221 G:223 B:210
HEX: #dddfd2

C:16 M:20 Y:25 K:0
R:213 G:196 B:184
HEX: #d4c4b7

C:0 M:8 Y:25 K:0
R:255 G:233 B:196
HEX: #ffe8c4

C:25 M:41 Y:66 K:2
R:190 G:149 B:103
HEX: #bd9466

C:23 M:55 Y:99 K:6
R:189 G:122 B:44
HEX: #bc7a2b

C:40 M:67 Y:99 K:0
R:110 G:69 B:27
HEX: #6e451b

C:80 M:40 Y:43 K:4
R:56 G:119 B:127
HEX: #37767f

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

C:34 M:43 Y:53 K:5
R:167 G:139 B:118
HEX: #a78b76

C:13 M:25 Y:60 K:5
R:211 G:178 B:116
HEX: #d2b173

C:33 M:71 Y:85 K:28
R:137 G:77 B:48
HEX: #884c2f

C:45 M:100 Y:100 K:60
R:79 G:4 B:5
HEX: #4e0404

C:28 M:98 Y:100 K:33
R:136 G:28 B:26
HEX: #871b1a

C:18 M:100 Y:100 K:9
R:187 G:32 B:37
HEX: #bb2025

## TYPOGRAPHY

Rosewood STD is the primary brand font. The serifs and structure of this font eludes 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$%&(.,'/?!)

## PHOTOGRAPHY

Photography is key to capturing the attention and waking up the spirit of adventure in prospective visitors. It's different here, and our photography style should immediately convey that.

To that end, photography should feel inspirational and authentic. There's nothing artificial about our state, so nothing we capture should feel staged or posed. Tones should be warm and naturally vibrant. Where possible, epic landscapes should include a human element to create an emotional connection to the environment.

When capturing photography, keep negative space in mind for placement of headlines and copy.

## PHOTO EDITING

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

## PHOTO USAGE

The photography has been split into two categories for usage rights: campaign and web.

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

Up to twenty-five of the campaign 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 BVK for approval.

**WEB PHOTOGRAPHY** – is licensed for unlimited worldwide use on the web and in electronic and social media including, but not limited to, the WOT website(s), owned, earned and paid digital media, plus corporate/PR and trade show/convention use. This does not include broadcast rights, print or OOH media.

Up to one hundred of the original web images are licensed for third-party use under the same terms.

## CATEGORIES AND LICENSING

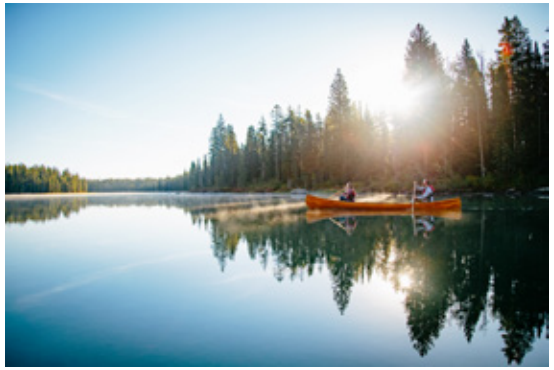
Refer to photography addendum for image categories, licensing and usage specifics.

### CAMPAIGN PHOTOGRAPHY

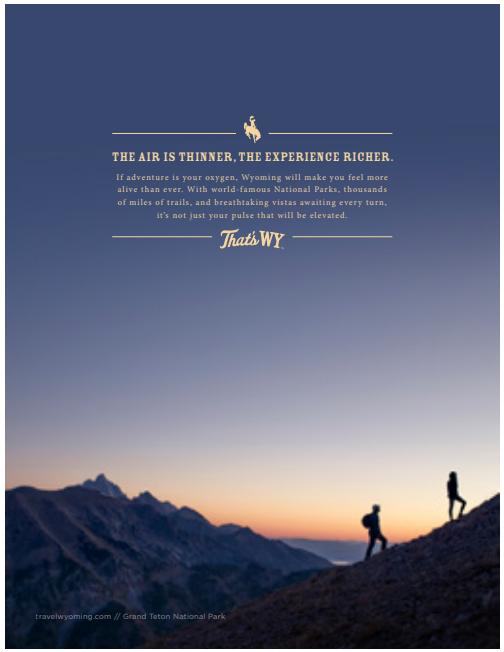
**LICENSED FOR USE IN:**

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

### WEB PHOTOGRAPHY



**LICENSED FOR USE IN:**

- WEB
- ELECTRONIC AND SOCIAL MEDIA

# PRINT AD EXAMPLES