



# Brand Guidelines

April 2023

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# WELCOME TO NEVADA

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The state of Nevada is a place where individuals can feel free to be themselves and follow their own path of self-discovery and exploration. At Travel Nevada, our mission is to bring to life our state's free-spirited personality in the eyes of visitors.

Though it may seem contrary to Nevada's boldly independent attitude to tell anyone what to do, we have created these guidelines to serve as a strategic and creative foundation for Travel Nevada's communications. Referring to them will help ensure our brand maintains the integrity it deserves.

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# Brand Overview —

# Brand Framework

*The strategic framework for our brand inspires what we say and what we do and is driven by our strategic plan. It allows us to differentiate and create meaningful connections.*

## BRAND POSITIONING STATEMENT

Nevada's diverse landscapes, unexpected adventures, and accessible abundance of its many natural treasures are waiting to be discovered by those with a thirst for knowledge and an adventurous spirit — who want to experience a place, not simply see it.

## BRAND PERSONALITY ATTRIBUTES

- » Stunning
- » Authentic
- » Entertaining
- » Accessible

## BRAND PILLARS

- » Uninhibited Freedom
- » Inspiring Discoveries
- » Rewarding Adventures
- » Unexpected Diversity

# Audience Connection

Who we talk to, how do we talk to them, what do we talk to them about, and how we want to connect with them.

## AUDIENCE MINDSET

- » The Everyday Adventurer

## TARGET AUDIENCES

- » Cultural Traveler
- » Outdoor Recreationalist
- » Uncharted Experiences Enthusiast

## AUDIENCE TRANSFORMATIONS

Get connected to a sense of place — a sense of self.

Turn life up a notch. Remember how much fun you can be.

Take a breathtaking adventure. Life's too short, don't let it pass you by.

## CONTENT PILLARS

### Cultural Traveler

- » Western Heritage  
*Including Legendary Nevadans, Basque, Buckaroo (Cowboy), Native American, Atomic, Ghost Towns, and Neon*
- » Food & Dining  
*Including Sagebrush Saloons, Basque Cuisine, and Rural Diners*
- » Arts & Culture  
*Including Free-Range Art and Murals*
- » Cultural Events  
*Including Signature Events, Fairs and Festivals*

### Outdoor Recreationalist

- » Outdoor Recreation Activities  
*Including State and National Parks, Hiking, Mountain Biking, Hot Springs, Off-Road, Fishing, and Winter Sports*
- » Stargazing
- » Rockhounding & Mining
- » Wildlife Areas
- » Outdoor Rec Events

### Uncharted Experiences Enthusiast

- » Weird Nevada  
*Including Extraterrestrial and Paranormal*
- » Road Trips
- » Uncommon Overnights
- » Unique Races & Quirky Events



# Brand Positioning Statement

Nevada's diverse landscapes, unexpected adventures, and accessible abundance of its many natural treasures are waiting to be discovered by those with a thirst for knowledge and an adventurous spirit — who want to experience a place, not simply see it.

BRAND PERSONALITY ATTRIBUTE 1

STUNNING



BRAND PERSONALITY ATTRIBUTE 2

AUTHENTIC



BRAND PERSONALITY ATTRIBUTE 3

ENTERTAINING



BRAND PERSONALITY ATTRIBUTE 4

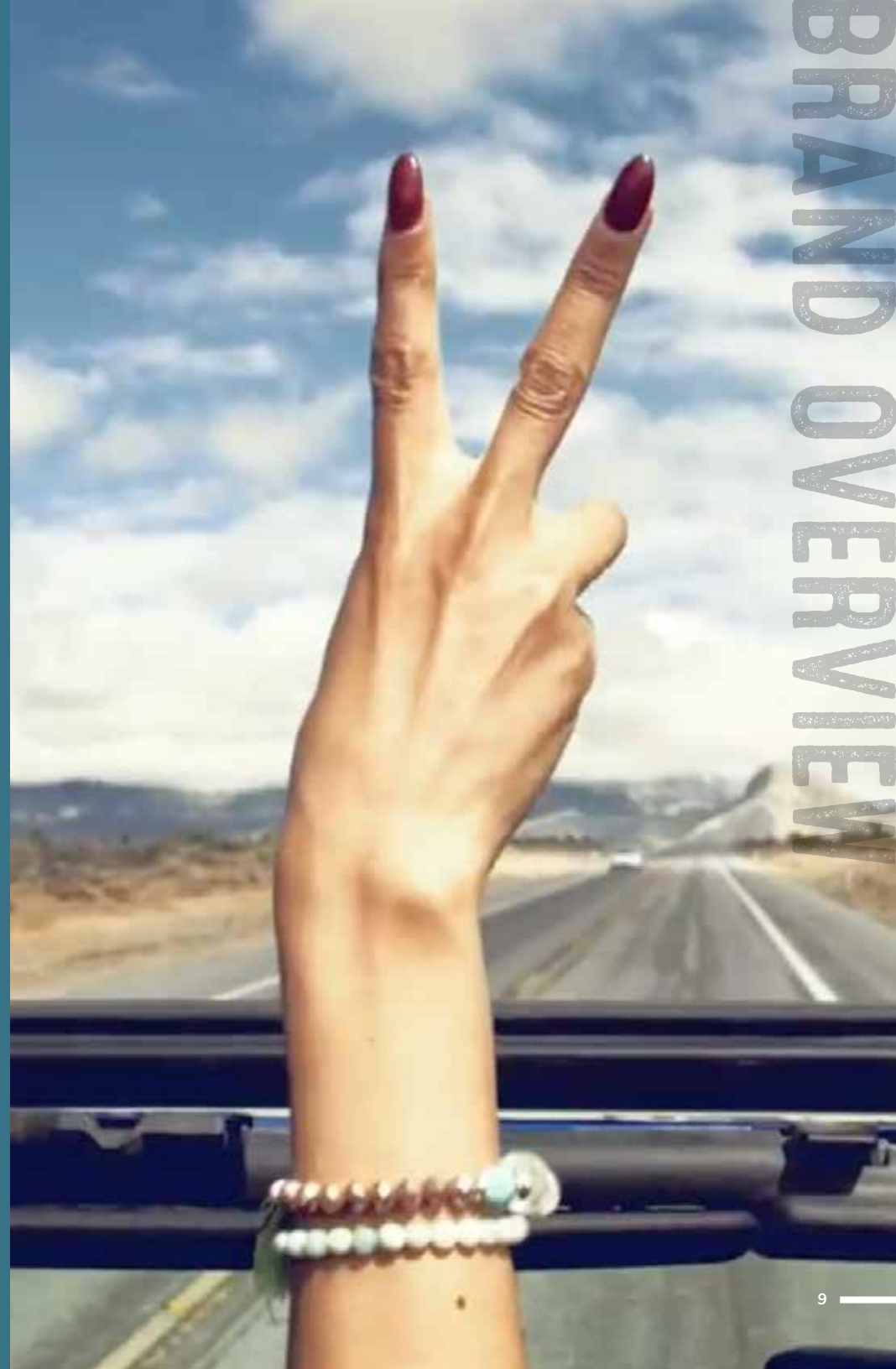
ACCESSIBLE

## BRAND PILLAR 1

# Uninhibited Freedom

INDEPENDENT • ENERGETIC • OFF-THE-GRID

From the anything goes attitude in Las Vegas to the wide-open expanse of accessible public lands, to the pristine snow-kissed slopes of Lake Tahoe ski areas, Nevada embraces the call of the frontier and the promise of the West—the space and freedom to do what you want, where you want, and when you want.





## BRAND PILLAR 2

# Inspiring Discoveries

HOPEFUL • PIONEERING • THRILLING

The spirit of discovery runs deep in Nevada. It is in our DNA. Nevada was founded by miners searching for silver and gold. They are the soul of Nevada. Discovery is part of our history and heritage, but it is not simply relegated to the past. Our deeply rooted desire to discover is still alive today.

Like our silver and gold, much of the unexpected natural beauty and scenic splendor of Nevada has been undiscovered by crowds and hordes of tourists, and is waiting to be experienced and enjoyed. This spirit of discovery takes you off the highway, onto our rural back roads and trails, where you can discover the man-made beauty and engineering wonder of the Hoover Dam or the mysterious history of one of our unique ghost towns.



### BRAND PILLAR 3

# Rewarding Adventures

**ACHIEVEMENT • IMAGINATIVE • UPLIFTING**

Nevada is about doing, not simply seeing. We are for people who want a little adventure in their travels. Those who know that the journey is just as important as the destination, that the truly worthwhile experiences and memories always come with a bit of risk, and that the experience of a lifetime might be a few more miles down the road or just around the corner.

Nevada is replete with these rewarding adventures, many of which are simply a short road trip from the world-class entertainment, cuisine, and gambling in Las Vegas or Reno.





## BRAND PILLAR 4

# Unexpectedly Diverse

**AWE-INSPIRED • CENTERED • CONNECTED**

The snow-capped Sierra Nevada. Wetlands teeming with the wildlife. Hundreds of miles of accessible ATV trails. Pristine Lake Tahoe. The scenic splendor of our Great Basin National Park. Ghost towns that dot the state. The thrill and excitement of Las Vegas. Nevada is surprisingly diverse, from the variety of its entertainment to the beauty of its natural resources.





## AUDIENCE MINDSET

# The Everyday Adventurer

Adventure is a part of our audience's way of life. It is how they view the world, whether they are a parent with young children, or an extreme athlete. It is their outlook on the world — a world in which even the little things can be an adventure. Their most distinguishing quality is that they have an adventurous and curious spirit.



## TARGET AUDIENCE 1

# Cultural Traveler

History, art, food. The cultural traveler craves rich, fulfilling travel experiences that lead to stories of their own after they leave the Silver State. Those whose favorite part of traveling is talking to an area's residents and learning about their culture. These people want to immerse themselves in authentic activities and ways of life in their vacation destination.



## TARGET AUDIENCE 2

### Outdoor Recreationalist

The Outdoor Recreationalist is someone who travels primarily to see the landscapes of a destination. They choose to avoid the crowded city and head straight for the outdoors to hike, climb, bike, run or otherwise push themselves to explore. They range from nature photographers to experienced explorers, but their focus is always on the outdoors.




### TARGET AUDIENCE 3

## Uncharted Experiences Enthusiast

These are the travelers who don't make itineraries and are up for anything. They are looking for places and experiences worthy of Instagram posts to show that they have discovered a destination's hidden gems. They crave different experiences — sometimes a little odd or curious in nature — and their goal is getting to know a destination, authentically.



A full-page photograph of a person in a red jacket standing on a rocky outcrop, looking out over a vast mountain valley. The valley is filled with green trees and fields, surrounded by steep, rocky mountains under a blue sky with white clouds. The text "Get connected to a sense of place — a sense of self." is overlaid in the center of the image.

Get connected to a sense of place — a sense of self.



A man and a woman are posing on a desert road. The woman is wearing a silver alien mask, a white NASA t-shirt, and black leggings. The man is wearing a colorful patterned tank top, sunglasses, and a headband. They are standing in front of a green sign that reads 'EXTRATERRESTIAL HIGHWAY' with '375' and a small map of Texas. A grey van is parked behind them. The background features a clear blue sky with scattered clouds and distant mountains.

Turn life up a notch. Remember how much fun you can be.



Take a breathtaking adventure. Life's too short,  
don't let it pass you by.



## **Brand Mark & Logo —**

## PRIMARY LOGO

Always default to using the Travel Nevada full circle logo unless a specific piece of communication requires another version (as detailed in the following pages).

### URL Lockup

There are two (2) versions of the logo that are locked up with the URL. Both are acceptable and the appropriate version can be chosen at the designer's discretion.

- » For use on the web, where the logo is used as an interactive element with a click through to TravelNevada.com, the primary logo without the URL is acceptable.
- » Logo must be accompanied by the URL in all cases where it is not interactive.
- » Whenever possible, use a TRACKABLE URL when placing the logo online.

### PRIMARY LOGO

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### URL LOCKUP 1

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**TRAVELNEVADA.COM**

### URL LOCKUP 2

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## SECONDARY LOGO

A horizontal logo option is provided for when space does not allow for the primary logo to be used legibly.

### URL Lockup

See previous page for rules regarding use of the URL logo lockup.

Alternate logos for apparel and promotional items (along with usage guidelines) can be found on p. 29.

### HORIZONTAL LOGO

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### HORIZONTAL LOGO/URL LOCKUP

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## PRIMARY LOGO COLORS

Teal is the preferred logo color whenever possible. Other approved logo colors are: Cream, White, and Black. The logo color(s) should not be altered beyond these approved colors.

When placing the logo on top of an image, the color should provide enough contrast with the background to be clear and legible. See usage examples on p. 27.

### MAIN LOGO COLOR

#### TEAL



C 81 / M 45 / Y 36 / K 9  
R 55 / G 114 / B 135  
HEX: #377287

PMS 2224  
ALT 315

### ADDITIONAL LOGO COLORS

#### BLACK



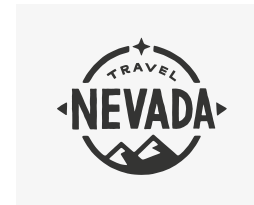
C 0 / M 0 / Y 0 / K 100  
R 0 / G 0 / B 0  
HEX: #000000

#### WHITE



C 0 / M 0 / Y 0 / K 0  
R 255 / G 255 / B 255  
HEX: #FFFFFF

#### CHARCOAL



PANTONE 10399 C  
C 69 / M 63 / Y 62 / K 58  
(K ONLY = K 90)  
R 52 / G 51 / B 51  
HEX: #333333

#### CREAM



PMS P 1-2 C  
C 1 / M 1 / Y 9 / K 0  
R 249 / G 246 / B 231  
HEX: #F9F6E7



## LOGO SIZING & SPACING

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 "N" in the word "Nevada."

The logo should be no smaller than one (1) inch in width when the website is included, and no smaller than a half (1/2) inch when no website is included. If the space available is under one (1) inch, no website is required. (The rule of thumb for minimum sizing is legibility.)

### CLEAR SPACE



### CLEAR SPACE EXAMPLE



### MINIMUM SIZE

The mark should not be smaller than the below sizes.

### PRIMARY LOGO



### LOGO/URL LOCKUP



## LOGO DO'S

**Proper logo usage should follow these guidelines:**

- » DO maintain proper sizing to ensure legibility (p. 21).
- » DO include the URL accordingly (p. 15).
- » DO use an approved logo color (p. 17).

For logo usage on photo backgrounds, see guidelines on p. 27.

For any questions regarding logo usage, contact the Travel Nevada Creative Director.

## EXAMPLES

TravelZoo Content Sponsored By:



Atlas Obscura Co-Sponsored Video



Because this is a video, including the website is preferred (unless the co-sponsor has a big objection against it). Also, because the other sponsored logo is Black (Atlas Obscura), our logo in Black works nicely aesthetically.

Travel Nevada Broadcast Video



Thrillist Byline:



The space is very small, so for legibility use this horizontal version, no website needed — both for legibility, but also because in the sponsored content there are other calls to action present in the article, usually including a link to [TravelNevada.com](https://TravelNevada.com).

TravelChannel Sponsored Video



Because this is a video, include the website. Also, because we are the only logo sponsoring the video, use our main brand Teal Color.



## LOGO DON'TS

**Proper logo usage should follow these guidelines:**

- » Do NOT alter the logo elements.
- » Do NO stretch or distort the logo.
- » Do NOT outline the logo
- » Do NOT use a non-approved color.

For logo usage on photo backgrounds, see guidelines on p. 27.

### EXAMPLES



✗ DO NOT rearrange logo elements



✗ DO NOT alter the proportions of the logo



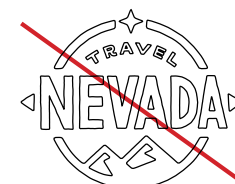
✗ DO NOT alter or replace the typography



✗ DO NOT eliminate logo elements



✗ DO NOT stretch or distort logo



✗ DO NOT outline logo



✗ DO NOT change logo coloring or use unapproved colors.

For any questions regarding logo usage, contact the Travel Nevada Creative Director.

## LOGO ON A BACKGROUND

**Proper logo usage should follow these guidelines:**

- » On light photo backgrounds use Black.
- » On dark photo backgrounds use White.
- » If the photo background varies in tone and contrast, DO use **SUBTLE** drop shadows or outer glows to make the logo more legible.
- » Do NOT use heavy effects such as harsh drop shadows or glows, or other effects such as outlining or embossing, etc.

### EXAMPLES

#### DO'S



#### DON'TS



✗ DO NOT use a heavy glow behind the logo



✗ DO NOT use a heavy or sharp drop shadow

For any questions regarding logo usage, contact the Travel Nevada Creative Director.





# **Apparel & Promotional Items —**

## LOGO VARIATIONS

### For Apparel & Promotional Items ONLY

In addition to the primary logos, alternative options are available for use on apparel and promotional items ONLY.

#### Apparel Guidelines

- » The URL lockup version of any of the logos shown is not necessary on apparel items.

#### Promotional Item Guidelines

- » However, on promotional items a version with the URL lockup is **REQUIRED**.

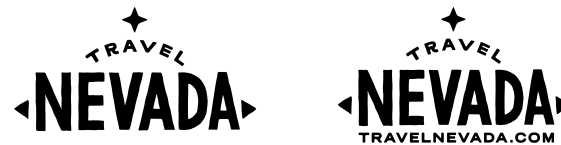
Any exceptions need to be approved by the Travel Nevada Creative Director.

International versions of these logos variations are available for each country.

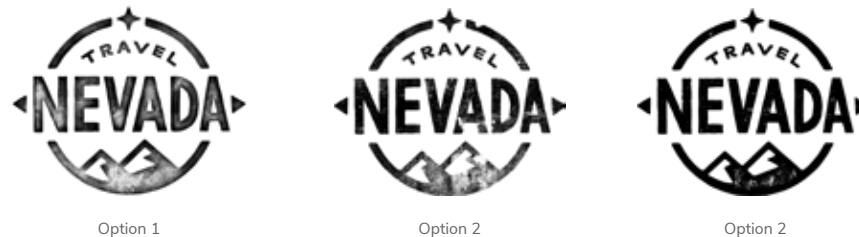
### PRIMARY AND SECONDARY LOGOS



### HORIZONTAL LOGO OPTIONS — For apparel & promotional items only



### DISTRESSED LOGO OPTIONS — For apparel & promotional items only



### ABBREVIATED LOGO OPTIONS — For apparel & promotional items only





## EXPANDED COLOR PALETTE

These additional logo colors are **for use on apparel and promotional items ONLY**.

- » The Teal color is MAIN go-to logo color.
- » Alternate colors are to be used **ONLY** when the original color is not available.
- » The logo itself should **ALWAYS** be one approved colors as shown here.
- » See the following page for an approved base item color palette for additional guidelines.

### PRIMARY LOGO COLORS

#### TEAL (MAIN)



PMS 2224 (ALT 315)  
C 81 / M 45 / Y 36 / K 9  
R 55 / G 114 / B 135  
HEX: #377287

#### BLACK



C 0 / M 0 / Y 0 / K 100  
R 0 / G 0 / B 0  
HEX: #000000

#### WHITE



C 0 / M 0 / Y 0 / K 0  
R 255 / G 255 / B 255  
HEX: #FFFFFF

#### CHARCOAL



PANTONE 10399 C  
C 69 / M 63 / Y 62 / K 58  
(K ONLY = K 90)  
R 52 / G 51 / B 51  
HEX: #333333

#### CREAM



PMS P 1-2 C  
C 1 / M 1 / Y 9 / K 0  
R 249 / G 246 / B 231  
HEX: #F9F6E7

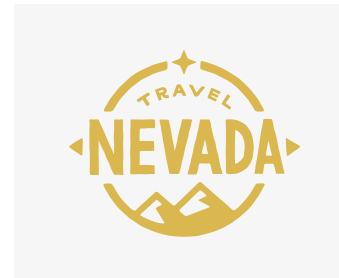
### ADDITIONAL LOGO COLORS —For apparel & promotional items only

#### SAGE



PMS 7494 (ALT 577)  
C 40 / M 16 / Y 57 / K 0  
R 161 / G 183 / B 134  
HEX: #A1B786

#### GOLD



PMS 110C (ALT 458U)  
C 16 / M 25 / Y 82 / K 0  
R 218 / G 184 / B 79  
HEX: #DAB84F

#### BRICK RED



PMS 7628 (ALT 180)  
C 27 / M 83 / Y 77 / K 18  
R 160 / G 67 / B 60  
HEX: #A0433C

# BASE ITEM COLOR GUIDELINES

Because it's hard to match clothing colors exactly to the expanded color palette, these colors are approved with the following guidelines.

## Official Items

- » For more "official" items (team jackets, team polo shirts, label pins, etc.), choose Black/Charcoal/Gray or White/Cream/Light Gray that will showcase the primary logo colors well.
- » Alternate Teal/Blue colors should NOT be used in an "official" capacity, as we don't want to present an alternate teal/blue as an official brand color. If it's not our EXACT main Teal color, it cannot be used in an "official" capacity.
- » For official items, the logo itself should **ALWAYS** be one of the **PRIMARY** colors as shown in the previous page.

## Promotional/Giveaway Items

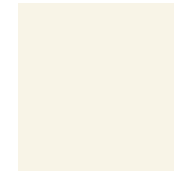
- » For less formal items (ball caps, T-shirts, camping mugs, koozies, etc.) alternate colors may be used.
- » **RULE OF THUMB: Choose earth tones, or shades of black/gray as base colors for apparel and promotional items.**
- » "Heathered-colored" fabrics are approved for apparel as well, as long as they are in the approved colors..
- » The logo itself should **ALWAYS** be in one of the approved colors as shown in the previous page.

## OFFICIAL BASE COLORS

BLACK/GRAY TONES



CREAM



WHITE



## PROMOTIONAL BASE COLORS

TEAL TONES



SAGE TONES



DENIM TONES



GOLD TONES



BRICK RED TONES



BROWN/TAN TONES







**Photography —**

## PHOTOGRAPHY STYLE & TONE

Photography is imperative in conveying the Travel Nevada identity and tone. The photography should feel authentic, in the moment, and free-spirited.

Taking cues from Nevada's history, the photography often carries a sense of nostalgia and longing, mixed with an energetic attitude. From the neon era to the rich western heritage of the state, Nevada is more than merely a mix of landscapes. It's a character in and of itself. Imagery should reflect that character.

When photographing Nevada, show how people interact with the state — how that unique character of the state inspires the sense of freedom within.

### **Travel Nevada photography gets its branded look by:**

- » Capturing candid and genuine depictions of the NV lifestyle.
- » Keeping a sense of authenticity — both in the landscape and the people.
- » Capturing a mood more than just a “pretty picture.”
- » Keeping the colors true and vibrant.
- » Showing people interacting with the landscape — however, Nevada should remain the main hero of the photo.

The following pages give more details and examples of how to represent Nevada through photography.





## PHOTOGRAPHY SUBJECTS

When photographing Nevada be sure to capture the things that make Nevada unique — from our diverse landscapes to the people who both are part of the state, and who experience all the wonders it has to offer.



**CANDID MOMENTS WITH GENUINE EXPRESSIONS**



**MOVEMENT AND ENERGY**



**EMPHASIS ON LANDSCAPE**



**INTERESTING AND BELIEVABLE CHARACTERS**



**UNIQUE LOCATIONS AND ACTIVITIES**



**UNEXPECTED ENVIRONMENTS**

## PHOTOGRAPHY DO'S



**DO** represent the state in an authentic way — even the desert. See p. 37 for more details on how to depict Nevada's deserts.



**DO** romance the wide open spaces of our landscapes in a way that is inviting and inspiring.



**DO** favor unexpected activities and locations that offer a unique depiction of the state.



**DO** show off Nevada's skies — blue skies, sunsets, and starry nights.



**DO** depict the rich, vibrant colors and textures that are naturally found in our landscapes.



**DO** bring life to photos as much as possible. Don't just take a pretty picture — convey a mood.



## PHOTOGRAPHY DON'TS



**DON'T** show landscapes that look like Nevada, but are actually of surrounding states.



**DON'T** use images that feel too contrived, posed or staged.



**DON'T** use odd angles that distort the landscape.



**DON'T** mute or desaturate colors. Avoid making images too gray or cool in tone.



**DON'T** over-stylize images with filters, effects or treatments that distract from the State's natural beauty. Avoid making images overtly brown or yellow in tone.



**DON'T** make a false composite, showing items that are obviously not part of the shot.



**DON'T** promote dangerous activities or visitation of endangered or sacred sites, or restricted environments. Consult Travel Nevada if you are unsure if a specific location is restricted.



**DON'T** attempt to "get the shot" at the expense of our State's natural environments and resources.



**DON'T** depict or imply participation in illegal activities. Yes, that includes Federal law.

## REPRESENTING THE DESERT

Nevada's landscapes are rich with diversity and visitors are often surprised to find much more than the stereotypical dry, dusty desert. It is important to represent the state in new and surprising ways to pique curiosity and encourage visitation, so when depicting Nevada's desertscapes, be sure to follow the guidelines below.

### DESERT DO'S

**DO** make an effort to show the beauty and variety of desertscapes found in the state.



**DO** romance the drier/dustier landscapes with beautiful imagery.



### DESERT DON'TS

**DON'T** perpetuate the misconception that Nevada's landscapes consist merely of barren desert.







**Communication —**

## WRITING OVERVIEW

Every time we write or speak is an opportunity to bring Travel Nevada to life. What we say and how we say it establishes the personality of our brand. Our voice should clearly express our adventurous spirit so that it connects with our audience.

Though our tone may change according to audience and context, our writing style should remain consistent so people can recognize the Travel Nevada voice as readily as they recognize our logo.

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### WRITING STYLE

To bring the Travel Nevada personality to life, we write like we speak when we're among friends. Casual. Open and honest. Imagine you're sharing your experiences and observations with someone you've known for years.

Strive an active voice and straightforward language. No one talks in full sentences, so feel free not to write in them either. After all, Travel Nevada should never sound like a form letter from a bank.

When describing places and experiences, try to paint pictures of specific moments. You're trying to bring them to life for the reader, so fill in the details. Describe feelings, sensations and emotions. Use metaphors. Do whatever it takes to makes readers crave them.

### WRITING TONE

The tone of the Travel Nevada brand is conversational and confident. An easy-going mix of upbeat and offbeat. Like a proud local who welcomes strangers like old friends. Knowledgeable but never know-it-all. Self-assured. Free-spirited. As authentic as can be. And always ready for adventure. Travel Nevada lives in the moment and is ever searching for a new boundary to push.



## WRITING FOR VARIOUS AUDIENCES

We write for different audiences that require us to adapt our tone so that it is appropriate to their needs and expectations. Consumers want to be inspired. Corporate audiences are looking for rational reasons to believe. And our industry peers are hoping to be informed and persuaded.

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### CONSUMER COPY SHOULD BE:

- » Welcoming and inclusive but not pandering
- » Wry and sharp-witted but not at another's expense
- » Optimistic yet always realistic
- » Eccentric but not obnoxious or childish
- » Never, ever crude or hurtful

### CORPORATE COPY SHOULD BE:

- » Professional but not formal or distant
- » Smart and informed but not academic
- » Responsible but not boring and uninspired
- » Confident but not stubborn or boastful
- » Genuine and plain-spoken yet not overly casual

### INDUSTRY COPY SHOULD BE:

- » Persuasive and deliberate but never pushy
- » Informative yet still evocative
- » Factual but not clinical or academic
- » Proud but not arrogant
- » Open and helpful yet not chummy

## WRITING DO'S

Travel Nevada's conversational and free-spirited voice might seem easy to capture, but getting it right takes some practice.

We've created a checklist of simple "DO's" to help keep you on track (see the following page for the list of "DON'Ts").

---

### WRITING DO'S

- » **DO** keep thoughts single-minded. Headlines should be declarative and come across like the casual observations of a friend. Body copy should get to the point and get out.
- » **DO** be an artist. When writing long-form content, aim to capture the imagination. Paint pictures. Fill in the details. Capture emotions and sensations. Instead of providing facts, describe experiences visitors can't wait to have.
- » **DO** be playful and irreverent, but be careful not to come across as biting and sarcastic.
- » **DO** keep things real. Copy should feel spoken and not written. Sometimes it helps if you imagine you are having a conversation with someone you know-someone specific. Then write as if you were talking to them.
- » **DO** use active verbs and commands. Words like "do" and "will" over "can" and "might" will give statements added weight and urgency in the reader's mind. For example: "Come as you are, do as you damn-well please."
- » **DO** remember who you're talking to. The words you write should fit the audience and subject matter. The way you speak to a family with young kids about camping would be different than the way you'd approach twenty-somethings heading to Las Vegas.
- » **DO** remember what you're writing for. Your copy style should match your medium. For example, a laundry list is not appropriate in ad copy, but is ideally suited to social media.



## WRITING DON'TS

Travel Nevada's conversational and free-spirited voice might seem easy to capture, but getting it right takes some practice.

Here is a checklist of "DON'Ts" to help keep you on track.

---

### WRITING DON'TS

- » **DON'T** use ten words when one will do. Keep your language clear and concise and remember that relying on too many adjectives and adverbs make copy weak.
- » **DON'T** be condescending. Nevada might have a maverick attitude, but we are also inclusive and upbeat. We don't try to make ourselves feel bigger by making others feel smaller.
- » **DON'T** be immature. You can be casual and conversational, just don't push it to the point of being sophomoric or vulgar. If you're wondering if something sounds like bro speak, it probably is.
- » **DON'T** try too hard. It's okay to be clever, but not cutesy or hickish. Having a laugh at our own expense is okay, so long as we're not mocking ourselves.
- » **DON'T** ever make Nevada seem dangerous. Sure, we have some remote places and welcome thrill-seekers, but we don't want to make people fear coming to our state.
- » **DON'T** put things in a negative light. Choose your words carefully. Referring to something as unique is much better than calling it freaky. A place that is serene is much more attractive than desolate.
- » **DON'T** lead with a negative, either. We always want to put our best foot forward. Sometimes it's nice to contrast the spirit of Nevada with something that might be seen as less desirable — but in those instances be sure to stay as positive as possible.
- » **DON'T** offend. While we might use the occasional damn or hell-yeah, that's as explicit as it gets. Obviously, words like b!%ch, sh&% and f@#k are never, ever acceptable. Ditto for sexual references or innuendos.
- » **DON'T** be cliché. Unless you can put it in a new or unexpected context, avoid overused words, such as epic, and dated slang terms like the feels.

## WRITING SAMPLES 1

### Manifestos & Mantras

Manifestos and mantras are a rallying cries that define everything a brand is and ever will be. They help convey the essence of a brand in a more poetic form.

These samples each encapsulate Nevada's spirit of freedom and unbridled independence.

### BRAND MANIFESTO

Out there. In the so-called real world.

We're put into boxes.

Confined. Conformed.

Held back by expectations.

Trying to mold. Fold. Bend. And break us.

Well, not here.

Not ever.

This is the weirdest, wildest west.

When the in-crowds and yes-men try to push you down, we say push back.

Just go. Do. Be.

Heed the urge to live outside the lines.

Undaunted. And uninhibited.

We won't tell you to turn it down. Or button it up.

And we sure as hell won't fence you in.

That's the beauty of freedom.

That's the power of Nevada.

### VISITORS GUIDE MANTRA

Nevada speaks

To weekend wanderers and long-haul ponderers

Guardians of tradition and buckers of trends,

Who stand out in crowds, or trade them for the wide-open road.

Boulevards shimmering with miles of neon,

And dark skies dancing on a starlit stage

All-encompassing, one vast playground.

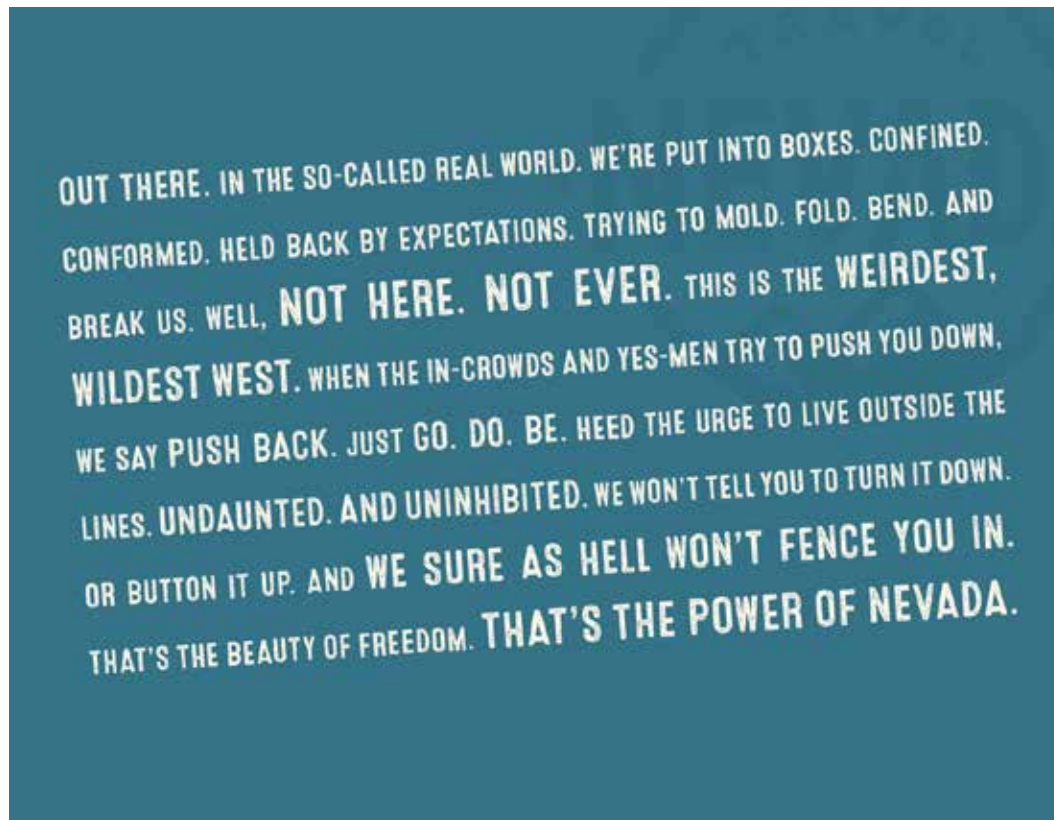
The road might end... but the spirit of Nevada never does.

Where will your story take you?



# WRITING SAMPLES 1

## Manifestos & Mantras in action



## WRITING SAMPLES 2

### **Advertising Headlines & Body Copy**

Writing for advertising needs to be punchy and succinct. Headlines should convey an immediate sense of the brand, while body copy (when space allows) can complete the thought.

---

### HEADLINES

***The grass isn't always greener. Thank goodness.***

***It all starts with a full tank of don't-give-a-damn.***

***Your spirit's already here. Keep up.***

***Bathing suits are in the eye of the beholder.***

***Escape to reality.***

***Wanna get lost? Here's the map.***

### HEADLINES + BODY COPY

***Blur the Line Between Wander and Wonder.***

What's even better than being able to hear yourself think? Being able to hear your kids think. Which is easy to do in the otherworldly frontier of Nevada. An alluring landscape that proves the most fulfilling parks for families are the ones without themes.

***Go Ahead, Put Spurs to Your Soul.***

Those imbued with a pioneering spirit know freedom isn't a feeling. It's a muscle. And there's no better place to exercise it than the wide-open roads of the weirdest, wildest west. Where chiseled mountains and painted skies are the only maps you need.

***True Pioneers Never Settle.***

They say if you're not going forward you're going backward. Which, honestly, can be pretty thrilling too. Just so long as you don't stand still. But why would you? This is the weirdest, wildest west. Full of trails that hit you in all the right places and swaths of blacktop that beckon your soul. Welcome to Nevada.



## WRITING SAMPLES 3

Advertising Headlines & Body Copy in action.

**BLUR THE  
LINE BETWEEN  
WANDER AND  
WONDER.**

**NEVADA**  
TRAVEL

Set your imaginations free into the weirdest, wildest west. Anotherworldly frontier waiting to be explored, Nevada gives your family the space it needs to roam and climb and laugh and dream as you turn authentic moments into unspoiled memories. Don't let these days get away—let your adventure begin.

[EXPLORE MORE >](#)

**TRUE  
PIONEERS  
NEVER  
SETTLE.**

**NEVADA**  
TRAVEL

They say if you're not going forward you're going backward. Which, honestly, can be pretty thrilling too. Just so long as you don't stand still. But why would you? This is the weirdest, wildest west. Full of trails that hit you in all the right places and swaths of blacktop that beckon your soul. Welcome to Nevada.

[EXPLORE MORE >](#)

**YOUR  
SPIRIT'S  
ALREADY  
HERE.  
KEEP UP.**

**NEVADA**  
TRAVEL

[BOOK NOW >](#)

**BATHING  
SUITS ARE  
IN THE EYE  
OF THE  
BEHOLDER.**

**NEVADA**  
TRAVEL

[DISCOVER IT ALL >](#)

**THE GRASS ISN'T ALWAYS  
GREENER. THANK GOODNESS.**

**NEVADA**  
TRAVEL

[EXPLORE MORE >](#)

**ESCAPE TO REALITY.**

**NEVADA**  
TRAVEL

[EXPLORE MORE >](#)



## WRITING SAMPLES 4

### Website & Longform Copy

When writing for web or for longer articles, be sure to maintain the same tone and writing style. Be sure to follow proper grammar rules (Travel Nevada uses AP style, and also uses the Oxford Comma).

---

### Mind if we make a few suggestions?

It's time for cowboys and counterculture. Wildlife and wilder tales. Open roads and open hearts. Sure, Nevada teems with destinations you can only dream of. But it's the journey you take to get there where your new favorite stories come to life. In fact, here in the Road Trip Capital of the USA, with our breathtaking scenic byways and endless dirt-road horizons, "taking the road less traveled" isn't just an idea... it's practically a guarantee. Fancy yourself a foodie? A die-hard history

buff? A thrill-seeking adventure junkie? Perfect. Point is, whichever corner of this state you venture to, you're bound to uncover the kind of unexpected encounters, memorable characters, and only-in-Nevada experiences that make this place so damn special.

### Nowhere But Nevada

If you took a family photo of all 50 states, we would be the one sticking our tongue out — it's that maverick thing. So, if you're looking for a vacation that's irresistibly different (or if you

were that cheeky kid yourself), welcome to Nevada. We're going to get along great.

### Unexpected Nevada

Set your imagination free into an otherworldly frontier waiting to be explored. Nevada gives you the space it needs to roam and climb and laugh and dream as you turn authentic

moments into unspoiled memories. Don't let these days get away—let your adventure begin. Your spirit's already here. Keep up.

# WRITING SAMPLES 5

## Website & Longform Copy in action

### Nevada Road Trips

Mind if we make a few suggestions?

It's time for cowboys and counterculture. Wildlife and wilder tales. Open roads and open hearts. Sure, Nevada teems with destinations you can only dream of, but it's the *journey* you take to get there where your new favorite stories come to life. In fact, here in the Road Trip Capital of the USA, with our breathtaking scenic byways and endless dirt road horizons "taking the road less traveled" isn't just an ideal. It's practically a guarantee.

Fancy yourself a foodie? A die-hard history buff? A thrill-seeking adventure junkie? All of the above and beyond? Perfect. Point to whichever corner of this state you venture to, you're bound to uncover the kind of unexpected encounters, memorable characters, and only-in-Nevada experiences that make this place so damn special.

So feel free to wander. However...chances are, we've got a #NVRoadTrip with your name all over it. Maybe even 10 of 'em.

Loneliest Road in America

**IF THIS IS LONELINESS, THEN COUNT US IN**

U.S. Highway 50 from Carson City to Baker. 3 Legs | 380 mi / 612 km

### QUICK FIXES

# NOWHERE BUT NEVADA

IF YOU TOOK A FAMILY PHOTO OF ALL 50 STATES, WE WOULD BE THE ONE STICKING OUR TONGUE OUT-IT'S THAT WHOLE MAVERICK THING. SO IF YOU'RE LOOKING FOR A VACATION THAT'S IRRESISTIBLY DIFFERENT (OR IF YOU WERE THAT CHEESY KID YOURSELF), WELCOME TO NEVADA. WE'RE GOING TO GET ALONG GREAT.

### DAY 1 LAS VEGAS TO CALIENTE

The old town of Caliente is a small town with a big heart. It's a good idea to visit the town of Caliente, which is a small town with a big heart. It's a good idea to visit the town of Caliente, which is a small town with a big heart.

### DAY 2 CALIENTE TO ELY

Jump-start your Nevada road trip with a visit to the town of Caliente, which is a small town with a big heart. It's a good idea to visit the town of Caliente, which is a small town with a big heart.

### NEVADA

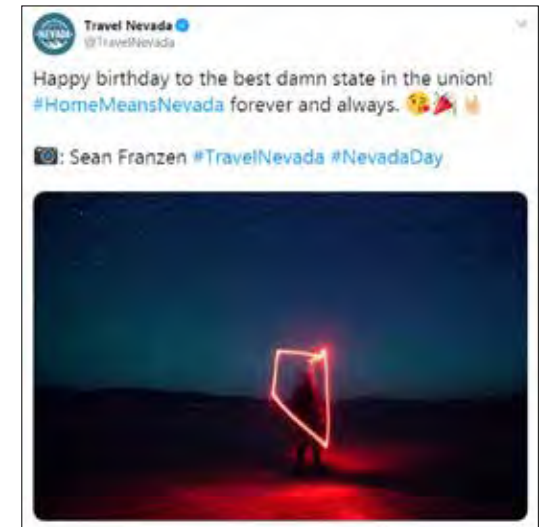
IF YOU TOOK A FAMILY PHOTO OF ALL 50 STATES, WE WOULD BE THE ONE STICKING OUR TONGUE OUT-IT'S THAT WHOLE MAVERICK THING. SO IF YOU'RE LOOKING FOR A VACATION THAT'S IRRESISTIBLY DIFFERENT (OR IF YOU WERE THAT CHEESY KID YOURSELF), WELCOME TO NEVADA. WE'RE GOING TO GET ALONG GREAT.

# WRITING SAMPLES 6

## Social Media

Though social media is a form of advertising, it should not be as promotional in tone. Be more personable. Use emojis to add fun — but be deliberate and intentional in their usage.

### Social Media in action







# Visual Language —

## VISUAL TONE & STYLE

The visual language is how we express the values of the brand through elements such as colors, fonts, iconography, textures, backgrounds, layout, and other motifs. It's where everything from photography and writing comes together.

In order to convey the brand value of Freedom, the visual tone is best expressed as **Modern Ruggedness. This is achieved by contrasting visual elements.**

- » The earth tones of the color palette are paired with modern grays and blacks.
- » Bold lines are mixed with lighter lines or with looser brush strokes.
- » Fonts are clean and legible, but are mixed with a hand-drawn or stamped fonts. Font weights are also used in contrast (light body copy paired with extra bold headlines).
- » Solid backgrounds are mixed with natural textures.
- » Layouts overall are clean and easy to navigate, but add in visual interest by overlapping elements, or tilting a photo here and there; hand-drawn elements are sprinkled throughout to add visual interest.
- » Layouts are also looser in structure and have a more spacious design.



# TYPOGRAPHY

Fonts are an important way to convey the visual tone of a brand. 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 & Subheadline Fonts

- » Nunito Sans may be used for Headlines. Microbrew Three is a more stylistic typeface, and is used for advertising mainly or as an accent font.
- » Nunito Sans can also be used in a variety of ways for subheadline fonts. (See following page for a more detailed type style guide.)

## Body Copy Fonts

- » Nunito Sans is the main body copy font. It is the main web font as well.

## Accent Fonts

- » Microbrew Three may be used as a graphic accent. See following page for more details.
- » Marydale is also an accent font.

Nunito Sans is available for free from Google Fonts. Marydale can be activated through Adobe Fonts.

## BRAND (& WEB) FONTS

### HEADLINES & SUBHEADLINES

# Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&('/?!)

### BODY COPY

# Nunito Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&('/?!)

### ACCENT FONTS

# MICROBREW THREE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&('/?!)

# Marydale

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890\$%&('/?!)

## ADVERTISING FONTS

### HEADLINE

# MICROBREW THREE

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890\$%&('/?!)



## TYPE STYLE GUIDE

When formatting text, use these guidelines.

### In Headlines & Subheadlines

- » Headlines should be Title case or Sentence case.
- » When using Title Case, keep small article words lower case.
- » See right for examples of Subheadlines

### In Body Copy

- » Use either the "Light" or "Regular" font weights for body copy.
- » Do not add extra letter spacing.
- » Add a few points of line spacing to give the body copy some visual space.
- » Use "»" or "»" for bullets.
- » Use M-dashes ("—") in body copy instead of hyphens. Use hyphens only between numbers or hyphenated words.
- » Use Camel Case when spelling out the website, (i.e. TravelNevada.com).
- » Emails however, are to be lowercase.

### In Accent Fonts

- » Accent fonts are excellent for pull-quotes and other subheadlines.
- » Use Title/Uppercase or Sentence case.
- » Microbrew Three can be used as an accent font running down the side of a layout, or behind an element in a watermark fashion. In this way, it becomes more of a graphic element.
- » However, Microbrew Three should NOT be used as a Subheadline style.
- » Microbrew Three should be set to ALL CAPS to make the letterforms uniform.

### HEADLINE EXAMPLES

# This is a large headline

### SUBHEADLINE EXAMPLES

## THIS IS A SUBHEADLINE

## THIS IS A SUBHEADLINE

*This is a Subheadline*

*This is a subheadline*

### BODY COPY EXAMPLES

Igentis dollibus sinci omnimpo riorume pres magnis volupta tectur restore hendest, core voleni aut la dendae eum, et andusdaerum senim ut as del ipsus id que volorum amus doloris et platiis enistiandit eni il magniminus aut experiost, quat quiat quis idunto te laborro quam, alitis vel es vendio ipiet aut vent iliqui audit digendant ius vellend anisto et pa aut ut aut que nonem ut est ene vel excecsec eptatem sint acia nobis

Phone number: (775) 555-1234

TravelNevada.com

email@travelnevada.com

» Bullet 1

» Bullet 2

» Bullet 3

### ACCENT FONT EXAMPLES

"This is an example of a pull quote with an accent font."

## EXAMPLE ACCENT FONT

Note: Put Microbrew Three in ALL CAPS for letterform uniformity.

## COLOR PALETTE

Playing off the logo color palette, the visual color palette consists of rich earth tones. The primary brand color is teal and should be used predominately alongside the secondary colors: white, charcoal, and black.

Additional brand colors are sage, gold, brick red, burnt orange, pine green, sky blue, cream, and dark brown. They may be used when a more diverse color palette is needed.

The brand colors should not be altered beyond these approved colors.

### PRIMARY BRAND COLOR

#### TEAL



PMS 2224 (ALT 315)  
C 81 / M 45 / Y 36 / K 9  
R 55 / G 114 / B 135  
HEX: #377287

### SECONDARY BRAND COLORS

#### WHITE



C 0 / M 0 / Y 0 / K 0  
R 255 / G 255 / B 255  
HEX: #FFFFFF

#### CHARCOAL



PANTONE 10399 C  
C 69 / M 63 / Y 62 / K 58  
(K ONLY = K 90)  
R 52 / G 51 / B 51  
HEX: #333333

#### BLACK



C 0 / M 0 / Y 0 / K 100  
(K ONLY = K 100)  
R 0 / G 0 / B 0  
HEX: #0000

### ADDITIONAL COLOR PALETTE

#### SAGE



PMS 7494 (ALT 577)  
C 40 / M 16 / Y 57 / K 0  
R 161 / G 183 / B 134  
HEX: #A1B786

#### GOLD



PMS 110C (ALT 458U)  
C 16 / M 25 / Y 82 / K 0  
R 218 / G 184 / B 79  
HEX: #DAB84F

#### BRICK RED



PMS 7628 (ALT 180)  
C 27 / M 83 / Y 77 / K 18  
R 160 / G 67 / B 60  
HEX: #A0433C

#### BURNT ORANGE



PMS 1595  
C 17 / M 67 / Y 100 / K 5  
R 200 / G 105 / B 24  
HEX: #C86918

#### PINE GREEN



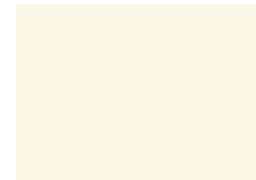
PMS 2265  
C 68 / M 33 / Y 70 / K 14  
R 87 / G 126 / B 94  
HEX: #577E5E

#### SKY BLUE



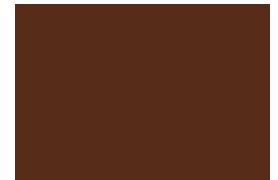
PMS 7695  
C 41 / M 16 / Y 14 / K 0  
R 148 / G 185 / B 202  
HEX: #94B9CA

#### CREAM



PMS P 1-2 C  
C 1 / M 1 / Y 9 / K 0  
R 249 / G 246 / B 231  
HEX: #F9F6E7

#### DARK BROWN



PMS 4695 C  
C 41 / M 76 / Y 87 / K 56  
R 87 / G 45 / B 25  
HEX: #582D18

## BASIC ELEMENTS

Intentional use of basic elements, such as how we use shapes, lines, and even icons help to convey the visual tone of the brand.

We use the logo for inspiration for other visual motifs. Notice how the logo is made up of basic shapes such as a circle, simplified mountains, and a simple star icon. Though these shapes may seem simplistic, simple and clean motifs like these can be very powerful in presenting a brand's visual style.

## Shapes

- » Use basic shapes, such as circles, squares, and rectangles.
- » The logo is a basic circle with simple shapes. Base your inspiration on the logo.
- » Adding rounded corners also follows the motif of the logo.
- » Overlap shapes and mix with backgrounds. Shapes should be solid (not transparent). They can help be a background for type when needed.

## Lines

- » Use solid lines in contrasting weights. Avoid dashed and dotted lines.
- » Mix in lines with a brush stroke styling to break up the layout and add visual interest.
- » Mixing lines with the Star Shape from the logo is also encouraged.

## Icons

- » Icons should have a hand-drawn quality.
- » Keep the stroke width consistent when drawing new icons. Even when using brush strokes the goal is to maintain bold, modern lines.

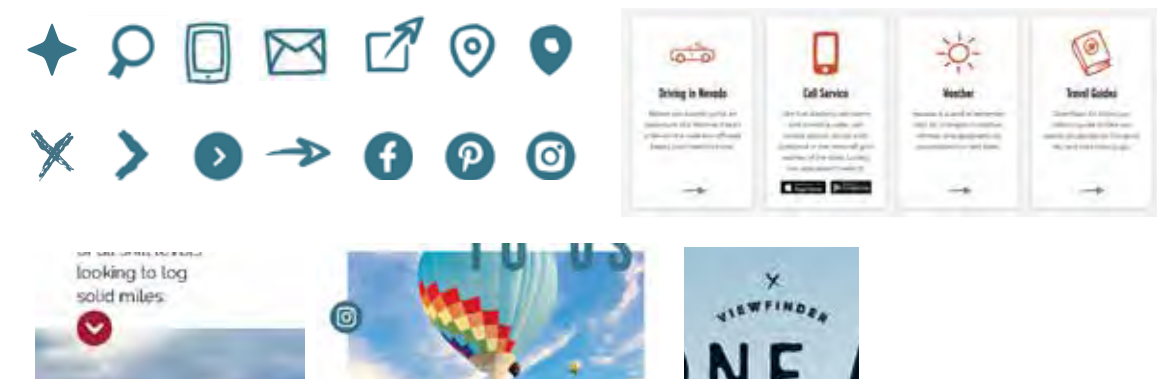
## SHAPE EXAMPLES



## LINE EXAMPLES



## ICON EXAMPLES





# MOTIFS & PATTERNS

Other visual motifs and patterns help to add visual interest and texture to layout. Be intentional when using backgrounds, textures, and other motifs, as the overall layout still needs to be modern and clean. Avoid adding too many elements that will clutter a layout.

## Backgrounds & Textures

- » Use the brand color palette to create solid colors
- » Mix solid colors with natural textures (i.e. natural fabrics such as burlap, stone grain, and wood grain are great natural textures).
- » However, natural textures should be subtle and light.
- » Watermark photos in black and white or monochromatically colored also make great subtle backgrounds.

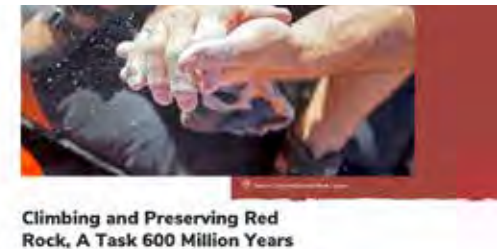
## Brush strokes

- » Brush strokes can also be applied to the edges of shapes to add visual texture.
- » Brush strokes should be more “inky” in nature, instead of “streaky.”

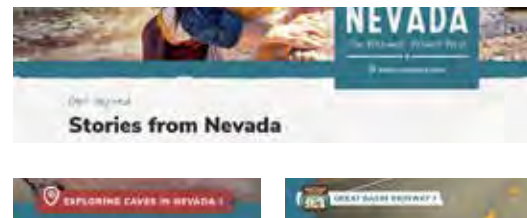
## Patterns

- » Patterns may be used to add variety and visual interest.
- » Patterns should be made up of elements that are basic and simple.

## BACKGROUND & TEXTURE EXAMPLES



## BRUSH STROKE EXAMPLES



## PATTERN EXAMPLES



## VISUAL LANGUAGE DO'S



**DO** use a mixture of modern and hand-crafted elements.



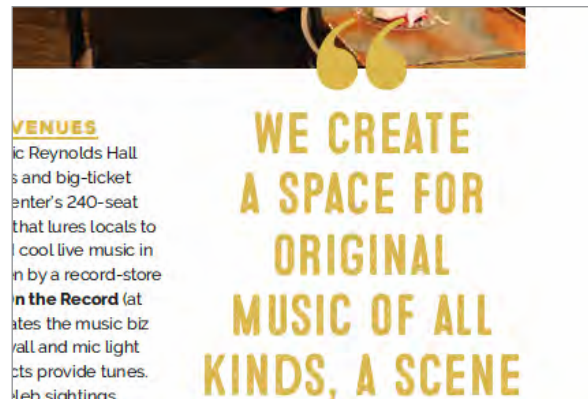
**DO** overlap and layer elements in your layout.



**DO** give enough white space in your layout.



**DO** use visual elements to highlight and call out areas.



**DO** use pull-quotes to help emphasize the messaging.

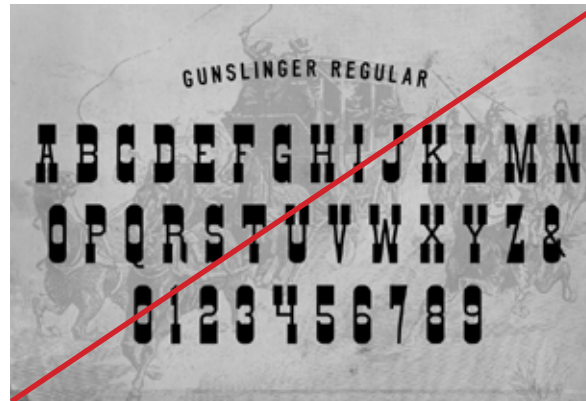


**DO** use the color palette to help differentiate areas. However, stick with one color family per section or layout so that the colors compliment the vivid photography instead of compete.

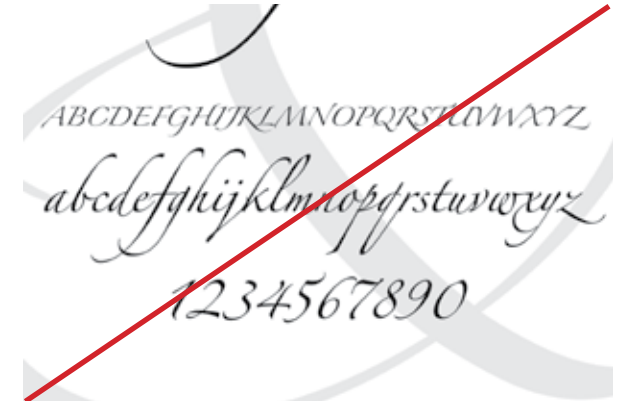
## VISUAL LANGUAGE DON'TS



**DON'T** be too “cowboy” or “western” in the visual style. Although we have cowboys and buckaroos, Nevada is a mixture of experiences and people.



**DON'T** use Western-style elements or fonts.



**DON'T** use calligraphy-style lines or fonts, or script-style fonts.



**DON'T** be “cutsie” or too “cartoony” in iconography or other visual elements.



**DON'T** use too many colors in the color palette in one layout to avoid looking too “rainbow-y.”



**DON'T** let the layout get too busy with too many elements. Less is more.





**The Brand in Action —**

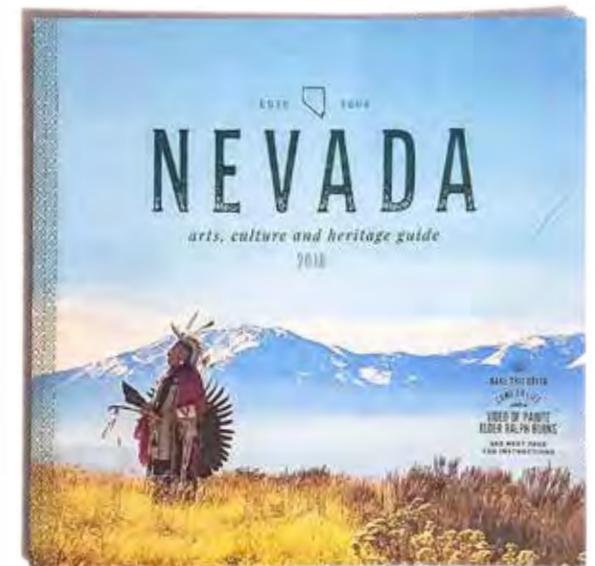
## COLLATERAL 1



## COLLATERAL 2



Visitor's Guide 2020  
Official State Map 2019



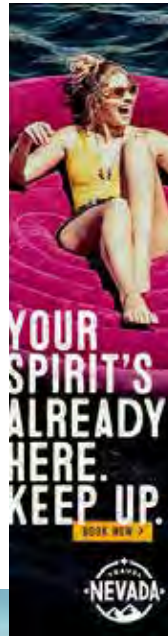
Arts & Culture Guide 2018



## WEBSITE



## ADVERTISING CAMPAIGN FY19-20





## SIGNAGE & INSTALLATIONS 1

Sales Booth Items 2020



Note: Please PMS match tablecloth colors to the brand teal. Otherwise, use white (with a teal logo), black, or charcoal for tablecloth colors.



## SIGNAGE & INSTALLATIONS 2

IPW Booth & Signage 2019





## SIGNAGE & INSTALLATIONS 3

### 360° VR Experience 2017

Note: The use of the Don't Fence Me In logo is no longer approved. Moving forward it is only for use in local-based campaigns.



## APPAREL





## PROMOTIONAL ITEMS

