

BRAND

BOOK



INDEX

Introduction **01** →

Organization &
Destination **02** →

Brand
Platform **03** →

Brand
Messaging **04** →

Color
Palette **05** →

Brand
Typography **06** →

Brand Line
Typography **07** →

Logo
Guidelines **08** →

Brand Icons &
Patterns **09** →

Layout
Guidelines **10** →

Photography
Guidelines **11** →

Industry
Guidelines **12** →

INTRODUCTION

Hello there!

This book is your guide to the Travel Nevada brand. It describes what the destination marketing organization stands for, how it benefits people and what makes it unique. It contains Travel Nevada’s essence and spirit, and guidelines for bringing those components to life visually, verbally, and culturally.

But this book is more than just a set of guidelines: it’s also a set of philosophies and beliefs. If we strive to follow them, we can bring the brand to life — and bring travelers closer to the heart of Nevada.



ORGANIZATION & DESTINATION

The Nevada Division of Tourism operates within the Department of Tourism and Cultural Affairs to help achieve the Governor’s strategic priority of a vibrant and sustainable economy. In addition to managing state tourism efforts, the Division provides communities and businesses with development resources, along with training and grant assistance that help bolster local economic bases and diversify regional economies.

Travel Nevada is our public-facing brand for the Division of Tourism. It reflects how we want the world to see the Silver State. It also reflects what we, as an organization, aspire to be. The brand should be pulled through any and all communications when possible in order to help everyone — from government officials to tourists — understand what it really means to get a little out there.



BRAND PLATFORM

Brand Vision →

Brand Promise →

Brand Position →

Brand Purpose →

Brand Principles →

Brand Personality →

BRAND PURPOSE

Why we do what we do.

To share the Heart of Nevada.

To share the heart of Nevada is to share our huge-hearted story with the world, inviting others in to be surprised, to be challenged, to be delighted and to leave changed.

It's to inspire the world to explore our beautifully uncommon backyard and discover our curious character — and characters — in their own time, in their own way.

To share Nevada's heart is to draw the world in, welcoming new ideas and new perspectives, new resources and new opportunities, which enrich our communities and brighten our future.

The heart of Nevada is our everything — our passion, our pride, our land and our people — and in sharing it we welcome the world to see our Nevada in a new light.

What is the heart of Nevada?

- *It is the literal center of our state — the lands beyond Reno and Las Vegas*
- *It is the raw spirit of Nevada — genuine, independent and resourceful*
- *It symbolizes the passion, love, and pride Nevadans hold for our state*
- *It is the authentic and the true Nevada; one both uncommon and imaginative*
- *It is Nevada's all-in nature, its sense of determination*
- *It is big-hearted generosity, and Nevadan's genuine desire to help others in need*
- *It is "you-do-you," open-minded and accepting*
- *It is the heartbeat of all Nevadan communities*
- *It is our character — and characters*



BRAND PRINCIPLES

The core values and pillars that will guide our brand and organizational culture internally and externally. If we adhere to these, we will succeed.

Huge-Heartedness

Our hearts are as uncommonly huge as our state. Within our huge-heartedness lives our Nevada pride — our appreciation for our heritage and history, our responsibility to our desert and mountain environments and our respect for our teammates, partners, neighbors, and friends who also call Nevada home. And it is with huge-heartedness that we invite world in — believing that others are made better for visiting. In Nevada’s heart, like our own, there’s always room for more.

Wide-Open-Minded

Nevada is wide-open country, which demands a wide-angle view and a wide-open mind. As Nevadans, we don’t judge or condemn others for who they choose to be or for how they choose to think — people have their own business. We champion different perspectives and are always open to new ideas — diverse teams are stronger and inclusive cultures more resilient.

Genuine & True

Nevada doesn’t try to be something it’s not, so neither do we. We’re down-to-earth, authentic people who value honesty in ourselves and expect as much from others. We do our part to remain genuine and true — we tell it how it is regardless if the truth is ugly, naked, or otherwise bitter. After all, life’s too short to beat around the sagebrush.

Connect with Purpose

From the first people to settle the Silver State, it was understood that to prosper here is to prosper together or not at all. And despite our fiercely independent nature, that sentiment holds true today. Working together and connecting with our partners, our sense of place, our visitors and each other is crucial to our success. Travel is about bringing people together, so we always keep that top of mind as we communicate clearly and connect purposefully.

Imagine More

Burning Man, Clown Motels, Extraterrestrial Highways and the opulence of Las Vegas are hardly the products of conventional thinking, but rather of Nevada’s big imagination. When we imagine more, we tap into our innovative spirit — our pioneering roots — and discover more opportunities, solve more problems and to tell more interesting stories. It is working with imagination that the impossible is made possible and the ordinary extraordinary.

BRAND PERSONALITY

The traits that describe who Travel Nevada is, as if our brand were a person. This informs our brand culturally, visually, and verbally.

Off-Beat

There’s an uncommon thread that ties us together. We’re a bit different, a bit unusual – but in the best way. We’re not afraid to stand apart from the crowd or challenge the status quo. We live to express ourselves – it’s our eccentric nature and our creative spark. We’re looking to bring a sense of surprise and excitement to those around us, a sense of novelty that keeps people on their toes.

Creative

Being champions of innovation and originality, every Nevadan is an artist at heart. Inspired by the beauty and wonder of the space that surrounds us – the desert and mountains and open possibilities – we’re naturally driven to experiment, test, explore, and create. We relish the opportunity to see our imaginative visions brought to life and to bring a little magic into the world.

Wild-at-Heart

We’re an unbridled free spirit – a spontaneous celebration of life and a reminder that every day is an opportunity to live with passion and adventure. Like the pioneers, miners, cowboys, and casino magnates who built our Nevada, we’re unafraid to chase our dreams, to take risks, to explore the unknown. So as Nevadans, we’re all in, and we unapologetically inspire others to do the same.

Accepting

Having an understanding of our place in the world doesn’t stop us from accepting others, their ideas, and their beliefs. Nevada is a you-do-you kind of state. We don’t judge people for who they are – we accept and invite what everyone brings to the table. Being accepting keeps things interesting and open.

Resourceful

We see opportunities where others see only limitations, we think on our feet and improvise when we have to. We chart our own way through life with grit and ingenuity – our sleeves rolled up, ready to make things happen and get things done.

Bright

We bring a certain Nevadaness, a certain big-desert energy to the world. We walk with our heads up, lending a sense of confidence and optimism to all we encounter. We’re enthusiastic and charismatic, and our eyes sparkle with a bit of mischief.

Independent

Nevadans have always been guided by an internal compass, charting their own path through life – one oriented by the values of freedom and autonomy, self reliance and individuality. We aren’t swayed by outside opinions. We know what’s right for us and we let others do their own thing. In thinking for ourselves we inspire others to do the same. We hold our own, but we’re here to help others when they need it, too.

Surprising

Part of Nevada’s charm is its unexpected surprises and delightful contradictions – those elements which are seemingly in opposition to one another, yet somehow in perfect harmony: the alpine lakes hanging above a parched and sweeping desert, snow-capped peaks adjacent to sun-baked salt flats, an explosion of neon opulence amidst the dark and starry Mojave skies. We’re like that. We’re full of surprises, and we’re all the more charming for it.

Down-to-Earth

Nevada doesn’t put on airs or pretend to be something it’s not – and neither do we. We keep our cards on the table, we don’t use five words where three will do, and we firmly believe jeans are always appropriate attire. In a world that is often overwhelming and chaotic, we’re a reminder of the value of life’s simpler things: a hot cup of coffee on a cold morning, a beautiful sunrise after a desert monsoon, a warm smile from across the table.



BRAND PROMISE

How we help people and make their lives better. Our value proposition.

The Space To Be.

Nevada is a space to explore and adventure, to take risks and try something new, to meet someone interesting or to discover something strange, to feel intrigued and to feel alive — and to be left forever better for it. Out in Nevada’s heart is a space both historic and here-and-now, down-to-earth and out-of-this-world, neon-lit and starlit, too, with cities erupting from the wide-open nowhere. Nevada is a space for the wild-of-heart and the curious-of-mind, for those who wonder and those who wander, for the night owls and the early birds. It’s the space to express yourself and to be who you want to be — in your own way and in your own time. Out there amongst towering peaks and valleys of fire is a different kind of space, awe-inspiring and exciting, and when you get a little out there, it’s yours to explore.

Proof Points:

- *The state’s awe-inspiring natural spaces means lots of space to breathe, move and take it all in.*
- *60 million acres of public land offer an openness to enjoy the space in your own way.*
- *Nevada features a diversity of outdoor adventure playgrounds — hiking, climbing, skiing, OHV, road trips, horseback, and more — activities which require space in their own right.*
- *The state’s sense of scale — feeling small amidst an expansive landscape — evokes a sense of awe and provides the space for reflection.*
- *Nevada’s you-do-you attitude offers an accepting space and the freedom to be yourself.*
- *If it wasn’t for the state’s space, our hidden gems wouldn’t be hidden — meaning there’s lots to explore and discover.*
- *Nevada is filled with unexpected contrasts and uncommon variety, lending the power to create transformational travel experiences.*
- *To explore Nevada’s space requires a willing, committed spirit — when one commits themselves they become open to new experiences and open to change.*

BRAND POSITION

How our brand exists in people’s minds and hearts and helps us stand out.

Nevada is a little out there.

The heart of Nevada, literally and figuratively, is a little out there. It lives out in the wild open landscape, beyond the neon glow, where the state’s inspiring scenery, rich history, outdoor recreation and hidden gems can be explored and uncovered, and — being a little out there — it requires a willing spirit and a sense of adventure to experience. Similarly, Nevada’s heart is a little different, a little offbeat and a little out there, too, and it demands an uninhibited sense of curiosity to love and appreciate the uncommon variety — the character and characters — that make the Silver State a surprising place to explore. In this land of anything and everything, to truly do Nevada you have to be willing to get a little out there.



BRAND VISION

An aspirational and inspirational look at where the organization and destination will be in five to 10 years.

After 10 more years of sharing the heart of Nevada – connecting with purpose and sharing our Nevada story with the world – Travel Nevada will be the nationally recognized model for successful statewide destination development, enhancing the quality of life for both Nevadans and Nevadans-at-heart.

BRAND MESSAGING

Brand Boilerplate —→

Brand Line —→

Voice & Tone —→

Brand Mantra —→

Rules of the Writing Road —→

Messaging Pillars —→

BRAND LINE

Brand lines, also known as taglines, organizational lines or rallying cries, sum up our whole brand into one memorable line.

Get a Little Out There.

To experience Nevada — the wide-open and wonderous Nevada — you have to get a little out there. By car or motorcycle or ATV, the uncommon curiosities and delightful contradictions can only be accessed by those willing to make the journey. And the journey is half the fun!

Of course, Nevada is a pretty out there, too. It's offbeat and creative. It's full of unexpected art, uncommon characters and full of things to do you can't experience anywhere else.

So, go on. Get a little out there.



BRAND MANTRA

Our brand mantra helps us bring our brand platform to life in an emotional and meaningful way. It communicates our essence. It’s our manifesto, our promise to ourselves, each other and everyone who interacts with the Travel Nevada brand.

Go on, get a little out there.

Into the big heart of Nevada.

Beyond the neon glow, where the stars sparkle and the desert goes and goes.

A place the wild things call home and the wild-hearted roam.

March to your own offbeat rhythm.

Or walk or bike or hike or meander or wander.

There’s always something new over yonder.

A place where you can be you.

Or explore a new side of you.

And do the things you never thought you’d do.

Change your POV. Drive a UTV. Tell reality, “BRB.”

Ghost sightings? Who knows. Maybe.

Find unexplained art, have a Picon Punch to fill your heart.

See the sunset from a hidden spring.

Dance in the desert, listen to birds sing.

Find the unexpected, the uncommon and all the things in between.

Here, you’ll find anything and everything.

Go on, get out of your routine, out of your comfort zone and out of your box.

Strap on your boots, maybe some scoots, or just wear your flip flops.

Discover the unknown and uncover the curious.

Only the heart of Nevada can give you this.

So go on, **get a little out there.**

MESSAGING PILLARS

Any communication we deliver to our audience should flow from these messaging pillars. The ideas and themes included here provide the foundation to support Travel Nevada’s brand position and emotional promise, while ensuring a cohesive message across touchpoints. Through authenticity and consistency these pillars work to establish an emotional connection and trust in the hearts and minds of our audience.

VAST & VARIED

Yours to Explore: With the most public lands in the Lower 48 – some 60 million acres of awe-inspiring, diverse and unexpectedly beautiful landscapes – Nevada offers the space to explore and adventure in your own way, in your own time.

Active Adventures: Across endless mountain peaks and vast desert basins, the wild west and the open roads which cross it, Nevada rewards those road-trippers and hikers, climbers and skiers, overland enthusiasts, backcountry wanderers, and anyone with adventure in their hearts, with a truly wild and expansive outdoor playground.

Anything & Everything: From the glam and glitz of Las Vegas to the simple quiet of a desert campfire, from the sweeping vistas of Great Basin National Park to airy Sierra Nevada summits, be it excitement or solitude, gambling or ghost towns, art, culture or entertainment, all this lives under the open western sky. Nevada is a vast and varied landscape of anything and everything.

CURIOSLY UNCOMMON

Uncommonly Curious: Home to Burning Man, Clown Motels, Extraterrestrial Highways, International Car Forests, ghost towns, ostrich races, and the opulent Las Vegas – Nevada is an uncommon state, and for the curious, it’s an invitation to wonder while you wander and to discover that which surprises you, be it a few more miles down the road or just around the corner from ordinary.

Hidden Wonders: Nevada’s rural back roads and winding trails guide travelers to natural and cultural treasures, buried in the state’s rugged heart. From sagebrush saloons and ghost towns long forgotten by time, to twisting slot canyons, bubbling hot springs, pictographs, oases and countless other wonders yet to be discovered by crowds of tourists, lie are waiting to be experienced by the curious-of-heart.

Contrasts & Contradictions: A place of snow-capped peaks and sun-baked salt flats, alpine lakes and sweeping sagebrush seas, a place both historic yet here-and-now, serene yet exciting, neon-lit and starlit, too, where cities erupt from the wide open nowhere, Nevada is made of contrasts and contradictions, a curious place where anything and everything is possible.

WILD-AT-HEART

Maverick Spirit: Like the pioneers, miners, cowboys, and casino magnates who built the Silver State, Nevada offers the space to chart your own path on your own terms – to explore and adventure, to take risks and try something new, to meet someone interesting and to discover something strange, to feel intrigued and to feel alive – and to be left forever better for it.

You-Do-You Attitude: People have their own business – Nevada knows that. In this anything-goes kind of state, from Las Vegas to Reno, Ely to Mesquite, and all across the wide-open landscape, people aren’t judged for who they are. Rather, Nevada nods at self-expression.

Nevada is for Doers: To truly experience the wild heart of Nevada, you have to have a willing spirit and a sense of adventure – you have to be willing to get a little out there. Nevada demands participants, not tourists. It demands travelers who wish to experience a place, not simply see it.



BRAND BOILERPLATE

How we describe ourselves.

SHORT:

We’re Travel Nevada — your official resource for exploring the Silver State’s sometimes-surprising, always-exciting towns, cities and public land. With travel tips and inspiration straight from the heart of Nevada, we’ve got you covered. All you need to do is get a little out there.

LONG:

We’re Travel Nevada — your official resource for exploring the Silver State’s sometimes-surprising, always-exciting towns, cities and 60 million acres of public land. Come experience the side of Nevada filled with delightful contradictions around every curve of the road. Here, you’ll find anything and everything when you get beyond the neon glow. With insider tips, road trip inspiration, sage exploration advice, and endless recommendations from the heart of Nevada, we’ve got you covered. So, go on. Get a little out there.



BRAND VOICE & TONE

Voice - How we express ourselves

OFF-BEAT.
DOWN-TO-EARTH.
UNEXPECTEDLY BRIGHT.

You could swear we’ve met before, but that’s because we have so much in uncommon. And though the language we use is familiar, we use it to deliver something wonderfully unfamiliar. We reset (but don’t upset) expectations with playful twists on old standbys to keep things fresh. Our unique blend of rugged Western heritage and modern desert creativity shine through in words you can almost taste — or touch, hear, see, and smell. So no matter who we’re addressing, we can find common ground, take them by the hand, and show them a whole new-to-you world.

Tone - How we want people to feel

ADVENTUROUS.
ACCEPTED.
PLEASANTLY SURPRISED.

The heart of Nevada beats in people all over the world. We help them discover (or rediscover) it with every day of trekking and sharing views, and every night of stargazing and fireside stories swapped. For some people visiting the Silver State will feel like coming home. For others it’ll be like meeting a totally new side of themselves. Either way, our purpose is to guide them to experiences that capture the harmony of contradiction — to prove that the bluest lake in the world can live in a desert state, and that 9-to-5 weekend warriors can still blaze trails.



RULES OF THE WRITING ROAD

Over the years, we’ve developed a few rules to keep our content consistent. So, as you embrace the creative and offbeat personality of the brand, you’ll still need to keep an eye on these rules.

Headline capitalization:

There are two potential capitalizations for headlines — all caps or sentence case — depending on the design.

THIS IS A SAMPLE OF ALL CAPS

This is a sample of sentence case

All caps headlines should be short and punchy for readability. We do not use periods in headlines unless it’s a complete sentence.

Exceptions can be made, but must be approved by the Travel Nevada Creative Director.

Essential formatting:

In addresses, spell out Street, Court, Avenue, etc. unless stretched for space, and then abbreviate to St. Ct. Ave., etc.

Use U.S. when referencing the United States (except in rare cases like “Road Trip Capital of the USA”)

For phone numbers, do not use a country code unless it’s an international placement. Otherwise, format like: (775) XXX-XXXX.

For times, use 10 AM, 10 PM

RULES OF THE WRITING ROAD

When talking about freedom... In the Travel Nevada brand, “freedom” is personal — the desire to escape hustle and bustle. It’s not a political statement or ideological judgment.

Write like you talk... As though you’re having a conversation with someone you know. Visualize the reader and talk directly to them.

Use active verbs and commands... Like “do” and “will” instead of “can” and “might” to add weight and urgency. “Come as you are, do as you damn-well please.”

Lead with the positive... Because we always put our best foot forward. Here, things are unique, not freaky. The desert is wide-open, not desolate.

We’re not weird, we’re uncommon... Because we’re not like Portland or Austin. We’re Nevada and it’s got its own thing going on.

Let’s keep it PG-13... Though both prostitution and cannabis are legal in Nevada, these are not part of our marketing/sales efforts.

Swearing

Use swear words sparingly and with discretion based on audience. We aren’t crass, but we are playful. Use them wisely.

- Damn (e.g. “so damn special”)
- Badass (e.g. “badass biker bar”)
- Helluva (e.g. “you’ll have a helluva time getting unstuck”)

Avoid overly playful substitutes like

- Dang
- Got-dang
- Frick

Brand Terms

When we create branded terms, we capitalize them.

- Road Trip Capital of the USA
- Sagebrush Saloons
- Picon Punch
- Discover Your Nevada
- Dirt Road Code
- Weird Nevada
- Recreate Responsibly
- Get a Little Out There
- Hot Spring Etiquette Guide

A Few Quirks

- It’s “Sierra Nevada,” not “the Sierras,” and never “the Sierra Nevadas.”
- Per the Nevada Indian Commission, we use “American Indian” instead of “Native American.”
- We like to leave a space after using ellipses... like this.

BRAND COLOR PALETTE

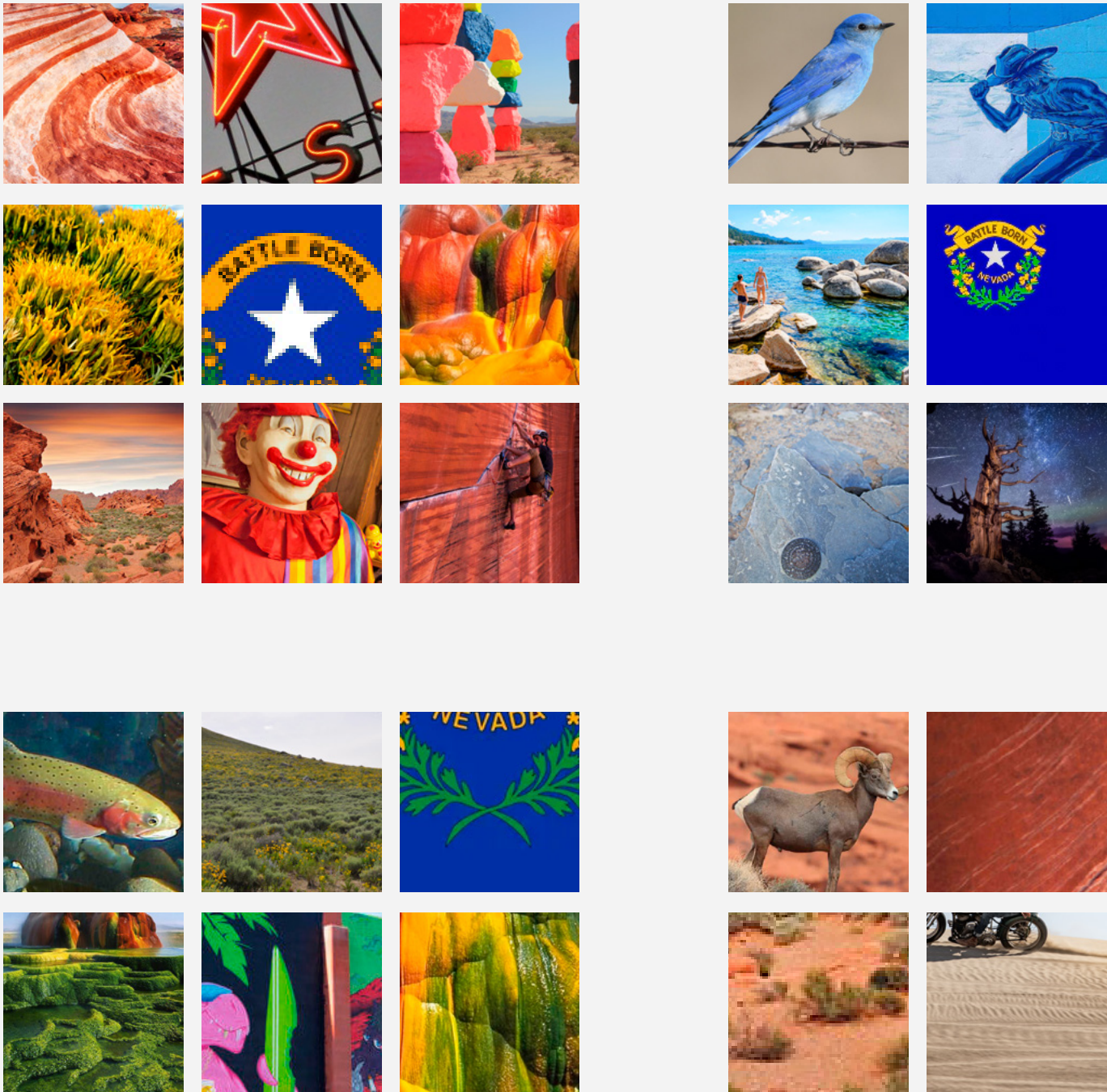
Color Descriptions →

Color Sets →

Color Combinations →

WHERE OUR COLORS COME FROM

Our colors come from the big-hearted heart of Nevada, of course! As the state with vast public lands, unique animals and vibrant cultures, all we have to do is look around for inspiration. Our color palettes reflect the excitement and wild-at-heart emotions people feel when they experience the delightful contradictions that make up life here. To long-time residents, these colors will feel familiar because they're picked from the very building blocks of the heart of Nevada: state animals (like the mountain bluebird or Lahontan trout), iconic landscapes (like red desert rock and rugged sagebrush) and signature human creations (like neon lights and murals). In short, things that make our hearts beat a little faster.



COLOR PALETTE

Our color palette is designed to help create delightful contradictions. We have a light side and a dark side, and (kind of like the force) they hold our brand together. Being a multi-color color brand is critical to creating excitement around the variety of offerings in the state of Nevada.

Color combinations should be chosen to complement the photography being featured as well as create contrast. There are predefined color combinations on the following pages for you to choose from.

Any questions can be directed to the Travel Nevada Creative Director and Noble Studios.

BRIGHT SIDE

DARK SIDE

 #ffd13f			 #a4d6b6	 #ffffff
 #f4a71d		 #b2dfe0	 #70c396	 #e6e6e7
 #f05825		 #41bfbf	 #00af88	 #f1e3af
 #7f2629	 #8e0e3d	 #2b06be	 #36573e	 #191818
 #390000	 #22002f	 #201747	 #202a18	 #000000



SUN & STONE COLORS

Meet our warm, huge-hearted, sunshine-y lead palette. We’ve included both bright and dark options in each of the three sets below, as well as selections from our old palette to provide more flexibility. Embrace that freedom, create contrasts and feel free to play with opacity to keep your designs fresh.

<div>01</div> <div>NEVADA SAGEBRUSH FLOWER</div> <div>HEX: #FFD13F CMYK: 0, 17, 86, 0 PANTONE: 122 C</div>	<div>02</div> <div>NEVADA BATTLEBORN GOLD</div> <div>HEX: #F4A71D CMYK: 2, 38, 99, 0 PANTONE: 130 C</div>	<div>03</div> <div>NEVADA SANDSTONE</div> <div>HEX: #F05825 CMYK: 1, 80, 96, 0 PANTONE: 171 C</div>	<div>04</div> <div>NEVADA WET CLAY</div> <div>HEX: #7F2629 CMYK: 31, 92, 81, 36 PANTONE: 1815 C</div>	<div>05</div> <div>NEVADA SOFT OROVADA</div> <div>HEX: #390000 CMYK: 51, 81, 73, 76 PANTONE: 4975 C</div>



ART-INSPIRED COLORS

Pulled from the murals and neon, these colors add playfulness to our designs.

06

NEVADA NEON

HEX: #E61A50
CMYK: 4, 99, 60, 0
PANTONE: 1925 C

07

NEVADA SALVIA FLOWER

HEX: #8E0E3D
CMYK: 31, 100, 63, 26
PANTONE: 1955 C

08

NEVADA PINYON PINE

HEX: #22002f
CMYK: 81, 91, 46, 65
PANTONE: 2695 C



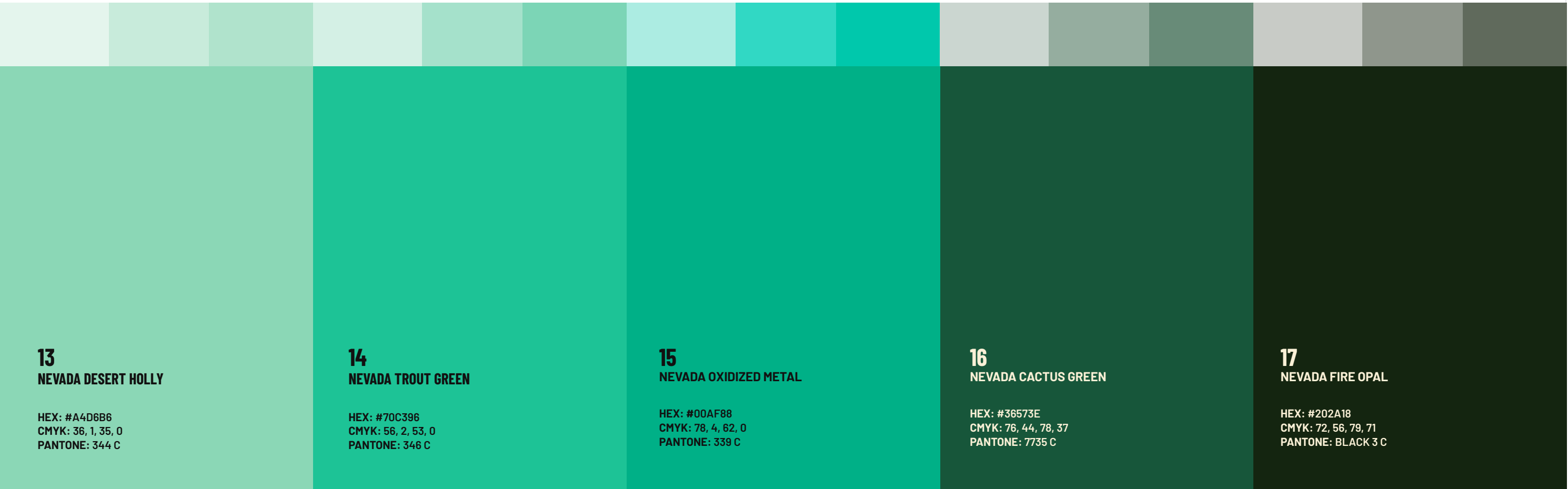
WATER & WONDER COLORS

Whether you look down at the turquoise blue of Lake Tahoe or up at some of the darkest night skies in the world, the colors of Nevada will make you go "wow."



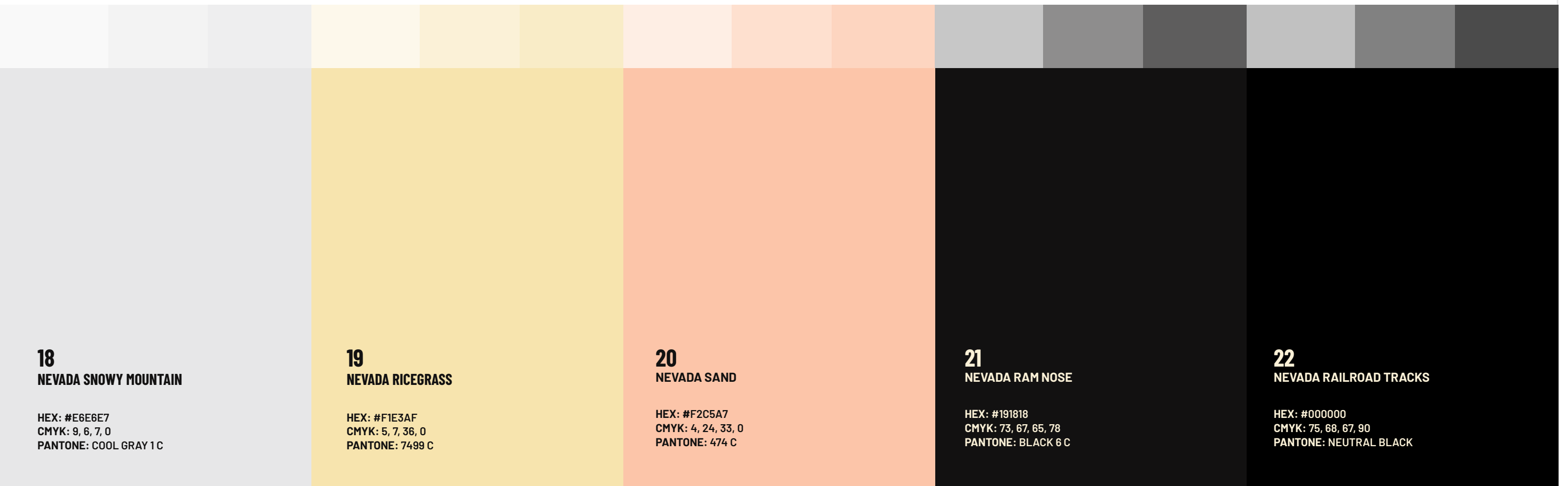
EARTH COLORS

Nevada isn't just desert. It's full of life — growing even in the most out-there environments. Pine trees and sagebrush inspire these greens.



BASIC COLORS

Sometimes, you'll need a few base colors for your designs ranging from white to black. Use these neutrals as needed.



COLOR COMBINATIONS

Primary color combinations

We have five primary color combinations. These colors complement a large portion of the state’s landscapes. When choosing a color combination to complement your photography, start with these.

The expansive list of color combinations is available for ADA compliance notes on the following pages.



#F05825 & #F9F4E3 (lighter tint of #f1e3af)



#201747 & #F05825



#F05825 & #FDFAEE (lighter tint of #e6e6e7)



#41BFBF & #201747



#7F2629 & #F9F4E3 (lighter tint of #f1e3af)

EXAMPLES

These examples from the brand launch demonstrate complementary color combinations and photography.



COLOR COMBINATIONS

Based on our colors, we have established approved color combinations that can be used for logos, patterns, and other design elements. They are designed to have contrasting and complementary variations. You will need to choose your color combination based on the featured photography as well as readability.

ADA COLOR CONTRAST

WCAG (Web Content Accessibility Guidelines) ensure that content is accessible by everyone, regardless of disability or user device.

Text should be 3:1 for large or bold text, and 4.5:1 for small or thin fonts. This ensures that viewers who cannot see the full color spectrum are able to read the text.

For easy use, we have listed the contrast ratios with each color combination. Any combos marked “NOT ADA COMPLIANT” should only be used for graphics and not for text.

FULL ADA AUDIT & USE INFO



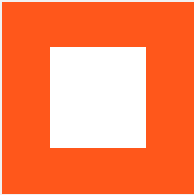
Click the button or scan the QR code to see.



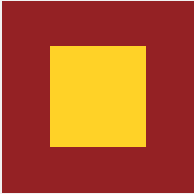
#ffd13f & #f05825
NOT ADA COMPLIANT



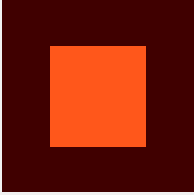
#f4a71d & #7f2629
Contrast Ratio: 4.7:1



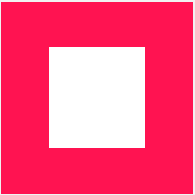
#f05825 & #ffffff
Contrast Ratio: 3.43:1



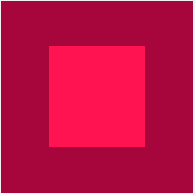
#7f2629 & #ffd13f
Contrast Ratio: 6.53:1



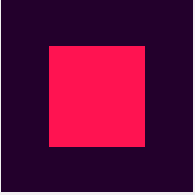
#f05825 & #390000
Contrast Ratio: 5.22:1



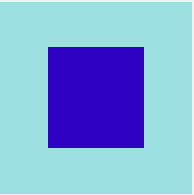
#e61a50 & #ffffff
Contrast Ratio: 4.54:1



#e61a50 & #8e0e3d
NOT ADA COMPLIANT



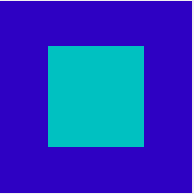
#e61a50 & #22002f
Contrast Ratio: 4.17:1



#2b06be & #b2dfe0
Contrast Ratio: 7.76:1



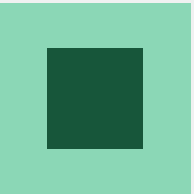
#41bfbf & #201747
Contrast Ratio: 7.4:1



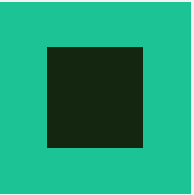
#2b06be & #41bfbf
Contrast Ratio: 5.04:1



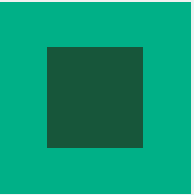
#41bfbf & #201747
Contrast Ratio: 7.4:1



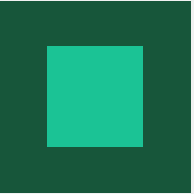
#a4d6b6 & #36573e
Contrast Ratio: 4.97:1



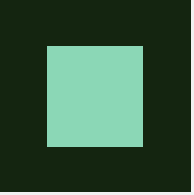
#70c396 & #202a18
Contrast Ratio: 7.07:1



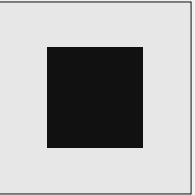
#00af88 & #202a18
Contrast Ratio: 5.33:1



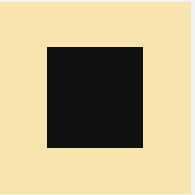
#36573e & #70c396
Contrast Ratio: 3.84:1



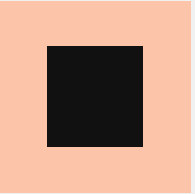
#202a18 & #a4d6b6
Contrast Ratio: 9.16:1



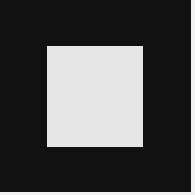
E6e6e7 & #191818
Contrast Ratio: 14.21:1



#f1e3af & #191818
Contrast Ratio: 13.79:1



#f2c5a7 & #191818
Contrast Ratio: 11.24:1



#191818 & #e6e6e7
Contrast Ratio: 14.21:1

COLOR COMBINATIONS

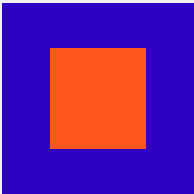
As you can see, our brand palette has a lot of flexibility to play. So go on, get a little out there with your colors, as long as:

- your text is legible,
- you’re using an approved color combination in your design,
- your colors tie into a color within the featured photography.

FULL ADA AUDIT & USE INFO



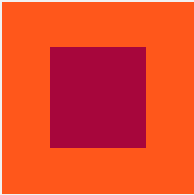
Click the button or scan the QR code to see.



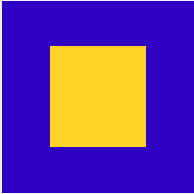
#2b06be & #f05825
Contrast Ratio 3.21:1



#201747 & #f05825
Contrast Ratio 4.81:1



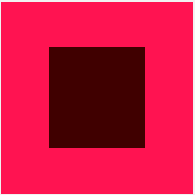
#f05825 & #8e0e3d
NOT ADA COMPLIANT



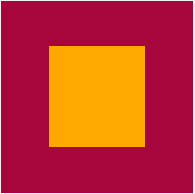
#2b06be & #ffd13f
Contrast Ratio 7.71:1



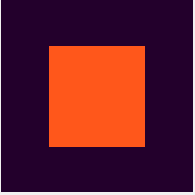
#201747 & #f4a71d
Contrast Ratio 8.15:1



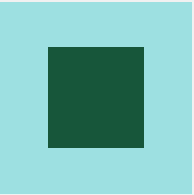
#e61a50 & #390000
Contrast Ratio 3.94:1



#8e0e3d & #f4a71d
Contrast Ratio 4.56:1



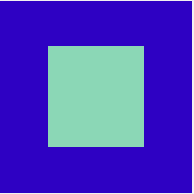
#22002f & #f05825
Contrast Ratio 4.81:1



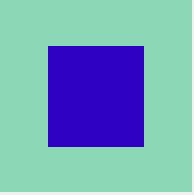
#b2dfe0 & #36573e
Contrast Ratio 5.61:1



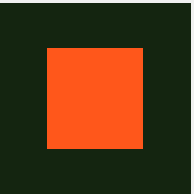
#41bfbf & #201747
Contrast Ratio: 7.4:1



#2b06be & #a4d6b6
Contrast Ratio 6.88:1



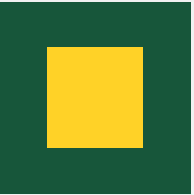
#a4d6b6 & #2b06be
Contrast Ratio 6.88:1



#202a18 & #f05825
Contrast Ratio 4.36:1



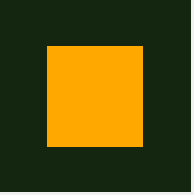
#f4a71d & #36573e
Contrast Ratio 4.01:1



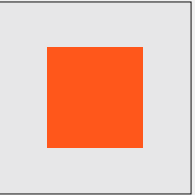
#36573e & #ffd13f
Contrast Ratio 5.58:1



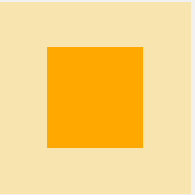
#ffd13f & #202a18
Contrast Ratio 10.27:1



#202a18 & #f4a71d
Contrast Ratio 7.39:1



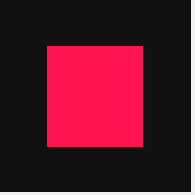
#e6e6e7 & #f05825
NOT ADA COMPLIANT



#f1e3af & #f4a71d
NOT ADA COMPLIANT



#191818 & #f05825
Contrast Ratio 5.17:1



#191818 & #e61a50
Contrast Ratio 3.91:1

BRAND TYPOGRAPHY

Secondary Typefaces —>

Brand Fonts —>

Typography Guidelines —>

Primary Typeface —>

BRAND FONTS

Our brand fonts all come from the Barlow family. The following pages will explain how to use each, but at a high-level: Barlow Condensed is always the headline font while Barlow’s various weights can be used for subheadlines and body copy.

In situations where the font selection is very limited, check with Travel Nevada’s creative director for guidance. (For example, with Hubspot emails, use Helvetica instead.)

Headline font
BARLOW CONDENSED - BOLD

Aa

Barlow Condensed

18 styles

CLICK TO DOWNLOAD

Subhead font
BARLOW - SEMIBOLD

Aa

Barlow

18 styles

CLICK TO DOWNLOAD

Body copy font
BARLOW - REGULAR

Aa

Barlow

18 styles

CLICK TO DOWNLOAD

PRIMARY / HEADLINE TYPEFACE

Our primary brand font is Barlow Condensed, the perfect offbeat option for impactful headlines. This font is only for headline uses and not for subhead or body copy uses. For headline line gaps, we suggest the same number as your font size but you can break that rule for creative use cases. All fonts can be used in an all-cap, solid and outline format, depending on your creative needs.

Sometimes, you may even want to layer them or add spaces in between for graphic effect. Barlow Condensed is a Google Font and can be downloaded from the Google Font library (or click the button to the right).

**BARLOW
CONDENSED**

— 18 styles

CLICK TO DOWNLOAD



Click the button
or scan the QR code to download.

PRIMARY / HEADLINE TYPEFACE

Aa 0 *

CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

BARLOW CONDENSED - SemiBold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
1234567890 './;?([{"> !# @ *

Total - 18 Styles

Light
Light Italic

Regular
Regular Italic

Medium
Medium Italic

Bold
Bold Italic

ExtraBold
ExtraBold Italic

Black
Black Italic

SECONDARY TYPEFACE

Our secondary brand font is Barlow. This font is only for subheadlines and body copy and should not be used for headlines. Please use semi-bold for subheadlines and regular for body copy. You may need to use semibold if using 8 pt or smaller font for readability.

For body copy line gaps we suggest using auto settings from the font dropdown menu. All fonts can be used in an all-cap, solid and outline format, depending on your creative needs.

For instances like Hubspot where Barlow isn't available, we recommend using Helvetica as an alternative font.



BARLOW - Bold

Total - 18 Styles

CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

KERNING

The Barlow font allows for auto or optical kerning.
All headlines and body copy should utilize this feature.

BARLOW CONDENSED - BOLD - 175PT

HEADLINE

| KERNING: Optical/Auto

HEADLINE LINE GAP

As the standard, headline line gaps should equal the font size. However, since it's a headline, you can use your creative judgment to style it in unique ways and change up the line gap when it makes sense.

HEADLINE

BARLOW CONDENSED - BOLD - 85PT

LOREM IPSUM
DOLOR SIT AMET.

HEADLINE LINE GAPS:
Same number of the font size

85PT

BODY COPY LINE GAP

For body copy line gaps, use Optical / Auto. Auto line gaps can be found on the font’s settings in the drop-down menu.

BARLOW - REGULAR - 38 PT

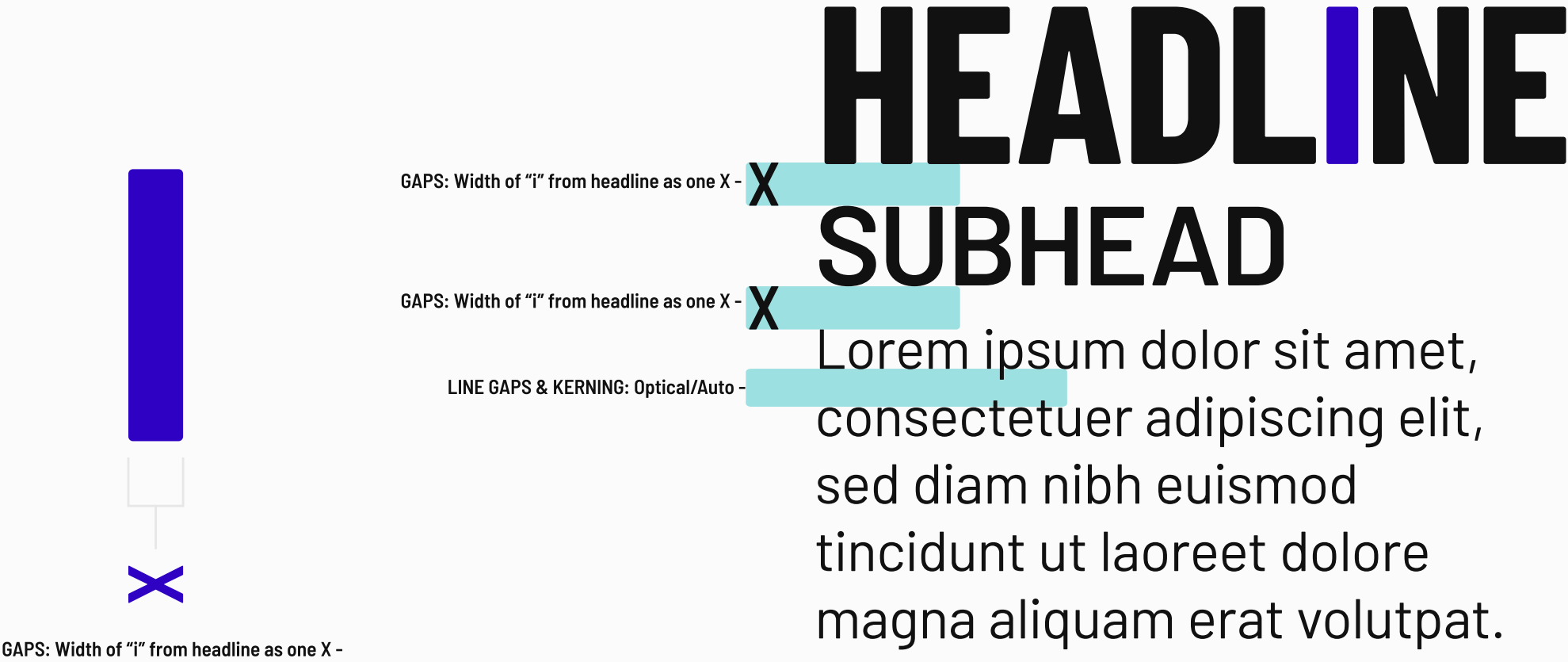
BODY COPY LINE GAPS:
Optical/Auto

BODY COPY: Lorem ipsum
dolor sit amet, consectetur
adipiscing elit, sed diam
nonummy nibh euismod
tincidunt ut laoreet dolore
magna aliquam erat volutpat.

SECTIONAL GAPS

The vertical space between headlines, subheadlines and body copy — aka the Sectional Gaps — will be defined by the width of the “I” in your headline font. In this case, we’ve used the letter X to match the width and then define the line height between our copy elements.

*** Note:** Body copy line gaps should utilize — at a minimum — the auto spacing for the Barlow font but can increase based on design needs.



MAX FONT SIZE RATIOS

The headline as the largest will determine the sizing of the other copy elements.

The subheadline should be a maximum of 50% of the size of the headline.

The body copy should be a maximum 50% of the subheadline.

BARLOW CONDENSED - BOLD - 200PT

HEADLINE

MAX RATIO: 50% size of the headline -

SUBHEAD

BARLOW - SEMI BOLD - 100PT

MAX RATIO: 50% size of the subhead -

BARLOW - REGULAR - 50PT

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,
sed diam nonummy nibh ut
laoreet dolore magna aliquam
erat volutpat.

MINIMUM FONT SIZE RATIOS

The headline as the largest will determine the sizing of the other copy elements.

The subheadline should be a minimum of 37.5% of the size of the headline.

The body copy should be a minimum of 35% of the subheadline.

This is solely to illustrate what a minimum size looks like with auto leading and kerning.

BARLOW CONDENSED - BOLD - 200PT

Headline

BARLOW - SEMI BOLD - 75PT

Subhead

MIN RATIO: 37.5% size of the headline -

MIN RATIO: 35% size of the subhead -

BARLOW - REGULAR - 26.25PT

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

PADDING AROUND TEXT

Similar to the sectional gap, use the width of your headline “l” to guide padding. Padding around copy and other elements should be two times the width of the “l” from headline. Exceptions can be made for campaign design by Travel Nevada’s agencies, but must be approved by the Travel Nevada Creative Director.



USING THE STROKE VERSION

The stroke version of Barlow can be used to layer with a solid color or on its own. It can be used on solid colored backgrounds as well as photography as long as the contrast allows for easy readability.

The minimum font size for the stroke version is 75 pt.

OVER 150PT: over 1.5pt stroke -

BARLOW CONDENSED - BOLD - 150PT
LOREM IPSUM

75PT MIN: over .75pt stroke -

BARLOW CONDENSED - BOLD - 75PT
LOREM IPSUM

BUTTON FONTS

These button fonts can be used across all digital placements and in any approved color combination.

These font sizes are based on mobile and desktop uses.

D: 32PT / M: 18PX -

BARLOW CONDENSED - BOLD - 65PT
LEARN MORE

D: 24PT / M: 14PX -

BARLOW CONDENSED - BOLD - 50PT
LEARN MORE

D: 18PT / M: 14PX -

BARLOW CONDENSED - BOLD - 37PT
LEARN MORE

BARLOW CONDENSED - BOLD - 37PT
LEARN MORE

BRAND LINE TYPOGRAPHY

Typography Colors —→

How To Use —→

Brand Line Typography —→

Typography Variations —→

BRAND LINE TYPOGRAPHY

Our brand line typography is custom-made to match with our brand's creative, independent and wild-at-heart personality. It's also inspired by Nevada's beautiful, world-famous rock formations.

Use these as headlines, on swag, on murals, on stickers and more — in short, as a lifestyle brand would. Take care to follow brand guidelines by only using colors from our palettes and our proprietary patterns.

Never recreate this artwork with any other typeface and never distort or skew it. It's as sacred as our logo. This graphic can be used in all our brand colors depending on the context.

Whenever you use it with the logo side by side, we recommend using it on either side or separately. When using it near the logo, don't let it overpower our logo visually. Never use it with the logo in a way that implies it's part of our logo.

Whatever you do, be as wild-hearted as Nevada is with your designs. Add outlines, layer effects, tilt the logo... Just be sure to stick to our brand guidelines.

The Get a Little Out There graphic brings essential character to our brand. This can be used as a headline on an ad or as a graphic on a piece of swag. We tilt it **5.75 degrees** to the left for extra character.

GET
A LITTLE
OUT THERE.

CLICK TO DOWNLOAD



Click the button
or scan the QR code to download.

BRAND LINE TYPOGRAPHY

Our brand line typography comes with several variations to help keep things fresh and account for different layouts. Pick and choose as you please, get creative, but always stick to our brand guidelines.

The top two variations of the Get a Little Out There graphic are the most common uses of the graphic. We use them 80% of the time. The bottom three are used the other 20%. If you're using the bottom three, check with the Travel Nevada Creative Director before publishing.

CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

BRAND LINE TYPOGRAPHY

Our brand line graphic can be used in any color from our palette. When pairing with a solid-colored background, use an approved color combination. When pairing with a full-bleed image, choose a color complementary to the photo.

GET
A LITTLE
OUT THERE.

GET
A LITTLE
OUT
THERE.

GET
A LITTLE
OUT THERE.

GET
A LITTLE
OUT
THERE.

GET
A LITTLE
OUT THERE.

GET
A LITTLE
OUT
THERE.

GET
A LITTLE
OUT THERE.

GET
A LITTLE
OUT
THERE.

GET
A LITTLE
OUT THERE.

GET
A LITTLE
OUT
THERE.

HOW TO USE

The brand line graphic can be used directly on an image, but it should exclusively be placed in areas with open space. (Like the sky, as seen in the samples on the right.)

We love layering in the Travel Nevada brand, so you can have pieces of the brand line masked slightly by an element of the photo as seen on the right.

Masking should NEVER cover up a complete letter or sacrifice the readability of the line.

As with our other brand elements, the color you choose for Get a Little Out There should complement the photo by pulling from an element of the photography — like the orange of the sunset and desert, or the white of a t-shirt.

This use is great for something like a Meta ad where you can use a full bleed image.



HOW TO USE

The brand line graphic can also be used in our color combinations. (See samples on the right.)

To keep the funkiness of our brand, the Get a Little Out There graphic should have the “G”, “A” and “O” overlapping with the chosen photo with the brand line graphic at a **Max 5.75 ANGLE**.

Samples of this can be seen in the billboards on the right hand side.



LOGO GUIDELINES

Logo Size Limitations —→

Logo Variations —→

Logo Dos & Don'ts —→

International logos —→

Logo Uses With Partners' Logos —→

Logo Clear Space —→



LOGO VARIATIONS

Always use the primary logo, unless a design calls for a smaller version. Remember, legibility is key.

Feel free to add a URL to the bottom of our primary and secondary logos in the Barlow font. For print materials, we recommend adding a QR code to the design when available.

PRIMARY LOGO



SECONDARY LOGOS



TERTIARY LOGOS



PRIMARY LOGO VARIATIONS

This is our primary logo. It should be used in most ads, swag and other highly visible designs. Pull whichever shades you like from our full slate of brand colors. Remember that whichever colors you choose, always aim for legibility and contrast.



Click the button
or scan the QR code to download.



SECONDARY LOGO VARIATIONS

This is our secondary logo. It's your next-best choice in the event you can't use our primary logo, or when a project calls for a horizontal logo. Use it in ads, swag, emails, websites and social media, etc.

CLICK TO DOWNLOAD



Click the button or scan the QR code to download.



TERTIARY LOGO VARIATIONS

This is our tertiary logo. It is exclusively for very small settings (like print on a golf ball or pen) where the primary and secondary logos would be difficult to read.



CLICK TO DOWNLOAD



Click the button or scan the QR code to download.



INTERNATIONAL LOGOS

Each international market has its own logo with a unique URL lockup. Along with primary logo lockups, variations and alternatives for apparel and promotional items are available for each (and any new) international market. The URL-based international logos are only available with our primary and secondary logos. When choosing colors, please follow the same guidelines on previous pages.

OUR INTERNATIONAL MARKETS:

- China
- France
- India
- Germany
- Mexico
- South Korea
- Japan

CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

** Notes: For any questions regarding logo usage, contact the Travel Nevada Creative team.*



China



France



India



Germany



Mexico



Korea



Japan



LOGO CLEAR SPACE

Even though we’re wild at heart, it’s important to represent the Travel Nevada brand consistently – especially when it comes to our logo.

Every logo variation needs at least the width of one “N” in clear space around all sides. We’ve included one example below to demonstrate.

PRIMARY LOGO



Always leave at least one “N” width around all sides of the logo.

SECONDARY LOGO



Always leave at least one “N” width around all sides of the logo.

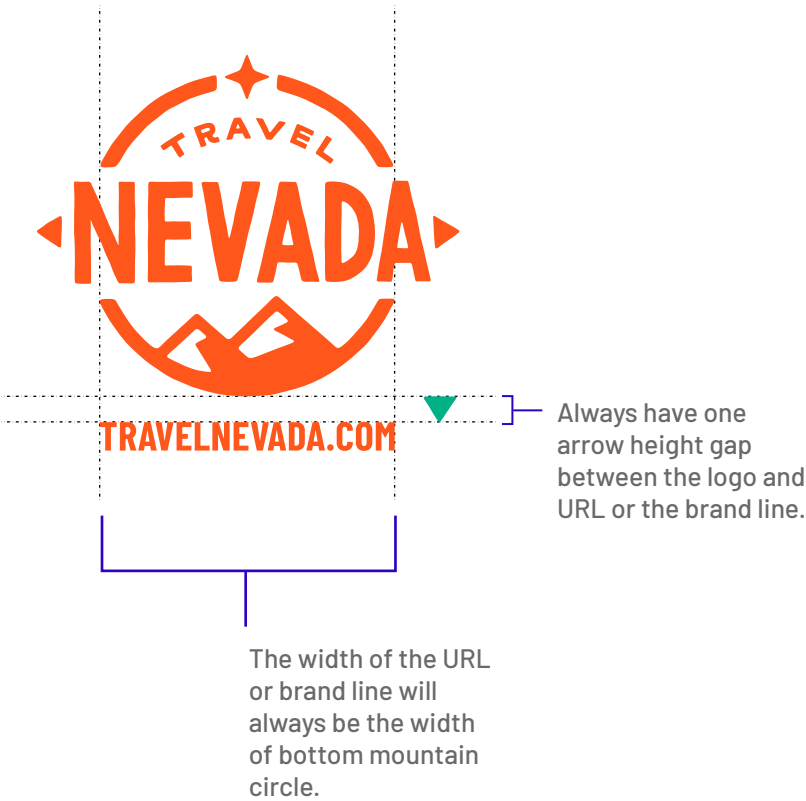
** Notes: For any questions regarding logo usage, contact the Travel Nevada Creative team.*



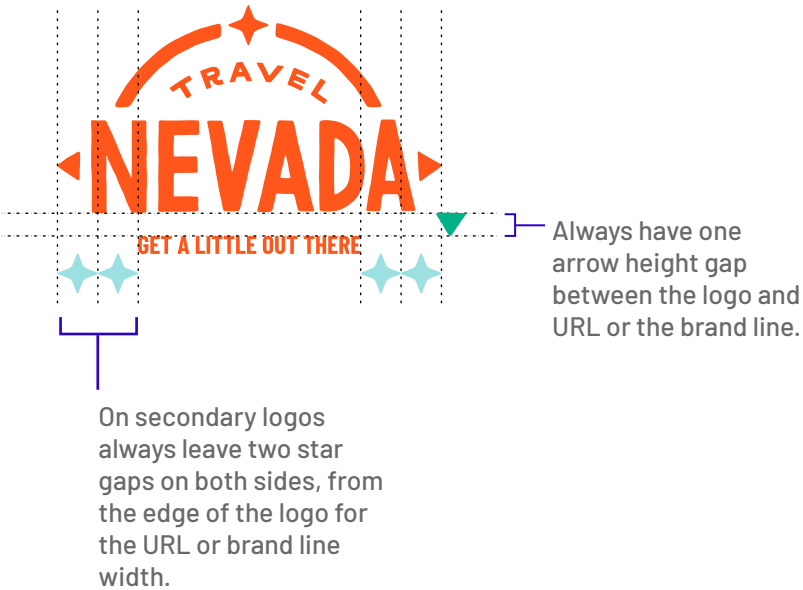
LOGO CLEAR SPACE

The rules are a bit different for secondary lines (like our URL or tagline) on primary and secondary logos.

PRIMARY LOGO



SECONDARY LOGO



CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

* Notes: For any questions regarding logo usage, contact the Travel Nevada Creative team.



LOGO SIZE LIMITATIONS

It's important to give our logo the wide-open space it needs to breathe, but be careful not to make it too small. It should be clearly visible and legible across all channels and media.

Of course, there will be exceptions where space is limited. (App logos, website favicons, select merchandise and small digital banners.) When our primary logo isn't usable, use our secondary logo, then tertiary logo, then alternative logo variations, always following the guidelines.

See below for each logo variation's size limitations. As an example, we're showcasing one of each variation, but the same rules apply for all variants. These are best practices. Always check with vendors to get an understanding of their technology and learn what level of detail and clarity you can realistically achieve for things like embroidery, screenprinting and similar designs.

PRIMARY LOGO



PRINT: Minimum width .75in.
DIGITAL: Minimum width 48 px.
APPAREL: Minimum width 1in.

SECONDARY LOGO



PRINT: Minimum width .75in.
DIGITAL: Minimum width 48 px.
APPAREL: Minimum width 1in.

TERTIARY LOGOS



APPAREL: Minimum width 1in.

LOGO WITH URL OR BRAND INE



PRINT: Minimum width 1.25in.
DIGITAL: Minimum width 120 px.
APPAREL: Minimum width 1.5in.

** Notes: For any questions regarding logo usage, contact the Travel Nevada Creative team.*

LOGO DOS & DON'TS

In Nevada, you're free to be you. But you're not free to manipulate or alter our logo. Below are some examples of ways that the logo should not be used.



DO NOT SKEW THE LOGO.



DO NOT ALTER THE PROPORTIONS OF THE LOGO



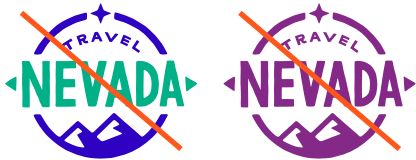
DO NOT ALTER OR REPLACE THE TYPOGRAPHY



DO NOT ELIMINATE OR REMAKE LOGO ELEMENTS



DO NOT OUTLINE LOGO



DO NOT CHANGE LOGO COLORING OR USE UNAPPROVED COLORS.



ALWAYS CREATE CLEAR CONTRAST. ONLY USE ON OPEN SPACE, OR USE A CONTRASTING COLOR FROM THE BRAND COLORS.



DO NOT USE A HEAVY OR SHARP DROP SHADOW OR GLOW UNDER THE LOGO.



ALWAYS TRY TO CREATE CLEAR CONTRAST WITH LOGO.

** Notes: For any questions regarding logo usage, contact the Travel Nevada Creative team.*



LOGO USES WITH PARTNERS' LOGOS

Whenever we co-sponsor an event or have the opportunity to display our logo with other brands, please follow these guidelines.



MATCH THE HEIGHT OF THE PARTNER'S LOGO AS MUCH AS POSSIBLE TO MAKE THEM FEEL BALANCED.



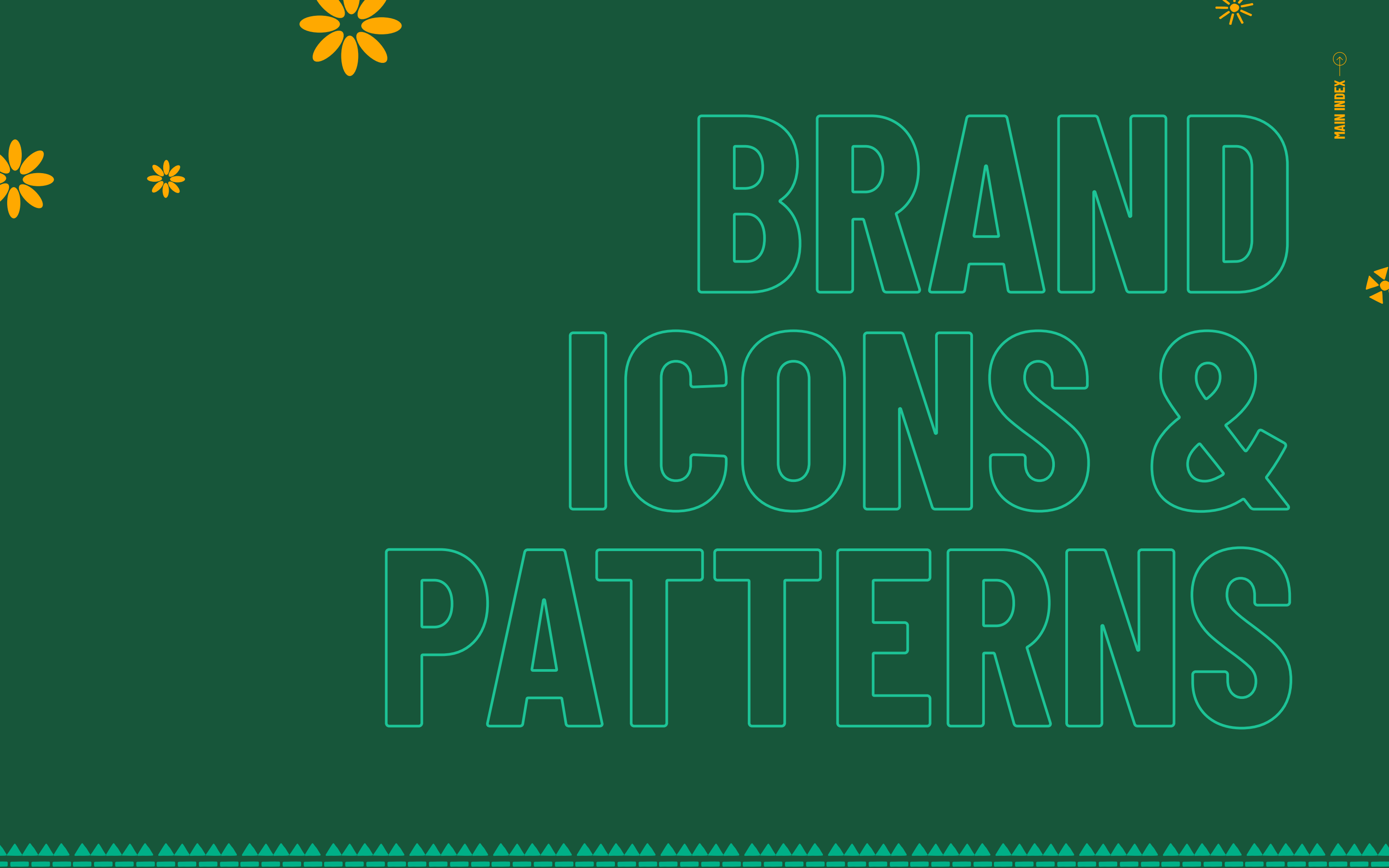
WHENEVER WE NEED TO PLACE OUR LOGO WITH ANY PARTNER'S, GIVE AT LEAST 2 "N'S" GAP IN BETWEEN.



IF A PARTNER'S LOGO IS HORIZONTAL, MATCH THE HEIGHT OF THE LOWERCASE LETTERS IN THE PARTNER LOGO TO THE HEIGHT OF OUR LOGO.

** Notes: For any questions regarding logo usage, contact the Travel Nevada Creative team.*

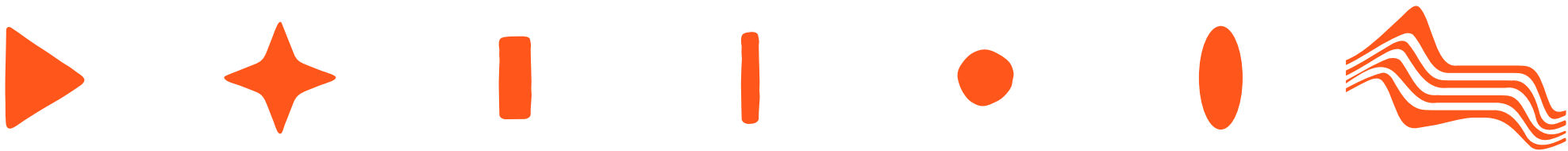




BRAND ICONS & PATTERNS

THE ORIGINS OF OUR ICONS

These are the basic elements we used to create the icons and patterns in our library. Each form gives us a structure to showcase our off-beat, wild-at-heart, creative personality. On the following page, you will see how these come to life in various forms.



CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

BRAND ICONS

These icons are built from the core elements and represent key pieces of Nevada’s natural landscape and character. You can use them alone or as patterns, which you’ll see examples of on the following slides as well as guidelines for how to use them in your designs.

Natural Icons



Mountains



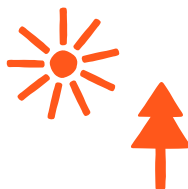
Stars



Wildflowers



Road lines & rock formations



Sun & pine



Waves in rocks & topography

Cultural Icons



Cultural borders / dividers

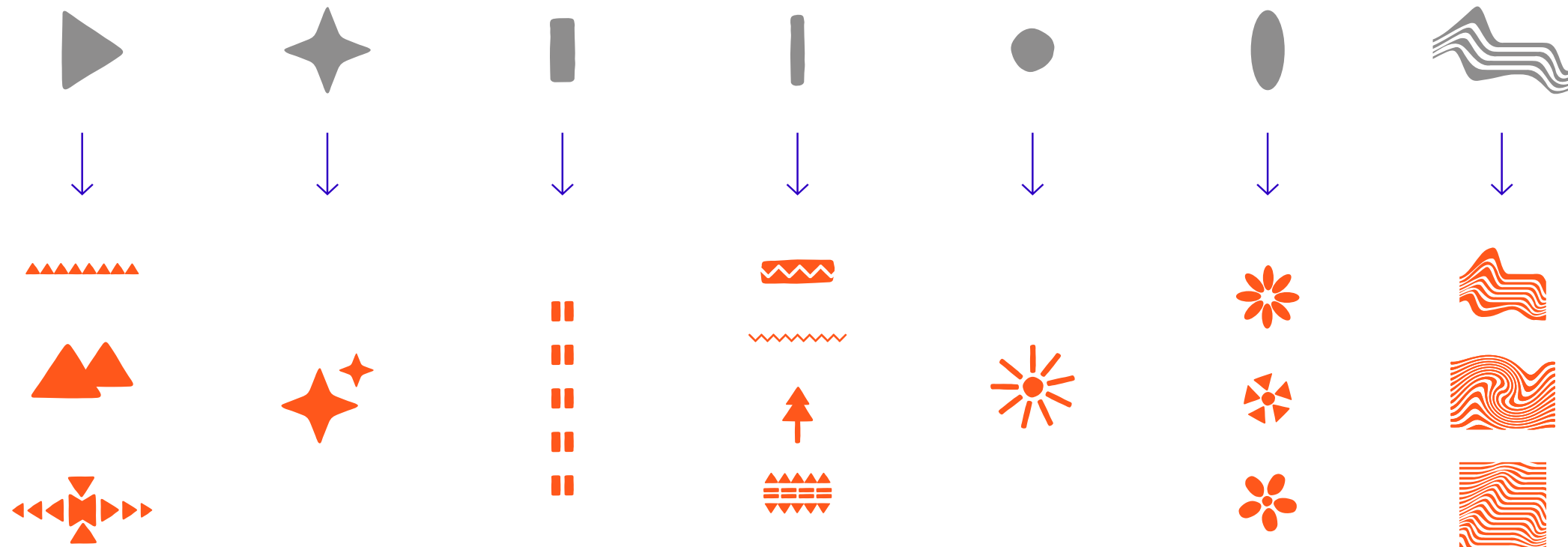
CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

HOW WE CREATE NEW ICONS

Over time, new icons may need to be created. You can see that this system is designed to let creativity flow while creating a consistent look thanks to the core elements. Only the Travel Nevada team and their creative agency is permitted to create new icons from these elements.

[CLICK TO DOWNLOAD](#)

Click the button
or scan the QR code to download.

OUR BRAND PATTERNS

Each icon has two pattern variations that can also be used in your designs.

Evenly repeated patterns — These are evenly used basic forms that create consistent accents in backgrounds.

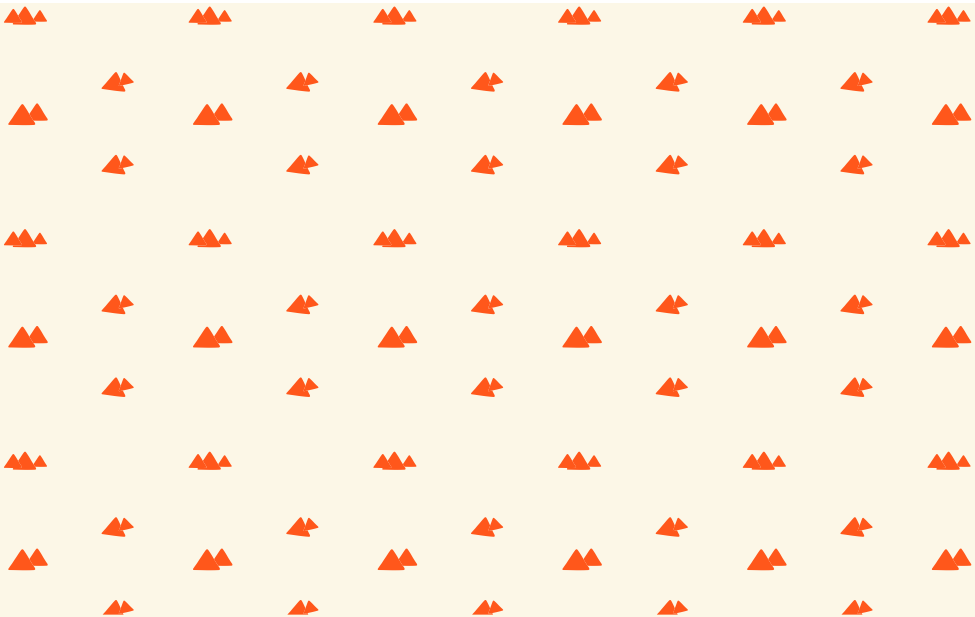
Off-beat repeated patterns — These use a mix of icon sizes and uneven spaces for added funkiness.

Patterns can be used in any approved color combination. Preview these patterns on the next few slides. You can find samples of how to use them in marketing materials, as well as guidelines, in the next section.

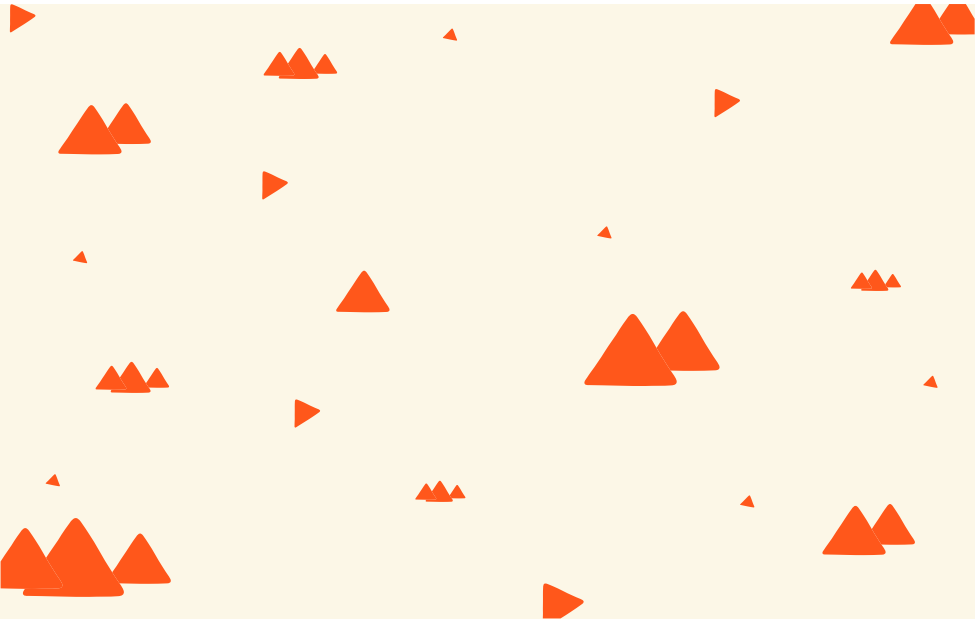
CLICK TO DOWNLOAD



Click the button or scan the QR code to download.



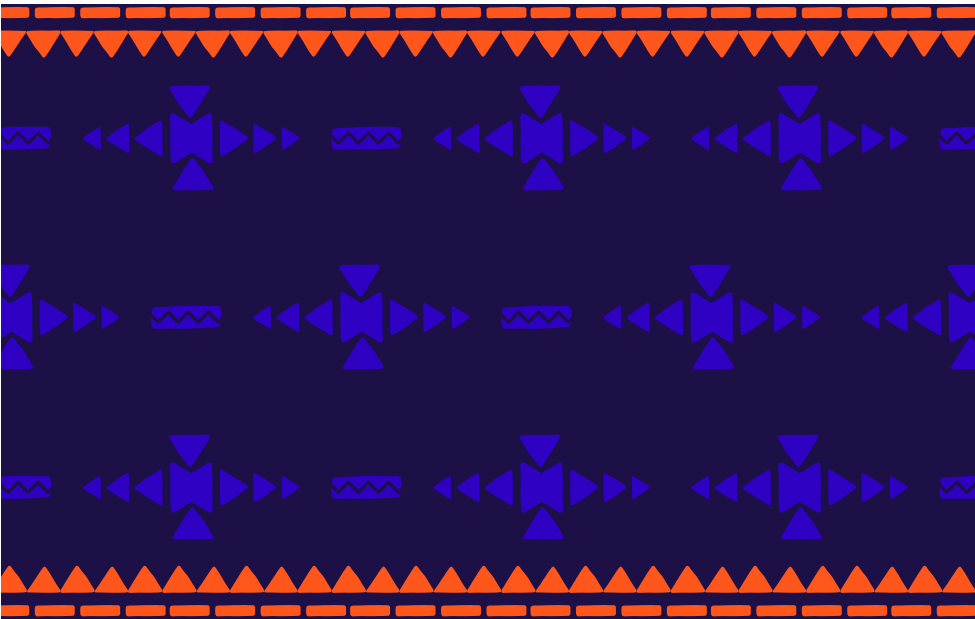
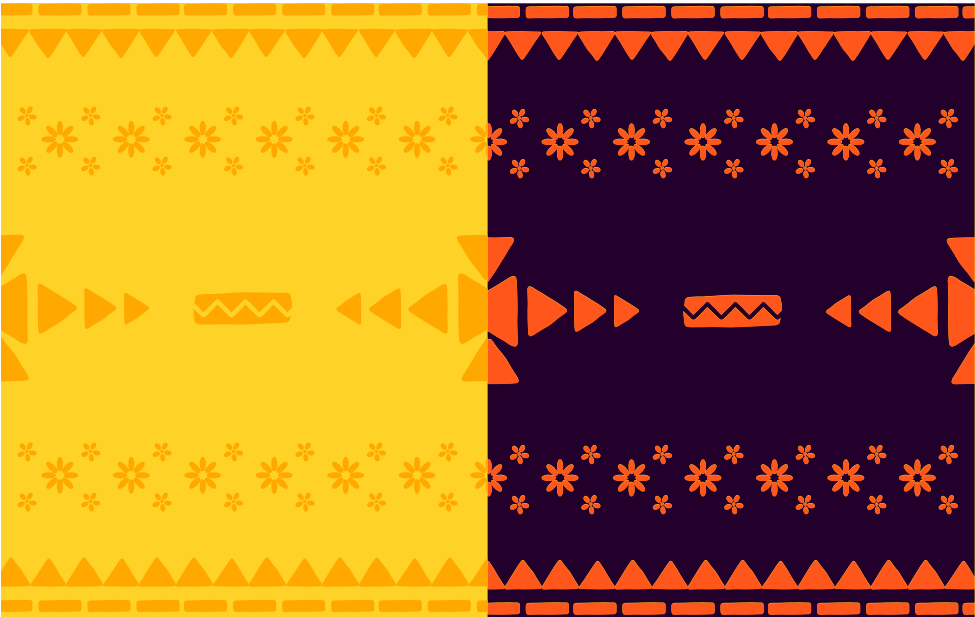
Evenly repeated pattern



Off-beat repeated pattern

CULTURAL PATTERNS

We can use a mix of cultural icons and other icons to create unique patterns reflective of the state’s eclectic history and the cultures that thrive here. These are two samples of patterns. You can create your own using the icons to reflect the specific culture and content. You can use these in any brand color combination.



CLICK TO DOWNLOAD



Click the button or scan the QR code to download.

LAYOUT GUIDELINES

BUILDING ON-BRAND LAYOUTS

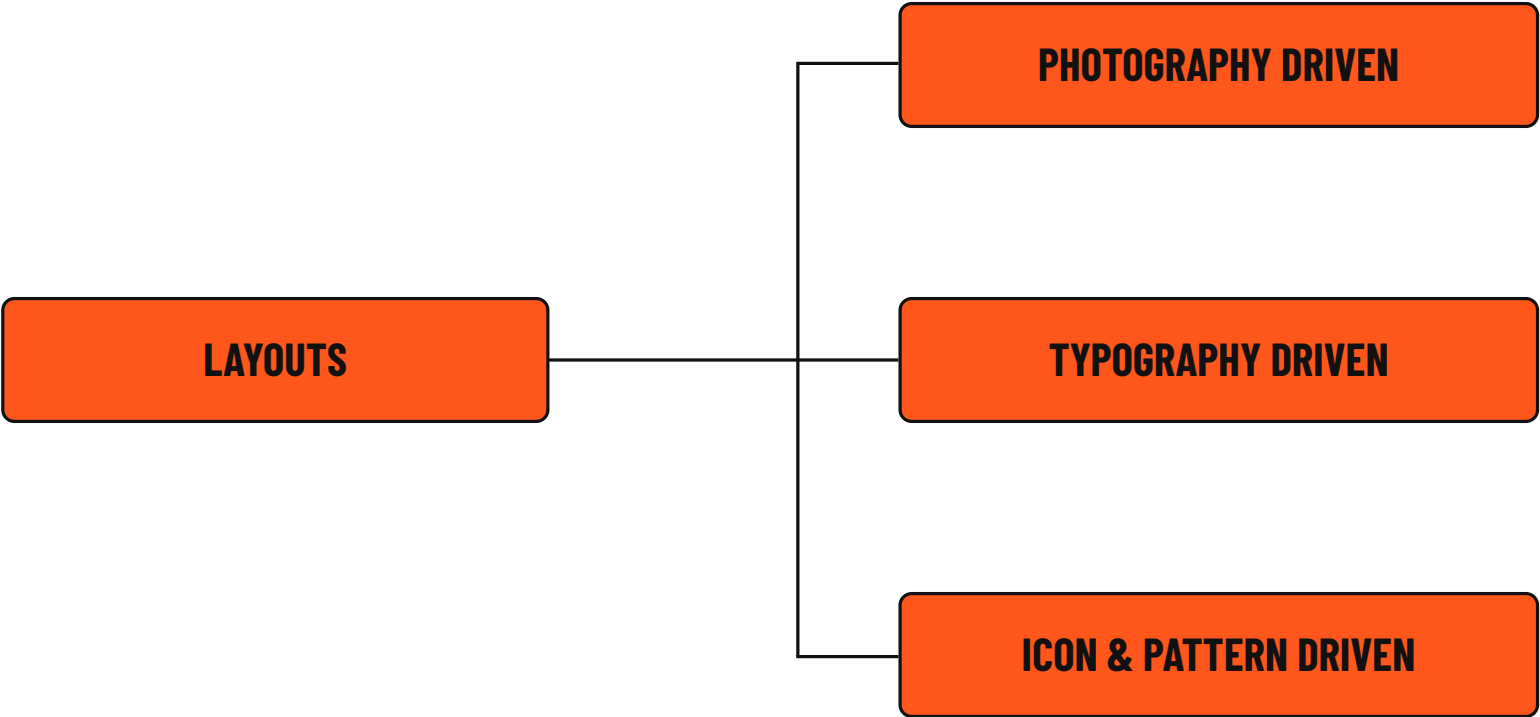
When it comes to building design layouts we have three main approaches:

Photography-driven layouts feature full-bleed or nearly full-bleed images and limited copy.

Typography-driven layouts that take on a more sophisticated feeling with more copy.

Icon & pattern-driven layouts that take on the more playful and eclectic side of our brand with extensive layering.

Within each category we have guidance and examples for how to use our typography, patterns and photography.



PHOTOGRAPHY-DRIVEN LAYOUTS

If you’re doing a layout with a full bleed image, there should be no more than:

- One short headline
- One CTA
- Logo

Headlines can be tilted to the left a maximum of 5.75 degrees.

We love layering in the Travel Nevada brand, so you can have pieces of the brand line masked slightly by an element of the photo as seen on the right.

Masking should NEVER cover up a complete letter or sacrifice the readability of the line.

As with our other brand elements, the color you choose for Get a Little Out There should complement the photo by pulling from an element of the photography (like the yellow in the graffiti or the blue of the sky).



PHOTOGRAPHY-DRIVEN LAYOUTS

A photography-driven layout may still need a color block in order to increase readability or accommodate certain photos.

The photo should take up more than 60% of the layout. Whether it's the brand line graphic or a Barlow Condensed headline, you can and should have the headline overlap the photo and the color block.

Samples of this can be seen in the billboards and print ads on the right.



TYPOGRAPHY-DRIVEN LAYOUTS

Sometimes, you may need a clean layout with more copy — whether it’s an ad or a block on the website. You can start your design by choosing your photo. Then, choose a color combination by matching the colors of the photos. For example, in the center example, we’ve chosen orange and blue to pull from the orange in the talent’s pants.

Within the layout, the photo can be anchored to one side of the frame or a corner. But you will also see instances in these pages where we’ve created a frame around the image.

LOREM IPSUM
DOLOR.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

TravelNevada.com



LOREM
IPSUM
DOLOR.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

TravelNevada.com



LOREM IPSUM
DOLOR.



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy.

TravelNevada.com



WHAT IF WE WANT TO CENTER IT?

No worries. We have some guidance for that, too.

You can create layouts that utilize a color and pattern as a border around the image.

Text and logo should be placed on the image, so you will need to:

- 1. Choose an image that has open space to accommodate the text.
- 2. Follow the guidelines for text masking, etc. for a full-bleed image layout.

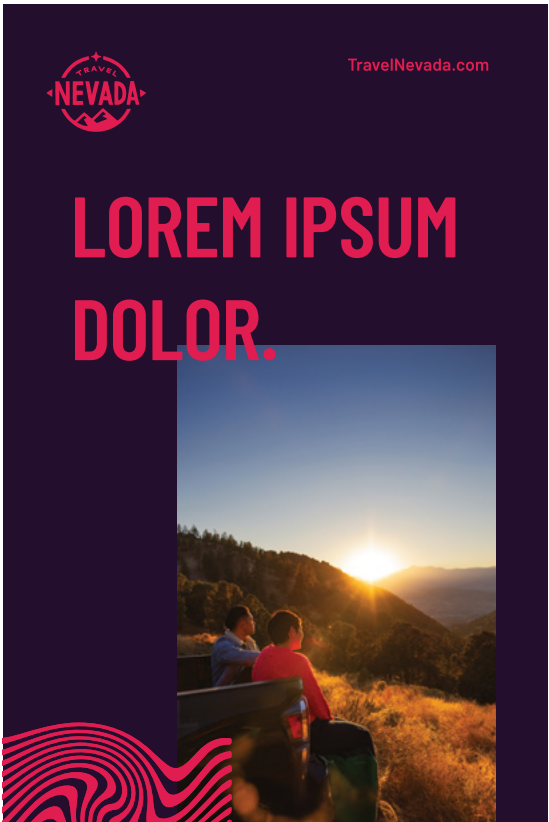
The image should be cropped to the same aspect ratio as the layout itself to create an even margin around the photo.



ICON & PATTERN DRIVEN LAYOUTS

Adding icons: This isn't Office Space, and you don't need 37 pieces of flair. But when you do need some visual interest, pull in our icons.

In this layout, we chose a single icon, then adjusted the size and quantity. The icons should overlap and sit behind the image to create depth. These layouts work best when you place an odd number of icons — 1, 3 and 5, as seen above.



ICON & PATTERN DRIVEN LAYOUTS

USING OUR EVENLY REPEATED PATTERN AS A BORDER: Another way to add flair is to use our evenly-spaced repeated patterns as a border around an image as seen above. The border should be the same aspect ratio as your image to create an even width of all sides of the photo.



LOREM IPSUM
DOLOR.



TravelNevada.com



LOREM IPSUM
DOLOR.



TravelNevada.com



LOREM IPSUM
DOLOR.



TravelNevada.com



LOREM IPSUM
DOLOR.



TravelNevada.com



LOREM IPSUM
DOLOR.



TravelNevada.com

**NOW, LET'S GET
REALLY OFFBEAT
AND CREATIVE**

ROAD TRIP

ROAD TRIP

ROAD TRIP



Lorem ipsum dolor sit
amet, consectetur
adipiscing elit, sed diam
nonummy.

TravelNevada.com

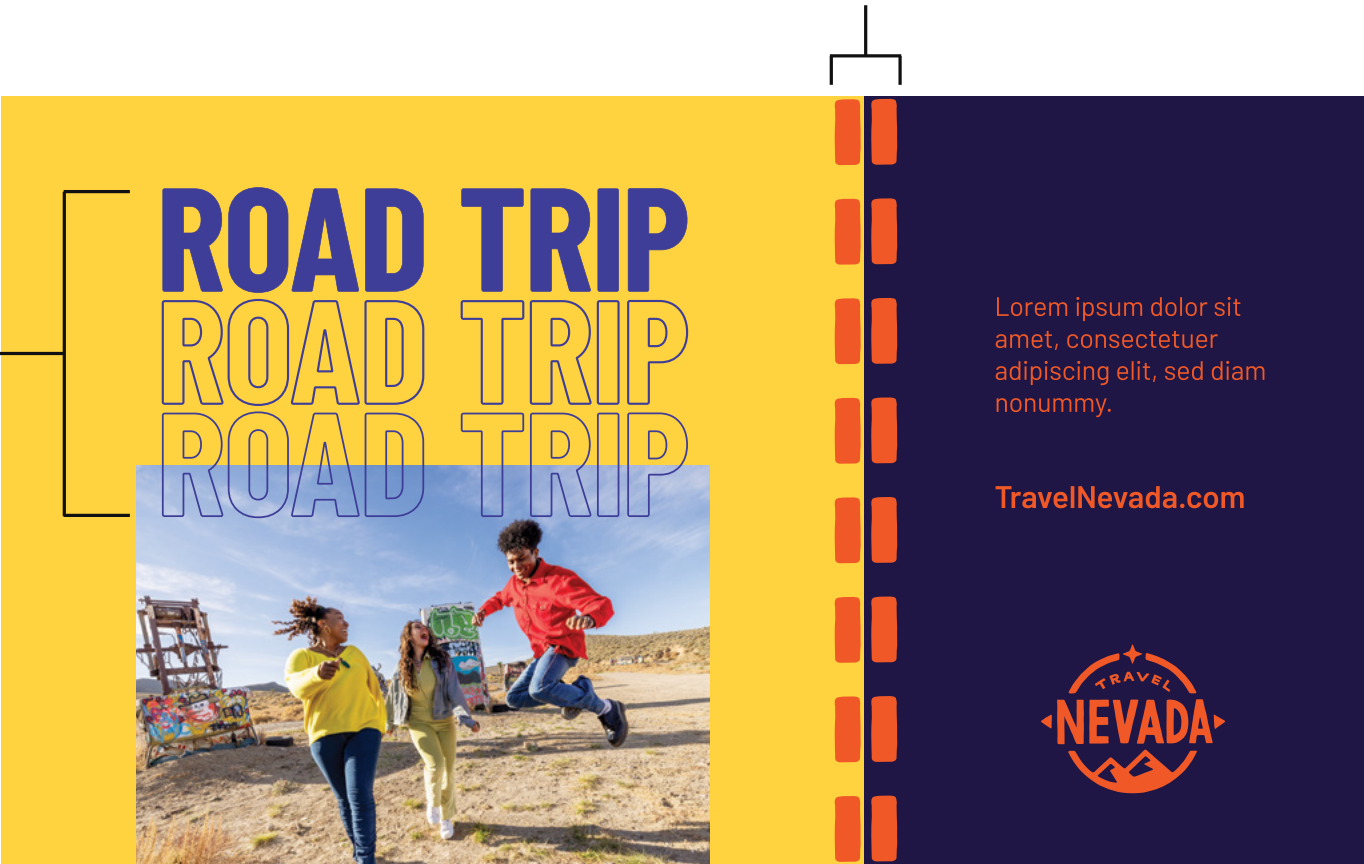


LET’S BREAK IT DOWN

Our fonts can also get the graphic treatment. Start with Barlow-filled and then repeat the line in the stroke version of the font.

Like our icons, the text can overlay or disappear behind your featured photo. We recommend using an odd number of lines — 1, 3, 5 and so on — but that’s not a hard and fast rule.

Want to feature two color combos? Use icons to create a border between the two and tie them together.



STARGAZING

STARGAZING

STARGAZING

Lorem ipsum dolor sit
amet, consectetur
adipiscing elit.

[LEARN MORE](#)

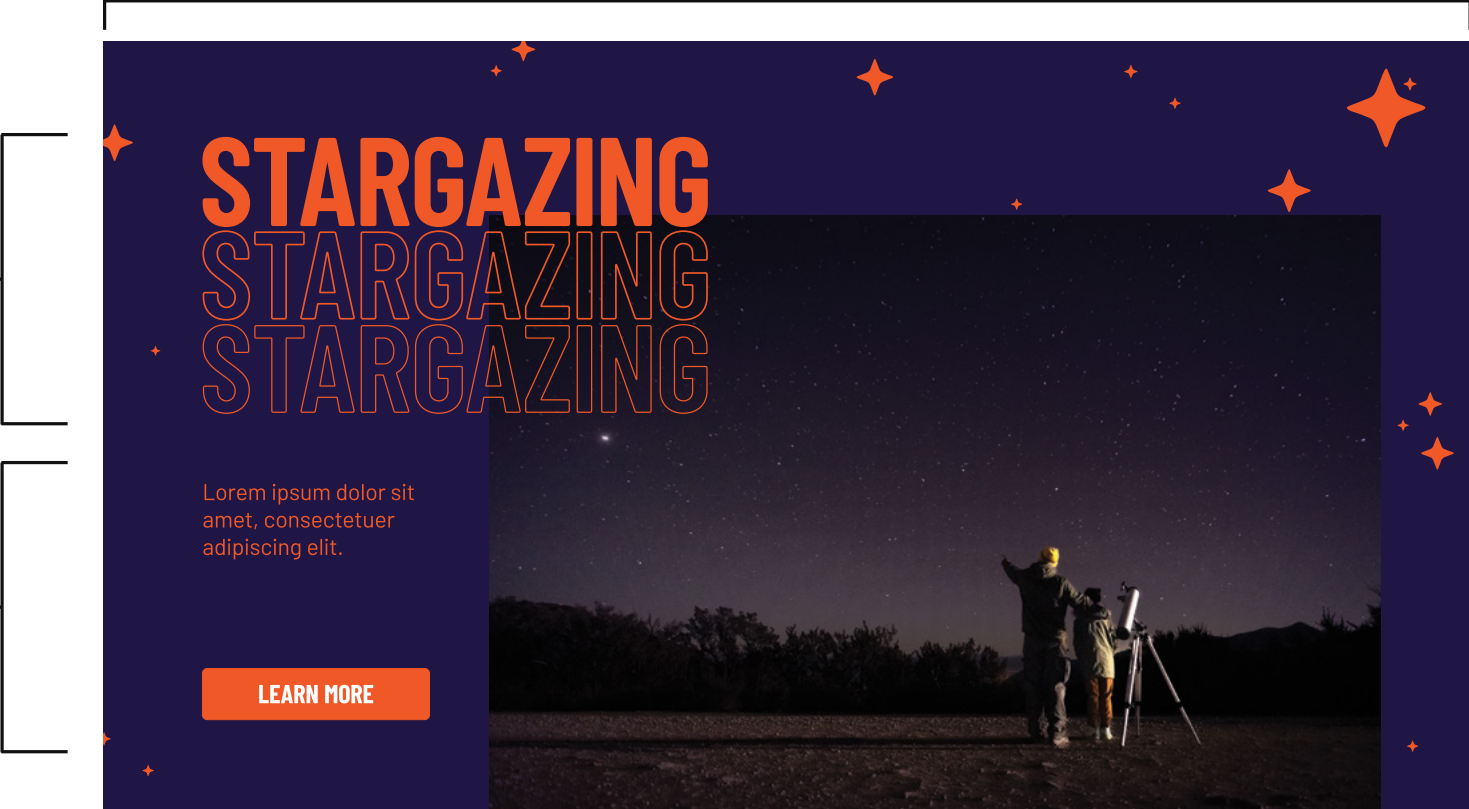


LET’S BREAK IT DOWN

We’ve used of our offbeat repeated star pattern in the background in an approved color pairing that matches the colors of the photos.

We’ve layered three headlines from solid to stroke — overlapping with the photo.

We’ve given ourselves space for body copy and a logo or CTA button.



HISTORY & HERITAGE

Nevada's story started with the American Indians that still live here today. Learn more about their stories and education opportunities when you visit.



LET’S BREAK IT DOWN

We can also layer patterns and icons — as seen in this sample. We’ve chosen our background pattern and used tints of blue instead of contrasting colors. We do use our color combo in the geometric border created from icons.

To contrast the complexity of the background pattern and border elements, we’ve chosen a simpler photo with a clean sky background.



PHOTOGRAPHY GUIDELINES

Photography Variations —→

Photography Dos & Don'ts —→

Photography Inspiration —→

PHOTOGRAPHY GUIDELINES

Nevada is a see-it-to-believe-it place, and photos are the next best thing to actually being here. As such, they're the most powerful tools in our backpacks.

Whether we're snapping bold lifestyle shots or capturing ruggedly beautiful landscapes, these photos should always represent our brand personality elements. They should also reflect sustainable practices and include a diverse set of people, from race to age to gender, while remaining true to our destination's demographics.



[CLICK TO SEE OUR LIBRARY](#)



Click the button or scan the QR code to see our library.

** Note: Some images are for demonstration purposes only. They are not licensed by Travel Nevada.*

PHOTOGRAPHY VARIATIONS

The heart of Nevada is vast and varied, but when it comes to photography styles, we’ve narrowed it down to four main variations.

As a lifestyle brand, our job is to bring the signature excitement and energy of Nevada to life with our pictures. We’re not just telling a story – we’re helping people live inside them, if only for a short moment. Photos are our chance to share our off-beat, wild-at-heart way of life... as well as all the fun and surprising contradictions that come with the territory.



AUTHENTIC & OFF-BEAT

From outdoor recreation to music and art, we have an air of unpretentiousness you won’t find anywhere else. Most of us aren’t professionals, and our photography should express that: the earnest, true-blue love of doing that proves we’re living in the moment (and not for the prestige). When shooting, go for expressions of genuine emotion and setting-appropriate wardrobes, and create contrast by including wide-open bright skies or unique landscapes.



THE SPACE TO BE

Travel Nevada offers “space to be,” whoever you are, whatever you’re searching for. With so much wide-open space, it’s easy to find what that may be – and impossible to overstate how important it is to capture landscapes that spotlight the vast possibilities. Create contrast between the sheer scope of Nevada’s natural places, the smallness of the humans exploring it and the larger-than-life emotions they’re experiencing.



PERFORMANCE & PARTICIPANTS

Sometimes it’s more authentic to showcase normal people experiencing Nevada. But it’s just as important to spotlight the professionals that give our visitors something to aspire to, whether they’re hiking, biking, skiing or climbing. Choose photos that show off Nevada’s most impressive and iconic places, and opt for action shots of pros doing what they do best – proof that there’s more to see and do than visit Vegas.



LANDSCAPES & WIDE SHOTS

When folks think about Nevada, they probably imagine a desert. But there’s so much more to our wide-open public lands, and it’s our job to highlight that diversity with our photography. Look beyond dust and desert for rushing rivers, rolling hills, sweeping mountains and pristine lakes. With the right wide shots and bright colors, we can surprise potential visitors with our contradictions and tell a story they’ll want to experience.

[CLICK TO SEE OUR LIBRARY](#)



Click the button or scan the QR code to see our library.

** Note: Some images are for demonstration purposes only. They are not licensed by Travel Nevada.*

PHOTOGRAPHY DOS AND DON'TS

Inspiring excitement is our main goal as a lifestyle brand. The best way to do that is by choosing photography that brings the heart of Nevada to life. Choose pictures that capture offbeat, surprising and authentic moments and be sure to follow these best practices.



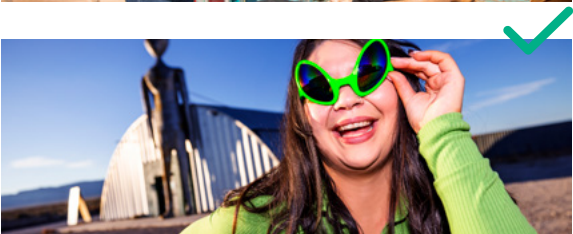
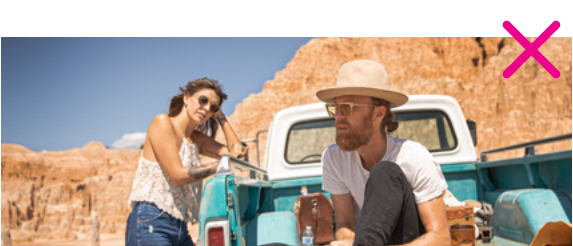
CLEAN & OPEN BACKGROUNDS

Nevada’s natural majesty is at its best when we include something for scale: a hiker on a mountain, a boat in the water or a dog in a field. Ideally, our landscapes and wide-angle shots will have at least one subject like this to add visual interest and emphasize the space. Use the rule of thirds to help guide your choices.



DON'T OVERMANIPULATE COLOR

Nevada is more than just a desert, so we don’t need to underscore our photos with unnecessary noise or rough textures. Our open land and bright skies offer plenty of color, so let’s let them shine. Sometimes you’ll need to manipulate the imagery for specific creative executions. Try to edit with the goal of enhancing the natural colors and beauty of Nevada and its people.



AIM FOR TRUE SKIN TONES

The heart of Nevada is all about authenticity—authentic experiences, authentic places and authentic people. When photographing subjects (and while editing afterward), try to preserve original skin tone as much as possible.



HAVE A SUBJECT IN EVERY SHOT

Frame up shots with an emphasis on clean, open and magical backdrops. Avoid cluttering the image with brand logos, unless it’s a specific partnership asset. Strive to capture authentic expressions from the talent.

[CLICK TO SEE OUR LIBRARY](#)



Click the button or scan the QR code to see our library.

** Note: Some images are for demonstration purposes only. They are not licensed by Travel Nevada.*

PHOTOGRAPHY INSPIRATION

Bright, colorful, creative, offbeat... Nevada is all of these and more. Connecting potential visitors, expressing the unique energy of this place and all its possibilities – that means choosing photos that bring them there, before they even step foot in an airport. Use the following samples for inspiration and as a guide.



PHOTOGRAPHY INSPIRATION

Yes, it's wild and open – but that doesn't mean it's hard to see.



PHOTOGRAPHY INSPIRATION

Wide-open and wild, with plenty of space to be. Be sure to bring that be into the shot.



PHOTOGRAPHY INSPIRATION

It's time to kick the dusty reputation. Day/night, desert/water, winter/summer — Nevada shines bright everywhere.



PHOTOGRAPHY INSPIRATION

“Real” moments are how we connect people to the heart of Nevada.



PHOTOGRAPHY INSPIRATION

Curious places, beautiful spaces and the promise of adventure draw visitors into uncommon experiences.



PHOTOGRAPHY INSPIRATION

There’s so much to discover here, so many ways to explore and so many people to meet.



PHOTOGRAPHY INSPIRATION

Balance true-blue people and emotions with larger-than-life, wide-open landscapes that put things in perspective.



INDUSTRY GUIDELINES

Messaging Guidelines —→

Industry Descriptions —→

Marketing Samples —→

Industry Color Guidelines —→

INDUSTRY GUIDELINES

This section is focused on how we express the Travel Nevada for government affairs, industry-specific communications, etc.

Logo:
When not using the primary logo, we have a Travel Nevada logo with “INDUSTRY PARTNERS” underneath. This is used in places such as TravelNevada.biz or in the header of Industry-focused emails. Please follow the same logo guidelines for the clear space, position of the secondary line and dos & don’ts on pages: 59-63.

Fonts:
Industry communications follow the font guidelines established on pages 32-45.

Color Guidelines:
Our industry colors are pulled directly from our primary color palette. Guidance on acceptable colors for this use case are on the following pages. For finding detail color codes on each shotlised colors please see pages: 23-27.

Messaging Guidelines:
Our industry messaging still anchors around the Travel Nevada brand platform, but adapts to be express our brand in a more professional tone.



DOWNLOAD THE LOGOS



Click the button
or scan the QR code to see.

INDUSTRY COLOR PALETTE

For the industry color palette, we reduced the available colors to be a bit more sophisticated and professional. The complete color code information (Pantone, CMYK, etc.) can be found in the Color Palette portion of this book.

For industry communications, we lead with our blue colors, but we still can play with the contrast and contradiction of color combinations outlined on the next page.

The rules of use will remain the same as in the other areas of the book regarding how to choose colors based on photography, opacity variations, etc.

BRIGHT SIDE

DARK SIDE

LEAD COLOR SET - 01

LEAD COLOR SET - 02

LEAD COLOR SET - 03

SEC. COLOR SET - 04

BASE & TEXT SET - 05

09
NEVADA SKY BLUE
#b2dfe0

10
TAHOE BLUE
#41bfbf

11
NEVADA NIGHT SKY
#201747

01
NEVADA SAGEBRUSH FLOWER
#ffd13f

03
NEVADA SANDSTONE
#f05825

05
NEVADA SOFT OROVADA
#390000

07
NEVADA SALVIA FLOWER
#8e0e3d

08
NEVADA PINYON PINE
#22002f

13
NEVADA DESERT HOLLY
#a4d6b6

16
NEVADA CACTUS GREEN
#36573e

00 WHITE
#ffffff

18 NEVADA SNOWY MOUNTAIN
#e6e6e7

19 NEVADA RICEGRASS
#f1e3af

21 NEVADA RAM NOSE
#191818

22 NEVADA RAILROAD TRACKS
#000000

* Note: Please foloow the color number on top of each colors from pages 23-27 for more detail color codes.

INDUSTRY COLOR COMBINATIONS

Based on our colors, we have established approved color combinations that can be used for logos, patterns, and other design elements. They are designed to have contrasting and complementary variations. You will need to choose your color combination based on the featured photography as well as readability.

ADA COLOR CONTRAST

WCAG (Web Content Accessibility Guidelines) ensure that content is accessible by everyone, regardless of disability or user device.

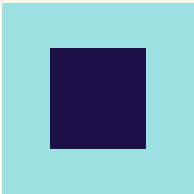
Text should be 3:1 for large or bold text, and 4.5:1 for small or thin fonts. This ensures that viewers who cannot see the full color spectrum are able to read the text.

For easy use, we have listed the contrast ratios with each color combination. Any combos marked “NOT ADA COMPLIANT” should only be used for graphics and not for text.

FULL ADA AUDIT & USE INFO



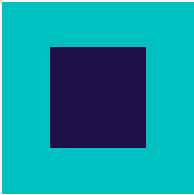
Click the button or scan the QR code to see.



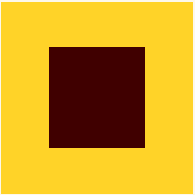
#b2dfe0 & #201747
Contrast Ratio: 11.39:1



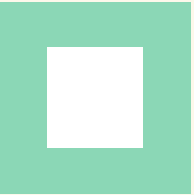
#ffd13f & #f05825
NOT ADA COMPLIANT



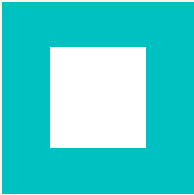
#41bfbf & #201747
Contrast Ratio: 7.41:1



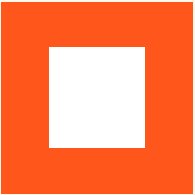
#ffd13f & #390000
Contrast Ratio: 12.30:1



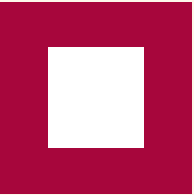
#a4d6b6 & #ffffff
NOT ADA COMPLIANT



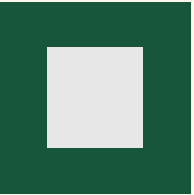
#41bfbf & #ffffff
NOT ADA COMPLIANT



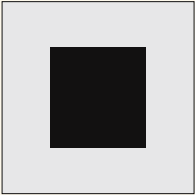
#f05825 & #ffffff
Contrast Ratio: 3.43:1



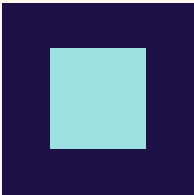
#8e0e3d & #ffffff
Contrast Ratio: 9.21:1



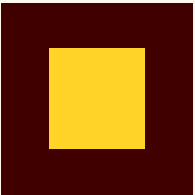
#36573e & #e6e6e7
Contrast Ratio: 6.50:1



#e6e6e7 & #191818
Contrast Ratio: 14.21:1



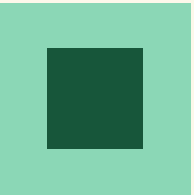
#201747 & #b2dfe0
Contrast Ratio: 11.39:1



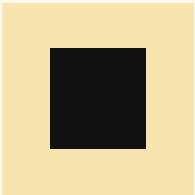
#390000 & #ffd13f
Contrast Ratio: 12.30:1



#8e0e3d & #22002f
NOT ADA COMPLIANT



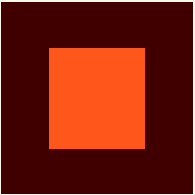
#a4d6b6 & #36573e
Contrast Ratio: 4.97:1



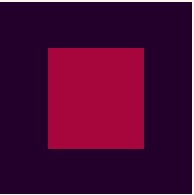
#f1e3af & #191818
Contrast Ratio: 13.79:1



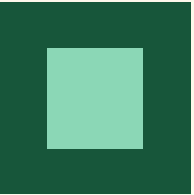
#41bfbf & #201747
Contrast Ratio: 7.41:1



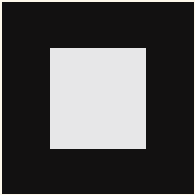
#f05825 & #390000
Contrast Ratio: 5.22:1



#8e0e3d & #22002f
NOT ADA COMPLIANT



#36573e & #a4d6b6
Contrast Ratio: 4.97:1



#191818 & #e6e6e7
Contrast Ratio: 14.21:1

* Note: Please foloow the color number on top of each colors from pages 23-27 for more detail color codes.

INDUSTRY COLOR COMBINATIONS

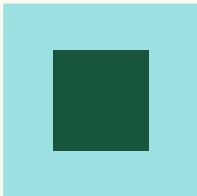
As you can see, our brand palette has a lot of flexibility to play. So go on, get a little out there with your colors, as long as:

- your text is legible,
- you’re using an approved color combination in your design,
- your colors tie into a color within the featured photography.

FULL ADA AUDIT & USE INFO



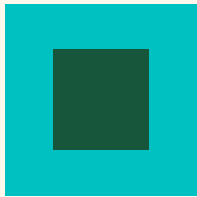
Click the button or scan the QR code to see.



#b2dfe0 & #36573e
Contrast Ratio: 5.61:1



#ffd13f & #36573e
Contrast Ratio: 5.58:1



#41bfbf & #36573e
Contrast Ratio: 3.64:1



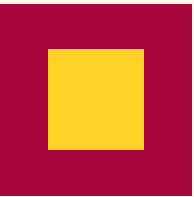
#ffd13f & #22002f
Contrast Ratio: 13.02:1



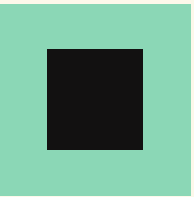
#201747 & #ffd13f
Contrast Ratio: 11.33:1



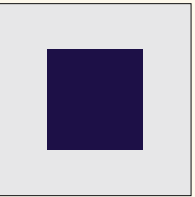
#f05825 & #22002f
Contrast Ratio: 5.53:1



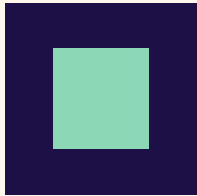
#8e0e3d & #ffd13f
Contrast Ratio: 6.33:1



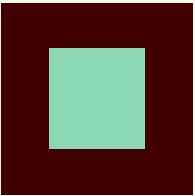
#a4d6b6 & #191818
Contrast Ratio: 10.86:1



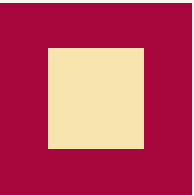
#e6e6e7 & #201747
Contrast Ratio: 13.21:1



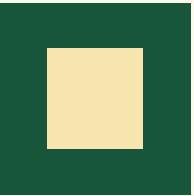
#201747 & #a4d6b6
Contrast Ratio: 10.10:1



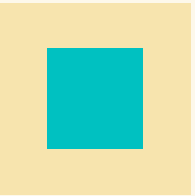
#390000 & #a4d6b6
Contrast Ratio: 10.97:1



#8e0e3d & #f1e3af
Contrast Ratio: 7.17:1



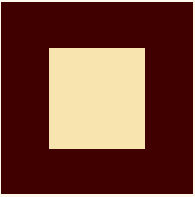
#f1e3af & #36573e
Contrast Ratio: 6.31:1



#f1e3af & #41bfbf
NOT ADA COMPLIANT



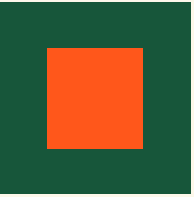
#f05825 & #201747
Contrast Ratio: 4.81:1



#f1e3af & #390000
Contrast Ratio: 13.92:1



#f05825 & #22002f
Contrast Ratio: 5.53:1



#36573e & #f05825
NOT ADA COMPLIANT



#191818 & #f05825
Contrast Ratio: 5.17:1

* Note: Please foloow the color number on top of each colors from pages 23-27 for more detail color codes.

INDUSTRY BRAND BOILERPLATE

How we describe ourselves.

SHORT:

The heart of Nevada shines through Travel Nevada, an organization focused on showcasing the Silver State’s sometimes-surprising, always-exciting treasures through community collaborations and strategic partnerships.

LONG:

The heart of Nevada shines through Travel Nevada, an organization focused on sharing the experiences, landmarks and living legends that make the Silver State a one-of-a-kind destination. Through community collaborations and strategic partnerships, we aim to connect with both locals and visitors alike, showcasing the sometimes-surprising, always-exciting treasures that keep people coming to Nevada. It’s theirs to explore—and ours to safekeep, from preserving our wild-at-heart way of life to our wide-open spaces.



INDUSTRY VOICE AND TONE

We still want to be ourselves — we’re Travel Nevada whether we’re talking to travelers or governors. For industry communications, we want to play up specific elements of our brand personality to show our expertise and insights in the best light and be the best partners we can for folks around the state.

Voice - How we express ourselves

**INDEPENDENT.
BRIGHT.
DOWN-TO-EARTH.**

When we speak with government and industry partners, we want to be friendly and conversational, but less off-beat and creative than our public-facing brand. This means expressing ourselves professionally, showing our independent thinking — we hold our own, but we’re here to help others when they need it, too. We offer confidence and optimism in our communications. We keep our cards on the table with transparent data, information and updates. We don’t use five words where three will do.

Tone - How we want people to feel

**CONFIDENT.
INSPIRED.
EDUCATED.**

When people consume our content and hear us speak, they should feel confident in the Travel Nevada team and inspired for what’s next. Just like we education travelers on the Silver State, we educate industry professionals and stakeholders in a down-to-earth way and instill confidence that we are the experts on how to get a little out there.

SAMPLE EMAIL SIGNATURES

We have variations of our email signatures for Travel Nevada staff as well as Department of Tourism & Cultural Affairs staff.

In order to use the email signatures, click the button below and open the relevant file. Then, copy and paste the materials into your email client.

Update your name and contact information. Do not alter the logo, fonts or listed information in any way.

DOWNLOAD THE CODES



Click the button or scan the QR code to see.

Nevada Division of Tourism:

Static:



Minnie Mouse

Marketing Manager

c: (775) XXX.XXXX

e: minniemouse@travelnevada.com

TravelNevada.com

Nevada Division of Tourism
401 North Carson Street, Carson City, NV 89701

Animation:



Minnie Mouse

Marketing Manager

c: (775) XXX.XXXX

e: minniemouse@travelnevada.com

TravelNevada.com

Nevada Division of Tourism
401 North Carson Street, Carson City, NV 89701

InDe Static:



Mikey Mouse

Marketing Strategist

o: (775) XXX.XXXXX, c: (775) XXX.XXXX

e: mikeymouse@travelnevada.biz

TravelNevada.biz

Nevada Division of Tourism
401 North Carson Street, Carson City, NV 89701

SAMPLE BUSINESS CARDS (NFC)

These NFC cards are designed to be created via LINQ to allow for custom printing and landing page flexibility. NFC cards allow you to tap the card against a phone to share contact information and offer a more sustainable option than paper cards. They can be ordered at linqapp.com.



DOWNLOAD THE TEMPLATE



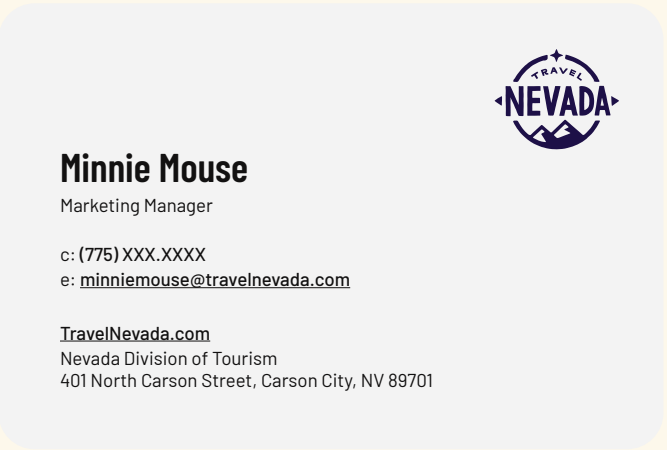
Click the button or scan the QR code to see.

SAMPLE BUSINESS CARDS (PRINT)

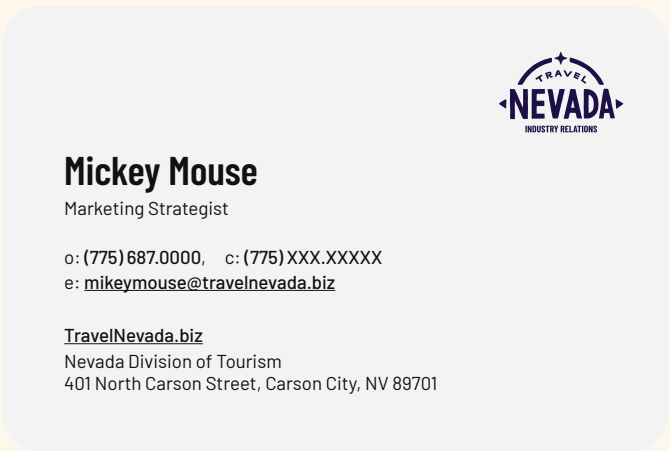
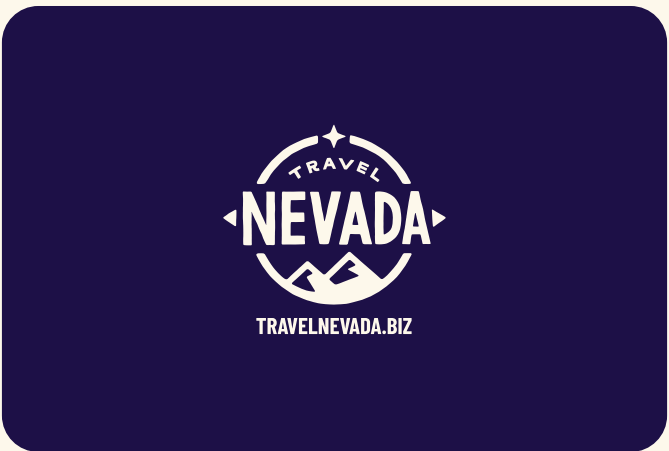
These cards are designed to be printed by M00.

M00 Sized business cards are 3.3" x 2.16" with rounded corners. Order at moo.com.

Consumer



Industry Development (InDe)



DOWNLOAD THE TEMPLATE



Click the button or scan the QR code to see.

INDUSTRY LETTERHEAD

Our letterhead is available to download for consistent communication. Do not change any fonts, colors, or other document formatting without explicit permission from the Travel Nevada Creative Director.

This is designed at 8.5x11 and meant to be printed in a full bleed at moo.com.



DOWNLOAD THE TEMPLATE



Click the button or scan the QR code to see.

INDUSTRY POWERPOINT AND GOOGLE SLIDES TEMPLATE

Any official Travel Nevada presentation should utilize this presentation deck template. This is designed to be flexible and be easy to read. Do not alter the fonts, colors or slide layouts unless given explicit permission by the Travel Nevada Creative Director.

DOWNLOAD THE TEMPLATE



Click the button or scan the QR code to see.

SAMPLE TITLE SLIDES



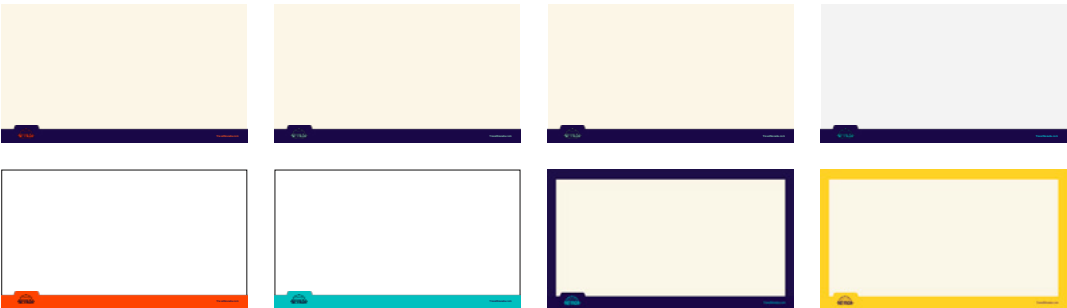
SAMPLE INDEX & END SLIDES



SAMPLE SUB SECTION SLIDES



SAMPLE INNER SLIDES





QUESTIONS?

Contact

Susan Mowers,
Creative Director at Travel Nevada
smowers@travelnevada.com

Created by

noble
studios™