

MISSOURI

style guide



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Visual Identity

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The visual identity for Missouri Tourism positions the state as a thriving, ever-changing destination with much to offer. A classic font and vibrant color palate reinforces this positioning. The multi-colored petals of the kaleidoscope compliment the typeface and speak to the many facets of the Missouri experience. The overall design intentionally marks a departure from the way consumers have viewed our state in the past, thereby inviting them to rethink what a visit to the Show-Me State can be.

General rules for use of the logotype include, but are not limited to:

1. The logo should never be redrawn, reproportioned or modified in any way.
2. Additional elements, including boxes around the logo or variations in color are not allowed.
3. The logo should always be provided in the form of vector art (EPS format) for all production. If the final file format requested is for rasterized art (JPG or TIFF), a vector format (EPS) should be provided in its place, and the vector art turned into a rasterized format during final preparation.

Logo Elements

4

The Missouri Division of Tourism logo is comprised of 3 elements:

1. Word Mark (*Missouri*)
2. Logo Mark (*flower*)
3. Tagline (*enjoy the show*)



Logo Reproduction

5

The logo can be reproduced in five ways:

1. 4-color process (CMYK) with 100% black word mark
2. 4-color process (CMYK) with 100% white word mark
3. 2-color black and white with 100% black word mark
4. 2-color black and white with 100% white word mark
5. RGB match (for web only)



Logo Color Exercise

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The logos shown are the logos used for all TV, print, collateral, interactive and out-of-home (billboard) use. The logo often overlays an image. If the image is light, use logo option 1 with the black word mark and tagline. If the image is dark, use logo option 2 with the white word mark and tagline. For use on solid colored backgrounds (not including black, white or grey) or instances in which the logo mark would blend into the background, use the appropriate 2-color logo, either option 3 or 4.



Size Requirements

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For simplicity and consistency, standard sizes have been established for all printed communications.

Optimum Size



Minimum Size



NOTE:

- The optimum size is based on a full page ad.
- The minimum size is used for anything less than a half-page ad.
May not reproduce any smaller for legibility reasons.

Logo Clearance


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The minimum clearance of space around the logo is 12.5% the width of the logo.

Example: If the logo is sized at 2" wide, the clearing space should be .25" (¼) on each side.



Sit voluptaquo est quuntia volores ipsant. Ore nimus ium volut quo con provid est harum sanimet velluptas verovid usanien imincid utem lanis eosa pra que simincid eum voluptatibus et et aut ilis ma con porrum fuga. Itae. Nequam que officae pariti conseru mquaspide nonsed ex et lia nonet quas quam si occatquamus, sendaep erfero verferia quas cuptae aut apiscim quae eligeni molupta tiusciis deni dolupta non plaborro modigen estione caboribus alia coritat dolor acepelita corerferitem fugiatemod et re voluptatet ea volorei citibus ea ditem esse-
ratusam is soluptates incia porit mporera doluptas maxim qui odisminto optur autem re soles in eum voluptaquo est quuntia volores ip-
provid est harum sanimet vellup-
lanis eosa pra que simincid eum porrum fuga. Itae. Nequam que nonsed ex et lia nonet quas quam si occatquamus, sendaep erfero verferia quas cuptae aut apiscim quae eligeni molupta tiusciis deni dolupta non plaborro modigen estione caboribus alia coritat dolor acepelita corerferitem fugiatemod et re voluptatet ea volorei citibus ea ditem essedit atecus quiam alis doluptaqui ratusam is soluptates incia porit velis sapit volupieni ut fugiate mporera doluptas maxim qui odistint optia nonsenducium illector minto optur autem re soles in eum nobitat voluptate rem venim

The image shows the Missouri logo, which consists of the word "MISSOURI" in a serif font. The letter "O" is replaced by a stylized sunburst or flower icon with multiple colored petals (yellow, orange, red, pink, purple, blue, green). Below the word "MISSOURI" is the tagline "enjoy the show" in a smaller, lowercase sans-serif font. The entire logo is centered within a square frame defined by four L-shaped corner lines, indicating the required clearance space around the logo.

Unacceptable Treatments

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The logo colors may not be changed.



The logo may not be used in the form of outlines.



The logo mark should not appear in front of the word mark.



The kerning between the word mark and the logo mark may not be changed.



The logo may not be redrawn, reproportioned or recreated in any way (e.g. moving tagline, knocking out "o").



The logo may not be used with any effects (e.g. motion blur, drop shadow).

Logo Placement Exercise

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Do:



Do use the white word mark on a dark background.



Do use the black word mark on a light background.



Do edit the photo to make the background separate from the logo mark or place on a different area of the photo.

Do Not:



Do not use the black word mark on a dark background.



Do not use the white word mark on a light background.



Do not place the logo on a background that is the same color as the logo mark.

Font Specifications

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1. Headline Font:

FUTURA MEDIUM (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_+P{|: "<>?[]\;',./

2. Body Copy Font:

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()_+P{|: "<>?[]\;',./

3. Web-Friendly Headline Font:

OSWALD REGULAR (ALL CAPS)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_+P{|: "<>?[]\;',./

4. Web-Friendly Body Copy Font:

Arvo Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()_+P{|: "<>?[]\;',./

5. Word Mark Font:

Albertus MT Standard Regular
(ALL CAPS and altered)
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890-!@#\$%^&*()_+P{|: "<>?[]\;',./

6. Tagline Font:

gotham rounded book (all lowercase)
abcdefghijklmnopqrstuvwxyz
1234567890-!@#\$%^&*()_+P{|: "<>?[]\;',./

Please consider the following
when using these fonts:

1. Arvo and Oswald should only be used for web.
2. Futura typically needs the leading opened up.
3. Do not use Albertus or Gotham Rounded in headline or body copy. Font names are for reference only.
4. No less than a 6 point font should be used for any printed material.

Color Palette

12

#99366E

#8A4D99

#114675

#1E9A78

#EAAAC4C

#EF7647

#E3E9E7

#8A9293

#5D6567

Cooperative Usage

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Please see the general guidelines required for cooperative usage of MDT brand elements in various approved forms of media. Specific criteria and additional usage guidelines are included in the respective Co-op Program Information documents.

The Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual materials as to its content and appropriateness for the public and for the state's effort to promote tourism. Pre-approval by the Division of Tourism is required for all Co-op advertising.

PRINT ADVERTISING

The official Missouri Tourism logo is required on all print advertising funded through the Co-op Marketing Program as follows: in a size equal to or commensurate with the participant's logo within the ad or printed material, not less than 1.25 (1¼) inches wide. MDT will determine if a logo is commensurate.

Specific exceptions will be made where several co-op participants will be present or where the Missouri Tourism logo will appear multiple times. Examples of this include the Missouri Travel Guide or other publications where several co-op beneficiaries will be present. Exceptions will be made on a case by case basis and participants will be notified that the Missouri Tourism logo will not be required.

VIDEO ADVERTISING

These products must display the official Missouri Tourism logo for a minimum of five seconds (minimum of two seconds for :15 spot). The logo must be clearly legible and prominently displayed. Generally, the size of the Missouri Tourism logo should be commensurate with the size of the DMO's logo.

This applies to both TV advertising and social media videos.

RADIO ADVERTISING

Radio ads must contain the credit line "Produced in cooperation with the Missouri Division of Tourism," typically at the conclusion of the ad.

OUTDOOR/BILLBOARD ADVERTISING

Billboards must contain the official Missouri Tourism logo at a width of at least 1/8th (or 12.5%) of the billboard width so as to be clearly readable to the passing motorist.

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Cooperative Usage CONTINUED

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Please see the general guidelines required for cooperative usage of MDT brand elements in various approved forms of media. Specific criteria and additional usage guidelines are included in the respective Co-op Program Information documents.

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DIGITAL ADVERTISING

All electronic advertising must include the Missouri Division of Tourism logo. Additionally all landing pages and/or websites where the consumer is first directed by the advertising must include the Missouri Division of Tourism logo that links to the Missouri Division of Tourism website (VisitMO.com). The consumer must be able to reach the Division's website with one click. This link must be placed in the footer using the required code below.

By incorporating the code below, the Missouri logo will automatically link to the Missouri Division of Tourism's home page.

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<a href="http://www.visitmo.com" target="_blank"></a>
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Approval for all electronic advertising is required in advance of going live.

See the following items for detailed information on specific types of electronic advertising:

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Cooperative Usage CONTINUED

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DIGITAL ADVERTISING (CONTINUED)

SOCIAL

At this time, advertising on social networks is limited to Facebook and Instagram, as they represent the largest audience share and opportunity for any and all DMOs. Advertising opportunities on social platforms will be re-evaluated annually to ensure opportunities are in place that have the greatest potential to provide value for all DMOs.

When advertising on Facebook and Instagram, at least one of the following is required in the text of a post or within the imagery attached to a post:

- A. The hashtag #MissouriAdventure in the content
- B. The tag @VisitMO in the content

BANNER/MOBILE ADVERTISING

For standard banner ads, the logo should always be used for optimum legibility and should never be less than 1.25" (1¼") wide = 90 pixels wide x 41 pixels high at 72 dpi.

For mobile banner ads for the smart phone banner sizes (300x50) or (320x50) and tablets banner sizes (300x250) or (728x90), the logo should always be used for optimum legibility and should never be less than 1.25" (1¼") wide = 90 pixels wide x 41 pixels high at 72 dpi.

The Missouri Division of Tourism logo is NOT required on DMO mobile or mobile-optimized landing pages.

If size restrictions of the ad would cause the logo to overpower or consume a disproportionate amount of space while using the minimum 1.25" (1¼") wide logo within the ad, then typeset VisitMO.com in bold on the bottom of the ad copy. Pre-approval by the Division of Tourism is required.

Banner advertising may link directly to cooperative marketing partners own DMO destination; however, that destination must include the Missouri logo in the footer and link directly to VisitMO.com.

EMAIL MARKETING/E-NEWSLETTERS

For email marketing/newsletters, etc., the logo should always be commensurate with DMO logo and scale responsively if so designed. Pre-approval by the Division of Tourism is required.

The Division of Tourism reserves the right to determine the acceptability and value of all written, graphic and visual material as to its content and appropriateness for the public and for the state's effort to promote tourism.

Any questions about digital logo usage should be directed to a member of the Co-op Marketing team at the Division of Tourism.

Three Steps to a Great Ad

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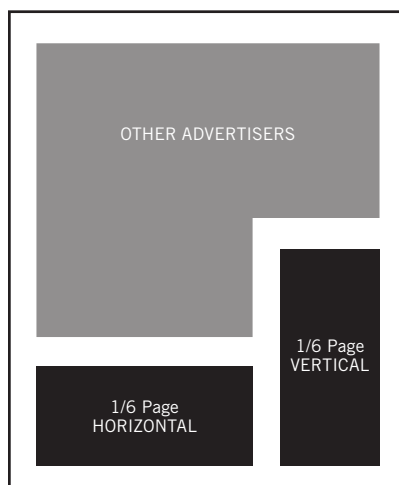
1 KNOW THE CONTEXT

KNOW THE SIZE

The size and placement of the ad will affect every design decision. Visuals that work well in a full-page ad might not work well in a sixth or web banner.

KNOW THE SURROUNDINGS

If the ad is a full page, there is little visual competition. If the ad is one of six on a page or a small banner on a complex website, there is a lot of competition. This will affect how you communicate.



1/6 PAGE SAMPLE



FULL-PAGE SAMPLE

- A. Full-Page background Image
- B. Headline
- C. Body Copy
- D. Logos
- E. CTA (Call to Action)

Three Steps to a Great Ad

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② CREATE A VISUAL HIERARCHY

The purpose of an ad is to communicate and incite action. The best communication is clear communication. Think about what you want the reader to see first, and make that stand out. Grab the reader with the most important information and then lead them through the rest in a logical way by varying size and color.

Example:

In this layout, your eye is likely drawn to the bold headline first. From there, your eyes are conditioned to read from left to right, from the body copy to the logos - ending on the call to action.



FULL-PAGE SAMPLE

1. Headline
2. Body Copy
3. Logos
4. CTA (Call to Action)

Three Steps to a Great Ad

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3 MANAGE THE ELEMENTS

There are three basic elements that need to be arranged to create a clear visual hierarchy. All the elements of the ad should work together to communicate the message. Don't be afraid of leaving open space - overcrowding is visual confusing and unappealing.

Typography

- Use fonts that are easily readable. It's great to have fun with unconventional type, but make sure the important info is still readable.
- Depending on the ad size, limit the number of different fonts used to two or three - any more than that and the ad will lack visual unity.
- For body copy, try to keep the font size in the 8-10pt. range for print, 12-14pt. for digital.
- Contrast between the font color and background is very important to ensure readability.
- Make sure ads present a next step, like how to learn more or get in touch.
- Avoid using effects like drop shadows and bevels on type. The purpose of text is to communicate, so making them more visually confusing is counter productive.

Color

- Color should be used to create emphasis and should add control, not confusion to an ad.
- Selecting a palette of colors that work well together will contribute to the ad's visual unity.
- If brand colors exist using those will help reinforce the message.

Images

- Selecting photography or illustration that is appropriate for the ad's size is important. A complex photo with lots of detail on a small ad will be very hard to see and will lose its effectiveness.
- Make sure images are a high enough resolution: 300dpi at 100% for print, 72dpi for digital.
- Using photography as a background can be effective if the image is simple enough so that the text can be easily read.