

RenoTahoe

# BRAND GUIDELINES



IN PROGRESS

**INTRODUCTION****02** Intro**OUR BRAND****04** Brand Value**04** Brand Position**05** Target Audience**06** Travel Habits**06** Media Habits**06** Core Consumer Insight**07** Brand Tone**07** Brand Voice**08** Who We Are & What We Do**09** Creative Expression**10** Brand Manifesto**DESIGN****12** Brand Logo**13** Icon**13** Supplementary Icon with Logo**14** Brand Logo with URL Lockup**15** Clear Space with Minimum Size**16** Incorrect Usage**17** Primary Colors**18** Secondary Color Palette**18** Colors in Web**19** Logo and Icon Color**20** Campaign Usage**21** Typography for Cross-Platform Use**22** Photography**22** Photo Editing**23** Campaign Examples

Reno Tahoe is a destination. It's a place to visit, build a business or make a home. But as a brand, it has a personality. It connects with people. And to encourage a connection that resonates with travelers consistently, it's important to maintain brand guidelines. Use this guide as a reference for developing all brand communications. Its principles will differentiate the Reno Tahoe brand and ensure cohesion between all of its offerings.

2017

RenoTahoe

**OUR BRAND**

## Brand Value

AMBITION.

## Brand Position

Reno Tahoe is a place where ambition is fully inspired and quickly rewarded. It's where you can see more, do more and be more. Work hard and play harder. The destination invites you to live in the moment and go for it. Whatever it may be. Take chances. Never settle. Here, you don't simply embrace opportunity. You seize it and run with it. Visitors and residents enjoy having freedom – of mind and self-expression – bucking the mainstream and remaining nonconforming. This is where they connect with other mavericks who share their energy and enthusiasm. Because this place celebrates confidence and swagger – whether that means winning in the casinos, showing off at a themed pub crawl or competing in an epic event. Here, you can look good, feel good, and go after whatever it is you want with reckless abandon. In Reno Tahoe, you're limitless.

## Target Audience

We are primarily focused on a majority subset (58%) of Millennials and Gen Xers who are driven by the core personal value of ambition. Their ambition drives them to want everything and be among the first to try new things, adopt new ideas and "cool" stuff. They are spontaneous, like variety and savor the fresh, the "offbeat," and the unpredictable. They enthusiastically become interested in new possibilities, but are just as quick to cool down and move on to the next thing if they cannot get what they want quickly. They live in the moment as active participants, not spectators. They are characteristically upbeat, optimistic and self-expressive, though also often self-absorbed. They are up on the latest fashions and are at the center of street culture. They go against the mainstream. They are nonconforming, but admire wealth, power and fame. They are sensation seeking—loving physical activities and visual stimulation. Their energy finds an outlet in exercise, sports, outdoor recreation, and social activities, including shopping. They are fun-loving. Their ambition manifests as a strong desire to better their lives but they have difficulty realizing that desire. They are striving for achievement and recognition but are resource-constrained. For many, money often defines success—and they wish to obtain things that are out of their reach. In their words, **"I will what I want."**

## Travel Habits

This audience is most likely to prefer traveling to places they've never been. However, they go back to a vacation spot they like whenever they're able. They frequently choose active vacations. They can be expected to discuss their knowledge of vacation options with others and are often sought out for their vacation advice.

## Media Habits

They are heavy online users. They are also heavy users of digital and radio media channels, and some magazines. They don't watch traditional broadcast television, but spend more time online engaging video content.

## Core Consumer Insight

Those who value ambition aspire to experience their dreams being rewarded on a daily basis. This idea is reflected in the type of vacations they take, and they feel Reno Tahoe is uniquely suited to this sensibility.

## Brand Tone

Unsurprisingly, the Reno Tahoe brand tone is one of ambition. Like our visitors and residents, we speak actively and push boundaries. Our communications are a break from the ordinary and a slice of swagger. This means our tone is confident, conversational, self-expressive, active, and a bit offbeat. We're approachable and refreshing. We're loud. We're the friend who dares you to do more, see more and be more.

## Brand Voice

Sometimes it's helpful to think of a brand as a person. How do they talk? How do they make people feel? Are they outgoing, or more reserved? Encouraging or inquisitive? By understanding Reno Tahoe's personification, we can remain true to our voice in communications. In turn, this consistency will allow travelers to recognize and connect with our brand.

### Reno Tahoe Is

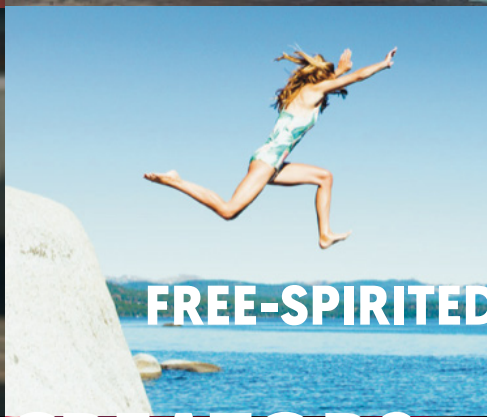
loud, aggressive, offbeat, street/city sounds, California rock & hip hop meets the old west, rough around the edges, diverse, free-spirited, offbeat, odd, eager, hungry, non-traditional, active, sociable, aspiring, confident, spontaneous, a risk-taker, experiential, spontaneous, self-expressive, reward seeking

### Reno Tahoe Is Not

boring, quiet, traditional, reserved, expected, pristine, humble, easily silenced, timid, monotonous, fabricated, stereotypical, cheesy, lazy



## Who We Are &amp; What We Do



## Creative Expression

### **"GREAT CONTRAST"**

It's no surprise that this destination is a place of great contrast. It's evident in the name itself – Reno Tahoe. This is where the country's largest alpine lake meets the biggest little city in the world. The inherent tension in contrast fuels the energy and ambition to seize life, act on instinct, and explore infinite possibility. It's proof that this is a place that lives in refreshing nonconformity. This concept of contrasts serves as the campaign platform and method for presenting the value of ambition.

## Brand Manifesto

The path to the top is never straight. Heck, there's rarely even a path.

And it certainly isn't forged by 'me-toos', 'wait-for-mes' or 'tag-alongs'.

Nope. Achieving great things demands great ambitions.

A hunger inside. To see more. To do more. To be more.

And this place—more than any other—rewards those who heed its call.

To rule yourself. Throw caution to the wind. And go for gold.

Inspired by the majesty of mountains converging on high desert.

This is where world's collide. Where there is beauty in contrast.

Of old and new. Heritage and progress. Wildlife and urban grit.

This is where America's largest alpine lake ...

Meets the biggest little city in the world.

Yes. This is where anything is possible.

If you have the desire to dream. And the tenacity to get there. No apologies.

Sure there will be doubters. They'll call you rebel. Rule-breaker. And risk taker.

But they can't muzzle a maverick.

You live to be among the firsts. To try something new. To catch the magic moments.

Wait for tomorrow? No way. Stake your claim today.

And when you reach the top ... stretch your fingers to the sky.

Yeah, who's laughing now?

2017

RenoTahoe

DESIGN

## Brand Logo

The brand logo should be used as the primary Reno Tahoe logo. This logo is bold, impactful, and, like Reno Tahoe, a little bit playful. It is comprised of two versions – a stacked and horizontal version – which allow for seamless placement and integration into all mediums. The versions also allow it to be clearly legible at both small and large sizes.

### Stacked

The stacked logo consists of the words "Reno" and "Tahoe" stacked vertically in a bold, black, sans-serif font. The "Reno" is positioned above the "Tahoe", and both are left-aligned. To the right of this larger version is a smaller, identical version of the stacked logo.

### Horizontal

The horizontal logo consists of the words "RenoTahoe" written in a bold, black, sans-serif font. The "Reno" and "Tahoe" are joined together without a space. Below this larger version is a smaller, identical version of the horizontal logo.

## Icon

As a supplement to the typographic logo, we developed a modern-minimalist icon representative of Reno Tahoe. The icon's simplicity still manages to capture the iconic attributes of the destination and its format is diverse enough to appear on communications, wearables, and other marketing materials.

**NOTE:** The icon can be used separately from the below logo lockup only when the brand logo is also present and visually prominent.

## Supplementary Logo with Icon

The brand logo without the icon is the preferred logo. This supplemental icon logo lockup should be used sparingly. The icon should never be mistaken as part of the primary brand logo.

## Icon



## Stacked with Icon



## Horizontal with Icon



## Brand Logo with URL Lockup

When needed, use the brand logo with URL lockup. The URL is in the primary brand font, Geomanist.

### Stacked

**Reno  
Tahoe**  
**VisitRenoTahoe.com**

### Horizontal

**RenoTahoe**  
**VisitRenoTahoe.com**

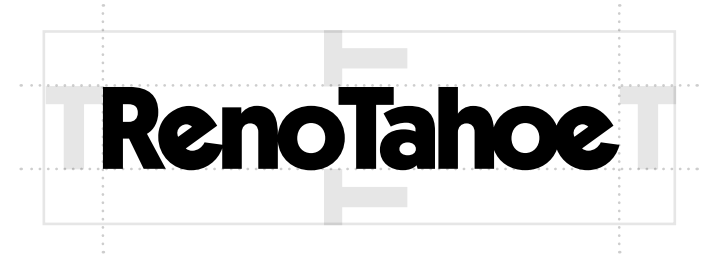
## Clear Space and Minimum Size

Clear space frames the logo and separates it from other elements including text and the edge of printed materials. The logo must be surrounded by at least the required minimum of clear space, which is determined by the width of the "T" in the logo.

### Stacked



### Horizontal



### Minimum Size

**.3 inch** 

**21 px** 

**.15 inch**  **10 px** 

**.28 inch** 

**20 px** 

The logo and icon should not be smaller than the above sizes.



## Incorrect Usage

The only accepted versions of the logo are the approved horizontal and vertical lockups. Outside of approved scaling, the two logos should never be altered. This includes proportions, lockup, and all other manipulations or modifications.



Do not alter the color on half of logo.



Do not use the logo without trademark.



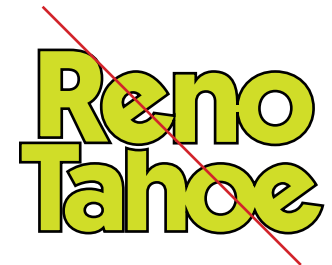
Do not stretch or skew the logo.



Do not alter the proportions of the logo.



Do not use the logo with just a stroke.



Do not add a stroke onto the logo.



Do not add a drop shadow onto the logo.

## Primary Colors

The Reno Tahoe color palette is vibrant and earthy, representative of the bold personalities that make up Reno Tahoe. Utilizing a consistent range of colors increases the impact and cohesion of each brand communication. Whenever possible, these should act as the key colors in a piece.

## Shades

Corresponding shades can be used to complement the color palette and in design elements. These shades should never be used as the primary or secondary colors, but rather as accents.

#0B849D

### Truckee Blue

RGB 11 132 157  
CMYK 85 35 30 2  
PMS 632

#3CBEB5

### Tahoe Teal

RGB 58 190 182  
CMYK 60 0 35 0  
PMS 325

#FFFFFF

### White

CMYK 0 0 0 0  
RGB 255 255 255

## Secondary Color Palette

These colors complement the primary palette and should be used sparingly. When necessary, they can be used for accents, emphasis and additional design needs.

## Shades

Corresponding shades can be used to complement the color palette and in design elements. These shades should never be used as the primary or secondary colors, but rather as accents.

## Colors in Web

The vibrant colors of the brand palette can be overpowering if overused in the digital space. Because of this, these colors are reserved for accent colors throughout digital. The palette works well in drawing attention to headlines, buttons and rollovers, rather than as background colors, navigation, and large boxes throughout digital.

#F8AB1A

#EF4035

#D0DD27

### Sunrise Orange

RGB 248 171 26  
CMYK 1 37 100 0  
PMS 7409

### Reno Red

RGB 239 64 53  
CMYK 0 90 86 0  
PMS 485

### Ambition Green

RGB 208 221 39  
CMYK 23 0 100 0  
PMS 381

#000000

RGB 255 255 255  
CMYK 0 0 0 0

#58595B

#949598

#D0D3d4

#FFFFFF

RGB 0 0 0  
CMYK 0 0 0 100

## Logo and Icon Color

The logo's primary colors should be Truckee Blue or Tahoe Teal. It can also be used in black or white when the above colors can't be used or are not visible enough. The logo color should provide enough contrast with the background to be clear and legible.

The logo can be used in the secondary color palette on pg. 17 with approval from the Reno Tahoe internal team.

## Primary Logo and Icon Color Usage

### Truckee Blue

**Reno  
Tahoe**



**RenoTahoe**



### Tahoe Teal

**Reno  
Tahoe**



**RenoTahoe**



### Black or White

Use if only Truckee Blue and Tahoe Teal are not legible or if its associated with the primary colors..

**Reno  
Tahoe**



## Campaign Color Usage

When used on campaign elements the mark will generally feature a color reflective of the established brand palette and headline, but when needed, the color can be determined by the color palette of the corresponding photograph. It can also be used in black or white. The logo color should provide enough contrast with the background to be clear and legible. The color should also remain consistent with the established tone, using only colors similar to the color palette. (See color palette on pg. 17.)

### Example of Logo Color Legibility on Imagery with Similar Tone



### Example of Using Similar Tones for Design Purposes



## Typography

Geomanist is the primary brand font. The font is bold, impactful, and, like Reno Tahoe, a little bit playful. It's both approachable and versatile. It preserves readability when reduced and translates well across digital platforms. The different weights offer flexible usage throughout multiple communication materials.

Roboto is used as the body copy font. It supports and pairs well with the headline font, Geomanist. It reads well at small sizes and translates to digital platforms.

## Headline Font

### GEOMANIST

**black, bold, medium, book and light**

**AaBbCcDdEe**  
**12345678910**

## Body Font

### Roboto

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sit amet lorem rutrum, dapibus urna in, condimentum ex. Pellentesque fermentum lectus dictum purus ornare, non gravida leo eleifend. Vestibulum ac sem et orci suscipit consectetur non a turpis. Vivamus congue lobortis suscipit.

## Typography for Cross -Platform Use

Geomanist and Roboto are the primary brand fonts and should be used in all corporate and campaign assets. However, when these fonts are not available or can't be used in a specific platform, Tahoma should be used as a replacement.

## Headline and Body Font

### Tahoma

Bold and Regular

**AaBbCcDdEe**  
**123456789**

## Body Font

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Morbi sit amet lorem rutrum, dapibus urna in, condimentum ex. Pellentesque fermentum lectus dictum purus ornare, non gravida leo eleifend. Vestibulum ac sem et orci suscipit consectetur non a turpis. Vivamus congue lobortis suscipit.

## Photography

Images should feel spontaneous, unstaged, natural, and full of energy. They contain pops of color, warm tones and contrast. They should feel active and inspirational. Images should capture the ambitious attitude of the individuals who make up and visit Reno Tahoe.

## Photo Editing

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

**FPO**  
**Images will be placed  
once complete**



## Campaign Examples

**FPO**  
**Ads will be placed once**  
**complete**