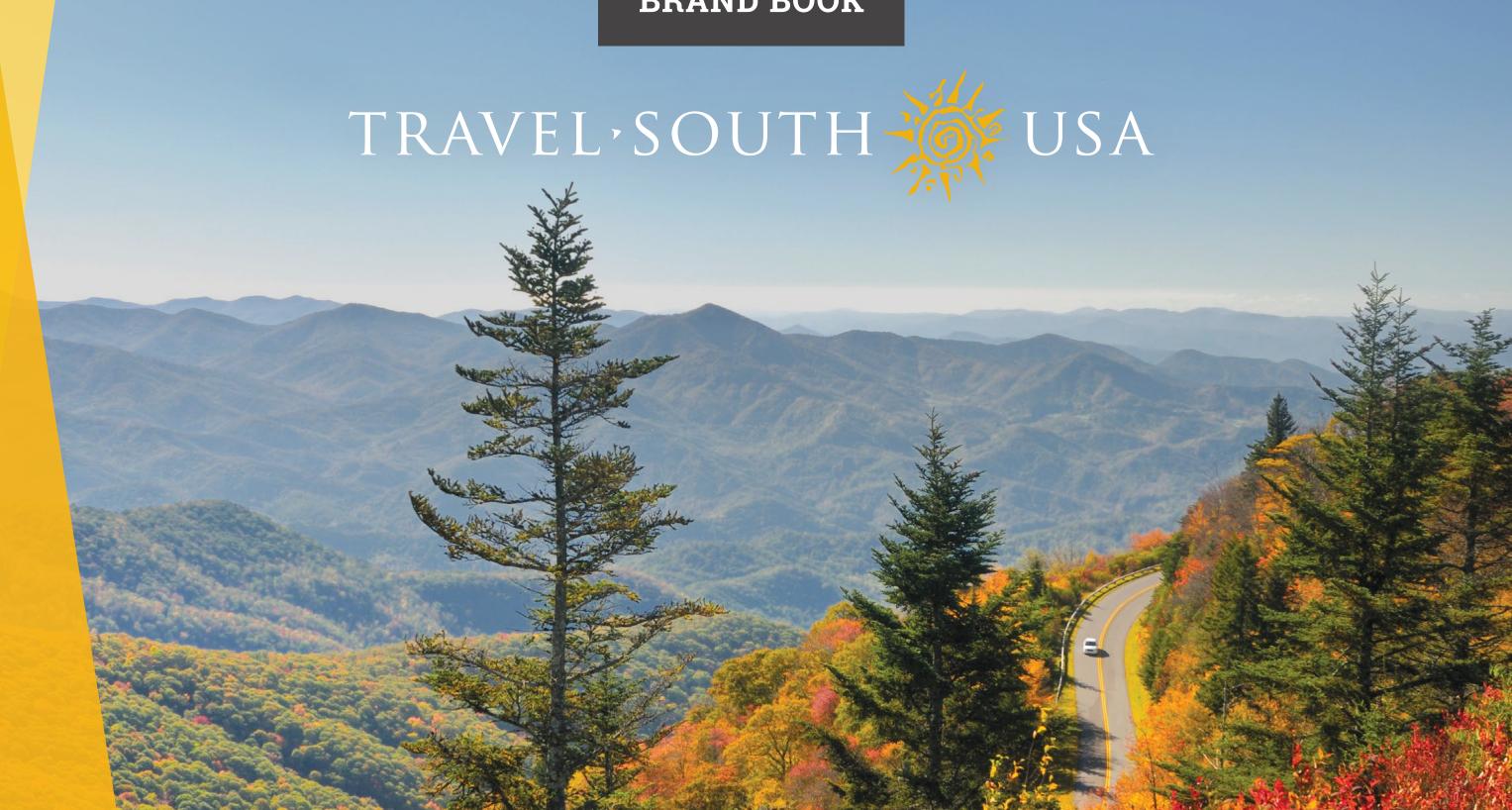
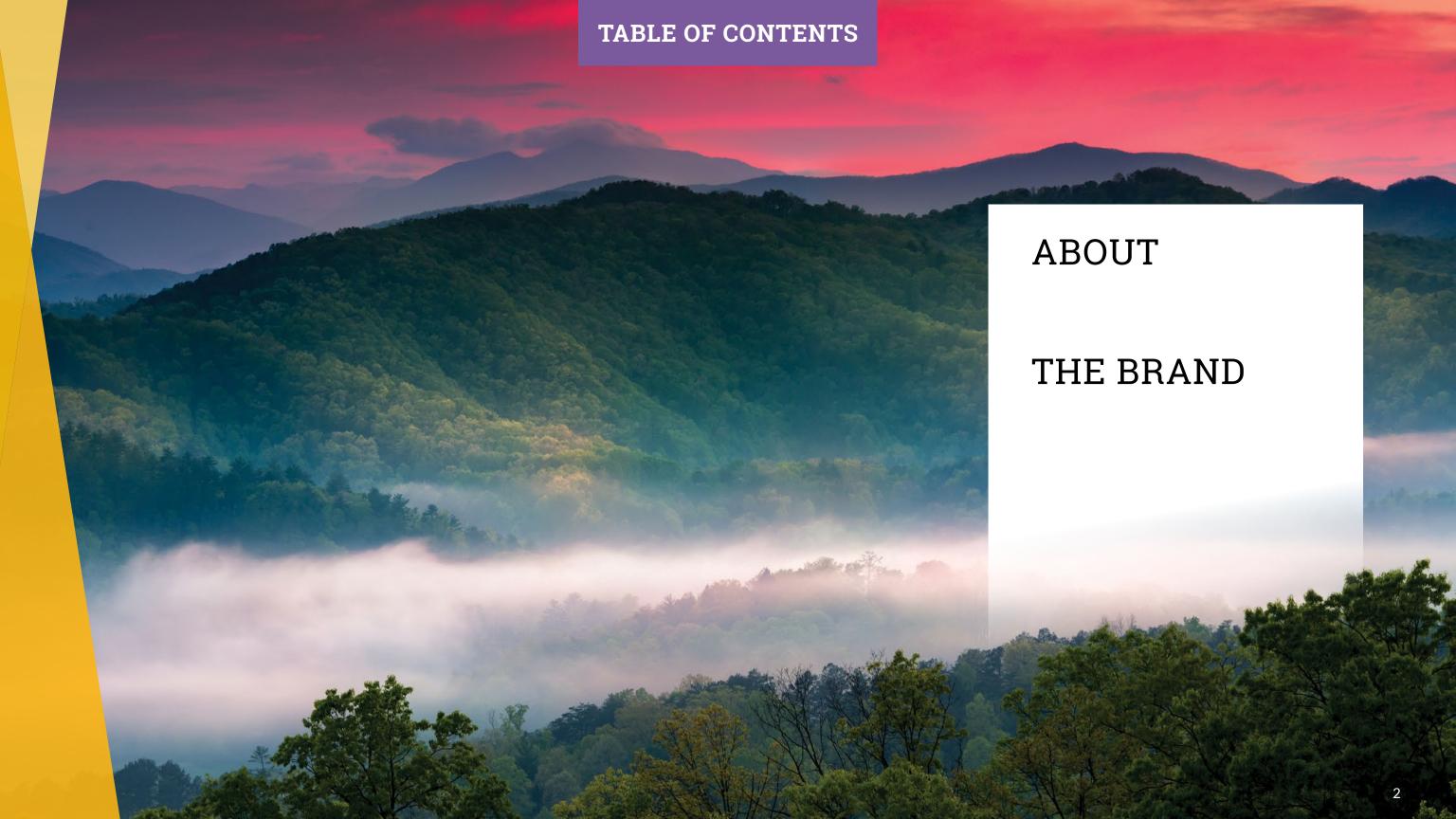
BRAND BOOK





ABOUT



OUR VISION, MISSION, POSITION & VALUES

VISION

A Thriving Southern USA that authentically welcomes the world

MISSION

To establish the tourism industry as a leading sector of the Southern USA's economy and the South as a top-tier global destination through our marketing, sales, public relations and strategic partnerships

POSITION

Travel South USA is the official regional Destination Marketing Organization of the Southern USA. We work collaboratively with our twelve states and their partner destinations to increase visitation and spending and promote the South to key global markets through:

- » Thought leadership, industry research, sharing of best-practices, global ready trainings and economic analysis
- » Global marketing programs, including direct-to-consumer, cooperative media programming, travel trade partnerships and earned media outreach
- » Leveraging resources for trade shows, sales missions, familiarization tours and innovative lead generation programs
- » Programs to help destinations better plan for and accommodate global audiences

VALUES:

We believe in...

VALUF

» We are driven to create opportunities and results for our twelve states and their partner destinations

PARTNERSHIP

» We collaborate and build sustainable relationships

PASSION

» We are confident in who we are and committed to the work we do

INGENUITY

» We are bold, innovative and willing to take risks

Y'ALL

» We embody the spirit of authentic southern hospitality for all

We provide a foundation to positively position tourism as a vital and dynamic element in the region's economic development.

STAFF

Liz Bittner

President & CEO

Rob Nolen

Vice President, Operations & Alliances

Meredith Wilkes

Vice President, Finance & Board Governance

Angelica De Stefano

Sr. Manager,

Communications & Events

Catherine Li

Manager,

Global Partner Programs

HEADQUARTERS

3500 Piedmont Rd. NE, Suite 775 Atlanta, GA 30305

Tel: 404-231-1790 Fax: 404-231-2364

E-mail: info@travelsouthusa.com

LOGO

The Travel South USA logo is the defining graphic that associates Travel South USA promotional and marketing efforts. Consistent use is required to uphold clear identification and brand integrity. The logo and its variations contained within these standards are the only approved versions for use. No other variations or alterations of the logo structure are permitted.





LOGO OPTIONS

When the primary version of the Travel South USA logo cannot be used due to color or contrast restrictions, the secondary versions can be used.

If the logo is to be used in reverse, it may be placed against backgrounds of 100% black or of a color with sufficient contrast to ensure legibility.

Requesting the Travel South USA logo

Versions of the Travel South USA logo are provided in the following formats:

- » 4C (four-color process) Grey version (primary)
- » 4C (four-color process) Red version
- » 4C (four-color process) Purple
- » Reverse

Each of the above logos are provided as:

- » Vector EPS
- » JPEG
- » PNG

GREY (Primary Version)





RFD





PURPLE





REVERSE





THE BRAND

LOGO USE

Use of the Travel South USA logo against any encumbered background (such as a dark color, pattern or a complex photo) is not in keeping with the approved graphic standards. The logo should always be printed on a white or solid muted color background. If the logo must be placed over an image, it should be placed in an unencumbered area of the image so legibility is maximized.

All printing should be done on white or off-white paper stock. Printing on colored stock is not acceptable.

Acceptable





Acceptable





Acceptable



NOT Acceptable



NOT Acceptable





NOT Acceptable





NOT Acceptable





LOGO DISTORTION

Never stretch, squeeze, skew, rotate or add shadow the Travel South USA logo.

VECTOR

Vector uses mathematical points to draw curves and lines. As a result, vector files can be infinitely scaled with no loss in sharpness or quality.

The Travel South USA USA logo is provided in **EPS format. This is the preferred format for commercial printing.** However, not all software programs accept or recognize EPS.

RASTER (Bitmap)

Raster files provide quick and easy placement in almost all software programs, including Word, Power Point and Excel, and are the most common format for web use.

Raster files have limitations because they are made of pixels and become blurry and/or jagged when enlarged or reduced. It is acceptable to reduce a raster image with minimal loss of quality, but raster images should never be enlarged.

The Travel South USA logo is provided in **JPEG**, and **PNG** raster formats.

JPEG is the most universally recognized; however, JPEG files retain solid backgrounds, making them difficult to place over colors or images.

PNG files place with a transparent background but may not be recognized by some software.

NOT Acceptable





COLOR PALETTE

PRIMARY COLORS

CMYK: 69/63/61/55 RGB: 55/54/55 #363636 Pantone: 179-14 CMYK: 0/28/100/6 RGB: 238/177/17 #eeb111

109U

CMYK: 0/100/96/28 RGB: 238/177/17 #b4111a Pantone: 54-8 U

CMYK: 58/73/3/4
RGB: 122/89/156
la #79599c
e: Pantone: 7677 C

CMYK: 0/0/0/0 RGB: 255/255/255 #FFFFFF

SECONDARY COLORS

CMYK: 64/55/55/30 RGB: 87/87/87 #575757

CMYK: 53/40/39/28 RGB: 102/109/112 #666d70

CMYK: 19/15/15/0 RGB: 204/204/204 #cccccc CMYK: 1/28/100/0 RGB: 252/189/8 #fcbd08

CMYK: 1/13/73/0 RGB: 255/217/97 #ffd961 CMYK: 32/99/100/50 RGB: 107/1/2 #6b0102

CMYK: 25/100/100/25 RGB: 151/15/23 #970f17

BRAND FONTS

PRINT AND WEB

Typography is a key component of the Travel South USA brand.
The consistent use of fonts in print materials elevates brand awareness and recognition.

Titles / Subtitles / Buttons / CTAs / Web navigation

Roboto Slab

abcdefghijklm nopqrstuvwxyz 1234567890 ABCDEFGHIJKLM NOPQRSTUVWXYZ

Roboto Slab Thin
Roboto Slab Light
Roboto Slab Regular
Roboto Slab Bold

Body / Callouts / Subheaders

Lato

abcdefghijklm nopqrstuvwxyz 1234567890 ABCDEFGHIJKLM NOPQRSTUVWXYZ

Lato Hairline
Lato Hairline Italic
Lato Light
Lato Light Italic
Lato Regular
Lato Italic
Lato Semibold
Lato Bold
Lato Bold Italic

Lato Black

Lato Black Italic



TRAVEL SOUTH USA KEY MESSAGES

Enjoy big-city excitement, small-town charm and wide-open spaces in the 12 states of Travel South USA: Alabama, Arkansas, Georgia, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. While each is unique, these Southern U.S. states are known for offering food for the soul, activities for mind and body and music that sings to your heart.

FIVE PILLARS: MUSIC, CULINARY, OUTDOORS, HISTORY & CULTURE, & ROAD TRIPPING

MUSIC

A cradle for American roots music. the South invites you to follow West Virginia's Mountain Music Trail, visit St. Louis. Missouri's National Blues Museum and trace Delta Blues legends through Mississippi. You can also tour Elvis Presley's Graceland mansion in Memphis, Tennessee (and his birthplace in Tupelo, Mississippi) and Alabama's storied Fame Recording Studios. For live music, hit Nashville's honkytonks, Memphis' Beale Street or catch a brass band on the streets of New Orleans. You can catch the high-pitched vocals and tight harmonies of bluegrass in the South, especially in Kentucky, North Carolina and West Virginia.

CULINARY

Here, flavors are influenced by a variety of cultures - Native American, African and Spanish, among others – and the local bounty. Sample the Cajun and Creole cuisines of Louisiana; fresh seafood (with a view!) in waterfront locales in South Carolina, Alabama and Mississippi; barbecue from Kansas City, Missouri, to Lexington, North Carolina; spirits along the Kentucky Bourbon Trail and the Tennessee Whiskey Trail and menus starring farm-fresh ingredients, from fine dining hot spots to traditional soul food restaurants.

OUTDOORS

Raft where whitewater rivers flow through West Virginia's Appalachian Mountains. Hit Arkansas for fall foliage, hot springs and cycling. Kayak South Carolina's salt marshes. Hike the Appalachian Trail from its Georgia origin. In North Carolina, explore from Great Smoky Mountains National Park to the Outer Banks beaches. Experience the mystique of Mammoth Cave National Park in Kentucky and the beauty of Shenandoah National Park in Virginia. The National Parks of the South are unspoiled and not over exposed to the international traveler.

HISTORY & CULTURE

Learn about key moments and figures in the U.S. civil rights movement in Atlanta, Georgia; Birmingham, Alabama; Little Rock, Arkansas; and Memphis, Tennessee. Tour the mansion that America's Vanderbilt fortune helped build at Asheville, North Carolina's Biltmore Estate. See giant rockets and relive space-race history at the U.S. Space & Rocket Center in Huntsville, Alabama.

ROAD TRIPPING

The proximity of diverse experiences – beaches, mountains, music, culture and cuisine – around the South makes it prime for a road trip. Drive past idyllic pastures or along winding roads in the Great Smoky Mountains. Take in the scenery along the Coast Highway, stretching from Virginia's Blue Ridge Mountains to South Carolina's Atlantic Ocean shores. Drive the scenic Natchez Trace Parkway through Alabama and Mississippi.

PHOTOGRAPHY

This is a small sample of the primary photography style for Travel South USA branding.

ACCESSING IMAGES

Please visit the Travel South USA Media Hub where you can view and download photos from our states and cities: https://platform.crowdriff.com/m/travel-south-usa

PHOTO RELEASES

Photos used in Travel South USA materials are used to promote the Travel South USA brand. With few exceptions, any photograph that features people or private property and presents the subject in a way that he/she/it can be identified requires a signed release.









Sample branded photography



On-brand photography - Moodboard

DESIGN ELEMENTS

Graphic elements are important components of the Travel South USA brand. Paired with photography, they help establish the brand. They should complement and enhance the design, not overpower it.

ANGLES

Use as a wraper for layouts or as a top/bottom frame for photography.





PIN GRAPHIC

Use to highlight events' information





Sample for combined use of design elements





PARTNERS FOOTERS

Use as a layout footer when required





DI**SC**⊕VER South Carolina



MISS URI

TENNESSEE



MISSISSIPPI

VIRGINIA IS FOR LOWERS





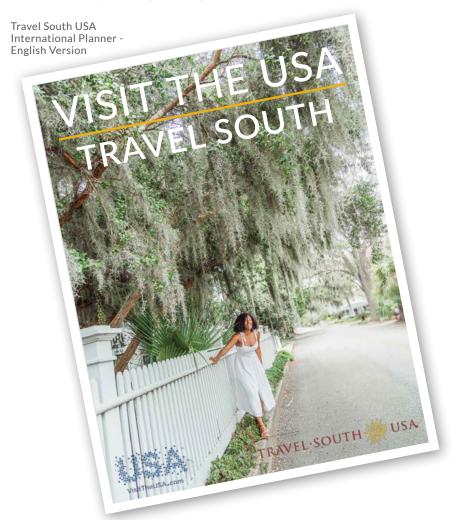




PRINT CREATIVE

The following pages represent a sampling of creative developed for the Travel South USA brand.

PRINT PUBLICATIONS







Travel South USA International Planner -French Version

Travel South USA International Planner - Spanish Version



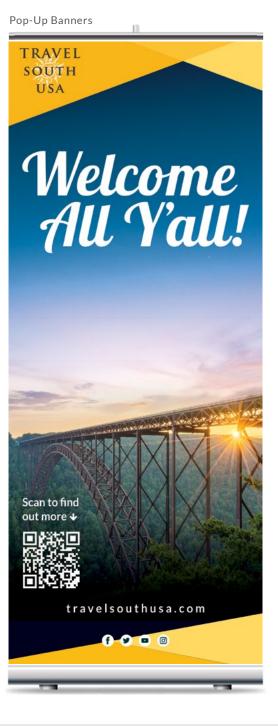
THE BRAND

PRINT CREATIVE

LARGE FORMAT PRINTS

PRINT ADS







DIGITAL CREATIVE

We extend the brand across platforms, including the digital space. Here are some examples of digital creative executions.



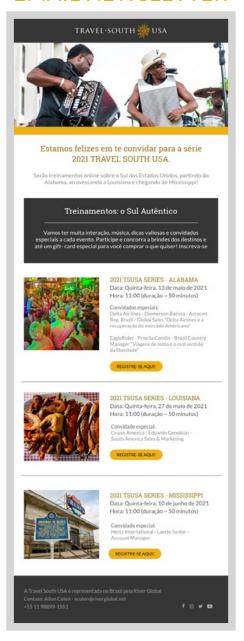
DIGITAL BANNER ADS







EMAIL NEWSLETTER



SAVE THE DATE INVITATION



SOCIAL MEDIA

This is a sample of the social media creative and avatars specific to Travel South USA.

Luxembourg

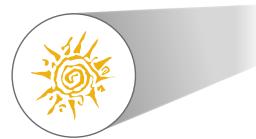
GLOBAL SOCIAL MEDIA PAGES

Travel South USA works with in-market Content Community Managers to develop impactful social media messaging in each of the Global Partner Program (GPP) regions. Please visit the Facebook pages linked below for examples of Travel South USA messaging.

AVATARS



Travel South USA - Instagram





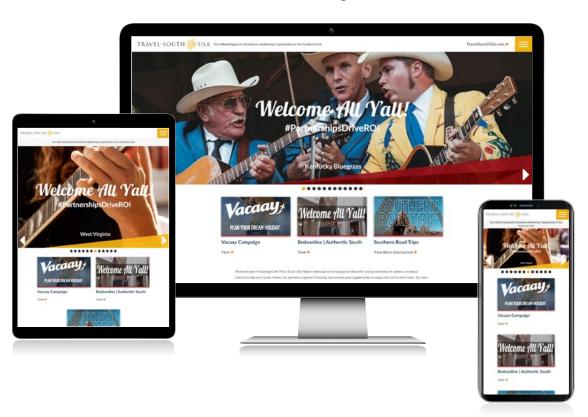
CLICK ON EACH FLAG TO SEE THE IN-MARKET FACEBOOK PAGE



WEBSITE

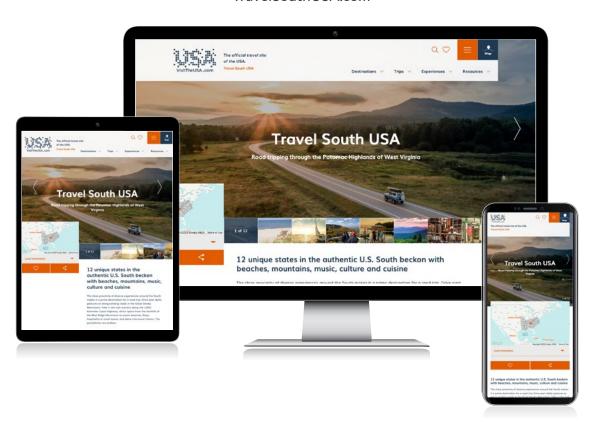
INDUSTRY WEBSITE

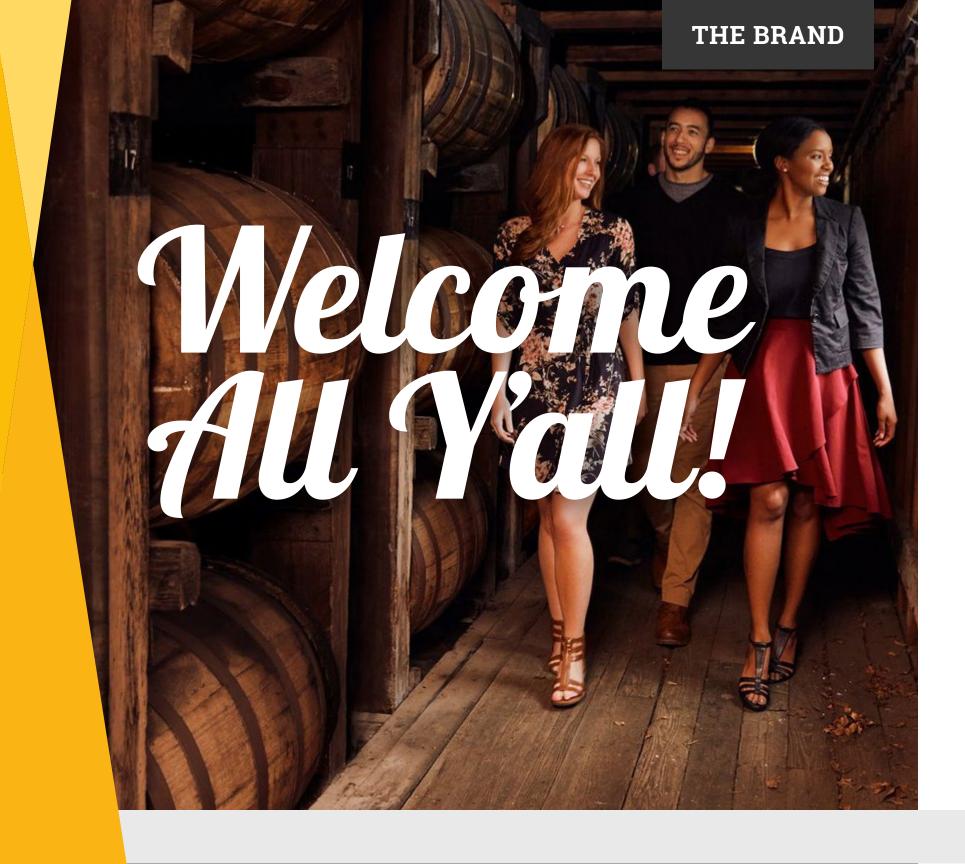
TravelSouthUSA.org



CONSUMER WEBSITE

TravelSouthUSA.com





CAMPAIGN MESSAGING

Travel South USA's campaign starting in spring 2022 for industry and consumers is Welcome All Y'all – it embraces the hospitality and spirit of the South while showing our cordiality and openness.

THEME

Welcome All Yall!

KEY MESSAGES:

- » The days of dreaming are past; now's the time to experience that warm Southern welcome.
- The wide range of Southern attractions are just what you need: Food for the soul, activities for the mind and body, music for the heart. We've got something for everyone.
- » Come to the South to connect with our communities and experience an array of opportunities in the warm, authentic way that only the South can provide.
- » Welcome back to America's South: Where the sun shines sweetly, kindness is a given, and hospitality is our hallmark.

