

Bloomington

BRAND TOOLKIT

Dear Friends,

We have each felt “called” to Bloomington for our own personal reasons. This place is special. Whether we came here for school, for nature, for acceptance, for work, for music, for family, or if we grew up here, we know that Bloomington, unlike any other town we’ve lived and loved, loves us back.

But, how can we tell that story in a compelling way to someone who has never set foot here? Who should come see us and why? What will they gain from their experience? How will it change them? At Visit Bloomington, we’ve decided to tackle these questions — searching our own hearts, asking our neighbors, and surveying a wide range of travelers whether they’ve been here or not.

Now, we believe we have answers.

The core of our brand is not a tagline, slogan or logo; it’s a manifesto: Bloomington is for idealists. In Bloomington, we believe that a positive attitude, an open mind, and a genuine love for our neighbors, can change the world. Our unique combination of the arts, academics, and gorgeous natural beauty create a nurturing backdrop for visionary idealists of all ages.

You are a Bloomington believer who we hope will want to share this message, and we felt it was important to provide additional context and guidelines for this new brand position and related brand elements: the Bloomington word mark, colors, fonts, voice, images, and more. By embracing the recommendations in this brand book, all Bloomington believers and stakeholders will benefit, and a new wave of idealists will discover our oasis.

Thank you for your continued support of Bloomington and Monroe County.

Sincerely,

A handwritten signature in black ink, appearing to read "Mike McAfee". The signature is fluid and cursive, with a long horizontal stroke at the end.

Mike McAfee
CDME and Executive Director
Visit Bloomington

*Bloomington is a haven of blooms,
but it's also a haven for the
different, the dreamers, and the
devil-may-cares. It's where nature
meets culture, where progressive
ideas collide with academic
offerings in a gorgeous landscape.*

The Heritage

The heritage of a place is a combination of the internal traits (nature) and external factors (nurture) that make it unique.



NATURE: *The Outdoors*

Bloomington's nature, or its inherent features, are its lakes, limestone, hills, farms, trees, and trails. These inherited traits lead to brand offerings like cycling, yoga, local produce, boating, hiking, running, and retreating.

NURTURE: *Indiana University*

Bloomington, the seat of Monroe County, and Indiana University were "born" a mere two years apart in 1818 and 1820, respectively. The two have grown up together, influencing one another. The university's presence in Bloomington leads to brand offerings like museums, festivals, concerts and recitals, academic talks, sports, competitions, and progressive politics.

The Personality

Like an individual, a destination brand has distinctive traits that other people notice and appreciate.

PROGRESSIVE

ACADEMIC

ACCEPTING

ELEVATED

HIP

The Position

*How is our destination
different from any other place?*



BLOOMINGTON
IS FOR
IDEALISTS.

**An idealist is a dreamer, a visionary,
a wishful thinker. She sees what's
possible and moves toward the
future, undeterred.**

The Manifesto

Modern destination brands have graduated from mission statements to manifestos, curated collections of “we believe” statements.

Why Bloomington? What is it about this place that makes the brewers brew and the Kinseys kink? What makes the cyclists obsess? And, academics think? We're in the middle of the Middle. But, we're not what anyone would expect. Our hills, lakes, trees, and limestone are solid ground. From this base, we find the strength to stretch and fly. We believe in experimentation. We believe in equality. We believe in the next generation. They are educated on our doorstep, and set free to change the world. Bloomington is a "haven of blooms," but it's also a haven for the different, the dreamers, and the devil-may-cares. Give us your afternoon, and we'll give you a respite. Give us your night, and we'll give you a show.

The Voice

The Bloomington voice is not fast, hyper, loud, or obnoxious. It does not exclaim; it implies.

Now that we know Bloomington is for idealists, how can we reach this type of traveler? Who should talk to them? What should they sound like? Which tone, volume, and pace will be most appealing and memorable?

Enter stage left, the Outdoor Philosopher. Bloomington's voice is slow, deep as a quarry lake, resonant with life experience, thoughtful, rural, deliberate, reassuring, and a little bit funny.

Examples of our brand voice used in marketing materials:

VISITORS GUIDE

There are two defining characteristics that have shaped this town and its people: the land and the university. These two powerful forces have influenced the community, physically and culturally. The hills, forests, and lakes provide a sanctuary; one that is valued and protected. The limestone is quarried and milled by hard-working Hoosiers, and turned into beautiful buildings and sculptures throughout the area and the nation. Students and faculty from across the country and the world flock to Indiana University, bringing ideas and dreams to a community that embraces them all. It's a place that nurtures artists and scientists, farmers and philosophers, athletes and musicians. It's a community of aspirations and inspirations, a breeding ground for transformations.

Welcome to Bloomington.

LAKE GUIDE

The rolling hills of south-central Indiana cradle deep ravines and creek beds, a departure from the glacier-flattened lands of the northern parts of the state. The landscape is varied and surprising, a new formation around every bend. The three major lakes in the Bloomington area come up like surprises, a glistening oasis just beyond a hillcrest. Each lake is nestled in a ravine, created as a fresh water source and recreation area. Beyond that similarity, each lake is distinct in its offerings and experiences. Griffy Lake is convenient and quiet, a quick reprieve from the bustle of campus and downtown. Lake Lemon is lined with homes and guesthouses, a family-friendly vacation spot. Monroe Lake is massive, with plenty of space for fast boating and quiet fishing.

These lakes sustain us. They provide a refuge from the rest of the world, a place to decompress or to reenergize, or both. This guide can help you find the perfect water-based getaway. All you have to do is find a time to get away.

LGBTQ VISITORS GUIDE

It's different here. Bloomington is a small Midwestern city with a downtown square and tree-lined streets. But it's not like every other town in Indiana, or the Midwest. It's a college town, home to Indiana University, where students and faculty from around the world flock, in large part because of our progressive attitudes. And we accept people for who they are, and more importantly, we help them become who they want to be. We give, we support, we share, and we open our minds and hearts to anyone who joins our community, whether it's for a day, for four years, or for a lifetime. You'll find all the typical small-town things to see and do, but you'll also find some distinctly atypical things. You'll find that it's different here, and you'll like it.

If the copy above is used in any of your promotions, it must be credited to Visit Bloomington.

Audience Segments

THE BIG EVENT SET

Travelers with a purpose. Guided by a specific date, a schedule, an intended venue. The bachelorette and her bridesmaids, the old friend in town for an LGBTQ wedding, the family reunion crew. This set also includes the sports fan in town for a game, the concert-and-festival-goer from Indy or Louisville, the comedy junkie, and even the farmers market fan, who heads to Bloomington only on summer Saturdays.

THE TASTEMAKER SET

Travelers who set the trends rather than follow them. Those who seek out the undiscovered, the unpublished, the slightly underground.

The true foodies and boozies, the chefs, sommeliers, and the micro-coffee roasters. This group also includes the fashion-forward hipster, the urban planner, and the same-sex marriage advocate (or participant). The ones that others look to for inspiration and validation.

THE HEALTH NUT SET

Travelers with a healthy conscience. The ones who seek activities and products that improve their well being. The cyclists and yogis, the vegans and hikers. The spandex mafia from the north side of Indianapolis, plus the region's top doctors, lawyers, and health pros who strive for a healthier lifestyle. Anyone who wears a Fitbit or speaks in terms of miles logged and steps taken.

THE CREAM AND CRIMSON SET

Travelers with an IU connection, especially the ones who live, eat, and breathe cream and crimson. Alumni from all over the world, IU moms and dads, B-town natives, visiting professors and athletes, international experts, and performers of all types who find themselves on campus for work and play. Anyone who circles back through the Sample Gates whenever the opportunity arises.

THE LIFELONG LEARNER SET

Academic and engaged travelers. The ones who never settle and never stop learning. Tech titans, linguists, doctors and lawyers, teachers and writers, civic leaders. But also the DIY-minded hipster, the retiree with a new interest, the musician or chef in search of everyday inspiration.

THE PRAGMATIC PLANNER

The travel planner makes the decisions for our group travelers. She's the one who makes the decisions, coordinates the logistics, and gets the group to buy in. She's a meeting planner, association representative, corporate travel agent, wedding planner, or club/tournament coordinator. She manages mid-sized groups who like the idea of a big town for their event, but crave a small town feel.

VARIATIONS

The Visit Bloomington logo has been developed as a balanced whole and at no time may the shape, configurations or proportions be altered. The correct proportions and relationships for all logo variations are shown here.

Always use the primary logo unless, in context, it is unclear in which state Bloomington exists. In such cases, use the secondary logo that best fits the space.

Use the Visit Bloomington icon in situations where space is too limited for the full logo.

Primary Logo



Secondary Logo #1



Secondary Logo #2



Icon

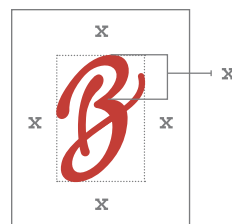


CLEAR SPACE

For sufficient visibility and impact of the Visit Bloomington logo, a minimum clear space must be kept around all sides of the logo. Place no text or graphics within this clear space.

For the primary logo and two secondary logos, use the the height of the last 'n' in the logo to measure minimum clear space on all sides.

For the icon, use the height of the upper bowl of the 'B' to measure clear space.



PROPER LOGO USE



Full color



Black only



Reversed

IMPROPER LOGO USE



Do not tilt



Do not stretch / squeeze



Do not outline



Do not add elements



Do not change the color



Do not add drop shadows or effects



Do not set the logo in two colors



Do not alter the relationship between elements



Do not use the 'B' icon as the beginning of a word