With a new name and new look comes a new expression and experience. A comprehensive understanding of our brand, our values and our core elements is the foundation for communicating VisitLEX both consistently and effectively.

The following pages provide an overview of who we are, what we look like and how to bring our brand to life. They also include usage guidelines and sample executions to demonstrate how our core elements come together to create a distinctive look and feel that makes the VisitLEX brand instantly recognizable.
Part One — Brand Story

Our Roots
Our Land
Our Brand
Our Identity
Our Style
Our Presence
Our Roots

Every city has a story...but only one can tell the tale of a legendary blue horse.

“It’s tough being 100 foot tall and blue. Nah, just kidding.”

— BigLEX
The steed turned blue because he found the main fountain of these limestone rich waters and has eaten nothing but nourishing bluegrass his entire life. Although no one has real evidence that an actual blue horse exists, many tales of sightings exist across the region with legions of true believers. In all candor, some of the sightings have been reported after a generous sampling of several local bourbons. In any event, be on the lookout as you drive around the more than 450 horse farms in the area—you might just see the legendary blue horse yourself.

Lexington is in the center of the Bluegrass Region of Kentucky. It is the home of legendary horses and world famous bourbons. Our limestone-infused water and soils that feed the grass are what have been identified as growing strong horses unlike anywhere else in the world. Those same waters produce the best bourbons in the world, too. In the early spring there is a hint of blue in the grass, which is why early settlers dubbed the region, the Bluegrass. Legend has it that one horse has grazed these pastures for more than 100 years.
Our Land

From athletics to education to horses, business and bourbon, Lexington has emerged as the iconic center for all things distinctly Kentucky. The city’s land and lifestyle have gained global recognition, but more importantly have transformed the southern experience. Though once recognized solely as the “Horse Capital of the World,” it has evolved into an eclectic destination that truly offers something new at every turn.

“The Bluegrass is not only beautiful. It’s also tasty.”

— BigLEX
Our Brand

As stewards of Lexington’s diverse experiences, VisitLEX brings out the best of the Bluegrass, attracting individuals, families and businesses from around the world. We showcase the premier places to eat, shop, play, stay and explore, but also share the diversity, prosperity and all-embracing attitude of this growing community.

The Story of BigLEX defines the vision and promise of VisitLEX while also providing a basis for the emotional and creative framework of the brand.
Our Vision, Mission, Values

Vision
To serve as an invaluable resource to visitors, the community and partners as one of the nation’s premier destination marketing and service organizations.

Mission
To distill the spirit of Lexington’s Bluegrass Region and “Horse Capital of the World” to champion the brand, generate economic benefit and serve as a role model and educator.

Core Values
Honesty, Integrity, Respect, Trust, Dedication, Excellence.
Our Brand Position

Kentucky’s Centerpiece
Offering all the best Kentucky has to offer

Sharing
Southern hospitality

Natural Bounty
Bourbon, horses, and all the beauty of the Bluegrass Region

Charm and Sophistication
Approachable elegance

VisitLEX is Kentucky’s centerpiece for sharing its natural bounty with charm and sophistication.
Brand Experience

Brand Experience is a set of descriptive values that allow you to think beyond the task at hand and create experiences that no other competitor can replicate. This experience can attract new customers, extend loyalty, and truly differentiates a brand from its competition.

Our brand experience reflects all of our core values, which capture the experience that’s distinctively VisitLEX.

It is the experience a brand creates and curates through its products and services, that defines it in the minds of consumers.

— Nathan Williams
Diverse, cultured and all-embracing, there is no place like Lexington—an eclectic community of international influence and sophisticated flair.

The VisitLEX Brand Experience is...

Peerless
Confident
Time-Honored
Cultivated
Magnetic
Confident

Abundant yet charming, southern yet worldly, Lexington is home to the proud yet humble, who believe there’s no better place to be.

Time-Honored

Lexington is where history is made, traditions are honored, pride is resolute and values enrich generations to come.
Garnering global draw as a celebrated icon of excellence, Lexington breeds only the finest of Kentucky’s past, present and future.

Magnetic

Refined taste, consciousness, connection to sacred land and quality of life grow as one, handcrafting all the luxuries of Lexington.

Cultivated

Garnering global draw as a celebrated icon of excellence, Lexington breeds only the finest of Kentucky’s past, present and future.
Our Identity

Creating a unified look and feel for our brand would optimize awareness of the Lexington experience and enhance the city’s continued evolution and success.
Learn It, Live It
Our new name

VisitLEX is strong, engaging and easier to remember than the Lexington Convention and Visitor’s Bureau. Our name communicates our purpose in a more active yet approachable way. In addition to being more marketable and approachable, VisitLEX also helps drive consistency as it is our brand’s existing URL.
Get Noticed
Our new look

The logo is the keystone to the VisitLEX brand. It conveys who we are, who we serve and what we represent.
Stable Name Plates
These represent pride, value of tradition and handed-down culture

Edward Troye Paintings
These frame in the natural beauty and history of Lexington

Big Blue
This is a recognizable symbol of Kentucky culture that comes with its own personality
An adapted version of Lexington by Edward Troye, this painting is a key image to the VisitLEX brand. It places BigLEX in context and also elevates the equestrian painting tradition.
Stake the Claim
Our tagline

“Horse Capital of the World” is a peerless claim to the region’s reputation. It has gained a large amount of equity for VisitLEX and remains a valuable asset when attached to equine events and promotions.
Our Style

Using these established brand elements is how we give VisitLEX a voice and visually tell our brand story.

“Gasp—She wore what color to Rupp Arena?”

— BigLEX
What’s our type?

Typography is the unheard voice of the VisitLEX brand.

The chosen typefaces are both contemporary interpretations of classic typefaces, giving them both handed-down qualities as well as a cultivated appeal. The combination of a workhorse typeface and clear typographic structure elegantly speak to our brand experience.
Why blue?

Color is a powerful expression and identifier for the VisitLEX brand.

Blue symbolizes Kentucky and Lexington—the Bluegrass, UK and state color—and the color highlights these regional roots in VisitLEX. Color PMS 286 is completely ownable for VisitLEX, and gives the brand instant recognition.
The monochromatic supporting color palette adds personality and flexibility to our brand assets.

A heavy use of white keeps the blue vibrant, allowing it to be the unifying color between brands.
What stands out (or tall)?

BigLEX is the icon of the VisitLEX brand.

BigLEX elevates the brand experience and helps give character to the brand. This playful horse can portray elegance, beauty and humor or evoke curiosity.

Well-crafted messaging transforms BigLEX from a logo to an icon that breathes life into the brand.
An ownable set of patterns is the primary graphic element used to elevate VisitLEX to more of a lifestyle brand. Reinventing traditional textile patterns to make them contemporary introduces fashion ideals and cues into our branding.

What matches up?

Patterns play up other visual elements to add texture and versatility.
What captures the eye? Action

Photography captures all the memories, opportunities and layers of Lexington. Lexington is often portrayed as a quiet place to relax, but action photography expresses the city as it comes alive. Action photos exude a sense of confidence and movement while interesting angles create excitement and insight into the city’s diverse experiences.

Landscape

Landscape photography captures all the natural beauty of Lexington and its surrounding areas. Showcasing the peerless beauty of the city through landscape photos reinforces pride in the land and higher quality of life.

Lifestyle

Lifestyle photography drives the brand experience to the forefront. Photos that illustrate interaction between people, places and things create a connection to the unique moments and shared experiences in Lexington.
Action Photography
Landscape Photography
Lifestyle Photography
Our Presence

Integrating our new identity and strong aesthetic across different communication platforms showcases a new expression of the VisitLEX brand. This brings all of the elements together to reveal the visual possibilities of our brand assets.

“They told me if I kept eating it I’d actually turn blue. Well…”

— BigLEX
On Paper

VisitLEX Stationary

VisitLEX Visitor Planning Guide Cover and Interior Spread

VisitLEX Pamphlet

Lexington Walking Tours & Points of Interest Map

VisitLEX Brochure Inside Spread

VisitLEX Brand Standards Manual

Part One: Brand Story

Our Presence
Part One: Brand Story

Fax Sheet
CD

Postcard

PowerPoint Template

Presentation Cover
Part One: Brand Story

Experience Thoroughbred Heritage

A horse means more to a Kentuckian than a Kentucky Bourbon.

We've Got The Horses, Hoops & Hooch
On Screen

VisitLEX.com Concept With Sub-Brand Sites
Part One: Brand Story

Social Media

Video Graphics
In Market

Part One: Brand Story

VisitLEX Billboard Concept

VisitLEX 2-Page Magazine Ad

VisitLEX Brand Standards Manual

Our Presence

Large-Scale Poster
Craft Brewing Starts Here

Bourbons of the Bluegrass 2-Page Magazine Ad

Beyond Grits Cover and Interior Spread

Brewgrass Trail Full Page Magazine Ad
Part Two—Visual Guidelines

Identity
Brand Elements
Brand Architecture
Reproduction Files
Contact Information
Visual Guidelines

This part is intended to be a guide for all communications across the VisitLEX brand. We’ve included design principles and sample executions of how to bring our new identity to life and, as the official reference for the VisitLEX brand, it also includes proper usage of the established brand elements and strategies for driving the marketing of our brand experience.
Identity: VisitLEX Logo

Logo Usage

Do not break apart, edit or alter the structure of the logo in any way.

Maintain a safe area—one-half the width of the logo on all sides—around the logo. Do not allow elements such as typography, other logos, graphics or photos to intrude upon this safe area.

Do not place the logo too close to a cut or folded edge.

Do not use the logo smaller than 3/4” (print) or 60 pixels (screen) in width.

Do not place the logo on a white background whenever possible.

Place the logo in a white square when placing it over photos or patterns.

Do not place the logo over busy patterns or colors.

Do not alter the logo in any way.
Identity: VisitLEX Logo

Logo Minimum Size
$\frac{3}{4}$" (print) or 60 pixels (screen) wide. Any applications smaller than $\frac{3}{4}$" require written consent from VisitLEX.

Logo Safe Area

VisitLEX Primary Logo Structure
Identity:
VisitLEX Logo

Usage Over Photographs/Patterns: Preferred
Logo inside white square over pattern and photography

Usage Over Photographs/Patterns: Non-Preferred, but Acceptable Usage
Although these techniques may be necessary in some situations, the integrity of BigLEX is greatly compromised. This usage requires written consent from VisitLEX.
Identity:
Our Name “VisitLEX”

Do not use the logo type “VISITLEX” except when attached to the logo.

Use the type “VisitLEX” when using the name separate from the logo.

Use “VisitLEX.com” when using the URL in text and on branded materials.
Identity: Logo Variations

Use the full-color version of the logo whenever possible.

Only use two-color and one-color logos when production processes make it necessary.

Only use the logo with “Kentucky” attached for advertisements that do not mention the state in text.
Identity: Tagline

Only use tagline when attached to equine events or promotions.

The tagline may be used both independently or attached to the primary logo. Use supplied artwork when using the tagline outside of text.

In text, use title case, “Horse Capital of the World.”
Brand Elements:
Typography

Use Akkurat for all body copy. This typeface may also be used for headers and sub-heads.

Use Hoefler Titling for headlines, titles and top-level information. This typeface is designed to be aesthetically pleasing at large sizes kerned together tightly.
Brand Elements: Color

Use white and PMS 286 to make up about 90% of all color usage on branded materials (excluding photography).
Brand Elements: BigLEX

In text, the name is written “BigLEX.”
Do not separate BigLEX from the logo.
Only use the silhouette of BigLEX for the logo. Use the BigLEX painting for all instances outside of the logo.
Crop the BigLEX painting to add interest or meaning to messaging.

Some things about BigLEX you should know to help portray him appropriately:

BigLEX is big. Huge even. The bluegrass made him grow to giant size.

BigLEX is a Lexingtonian. He does as the locals do (bourbon, dining, basketball, the arts, farming).

BigLEX is a horse. He also does as horses do (racing, grazing, hanging out on the farm).

BigLEX knows all the great things to do in and around Lexington.

Much like Lexingtonians, BigLEX has a cultivated personality. Elegant, clever, and polite. Think dinner party conversation. Don’t be hokey.
Brand Elements: Patterns

Use patterns in PMS 286 and white. Patterns that are tone on tone with the secondary palette are also acceptable.

Always use PMS 286 tone on tone.

Do not place patterns within a graphic shape (excluding typography).

Only use patterns as accents or trim.

Do not layer patterns.
Brand Elements: Action Photography

Use photos that show a sense of movement.

Figures that take up most of the frame should have a confident pose.
Brand Elements: 
Landscape 
Photography

Use wide angle photography to capture Lexington’s spacious beauty. Large interiors (such as Rupp Arena) can also be shot wide angle to create “interior landscapes.”

Colors should seem natural and crisp.

Include photos of urban scenes to offset the horse farm photography.

Figures in the landscape (people, horses) can help give a sense of scale to the landscape.
Brand Elements: Lifestyle Photography

Include photos with an emphasis on the high-quality textures that are highly prevalent in and around Lexington (wood grain, horse hair, bourbon, leather, fabric, metal).

Every detail surrounding the photo subjects should exude the VisitLEX brand experience.

Photos should capture a connection between people (through touch, conversation, proximity).

Photos should focus on the experience rather than just the subject.
Brand Architecture

VisitLEX serves as the master brand.

There are six distinct divisions under the master brand that support the organization of Lexington’s diverse experiences.

Attractions and VisitLEX sub-brands fall under their respective divisions.

Each division has its own version of the logo, which may be used when tied to events or attractions specific to or within the division.

Do not use the division logo version and the primary logo at the same time.
Brand Architecture: Sub-Brand Usage

Sub-brand versus Campaign
A campaign can live across any division, attraction or sub-brand within VisitLEX. Campaign usage is diverse and often used to promote various events or sub-brands, but it is temporary. A sub-brand is a permanent asset to the master brand and represents a specific component that supports the master brand.

Do not use the sub-brand logo and the primary logo at the same time.
Reproduction Files

VisitLEX Brand Standards Manual

Part Two: Visual Guidelines

VisitLEX Bourbon
VisitLEX Convene
VisitLEX Equestrian
VisitLEX Feast
VisitLEX Heritage
VisitLEX Leisure

VisitLEX Logos
VisitLEX Logo
VisitLEX Two-Color Logo
VisitLEX One-Color Logo
VisitLEX Logo With Tagline
VisitLEX Two-Color Logo With Tagline
VisitLEX One-Color Logo With Tagline
VisitLEX Logo With Kentucky
VisitLEX Two-Color Logo With Kentucky
VisitLEX One-Color Logo With Kentucky

Brand Architecture
VisitLEX Bourbon
VisitLEX Convene
VisitLEX Equestrian
VisitLEX Feast
VisitLEX Heritage
VisitLEX Leisure
Reproduction Files

**Beyond Grits**

**Bourbons of the Bluegrass**

**Brewgrass Trail**

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**VisitLEX Tagline**

Horse Capital of the World

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**VisitLEX Fonts**

Akkurat

Hoefler Titling

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**VisitLEX Sub-Brands**

Beyond Grits Logo

Bourbons of the Bluegrass Logo

Brewgrass Trail Logo
Reproduction Files

VisitLEX Patterns
VisitLEX Argyle
VisitLEX Light Argyle
VisitLEX Harlequin
VisitLEX Herringbone
VisitLEX Houndstooth
VisitLEX Tartan
VisitLEX Tick
VisitLEX Twill

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These standards have been developed by BLDG on behalf of the Lexington Convention and Visitors Bureau for use as a resource by anyone responsible for the creation or implementation of new communication materials pertaining to the VisitLEX brand.