
VisitLEX
Brand
Standards
Manual

2

—
We Are
VisitLEX

4

—
Part One:
Brand Story

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

74

—
Part Two:
Visual Guidelines

6 Identity 78
10 Brand Elements 90
12 Brand Architecture 104
26 Reproduction Files 108
38 Contact Information 114
58

We Are VisitLEX

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 Story of BigLEX

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.

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.

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.

A painting of a landscape with a tree and a field, overlaid with text. The painting shows a tree in the foreground, a field of grass, and a distant horizon. The text is overlaid on the right side of the painting.

“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.



VisitLEX is
 Kentucky's
 centerpiece
 for sharing its
 natural bounty
 with charm and
 sophistication.

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

Brand Positioning is a short and memorable statement that defines your competitive advantage and how you would like consumers to perceive you among your competitive set.

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

Nathan Williams

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.

The VisitLEX
Brand Experience is...

Peerless
Confident
Time-Honored
Cultivated
Magnetic

Peerless

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



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.



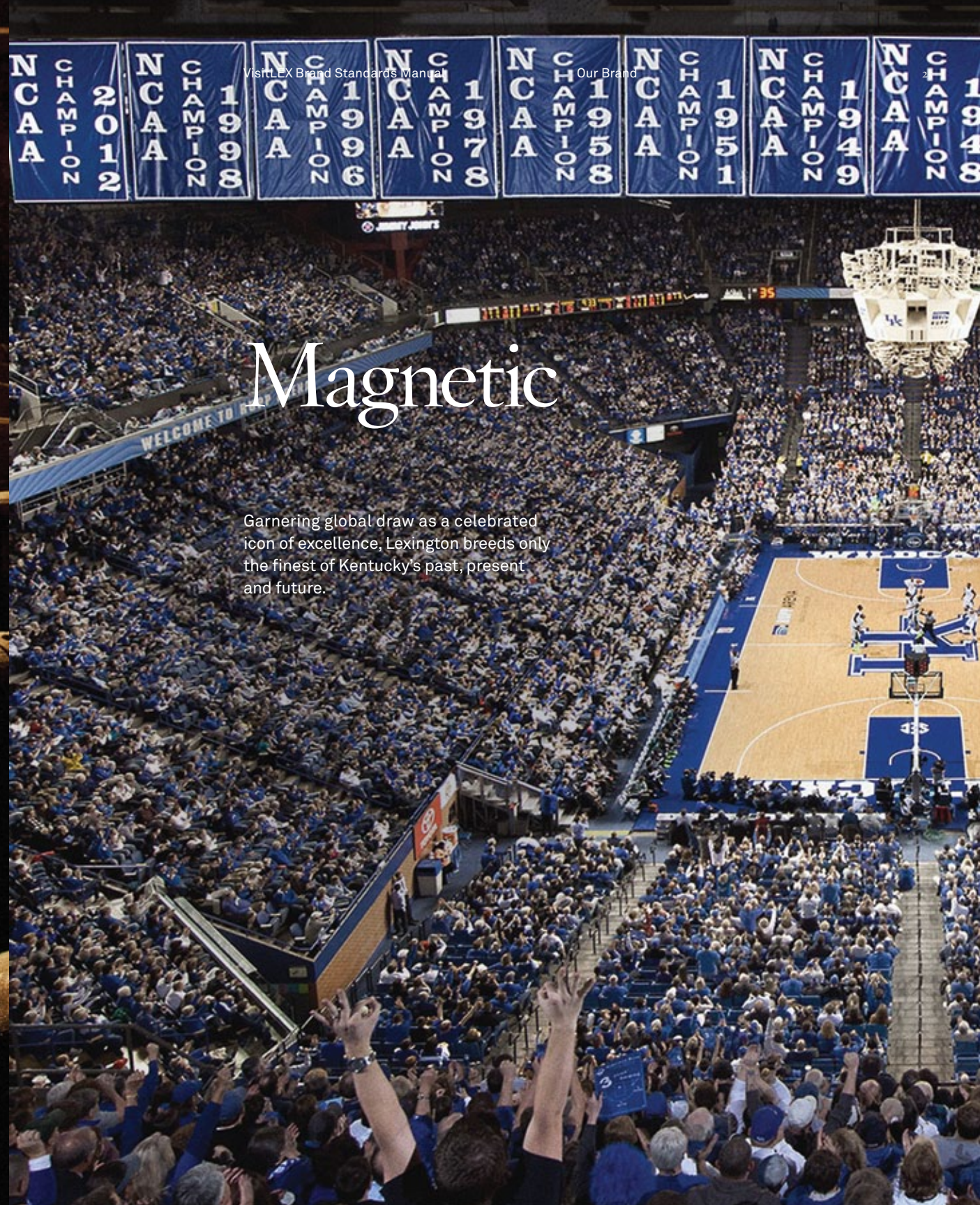
Cultivated

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



Magnetic

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.



VISITLEX

Learn It, Live It Our new name

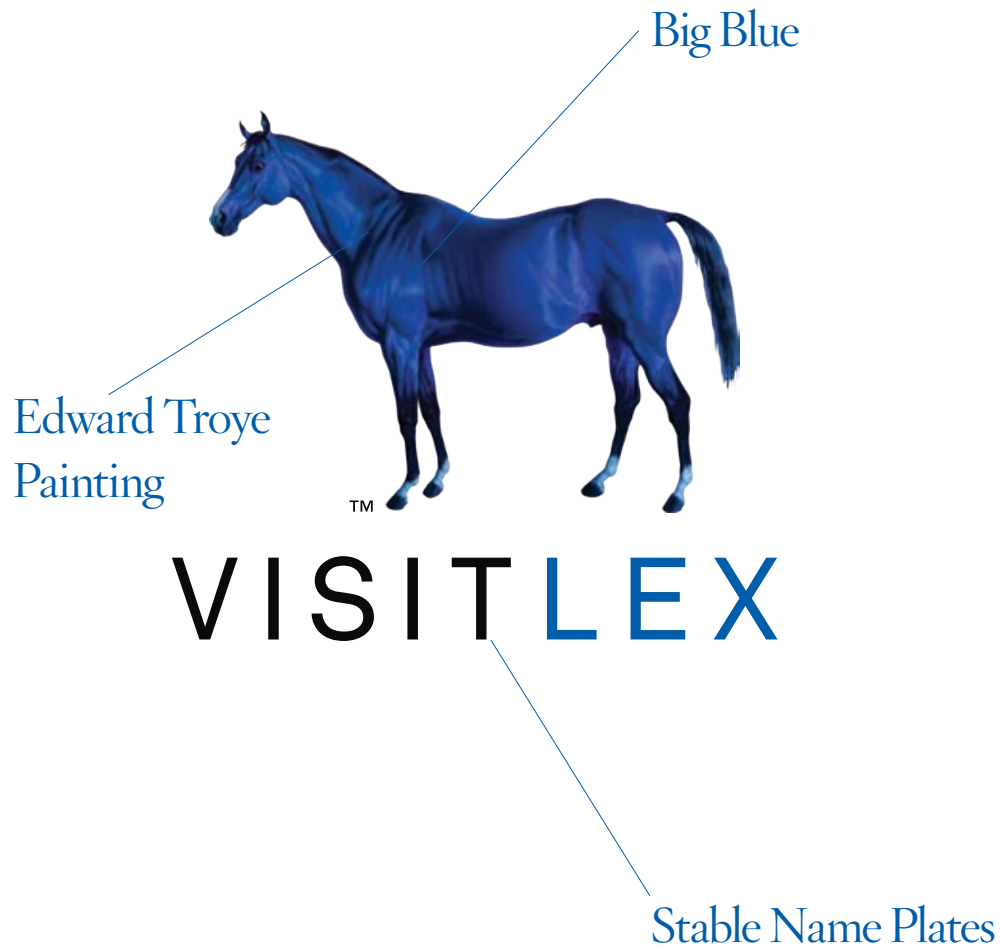
VisitLEX is strong, engaging and easier to remember than the Lexington Convention and Visitor's Bureau. Our name communicates our purpose in a more active yet approachable way. In addition to being more marketable and approachable, VisitLEX also helps drive consistency as it is our brand's existing URL.



VISITLEX

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.



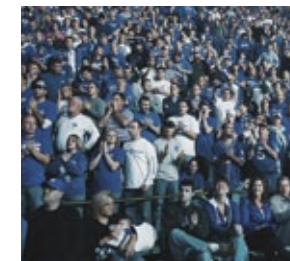
Stable Name Plates

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



Picture This
BigLEX painting

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.

Horse Capital of the World

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.

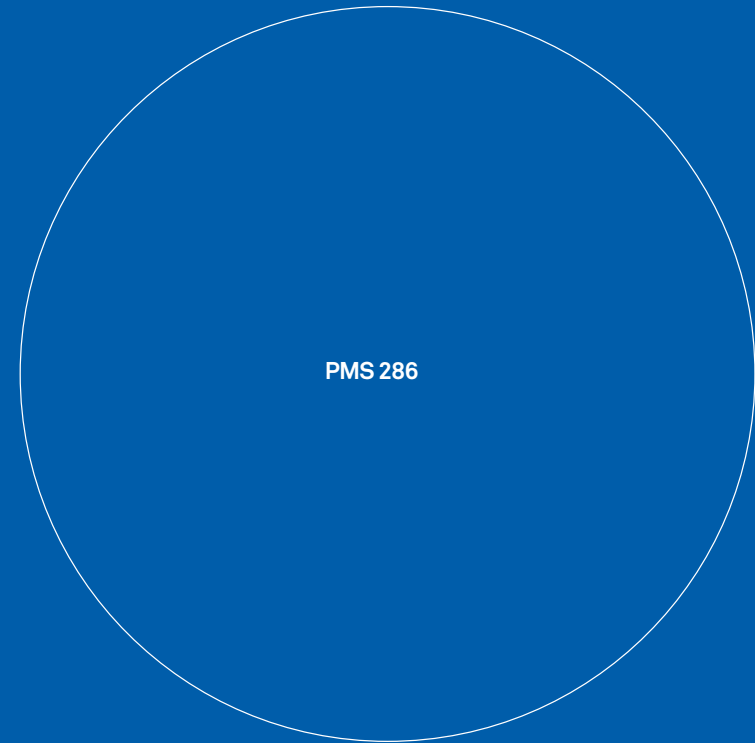
Hoefler Titling

Akkurat

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.





What matches up?

Patterns play up other visual elements to add texture and versatility.

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 captures the eye?

Photography captures all the memories, opportunities and layers of Lexington.

Action

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.

A painting of a blue horse standing in a field. The horse is the central focus, with its body and legs rendered in various shades of blue and purple. The background is a soft, painterly landscape with green and brown tones. Overlaid on the horse's body is a quote in white serif font.

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

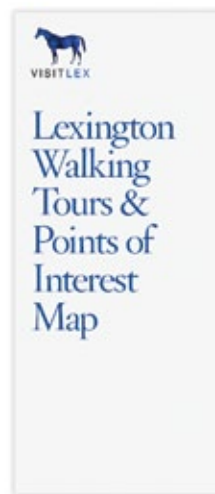
—
BigLEX

On Paper



VisitLEX Stationary

VisitLEX Visitor Planning Guide Cover and Interior Spread



VisitLEX Pamphlet





Fax Sheet
CD

Postcard



PowerPoint
Template



Presentation Cover





Full-Color Poster

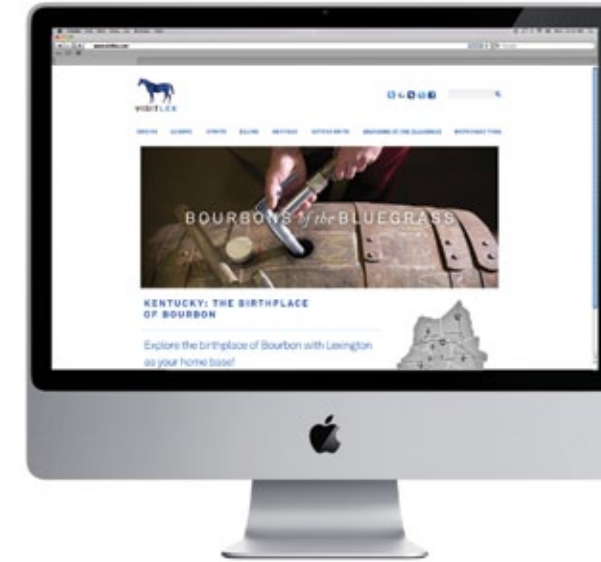


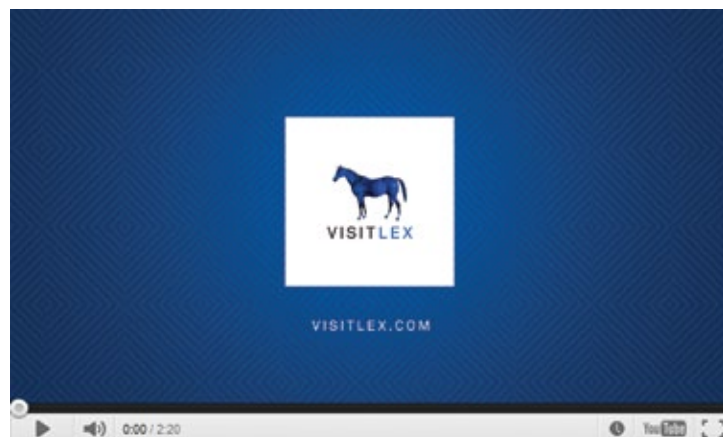
One-Color Screen Print

On Screen



VisitLEX.com
Concept With
Sub-Brand Sites





Video Graphics

Social Media



In Market



Large-Scale Poster

VisitLEX Billboard Concept



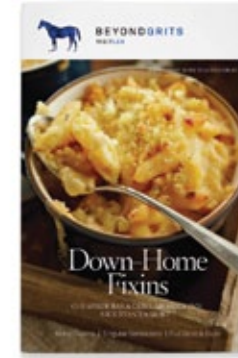
VisitLEX 2-Page Magazine Ad





Brewgrass Trail Full Page Magazine Ad

Beyond Grits Cover and Interior Spread



Bourbons of the Bluegrass 2-Page Magazine Ad

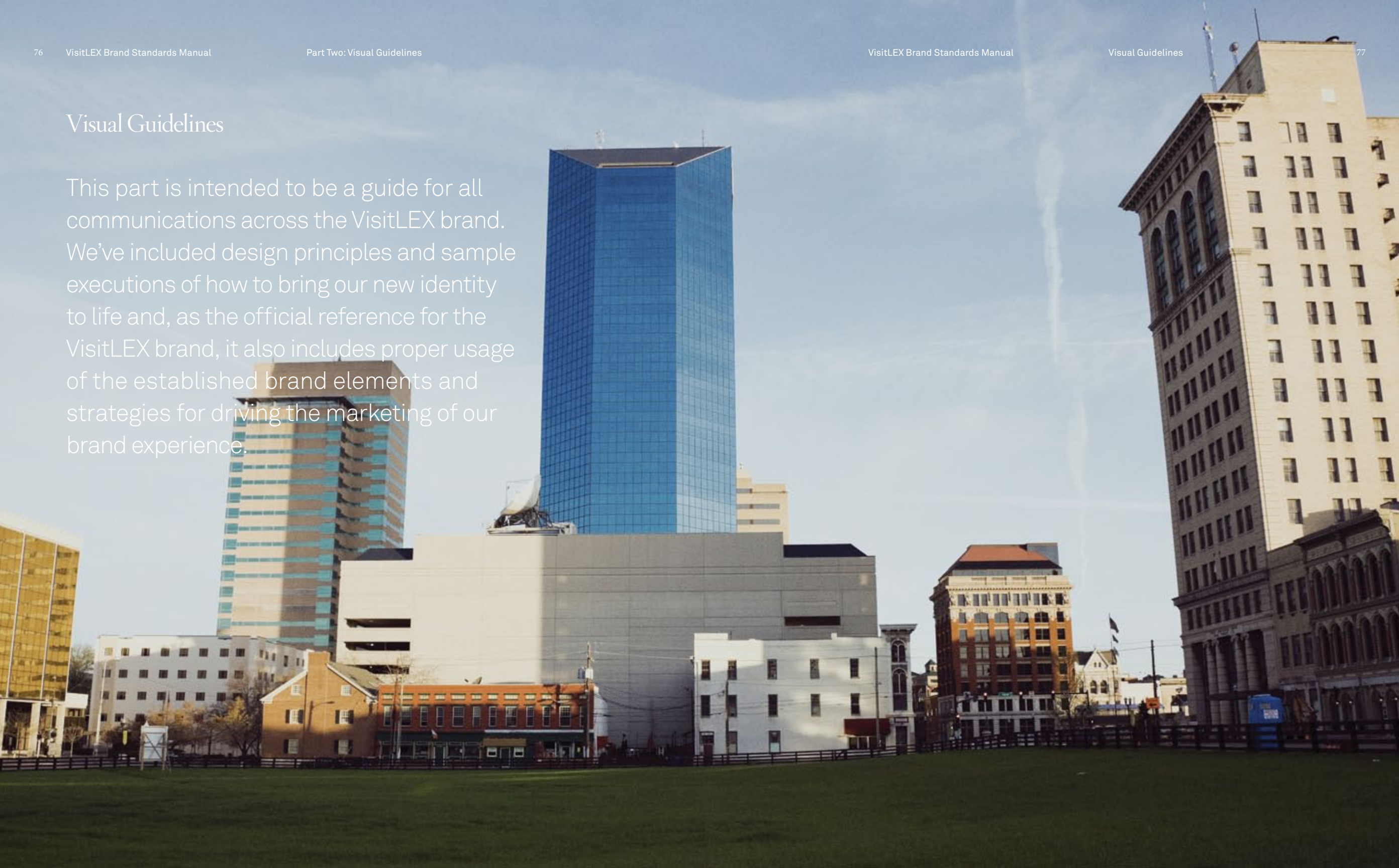


Part Two— Visual Guidelines

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.

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.

VisitLEX Primary Logo



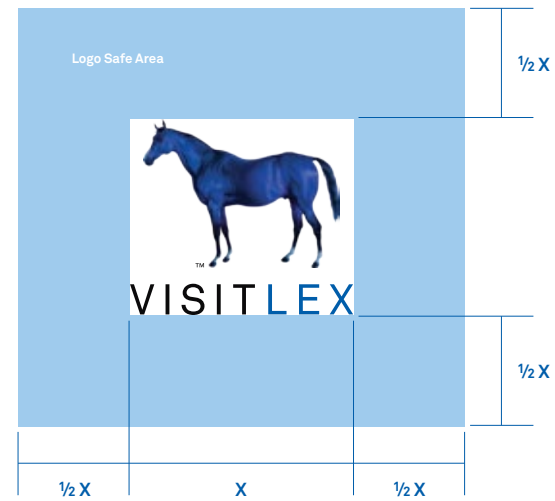
VISITLEX

Identity: VisitLEX Logo

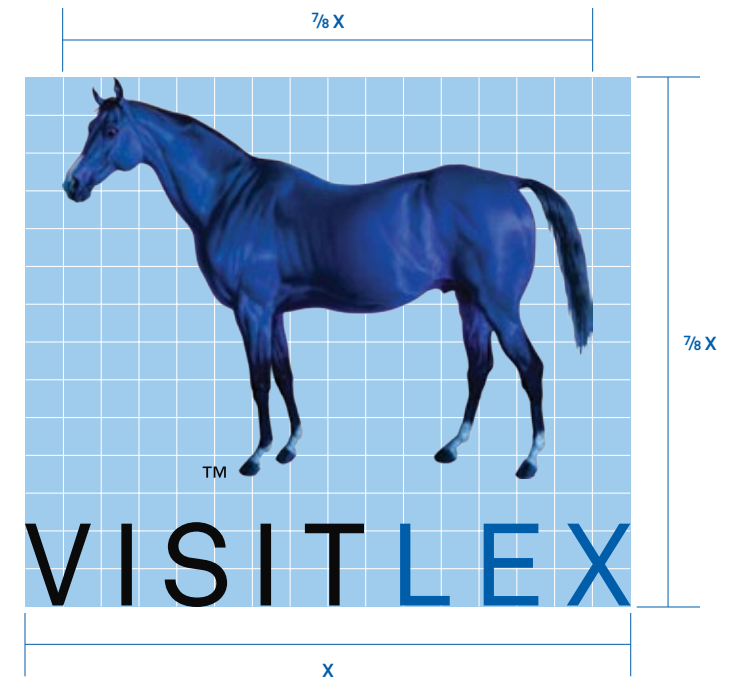
Logo Minimum Size
3/4" (print) or 60 pixels (screen) wide. Any applications smaller than 3/4" require written consent from VisitLEX.



Logo Safe Area

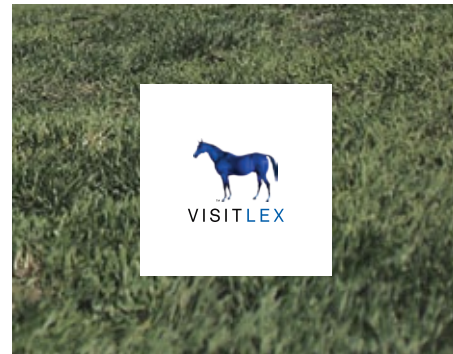


VisitLEX Primary Logo Structure



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.

Our Name

The image shows the brand name "VisitLEX" in a bold, blue, sans-serif typeface. The word "Visit" is in a lowercase, rounded font, while "LEX" is in a taller, uppercase, more geometric font. The letters are closely spaced and rendered in a consistent blue color.

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.

VisitLEX Logo Variations



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."

Tagline

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.

Akkurat

AaBbCc0123

AaBbCc0123

AaBbCc0123

Hoefler Titling

AaBbCc0123

AaBbCc0123

AaBbCc0123

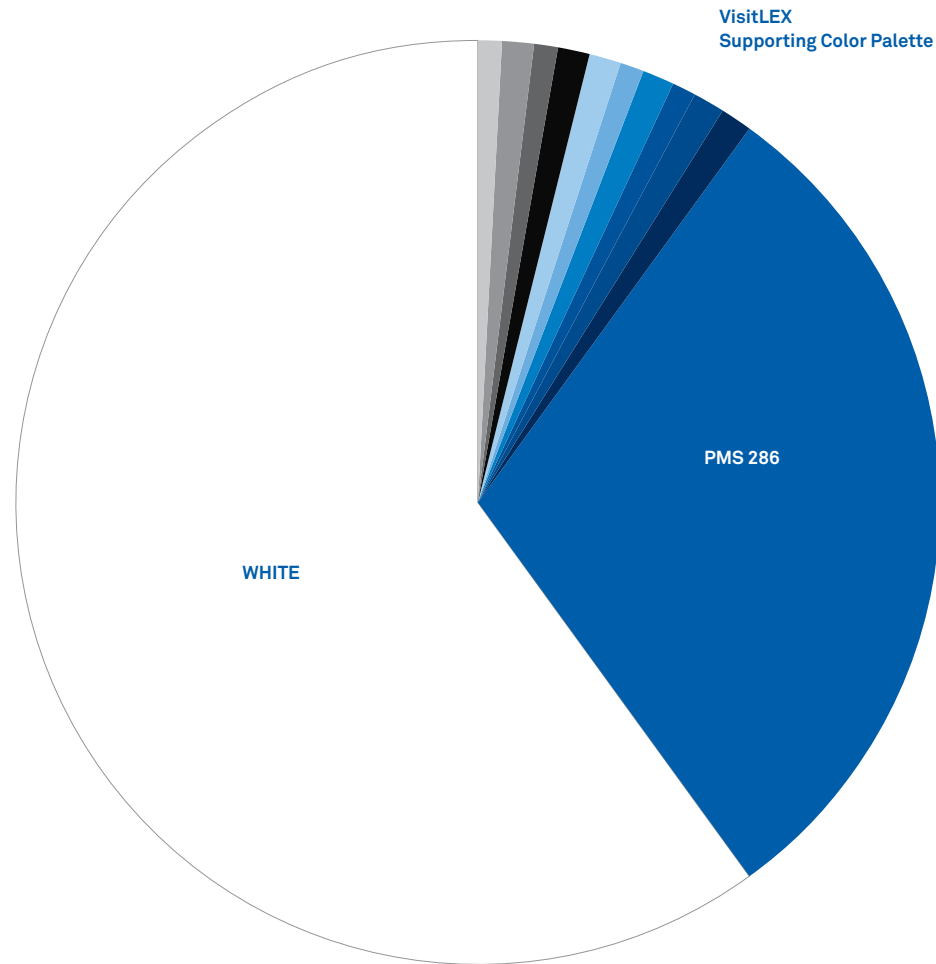
AaBbCc0123

AaBbCc0123

AaBbCc0123

Brand Elements: Color

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



VisitLEX Primary Color

PMS 286
 CMYK: 100/72/0/0
 RGB: 0/87/168
 HEX: 0057A8

VisitLEX Supporting Color Palette

PMS 289
 CMYK: 100/76/10/65
 RGB: 0/26/73
 HEX: 001A49

PMS 288
 CMYK: 100/75/6/24
 RGB: 0/66/129
 HEX: 004281

PMS 287
 CMYK: 100/72/2/12
 RGB: 0/77/150
 HEX: 004D96

PMS 285
 CMYK: 90/48/0/0
 RGB: 0/119/190
 HEX: 0077BE

PMS 284
 CMYK: 58/17/0/0
 RGB: 96/175/225
 HEX: 60AFE1

PMS 283
 CMYK: 40/8/0/0
 RGB: 145/202/238
 HEX: 91CAEE

PMS 426
 CMYK: 91/74/51/93
 RGB: 0/1/10
 HEX: 00010A

75% GRAY
 CMYK: 0/0/0/75
 RGB: 64/64/64
 HEX: 404040

50% GRAY
 CMYK: 0/0/0/50
 RGB: 128/128/128
 HEX: 808080

25% GRAY
 CMYK: 0/0/0/25
 RGB: 191/191/191
 HEX: BFBFBF

WHITE
 CMYK: 0/0/0/0
 RGB: 255/255/255
 HEX: FFFFFFFF

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.

BigLEX Painting



BigLEX Usage Example



Brand Elements: Patterns

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

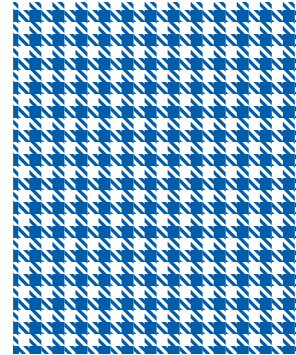
Always use PMS 286 tone on tone.

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

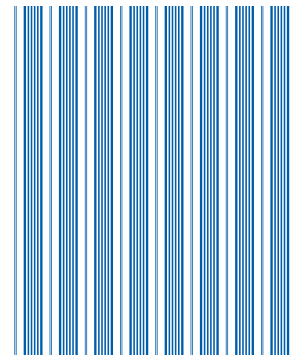
Only use patterns as accents or trim.

Do not layer patterns.

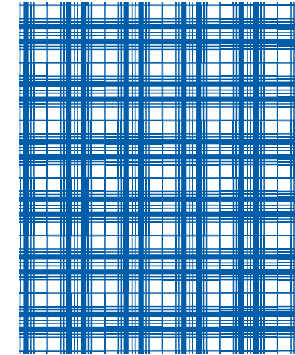
VisitLEX Houndstooth



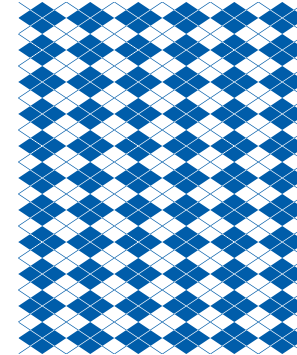
VisitLEX Tick



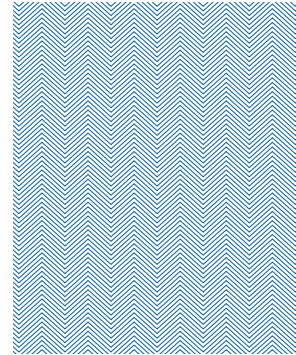
VisitLEX Tartan



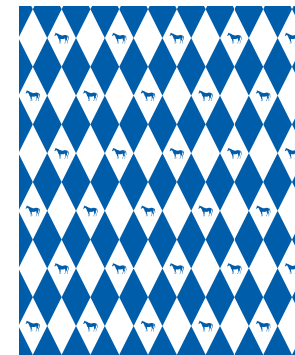
VisitLEX Argyle



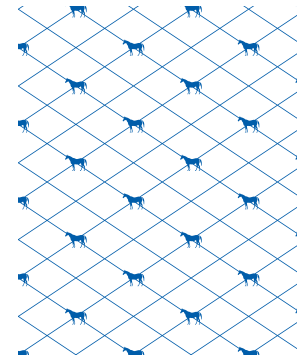
VisitLEX Herringbone



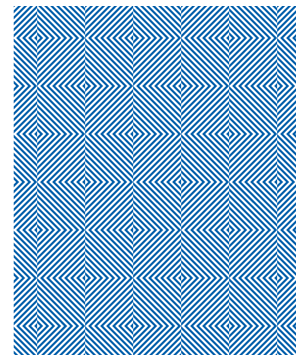
VisitLEX Harlequin



VisitLEX Light Argyle



VisitLEX Twill



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.



Action Photography Examples



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."

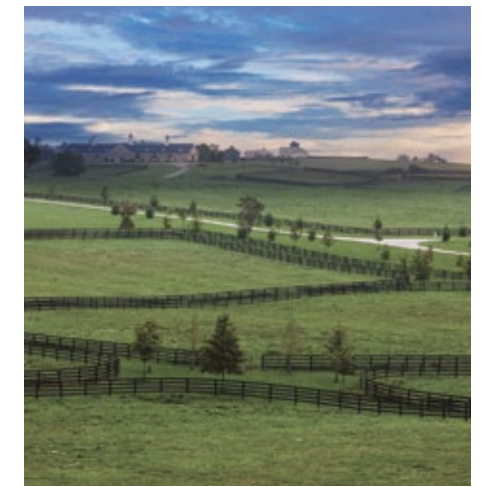
Colors should seem natural and crisp.

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.



Landscape Photography Examples



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.



Lifestyle Photography Examples



Brand Architecture

VisitLEX serves as the master brand.

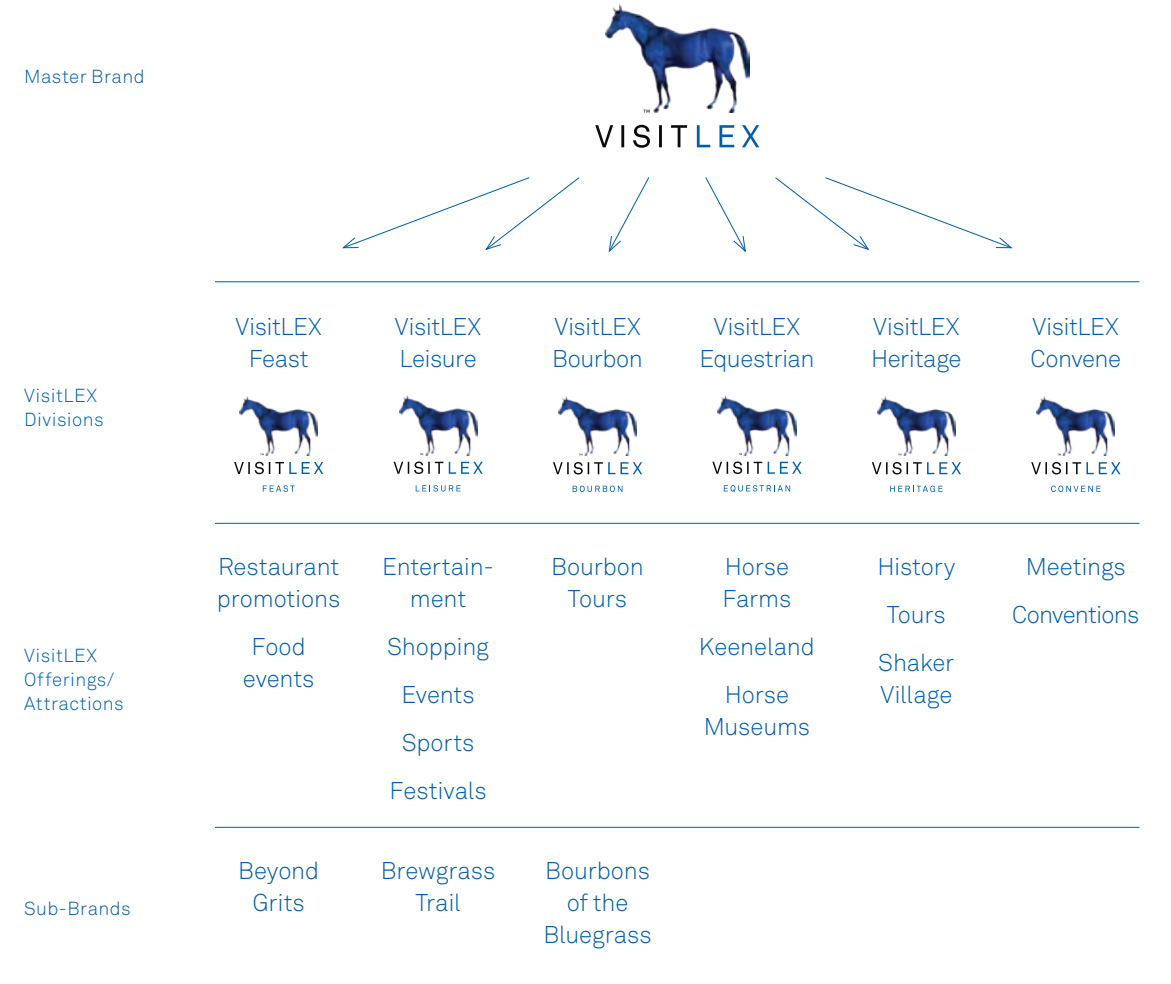
There are six distinct divisions under the master brand that support the organization of Lexington's diverse experiences.

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.

VisitLEX Brand Architecture Organization



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.

VisitLEX Campaign

“Southern Starts Here”

VisitLEX Sub-Brands



BEYONDGRITS
VISITLEX



BOURBONS *of the* **BLUEGRASS**
VISITLEX



BREWGRASSTRAIL
VISITLEX

Reproduction Files



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

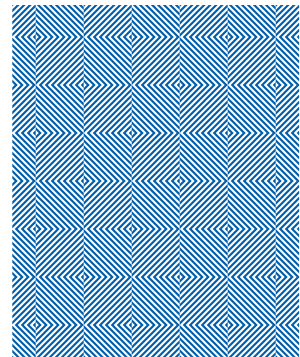
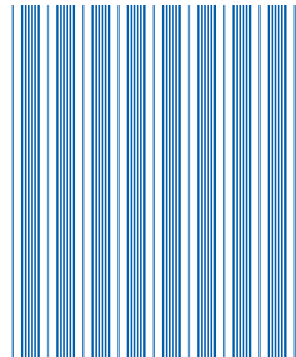
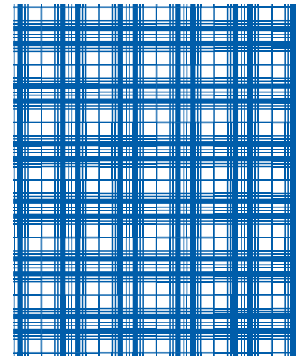
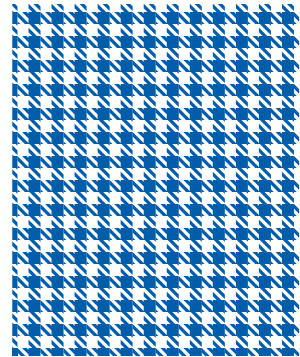
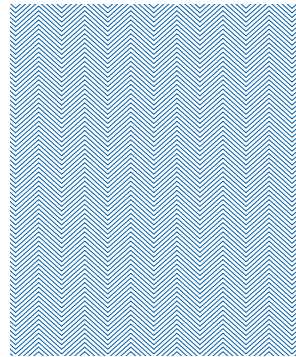
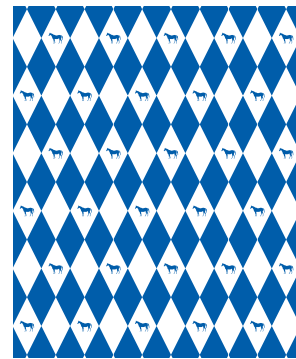
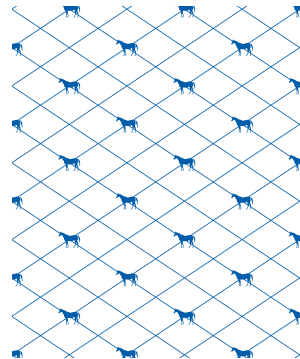
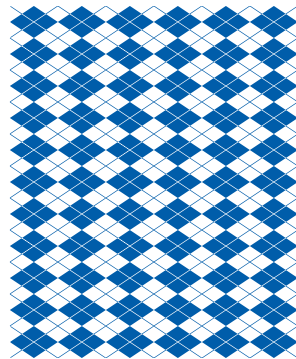
VisitLEX Feast

VisitLEX Heritage

VisitLEX Leisure



Reproduction Files



VisitLEX Patterns

VisitLEX Argyle

VisitLEX Light Argyle
Light

VisitLEX Harlequin

VisitLEX
Herringbone

VisitLEX
Houndstooth

VisitLEX Tartan

VisitLEX Tick

VisitLEX Twill

Contact Information

VisitLEX

250 West Main Street
Suite 2100
Lexington, KY 40507
(859) 233-7299

BLDG

30 West Pike Street
Covington, KY 41011
(859) 491-4228

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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.