

A close-up, profile view of a man with a beard and a hat, playing a saxophone. He is wearing a checkered shirt. The background is dark with warm, bokeh light spots.

# LOUISIANA<sup>®</sup>

Feed Your Soul.

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2018 BRAND GUIDE

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## BRAND DESCRIPTION

Mention Louisiana and images of Mardi Gras, jazz clubs and late-night revelry are most likely the first things that come to mind. But there is far more to Louisiana than the Crescent City—and likewise, New Orleans is much more than the French Quarter and Fat Tuesday.

Louisiana is a land of contrasts. Its different regions vary in physical appearance from gentle rolling hills and lakes in the north to bayou swamps and the Gulf of Mexico in the south.

Perhaps there is no better example of contrasts than Louisiana’s culture. Here, the American South meets French heritage. The result? A genteel southern pace enveloped by a zest for life.

It’s that pursuit of enjoyment that threads throughout Louisiana: Dancing to Zydeco in a local music hall. Spicy boiled crawfish and the dare of “how hot?” Casting a reel and hooking a fat bass. Flying through a sea of grass on an airboat. The uneasy and mysterious thrill of touring a haunted antebellum home at night. The sound of jazz, blues and soul drifting from back alleys and open doors. And yes, the craziest party in America—perhaps even the world.

Louisiana isn’t for spectators. It’s for participants—for those that want to feed their soul and not only live the moment, but to become the moment. Here, excitement is a constant pursuit, and one that’s easily found.



## THE LOUISIANA LOGO

The Louisiana logo is styled to reflect its rich French culture and Southern heritage. Flowing curves that hint of wrought iron fences and fleurs-de-lis blend with classic letterforms to reinforce Louisiana's mix of elegance and style with fun and playfulness.

### LOGO COLOR

The Louisiana logo is approved for use in one-color black, or reverse white. No other colors, tints or shades are permitted. The only exception is in rare instances where printing processes are available only in a specific color.



PMS: Pantone Black  
CMYK: 0/0/0/100  
RGB: 0/0/0  
HEX: 000000



## THE “FEED YOUR SOUL.” TAGLINE

The “Feed Your Soul.” tagline communicates that Louisiana’s experiences are emotional and fulfilling. Serving as a call to action, the tagline invites readers to be active participants and satisfy their desires.

When the Louisiana logo is displayed within the United States, the “Feed Your Soul.” tagline must always be present.

In international markets, the “Feed Your Soul.” tagline does not accompany the Louisiana logo.

Domestic use:

**LOUISIANA**  
Feed Your Soul.

International use:

**LOUISIANA**



## USING THE LOUISIANA LOGO

The Louisiana logo is the defining graphic of the Louisiana Office of Tourism's promotion and marketing efforts. Consistent use is required to uphold clear identification and brand integrity.

The Louisiana logo has been created with customized letterforms and cannot be reproduced with standard keystrokes. Always use the logo as a placed graphic.

The Louisiana logo is provided in EPS vector, PDF, SVG, JPEG and PNG.

See page 11 for details on file formats.





## USING THE URL VERSION OF THE LOUISIANA LOGO

The provided URL version is for stand alone applications only, such as sponsorship signage, photography background walls and other applications where supporting images and copy are not used.

Careful attention has been given to the balance and placement of the URL in relationship to the Louisiana logo. When using the URL version, do not reposition or resize the URL text. Always use the URL logo version as a placed graphic.

Mr. Eaves Reg. is the primary font used for both the tagline and URL in the logo.

The URL version of the Louisiana logo is provided in EPS vector, PDF, SVG, JPEG and PNG.



LouisianaTravel.com



## SOCIAL MEDIA ICON

For social media platforms, the Louisiana logo is provided within a black square to accommodate most social media profile requirements. Within the black square is a subtle texture to give added depth and interest.

Do not alter the background pattern or colors in any way. Always use the icon as a placed graphic.

The Louisiana social media icon is provided in EPS vector, JPEG and PNG.





## PROPER USE OF THE LOUISIANA LOGO

Always ensure the logo is legible and offers sufficient contrast.

When placing the logo against white or light backgrounds, or against photographs and textures with little or no detail, use the black logo.



When placing the logo against dark backgrounds, or photographs with details that compete with legibility, use the reverse white version of the logo.



In certain applications, the logo may be treated in an illustrative manner that incorporates the logo as part of a photo or background. Any attempt to use the logo in this manner must be reviewed and approved in advance by the Louisiana Office of Tourism.

IMPROPER USE OF THE LOUISIANA LOGO



Do not stretch the logo.



Do not squeeze the logo.



Do not skew the logo.



Do not tilt the logo.



Do not change the logo color.



Do not use tints of black.



Do not add drop shadows or other effects to the logo.



Do not use the logo without the tagline.

EXCEPTION: In international markets, it's proper to use the logo without the tagline.

## MINIMUM SIZE

Retaining legibility is vital in communicating a consistent brand. To ensure quality reproduction, the logo must not be used at sizes smaller than specified.



Width is measured from the far left edge of the serifs on the uppercase “L” to the far right edge of the foot serif on the second uppercase “A.”

MINIMUM SIZE PRINT = 1 inch wide  
 MINIMUM SIZE DIGITAL = 150 pixels wide  
 MAXIMUM SIZE EPS/PDF/SVG = Unlimited  
 JPEG/PNG = Do not enlarge

**When using the URL logo, the following sizes apply:**

MINIMUM SIZE PRINT = 1.75 inches wide  
 MINIMUM SIZE DIGITAL = 200 pixels wide  
 MAXIMUM SIZE EPS/PDF/SVG = Unlimited  
 JPEG/PNG = Do not enlarge

NOTE: Always scale logos with constrained proportions to prevent “stretching” or “squeezing.” On most computer programs, this is achieved by holding the “Shift” or “Command” key during resizing.

## CLEARSPACE

Clearspace is the area that surrounds the logo and is free from other graphics or text.



Clearspace equals the distance from the baseline of the inner portion of the logo text to the baseline of the “Feed Your Soul.” tagline.

NOTE: The top of the uppercase “L” in “Louisiana” is slightly lower than the “S” and the ending “A.” Use the top of the ending “A” when determining the clearspace measurement.

## REPRODUCTION QUALITY

**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 Louisiana logo is provided in EPS, PDF and SVG vector formats.

**EPS** vector is the preferred format for commercial printing; however, not all software programs accept or recognize EPS.

**PDF** is recognized by almost all software and is the best alternative when not using EPS.

**SVG** is a relatively new file format intended primarily for web use. Not all software programs accept or recognize SVG.

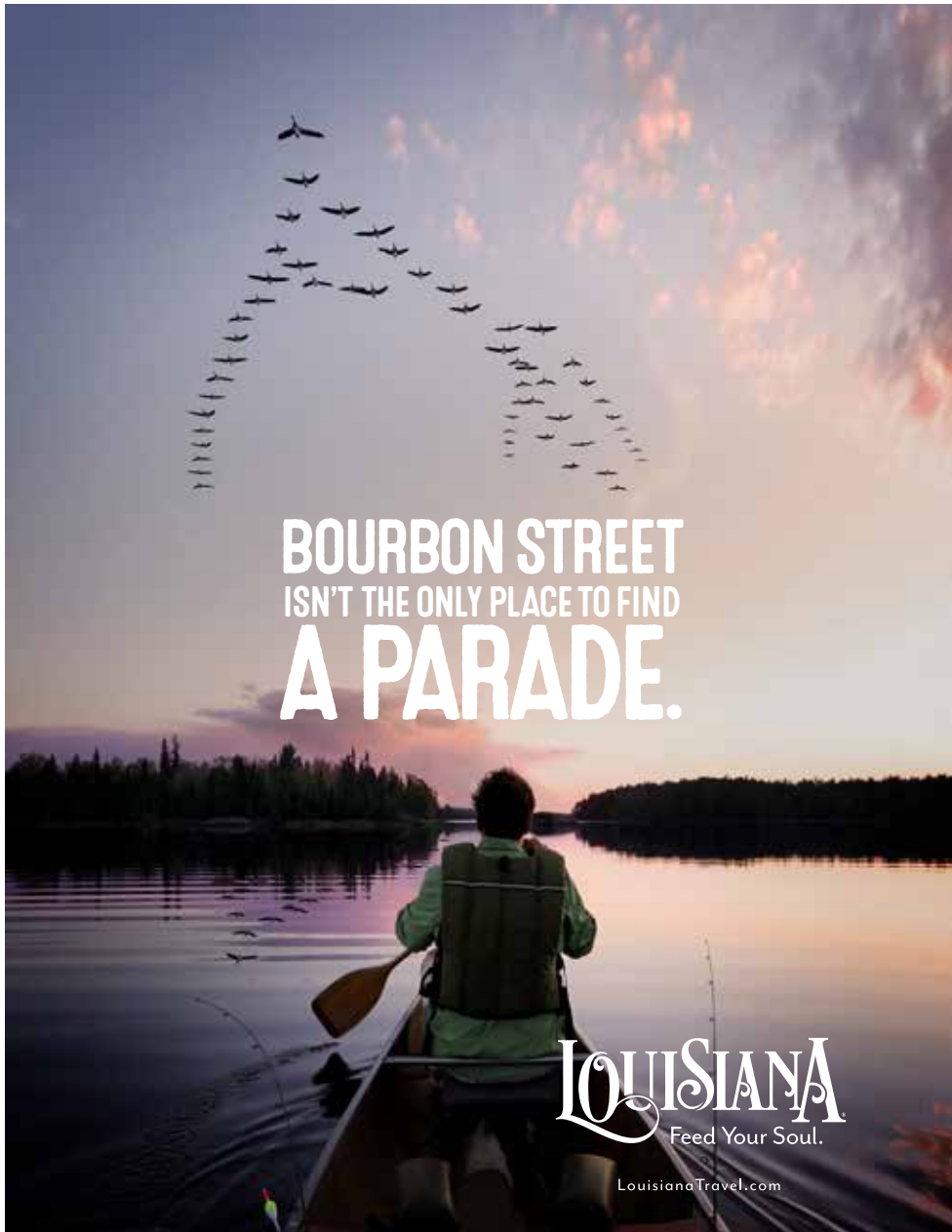
**RASTER (BITMAP)** - Raster files provide quick and easy placement in almost all software programs, including Word, PowerPoint and Excel, and are the most common format for web use.

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 Louisiana 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.

Sample Brand Advertising



CONSUMER MAGAZINE ADS

Sample Brand Advertising



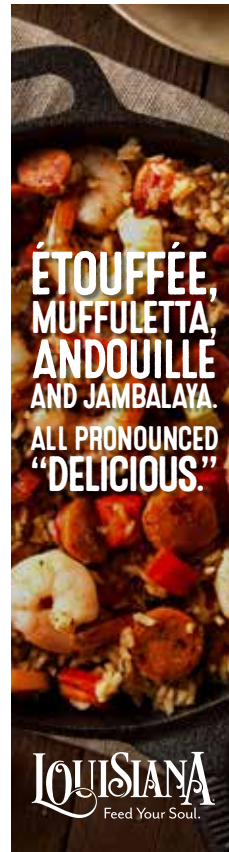
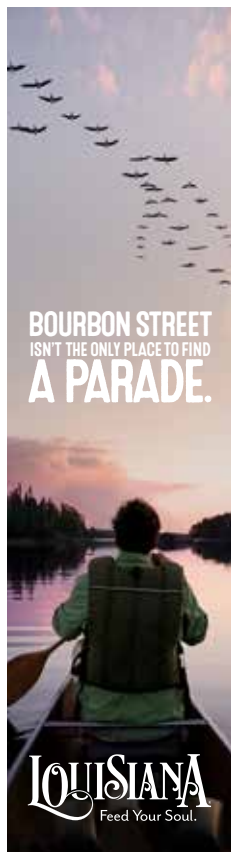
CONSUMER MAGAZINE ADS

Sample Brand Advertising



CONSUMER MAGAZINE ADS

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DIGITAL ADVERTISING



# LOUISIANA

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