



find it here.™
ohio.org

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brand positioning



importance of branding

With one voice, we will turn heads and hearts to Ohio! TourismOhio is pleased to present to you the brand guidelines that will help us communicate all that can be found in Ohio! Rooted in extensive research, the brand slogan - *Ohio. Find It Here.* is both functional and emotional. Ohio has the affordability, accessibility and diversity that can appeal to anyone, often. The "it" also illustrates the emotional connection that occurs when you experience Ohio with the ones who matter most to you.

Joy, Love, Anticipation, Opportunity, Happiness, Talent, Romance, Excitement- the brand is broadly applicable for any aspect of Ohio. It was designed with your needs in mind - complementing and enhancing the work you do every day to make Ohio great.

Some people think a brand is a slogan or logo, but it is so much more. It is how people think and feel about the state. Therefore, we must be consistent in the way we talk about Ohio, advertise Ohio, and communicate the experiences people can have in Ohio - and we must be aggressive in our efforts to position the state as a destination of choice.

"To be remarkable, we must be relentless." We need to consistently be applying our brand in everything we do and say.

The guidelines are for you to use to help deliver the brand to the world. Use them, live them - and remember that by working together - we will amplify our voice and encourage people to *Find It Here.*

For the good of Ohio,

Mary Cusick

Director, TourismOhio

vision

Ohio is a destination of choice, enriching lives through authentic travel experiences.

mission

Aggressively position Ohio as a relevant travel destination and support Ohio's tourism industry to drive economic prosperity throughout the state.





Jeni's Ice Cream in Columbus

brand story

At its core, our brand story is about the meaningful connections people can experience in Ohio. This story conveys both the functional and emotional benefits that Ohio delivers.

It's not about the world's highest and fastest roller coasters at Cedar Point. Or tasting the Mastodon dark ale from Rhinegeist in Cincinnati. It's not about the Brambleberry Crisp ice cream at Jeni's in the Short North. Or seeing the B-29 Superfortress at the National Museum of the US Air Force.

It's about getting scared out of your wits with your 10 year old son. It's about the dark ale bringing out the darkest secrets of your best friend. It's about your daughter giggling when she gets ice cream on her nose. It's about tears in your grandfather's eyes as he relives his flying missions during World War II.

Ultimately, it's about taking home priceless souvenirs – heart-warming, inspiring memories and deeper connections that you will cherish for the rest of your life.

It's about Ohio: for those who understand what life's most important journey is really all about.

Ohio. Find It Here.

brand identity

BRAND AS AN ORGANIZATION

(The Attributes)

- + Creative/Innovative
- + Consumer-focused
- + Industry-supportive
- + Disciplined
- + Accountable

BRAND AS A PRODUCT

(Functional Benefits)

- + Diverse/Distinctive
- + Abundant
- + Unexpected
- + Accessible
- + Good Value/Affordable

BRAND AS A PERSON

(Personality)

- + Joyful / Happy
- + Approachable
- + Cool and hip
- + Passionate / Loving
- + Excited

BRAND AS A SYMBOL

(How we present the brand)

- + Logo
- + State shape
- + Colors (see page 16)
- + Photographic style (see page 18)

BRAND PROMISE

Ohio's abundant and exciting must-see events, cool activities and hot attractions facilitate deep emotional connections between you and the people you care about most. Ohio. Find It Here.

REASONS TO BELIEVE

- + 60% of U.S. population is within a day's drive to Ohio.
- + Ohio tourism experiences are documented as high quality, great value and relevant
- + Year round appeal
- + Distinctive activities and attractions

BRAND POSITIONING

Ohio offers diverse travel experiences that meaningfully connect us.

SELLING IDEA

Ohio. find it here.



Brandywine Falls in the
Cuyahoga Valley National Park

target audiences

In order for Ohio to be attractive and relevant to all kinds of people we must appeal to a variety of different interests. We have identified the following target segments and a sample of the activities and attractions that will appeal to them in Ohio.

- + Ohioans traveling within Ohio
- + People likely to drive to Ohio (within a 6-hour drive)
- + Culture Buffs (museums/halls of fame, art/music – theater, opera, ballet, symphony)
- + Family-Focused Trippers (zoos, aquariums)
- + Nature Lovers/Adventurers (rock climbing, white water rafting, camping, hiking, canoing, biking)
- + Thrill Seekers (amusement/water parks, zip lines, skiing, boating)
- + City Lovers (architecture, hot-spots, nightlife – bars, clubs, restaurants)
- + Foodies (restaurants, farmers markets, food tours, coffee trails, anything food related)
- + Drinkies (craft beers, breweries, wineries)
- + Event Goers (festivals, concerts – country/pop/rock/alternative, sporting events)
- + Cool Seekers (the new, the hip, the unexpected)
- + LGBTQ (Pride Festival, parades, bars, restaurants, neighborhoods)
- + Multi-Cultural (Hispanic, African American, Asian, Middle Eastern)



North High Brewing in Columbus

portraying the brand

THIS:

- + People sharing connections and experiences
- + The unexpected hipness and coolness of Ohio
- + Events, places and activities at which emotional connections can happen
- + Representation of multicultural consumers
- + Clean, single-minded messaging
- + Creating a sense of place

NOT THIS:

- + Self-deprecating voice/tonality - We can be confident because consumers believe Ohio is relevant and appealing
- + Tribal behavior (We are #1, OH-IO) - This works for sports, but isn't welcoming when promoting Ohio and may alienate those who aren't members of the "tribe"
- + Depictions of cows and farms - These images are bucolic and beautiful but don't set Ohio apart as a distinctive experience from other Midwestern states
- + Over-reliance on nature-focused photographs without people - Nature is beautiful and Ohio has lots of opportunities to depict nature in a distinctive way that elicits emotion



functional benefits emotional benefits

The **"It"** in **"Ohio. Find It Here."** encompasses what to do (functional benefits) and what you'll experience and feel (emotional benefits).

OHIO PROVIDES:

- + Ease of access
- + Low cost of travel/affordable/great value
- + Diverse activities and attractions
- + Vibrant urban environments
- + Lack of congestion and hassle
- + Welcoming and friendly locals
- + Safe, low crime

OHIO MAKES YOU FEEL:

- + Joy
- + Happiness
- + Excitement
- + Love
- + Anticipation
- + Carefree



brand toolkit

the logo

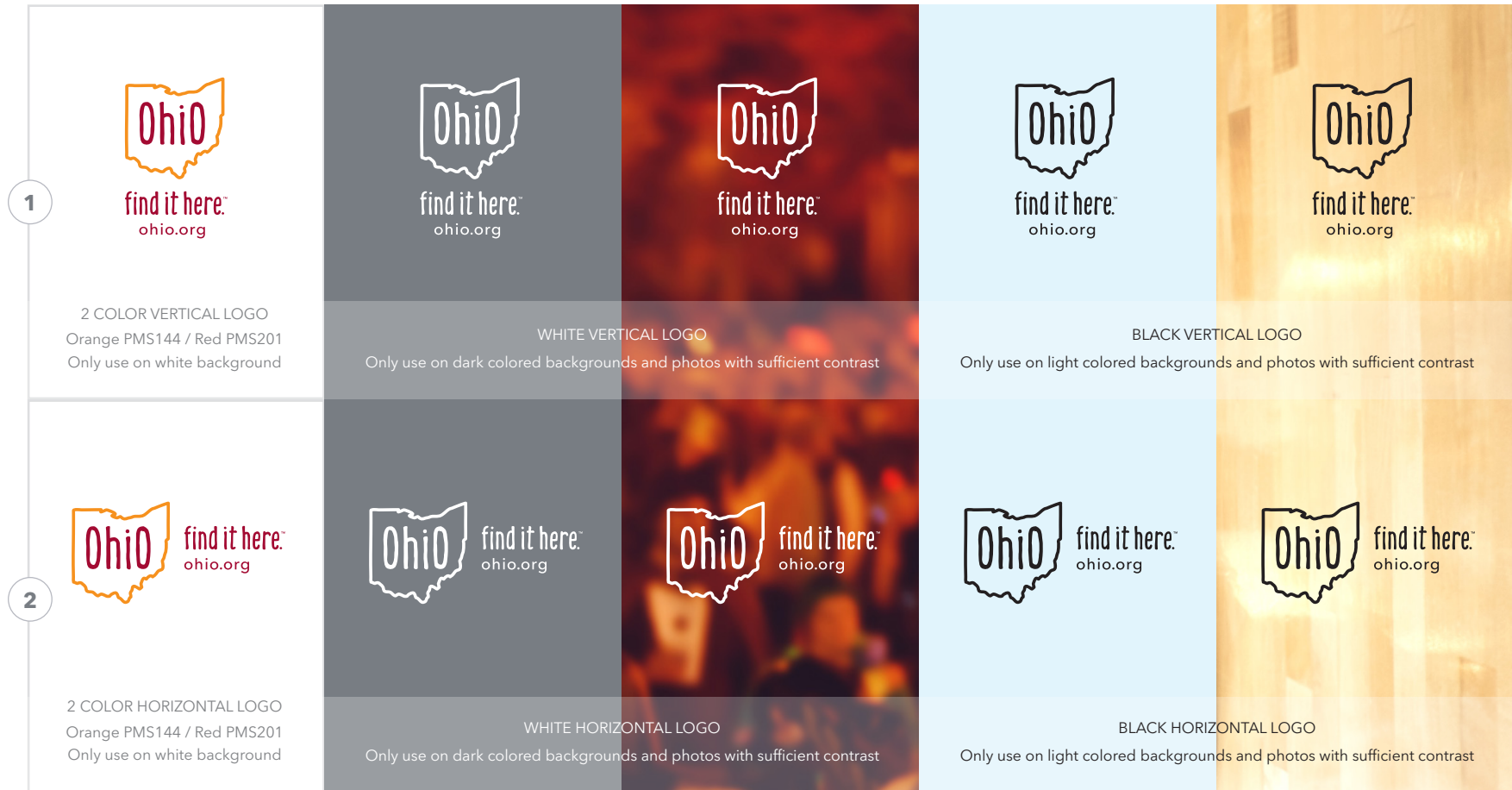
A distinctive, hand-crafted, iconic visual cue that emotionally engages our audience.



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ohio.org

logo variations and choosing the correct color

There are six versions of the ToursimOhio logo including a 2 color, black and white in both a vertical and horizontal orientation.



clearspace

In order to preserve the integrity of the logo, it is important that no other logos, type, graphic elements or artwork infringe on its space. The minimum clearspace around the logo is equivalent to the "x" height of the letter "h" in the word Ohio inside the logo.



lockup

There is intentionality behind the lockup of the TourismOhio logo. The Ohio mark, tagline and URL are the exact same size for the horizontal and vertical executions. Ohio is the largest, followed by the tagline and lastly the URL. Never change the orientation of the logo.



minimums

Keep the logo width above the minimum size for both print and web.

.475" MIN



.875" MIN



50PX MIN



100PX MIN



Ohio agencies

We encourage close collaboration with other Ohio agencies. Here are a few examples of how the State brand can live with other agency brands. The execution of the partnership will be guided by the circumstances.



find it here.™

Tourism**Ohio**



find it here.™

Ohio | Department
of Education



find it here.™

Ohio | Development
Services Agency



find it here.™

Ohio | Department of
Commerce

brand colors

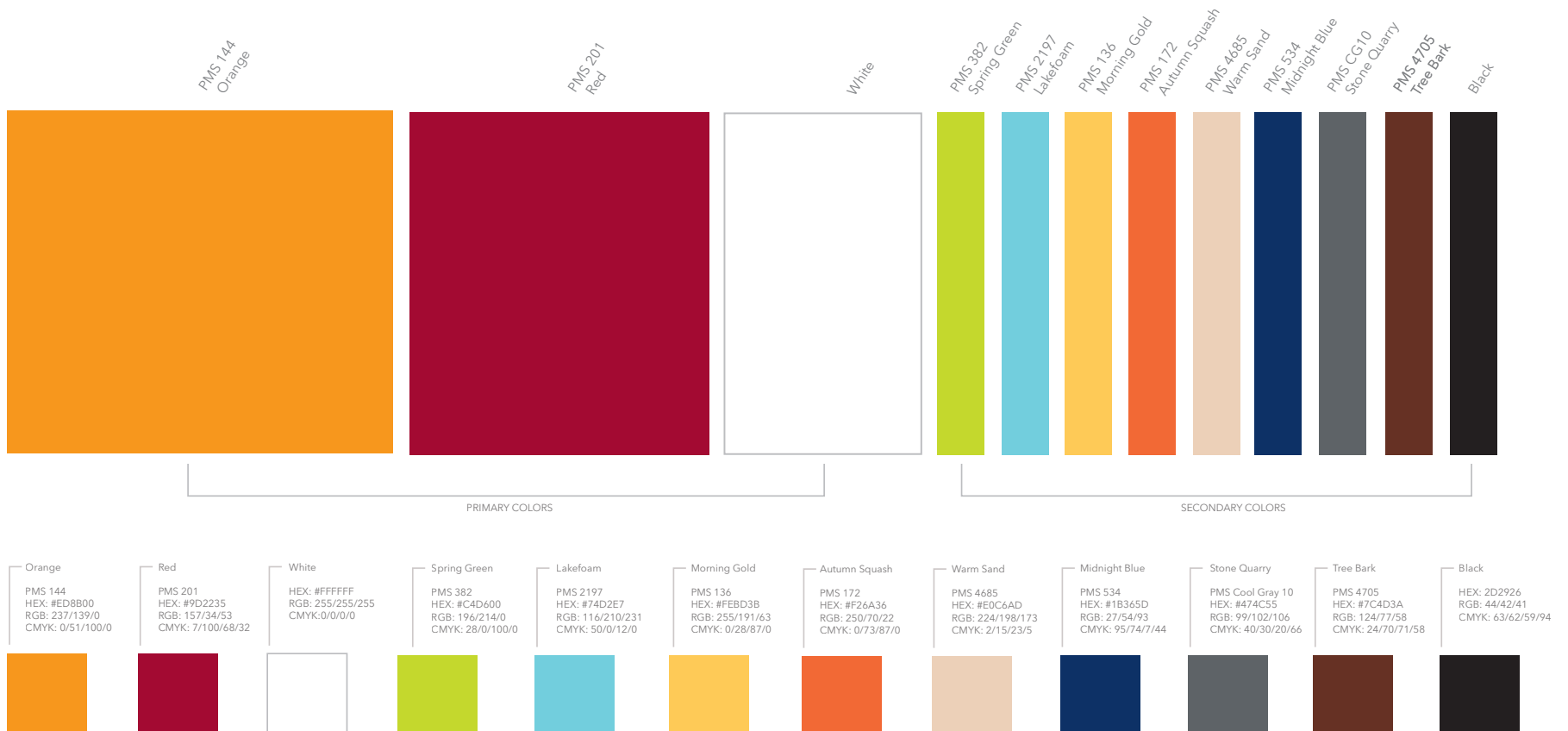
Using the brand colors reinforces the TourismOhio brand. The primary colors, orange and red, are dominant and used the majority of the time, but we understand there may be a need for additional colors within certain applications. We have created a secondary palette that can be used to complement the primary colors or in scenarios where additional colors are needed in areas such as print and digital.

PMS 144 : ORANGE

Orange represents innovation and contemporary thinking. A brighter orange will subliminally be familiar while adding a fresh, new attitude.

PMS 201 : RED

Red is familiar to Ohio. People are innately attracted to and stimulated by the color red. It represents passion, reflective of the personality of the brand.



brand fonts

It's key to maintain consistency in communication. To accomplish this, we must always use our brand fonts in all print and digital executions.

1. HEADLINE: Handy, lowercase

Handy's hand-written style, allows us to reinforce the emotional and relational message we want to convey through each piece of communication.

2. BODY COPY: Avenir Next LT Pro, sentence case

Avenir is a strong supporting font that is easy to read and allows Handy to be the dominate focus in each piece of communication.

SAMPLE EXECUTION



handy

Make sure to visually kern headlines appropriately
(customize space between letters to enhance legibility)

abcdefghijklmnopqrstuvwxyz
0123456789
!?:;.,.

You can purchase Handy for \$6 here:

<https://creativemarket.com/vitekgraphic/188098-Handy-the-hand-drawn-font>

Avenir Next LT Pro

Body copy kerning set to 0

Bold (sub-headlines)

**AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789
!?:;.,.**

Regular (body copy)

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZz
0123456789
!?:;.,.

You can purchase Avenir Next LT Pro for \$89 here:

<http://www.fonts.com/font/linotype/avenir-next/bold>

photographic style

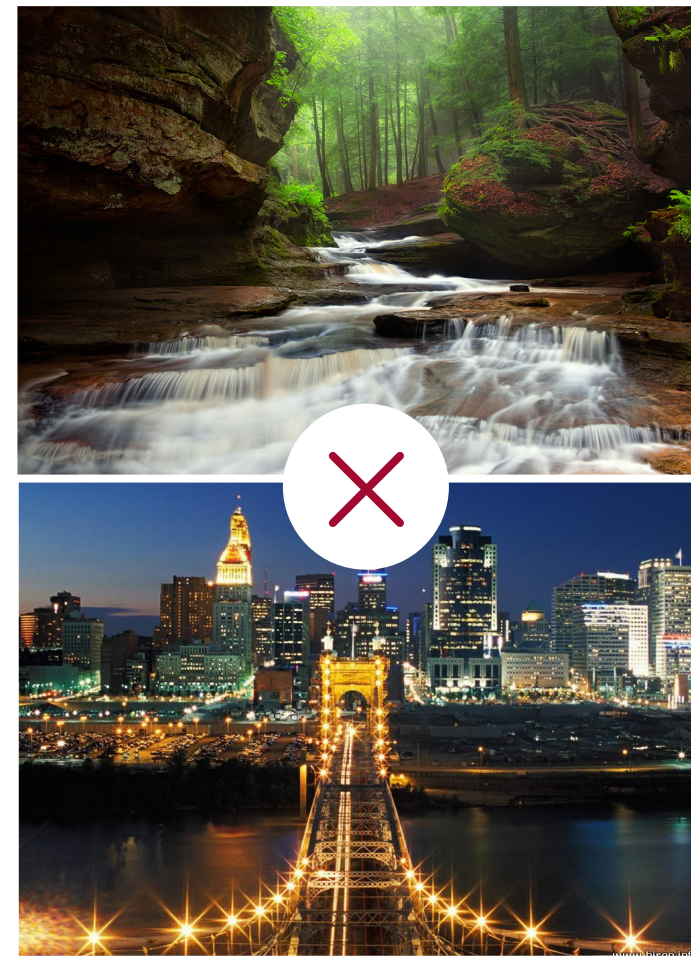
THIS

Photography focuses on the emotional connection between two or more people while experiencing Ohio.



NOT THIS

Photography with no people, although beautiful, does not focus on an emotional connection.



photographic style

Example of the evolution of photography.

The shot on the right is a beautiful image of an Ohio vineyard. The addition of a couple sharing an emotional experience in the vineyard on the left invites the viewer to connect visually and emotionally.

THIS



NOT THIS



writing style

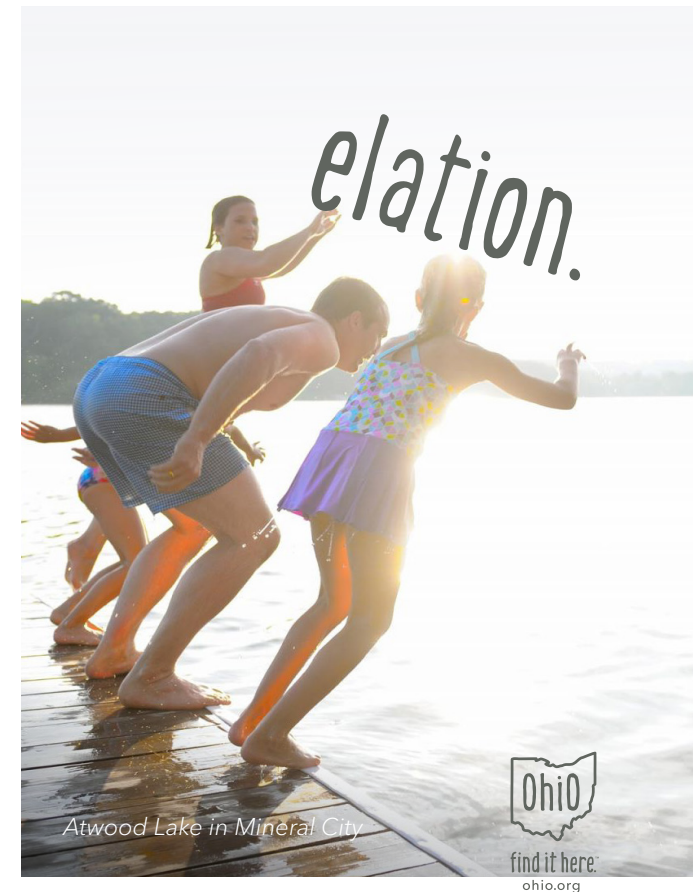
In our travel guides and blogs for instance, we are moving away from informational language and towards experiential language, answering “why” rather than an overview of a destination and explains, “What makes this great? Why here and not somewhere else?” For instance:

- + **THIS:** While rushing down the track of the Millennium Force, I could hear the panic and excitement in my son’s voice as we screamed together, and at the same time, couldn’t hold back our cheesy grins.
- + **NOT THIS** At Cedar Point, you can find several roller coasters that are a lot of fun and keep you on the edge of your seat! There’s something for everybody to enjoy there.

We are spreading Ohio pride, and not being apologetic for Ohio

- + **THIS:** My friends and I decided to catch up and check out a new microbrewery in Athens, Little Fish Brewery. The delicious brew and the cool, unique atmosphere had us there for hours.
- + **NOT THIS:** My friends and I met up at Little Fish Brewery in Athens where I was shocked to see a cool, unique microbrewery was located in a little town in Ohio.

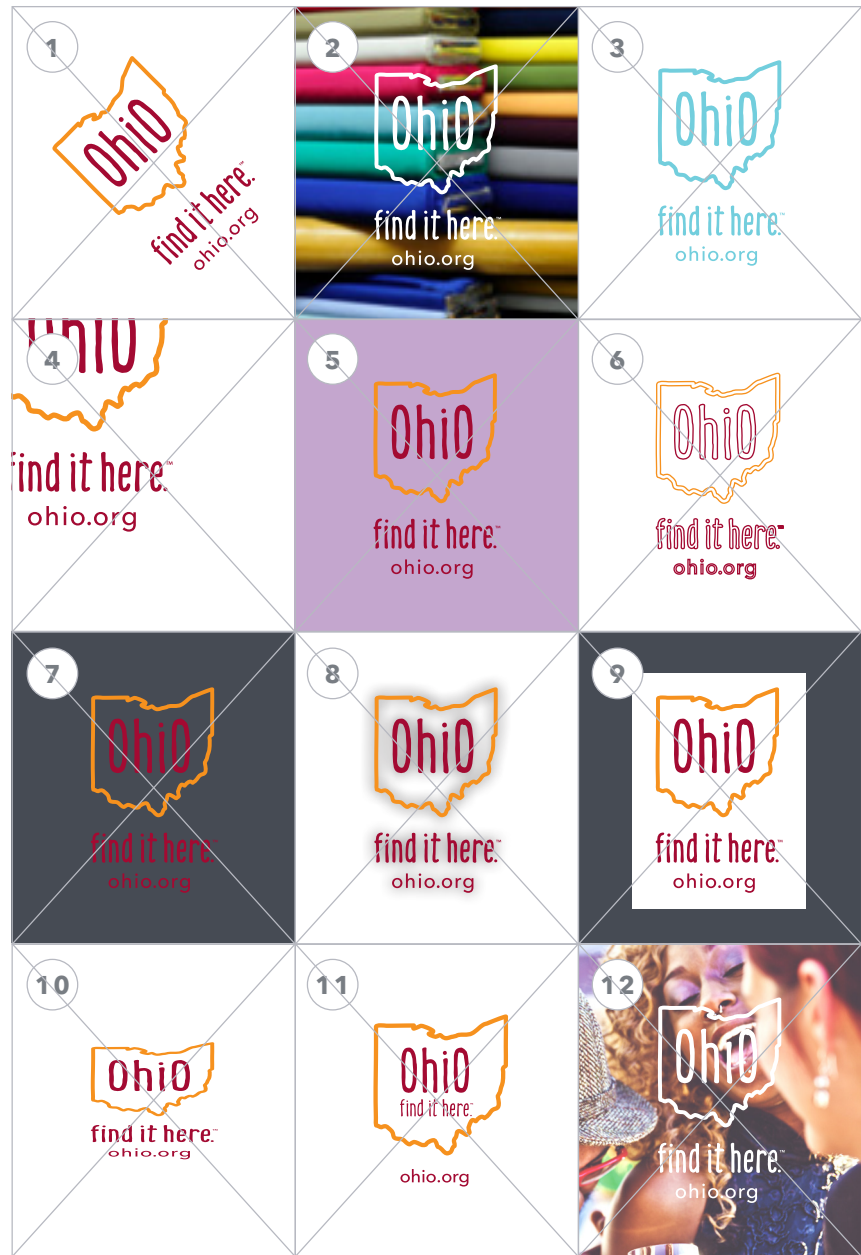
We keep the main focus on the destination the photography depicts, rather than listing several destinations throughout Ohio.



what not to do

In order to preserve the integrity of the logo, the following rules should be adhered to at all times. Ensure that the logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it will be placed on to provide the best legibility. The following examples show various uses to avoid.

1. Don't change the logo's orientation.
2. Don't place the logo on a busy photograph or pattern.
3. Don't change the logo colors.
4. Don't crop the logo in any way.
5. Don't present the logo on "vibrating" colored backgrounds.
6. Don't present the logo in "outline only" fashion.
7. Don't place the logo on similarly-colored backgrounds.
8. Don't add "drop shadow" effects to the logo.
9. Don't put a white box around the logo when placed on a dark or busy background.
10. Don't stretch or squeeze the logo to distort proportions.
11. Don't reconfigure or change the size or placement of any logo elements.
12. Be conscientious about how the logo is placed, specifically if placed over a person's body.



print creative formula

1. VISUAL CUES / PHOTOGRAPHY

The images we capture are arresting, candid, spontaneous and emotional. They need to capture a sense of place.

2. HEADLINE

The headline connects the place in Ohio with the emotion you will experience. The hand written headline is usually placed above (slanted or straight) the emotional connection happening in the photograph. Please keep headline width between 1/2 and 2/3 of the size of the ad (some exceptions may occur).

3. SUPPORTING COPY

A few sentences engaging the reader about the featured location.

4. AUTHENTICATOR

At minimum, we indicate the location of the photography. In some instances, a sentence or two may be included that reinforces the emotion.

5. LOGO / TAGLINE / URL

Call to action and selling idea, generally placed in the lower right corner.



emotion word + logo

When adding a word that conjures emotion to the logo, make sure the size of the emotion word does not exceed the width of the Ohio shape. For a shorter word, such as "joy," increase the type size slightly so it visually has the same presence as the tagline below. The space between the shape of Ohio and the emotion word should equal the "x" height of the tagline, "find it here." The emotion words are a great place to introduce the secondary color pallet. Please do not use our primary orange or red for the emotion words. Always use a period at the end of each emotion word to make it definitive.



brand communication samples

Print Ads



romance.

What will you find in Ohio?

With more than 200 wineries across the state, from Gervasi to Heritage Vineyard Winery, you have an abundance of options to get lost together in your weekend getaway adventures.

Order the 2016 Ohio Travel Guide to find more.

Heritage Vineyard Winery in Warsaw

Ohio
find it here:
ohio.org



happy trails.

What will you find in Ohio?

Get outside and create memories that will warm you on the inside. Explore Ohio's amazing array of parks, trails and waterways. Order the 2016 Travel Guide to find more.

Pictured: Hocking Hills State Park in Logan

Ohio find it here:
ohio.org



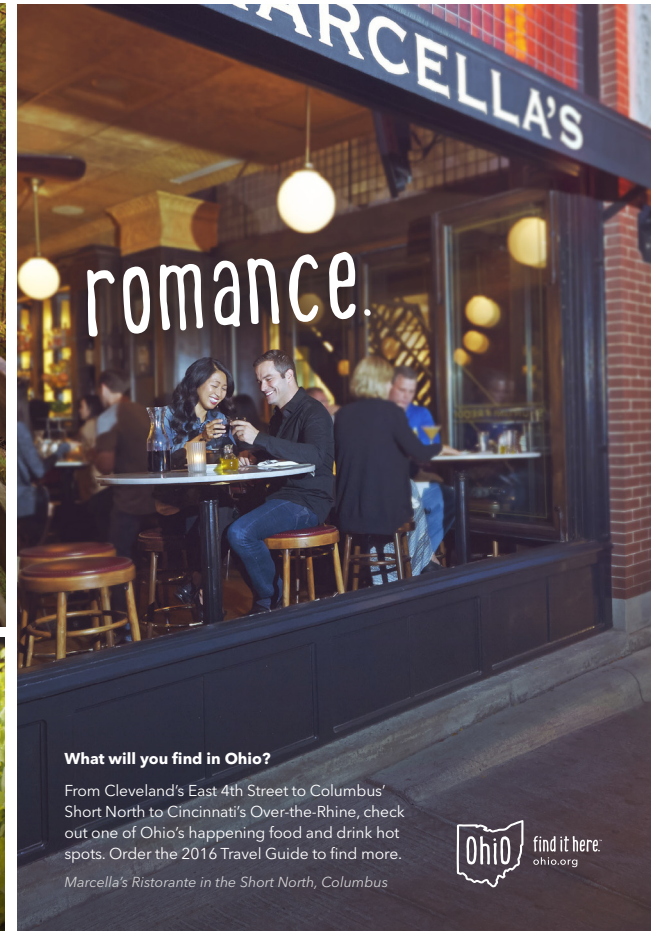
romance.

What will you find in Ohio?

With more than 200 wineries, you have an abundance of options to get lost together in your getaway adventures. Order the 2016 Ohio Travel Guide to find more.

Gervasi Vineyard in Canton

Ohio find it here:
ohio.org



romance.

What will you find in Ohio?

From Cleveland's East 4th Street to Columbus' Short North to Cincinnati's Over-the-Rhine, check out one of Ohio's happening food and drink hot spots. Order the 2016 Travel Guide to find more.

Marcella's Ristorante in the Short North, Columbus

Ohio find it here:
ohio.org

brand communication samples

Digital

COMING SOON

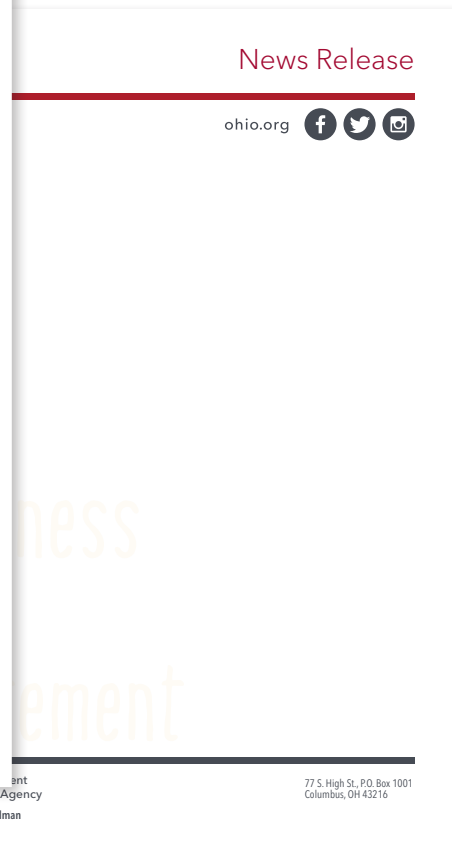
brand communication samples

Corporate ID

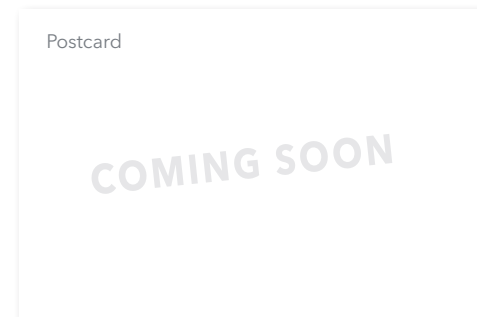


Letterhead

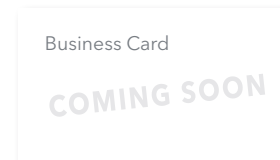
Press Release



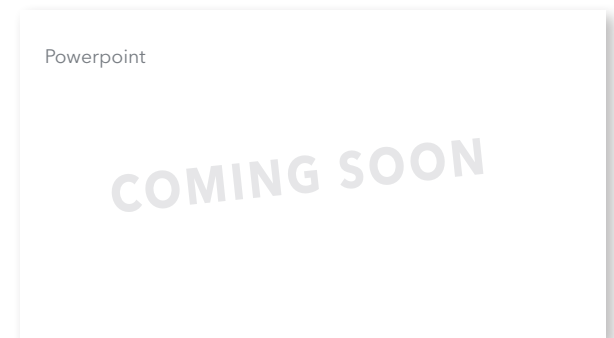
Postcard



Business Card



Powerpoint



collaboration.



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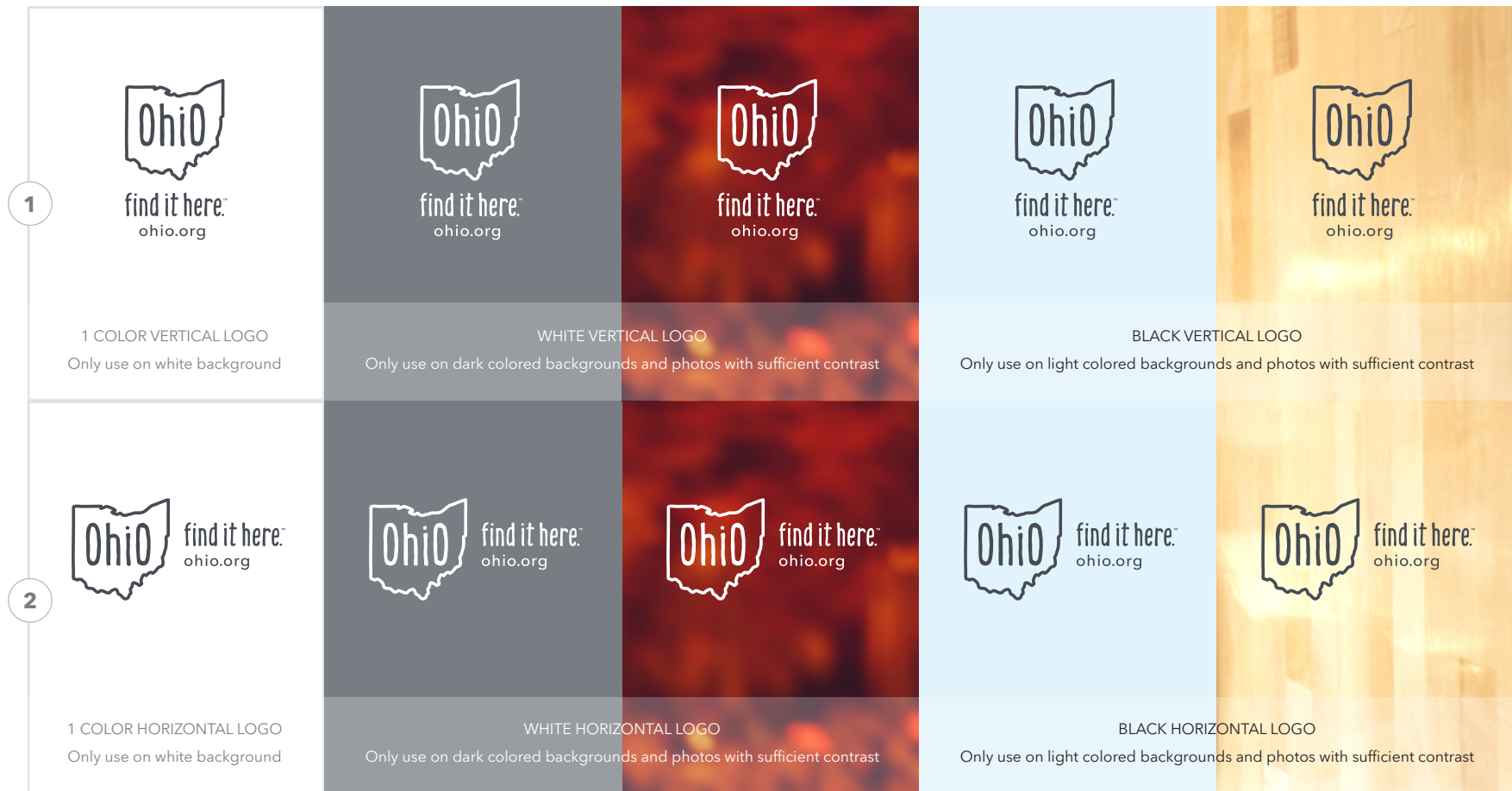
TourismOhio

PARTNER GUIDELINES

We encourage you to use the State logo.
The following pages will help guide you in the process.

state logo

There are four approved versions of the State logo to be used in partner communications including both black and white vertical and horizontal layouts.



clearspace

In order to preserve the integrity of the State logo, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logo is equivalent to the "x" height of the letter "h" in the word Ohio inside the logo.



minimums

Keep the logo width above the minimum size for both print and web.

.475" MIN



.875" MIN



50PX MIN



100PX MIN



full-page ad

To maintain the integrity of the State logo, the size of the logo may be no less than half of the height or width of the partner logo.

minimums

Keep the logo width above the minimum size.



SAMPLE AD (NOT TO SCALE)



half-page ad

To maintain the integrity of the State logo, the size of the logo may be no less than half of the height or width of the partner logo.

minimums

Keep the logo width above the minimum size.



SAMPLE AD (NOT TO SCALE)



less than half-page ad

Maintain minimums for the State logo.

minimums

Keep the logo width above the minimum size.

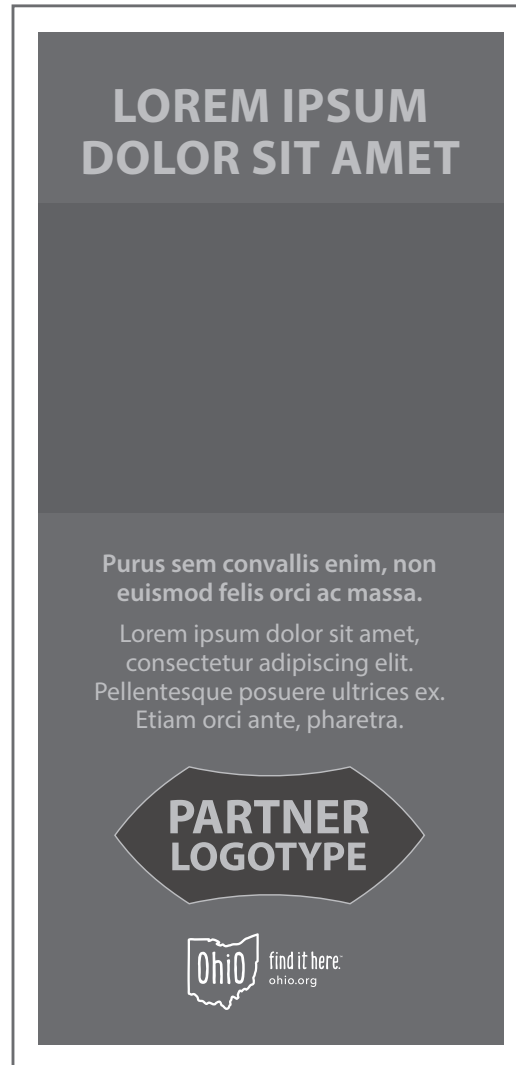
.475" MIN



.875" MIN



SAMPLE ADS (NOT TO SCALE)



rack card

Maintain minimums for the State logo.

minimums

Keep the logo width above the minimum size.

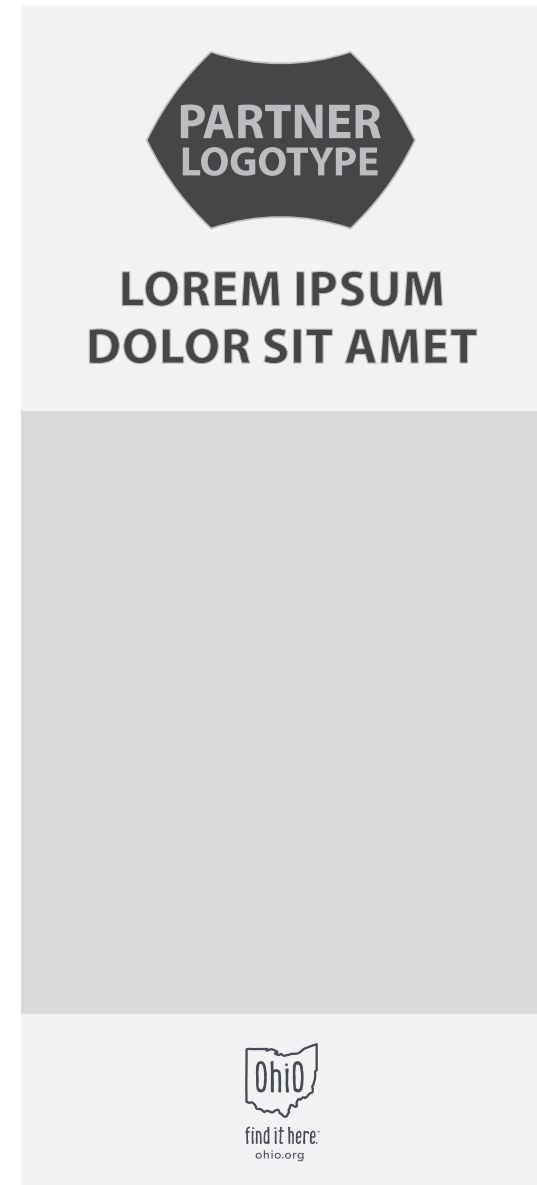
.475" MIN



.875" MIN



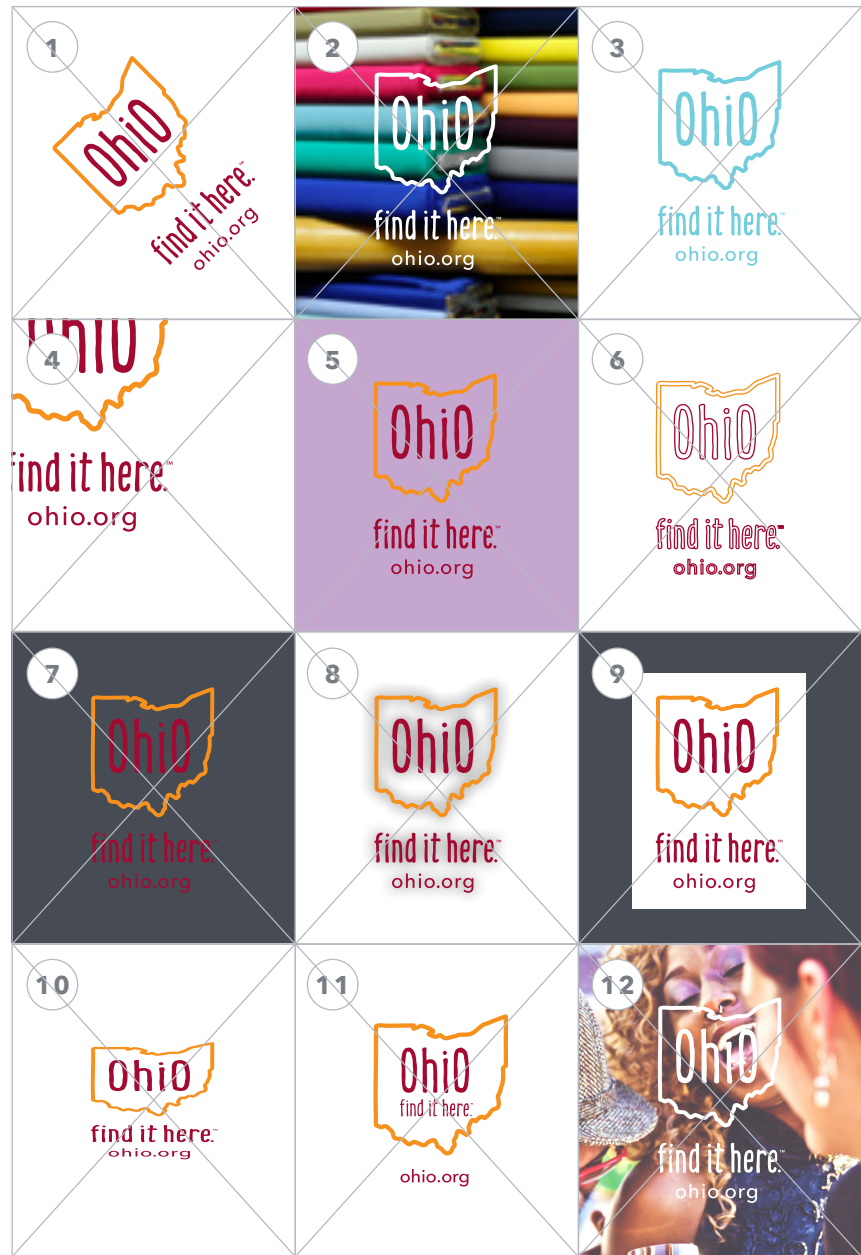
SAMPLE ADS (NOT TO SCALE)



what not to do

In order to preserve the integrity of the State logo, the following rules should be adhered to at all times. Ensure that the logo is clearly recognizable by using it properly, and do not alter it in any circumstances. Consider the logo version and the background it will be placed on to provide the best legibility. The following examples show various uses to avoid.

1. Don't change the logo's orientation.
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6. Don't present the logo in "outline only" fashion.
7. Don't place the logo on similarly-colored backgrounds.
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11. Don't reconfigure or change the size or placement of any logo elements.
12. Be conscientious about how the logo is placed, specifically if placed over a person's body.



gratitude.



find it here.™
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