



find it here.™  
ohio.org

# table of contents:

## **BRAND POSITIONING**

4	Importance of Branding
5	Vision and Mission
6	Brand Story
7	Brand Identity
8	Target Audiences
9	Portraying the Brand
10	Functional and Emotional Benefits

## **BRAND TOOLKIT**

12	The Logo
13	Logo Variations
14	Clearspace and Minimums
15	What Not To Do
16	Emotion Word + Logo
17	Brand Colors
18	Brand Fonts
19	Photographic Style
21	Writing Style
22	Music Guidelines
23	Music In Use
24	Print Image Criteria
25	Image Examples
26	Brand Communication Samples
27	Contact Information

brand positioning

freaky love.

## 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,

*Matthew L. MacLaren*

**Matt MacLaren**

Director, TourismOhio

HighBall in Columbus



find it here.  
ohio.org

## 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.



*Ohio River Paddlefest in Cincinnati*



## 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)
- + Music (see page 22)

## 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.



## 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, ziplines, 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 (Latino, European, African American, Asian, Middle Eastern)





crafted  
connections.

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.



find it here.™  
ohio.org

# logo variations and choosing the correct color

There are four color versions of the logo: red and blue, orange and red, white, and black. These can be used in a vertical or horizontal orientation.

 <p>2 COLOR VERTICAL LOGO Only use on white background</p>	 <p>WHITE VERTICAL LOGO Only use on dark colored backgrounds and photos with sufficient contrast</p>	 <p>WHITE VERTICAL LOGO Only use on dark colored backgrounds and photos with sufficient contrast</p>	 <p>BLACK VERTICAL LOGO Only use on light colored backgrounds and photos with sufficient contrast</p>	 <p>BLACK VERTICAL LOGO Only use on light colored backgrounds and photos with sufficient contrast</p>
 <p>2 COLOR HORIZONTAL LOGO Only use on white background</p>	 <p>WHITE HORIZONTAL LOGO Only use on dark colored backgrounds and photos with sufficient contrast</p>	 <p>WHITE HORIZONTAL LOGO Only use on dark colored backgrounds and photos with sufficient contrast</p>	 <p>BLACK HORIZONTAL LOGO Only use on light colored backgrounds and photos with sufficient contrast</p>	 <p>BLACK HORIZONTAL LOGO Only use on light colored backgrounds and photos with sufficient contrast</p>

# 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.



# sizing requirements

For logo size requirements, please contact TourismOhio (see page 27).

# 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.



# 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. Refrain from using our primary orange or red for the emotion words.
- + Always use lowercase letters as well as a period at the end of each emotion word to make it definitive.
- + While the vertical orientation is preferred, a horizontal execution is available upon request.



## SAMPLE EXECUTIONS





# brand colors

Using the brand colors reinforces the TourismOhio brand. The primary colors, blue, red and orange, 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.

## BLUE

Blue is familiar to Ohio. It suggests loyalty and integrity. It represents trust, sincerity, wisdom, and intelligence.













## ORANGE

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

## 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.



<p>Blue</p> <p>PMS 534 HEX: #1B365D RGB: 27/54/93 CMYK: 95/74/7/44</p> 	<p>Orange</p> <p>PMS 144 HEX: #F28B00 RGB: 242/139/0 CMYK: 0/51/100/0</p> 	<p>Red</p> <p>PMS 201 HEX: #9D2235 RGB: 157/34/53 CMYK: 7/100/68/32</p> 	<p>White</p> <p>HEX: #FFFFFF RGB: 255/255/255 CMYK: 0/0/0/0</p> 	<p>Spring Green</p> <p>PMS 382 HEX: #C4D600 RGB: 196/214/0 CMYK: 28/0/100/0</p> 	<p>Lakefoam</p> <p>PMS 2197 HEX: #74D2E7 RGB: 116/210/231 CMYK: 50/0/12/0</p> 	<p>Morning Gold</p> <p>PMS 136 HEX: #FEBD3B RGB: 255/191/63 CMYK: 0/28/87/0</p> 	<p>Autumn Squash</p> <p>PMS 172 HEX: #F26A36 RGB: 250/70/22 CMYK: 0/73/87/0</p> 	<p>Warm Sand</p> <p>PMS 4685 HEX: #E0C6AD RGB: 224/198/173 CMYK: 2/15/23/5</p> 	<p>Stone Quarry</p> <p>PMS Cool Gray 10 HEX: #63666A RGB: 99/102/106 CMYK: 40/30/20/66</p> 	<p>Tree Bark</p> <p>PMS 4705 HEX: #7C4D3A RGB: 124/77/58 CMYK: 24/70/71/58</p> 	<p>Black</p> <p>HEX: 2D2926 RGB: 44/42/41 CMYK: 63/62/59/94</p> 
--	---	---	---	---	--	---	---	--	--	--	---

# 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:** At Cedar Point, my son and I sat together in the front car on the 93 miles-per-hour Millennium Force. We held hands and screamed like babies. I can’t wait to do it again.
- + **NOT THIS:** Cedar Point features the world’s tallest and fastest roller coasters. 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.



# music guidelines

Music is one of the distinctive brand assets. The sonic Ohio. Find It Here. logo, much like a visual logo, is distinctive and original music created for the state of Ohio for use with this brand. And it is “home grown”, composition and development in Ohio by Ohio musicians. The sonic logo and associated music emotionally engage the audience and enhances other brand assets. More frequent and consistent use of the music increases recall and identification with Ohio.



The foundation of the music package is an *Indie* version and is the preferred use for brand recognition. Additional genres have been created with the same base melody and can be used with approval from TourismOhio or Ohio Department of Development. These genres are:

- + Indie (this is the preferred genre)
- + Country
- + Pop
- + R&B
- + Rock
- + Romantic
- + Urban

Optimum lengths have been developed to accommodate all platforms and use.

- + **0:05 version:** This is the sonic logo and should end every piece. It is the “hook” that repeats throughout the other versions and helps to subconsciously remember the brand.
- + **0:10 version:** Digital Online; preroll.
- + **0:15 version:** Shared TV spot length, digital online ad, and long preroll.
- + **0:30 version:** Traditional TV spot length and Instagram.
- + **1:00 version:** Used for long commercial spots and Facebook and Twitter.



- + **2:00 version:** This version is ideal for most web videos. YouTube videos and 56% of all videos produced last year were less than 2:00.
- + **3:00 version:** Events, promotions and introductions particularly benefit from this longer format. It can be looped if needed, but the sonic logo should always end the piece leaving the melody in the listener’s consciousness.



## music in use

- + Natural sound is an important element in an experiential sound track. The music and natural sound should complement each other and blend seamlessly.
- + The “hook”, or sonic logo, should never be cut.
- + In post-production, it is preferred that a music track is laid down to ensure a good match of audio and video.
- + The “hook”, or sonic logo, should always end the track with full volume. The music bed throughout should vary depending on design.

All music production should be of the highest quality possible to promote the TourismOhio music brand. Although there are currently no lyrics, TourismOhio reserves the right to require approval and assignment of rights for any lyrics developed in conjunction with this music. A signature of a Memorandum of Understanding is required to use any part of the music package.

The State of Ohio owns all rights to the *Ohio. Find It Here* music. We encourage use by state and local partners at no charge when a Memorandum of Understanding for its use is in place.

# print image criteria

## 1. VISUAL CUES / PHOTOGRAPHY

The images should be arresting, candid, spontaneous and have a sense of place. Most importantly it should capture a shared emotional moment.

## 2. HEADLINE AREA

Please ensure the images can be used for print purposes by leaving room for a headline.

## 3. LOGO AND BODY COPY AREA

Please ensure the images can be used for print purposes by leaving room and a proper amount of contrast for the body copy and logo.

## 4. OVERALL LOOK AND FEEL

The look of the imagery is warm and inviting. The color is slightly saturated with good contrast. Some bokeh can be used but be sure it does not eliminate the sense of place.

Note: Not all imagery will be used vertically in print ads, however this format is preferred. When taking photos, please capture both vertical and horizontal as well as imagery that might not fit all of the print criteria.

2

1

3

4





# image examples

**happy glampers.**

**What will you find in Ohio?**  
Take camping to new heights with a one-of-a-kind, super-fun treehouse adventure your family will never forget. Get away and reconnect with the ones you love the most!

**Download or order the FREE 2017 Spring/Summer Calendar of Events and Ohio Travel Guide at [ohio.org](http://ohio.org) to find more.**

*The Mohicans Cabins & Treehouses in Glenmont*

**Ohio**  
find it here.  
[ohio.org](http://ohio.org)

**shore joy.**

**What will you find in Ohio?**  
Visit this landmark lighthouse with your family to take in the magnificent views of Lake Erie and soak up the little moments in life. Grab a picnic basket and let your kids delight in making memories they won't soon forget.

**Download or order the FREE 2017 Spring/Summer Calendar of Events and Ohio Travel Guide at [ohio.org](http://ohio.org) to find out more.**

*Marblehead Lighthouse in Marblehead*

**Ohio**  
find it here.  
[ohio.org](http://ohio.org)

**anticipation.**

**Make your summer a joy to remember.**  
While summer's only three months long, Ohio has an abundance of activities and attractions that will help you create priceless memories to last a lifetime.

**Order the 2016 Ohio Travel Guide to find more.**

*East 4th Street in Cleveland*

**Ohio**  
find it here.  
[ohio.org](http://ohio.org)

**joy ride.**

**What will you find in Ohio?**  
Be a kid with your kids this winter and feel the rush of pure joy while tobogganing down an ice chute at a breathtaking speed. Get outside and embrace all the fun Ohio has to offer this season.

**To find your holiday travel inspiration or to download or order the FREE 2017 Fall/Winter Calendar of Events and Ohio Travel Guide, visit [ohio.org/holidays](http://ohio.org/holidays).**

*Cleveland Metropolitan Toboggan Chutes in Strongsville*

**Ohio**  
find it here.  
[ohio.org](http://ohio.org)

**pure joy.**

**What will you find in Ohio?**  
Don't just step out of your comfort zone, rise above it. Outdoor adventures help shake the everyday monotony, keep your sense of discovery alive.

**Download or order the FREE Ohio Travel Guide or Calendar of Events at [ohio.org](http://ohio.org) to find more.**

*Tree Frog Canopy Tours in Glenmont*

**Ohio**  
find it here.  
[ohio.org](http://ohio.org)

*Jeni's Ice Cream in Columbus*

**natural high.**

**What will you find in Ohio?**  
Don't just step out of your comfort zone, rise above it. Outdoor adventures help shake the everyday monotony, keep your sense of discovery alive.

**Download or order the FREE Ohio Travel Guide or Calendar of Events at [ohio.org](http://ohio.org) to find more.**


*Tree Frog Canopy Tours in Glenmont*

**Ohio**  
find it here.  
[ohio.org](http://ohio.org)




# brand communication samples

## Corporate ID

### Letterhead



---

**TourismOhio** ohio.org   

Name Here  
Address Line One  
Address Line two  
Date Here

Dear Name Here,


Body copy here. Sapient quid mosanimincia si ut ut abor rere velecus ea voluptas minctem in re pla que ratecus dis volorepero consequi officitis et faccatisi eicto beruntis magnatur, comminus ped eumqui sequia qui samus rem eiunturis evenet omnis rem faciusdae dolor apicatem qui dolupta tquisqu aeritae. Itatios min cumquat reribuscid quod et accab im conse natiore, eaqi natiociae endisquid estia aut

For the Good of Ohio,

Signature Here

Name Here  
Title Here

---

 **Department of Development** 77 S. High St.  
Columbus, OH 43215

Mike DeWine, Governor  
Jan Harbeck, Lt. Governor  
Lydia L. Mohr, Director

### Business Card

**TourismOhio**

Mike DeWine, Governor  
Jan Harbeck, Lt. Governor  
Lydia L. Mohr, Director  
Ohio Department of Development  
ohio.org

#OhioFindItHere  
@OhioFindItHere  
@OhioFindItHere  
@OhioFindItHere

Matt MacLaren, Director  
TourismOhio  
Ohio Department of Development  
77 South High Street  
Columbus, Ohio 43215 U.S.A.  
614 | 466.3704  
Matt.MacLaren@development.ohio.gov



### Note Card

**TourismOhio**



**TourismOhio**  
Ohio Department of Development  
77 South High Street, 29th Floor, Columbus, Ohio 43215 U.S.A.  
614 | 466.8844  
The State of Ohio is an Equal Opportunity Employer and Provider of ADA Services

### Press Release

**News Release**

---

ohio.org   

---

 **Department of Development** 77 S. High St.,  
Columbus, OH 43215

Mike DeWine, Governor  
Jan Harbeck, Lt. Governor  
Lydia L. Mohr, Director

### Envelope



**TourismOhio**  
Ohio Department of Development  
77 South High Street, 29th Floor  
Columbus, Ohio 43215 U.S.A.

### Powerpoint

**TourismOhio**  
January 1, 2022

---



gratitude.



find it here.™  
ohio.org

For more information, contact:

**Lauren Seckel**

Marketing Manager  
TourismOhio  
77 South High Street, 29th Floor  
Columbus, Ohio 43215 United States  
P: 614.387.1498 F: 614.466.6744  
Lauren.Seckel@development.ohio.gov

**Greg Woods**

Creative Services Director/Chief Marketing Officer  
Ohio Department of Development  
77 South High Street, 29th Floor  
Columbus, Ohio 43215 United States  
P: 614.466.0789 F: 614.644.0108  
Greg.Woods@development.ohio.gov