

VISITHATTIESBURG™

BRANDING STANDARDS AND LOGOS



ABOUT VISITHATTIESBURG™

The Hattiesburg Tourism Commission, doing business as VisitHATTIESBURG, is the official Destination Marketing Organization (DMO) for the City of Hattiesburg. Created to promote the Greater Hattiesburg Area and its tourism industry to potential visitors, the mission of VisitHATTIESBURG is to increase overnight bookings for both leisure and corporate travel with the ultimate goal of growing the economic impact of these visitors on the local economy. By marketing Hattiesburg's local hotel, dining, attraction, and shopping options, VisitHBURG has successfully tripled the city's tourism industry since being established in 1990, making HBURG the third most visited city in Mississippi.

In 2017, more than 1.8 million visitors spent \$278 million in Hattiesburg's economy making it Mississippi's third most visited city.

BRAND INTEGRITY

As the official marketing organization for the City of Hattiesburg, partners and organizations are encouraged to use VisitHATTIESBURG's logos to further promote Hattiesburg locally and as a premier visitor destination.

VisitHATTIESBURG may be represented using:

- Official HBURG logo in teal or white (with or without VisitHATTIESBURG tagline)
- Full Name – VisitHATTIESBURG (no space)
- Abbreviated Name – VisitHBURG (no space)



To ensure consistency and brand integrity, the following brand guidelines should be followed for VisitHATTIESBURG.

SOCIAL MEDIA/DIGITAL BRANDING

VisitHATTIESBURG’s marketing strategies include a highly visible social media presence in multiple markets. To fully capture and measure all tourism and destination related conversations about Hattiesburg, the hashtag #VisitHBURG will always be included in official communication. Hattiesburg tourism partners, visitors, and residents are encouraged to use the official hashtag in their social media posts and conversations to further promote Hattiesburg’s tourism economy.

Official Social Media Channels:

- Facebook – Facebook.com/VisitHattiesburg
- Instagram – @VisitHBURG (primary), @EatHBURG (culinary tourism account)
- Twitter – @VisitHBURG

IDENTITY GUIDELINES AND ACCEPTABLE USE VERSIONS

I. VisitHATTIESBURG Colors

a. Official Brand Colors (Print & Digital)

PRIMARY COLORS



b. Secondary Brand Colors (Print & Digital)

SECONDARY & ACCENT COLORS



- c. VisitHATTIESBURG logos are available at www.visitburg.org/media/branding.

II. VisitHATTIESBURG Fonts/Typefaces

- a. Primary – Avenir
 - i. Book – used in copy text
 - ii. Medium – used in copy text

VisitHATTIESBURG BRANDING STANDARDS AND LOGOS

- iii. Black – used in titles and headings
- iv. Heavy – used in titles and headings
- b. Secondary – Century Gothic
 - i. May be substituted in copy text.
- c. Other Uses
 - i. Logo Typeface – Avenir Book (Visit), Avenir Black (HATTIESBURG)
EX: Visit**HATTIESBURG** and #Visit**HBURG**

III. Application Guidelines: Area of Isolation and Minimum Size

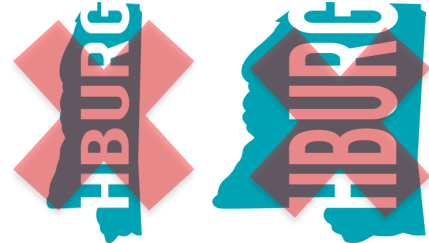
- a. To preserve legibility, the logo must be no smaller than 1.25 wide wide for printed use or 80 pixels wide in digital format.
- b. Borders and/or other colors outside of those identified in the brand standards should not be used.
- c. The clear space around the logo on all sides should be equal to ¼ inch on all sides for maximum legibility and impact.



-- 1.25 in wide --

IV. Incorrect Uses

- a. Do not crop, stretch, or skew the logo from its original size and shape.
- b. Do not publish a pixelated logo.
- c. Do not use any outdated VisitHATTIESBURG logos or unapproved colors.
- d. Do not use a drop shadow.



V. T-shirts and Promotional Items

- a. VISITHATTIESBURG™ logos are available for public use, by following the established brand standards, to further promote the Hattiesburg community through promotional items and apparel.
- b. Incorrect uses of the VISITHATTIESBURG™ visual and/or brand identity are not approved for any intended use. The VisitHATTIESBURG tagline should not be used on promotional materials.

