



Brand Guidelines



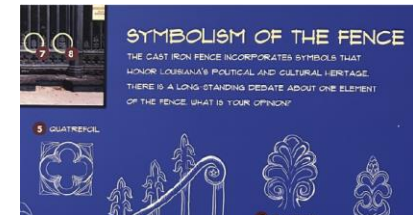
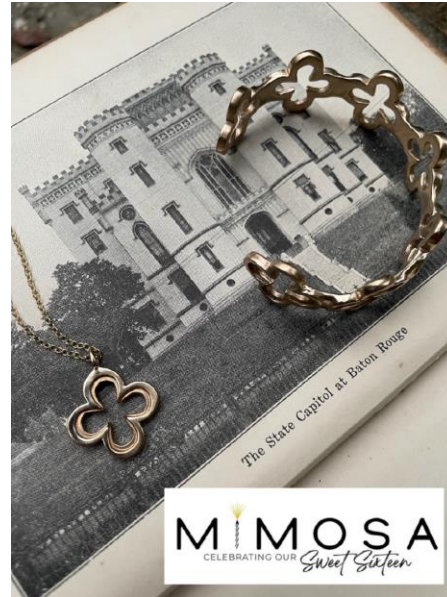
**These brand guidelines serve as a handbook to ensure consistent visual representation of the Visit Baton Rouge identity across different situations and channels.**

## Inspiration for the Mark

Quatrefoils are found throughout Baton Rouge, particularly around the Old State Capitol. This symbol has found its way into various aspects of life and design in the city.

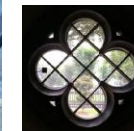
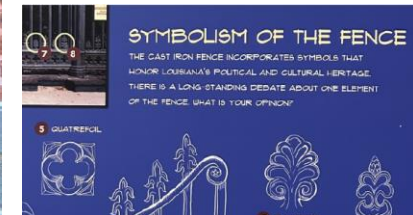
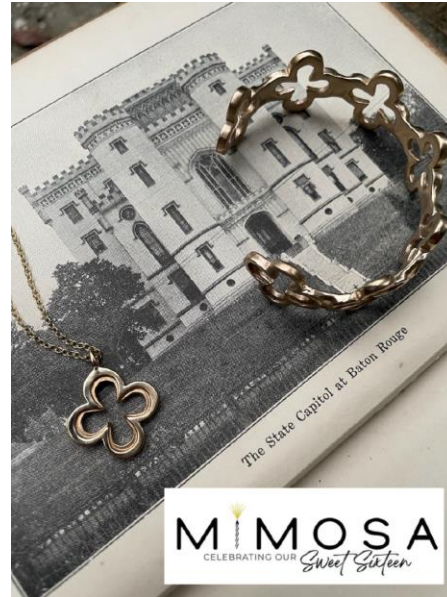
By using the half-quatrefoil in our logo, we are aiming to own this shape for the city. Like New Orleans' fleur-de-lis, the quatrefoil will come to be associated with Baton Rouge.

The curved cuts in the logotype (circled in red at right) are directly inspired by the forms in the quatrefoil. This marries the two elements visually and keeps the essence of the quatrefoil present even when it's not paired with the type.



## The Brand Story

The quatrefoil shape is both iconic to Baton Rouge's history and currently under-recognized by locals and visitors. This disparity creates the perfect opportunity to make the quatrefoil a symbol everyone will associate with Baton Rouge, much like the way people connect the fleur-de-lis to New Orleans. The quatrefoil appears throughout our beloved state capitol building and, in fact, all over the city. Once you begin to look, you'll see it everywhere. Historically, the symbol has had many meanings and connotations. Just like Baton Rouge itself, the quatrefoil cannot be categorized into a neat box. It is both refined and approachable, communicating a sense of laid-back luxury. Visually, the quatrefoil serves as a window through which to see the diverse tapestry of Baton Rouge offerings. This unique shape gives us the chance to take an authentic artifact of Baton Rouge's rich history and make it part of our celebrated future and new logo mark.



## Logos & Wordmarks

We have a flexible system of marks, with 3 options that can be used.

1. The 3-line and 2-line logos with the half quatrefoil symbol are the primary brand marks. The 3-line option is preferred over the 2-line option. These should be used when space allows, with either the red symbol paired with black or white type or the entire mark in all black or all white.
2. The 1-line logo with the symbol is next in order of use.
3. Finally, the tertiary wordmarks, which do not include the symbol, are used when space is further limited. The 3-line version is preferred, with the 1-line option acceptable as needed.

*Note: The half quatrefoil should never appear alone to represent the brand.*

### PRIMARY

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### SECONDARY

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### TERTIARY

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## Logos & Wordmarks

A set of other marks for special-use cases reduces the name to our local shorthand “BR,” either paired with “Visit” or turned into the monogram VBR.

These shorthand versions are ideal for use in social media avatars and other places where space is at a premium.

But never use these in an application where viewers haven’t already seen the full name, or unless the full name is very close by these shorter versions.

**Examples:**

- A. The abbreviation or monogram can be used in the interior of a print publication where the full name is on the cover
- B. As a social media avatar since our full name will be spelled out near the icon within the app.

### ABBREVIATION



### MONOGRAM



### EXAMPLE AS AVATAR



Symbol & Images

The half-quatrefoil symbol can serve as a container for images to emerge from, allowing us to showcase the breadth of culture in BR.

The examples shown here illustrate the logic behind choosing brand colors for these types of uses.

Important Note:

The example at lower right shows the symbol turned horizontally. This placement should be used only when an image is emerging from the symbol.



Here, the blue complements the colors within the image.



In this instance, red contrasts with the bright colors of the uniform.



In these two instances, the color gives a sense of place. The green stands in for the football field, and the blue for the sky around the building.

## Alternate Quatrefoil

In rare special cases, a whole quatrefoil can be used with an emerging image, but this should never be locked up next to the wordmark.

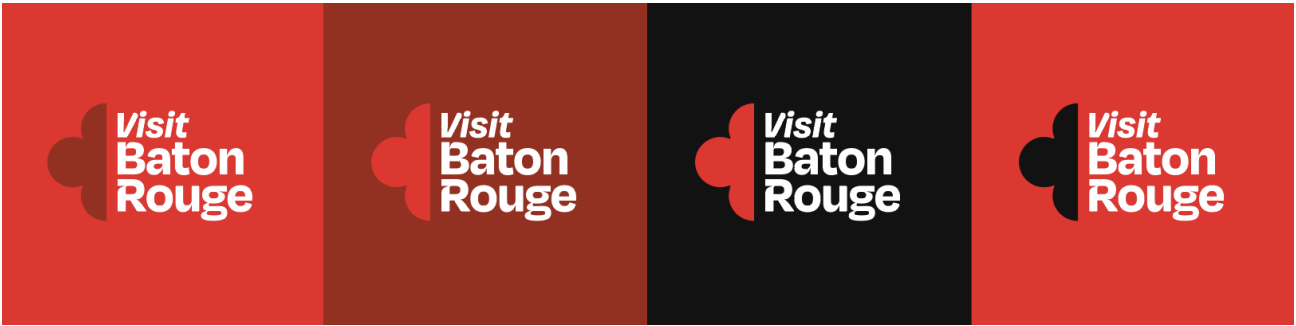


Color & Logos

Notes about the application of color to the mark:

Type can be only black or white.

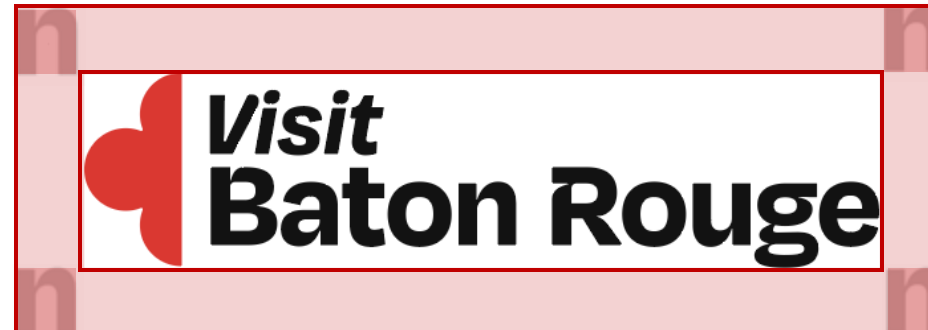
The symbol can be any brand color, with the two reds preferred in most instances.



## Clear Space & Size

To maintain the integrity and legibility of the logo, it is important to surround it with clear space that acts as a visual buffer. This space ensures that no other text, images or design elements crowd the logo or compete with it for attention, preserving its recognizability in all applications.

Always make sure the minimum clear space, as indicated to the right, is respected to safeguard the logo's visibility and visual impact.



Unacceptable Logo Uses

Don't use full quatrefoil & logo



Don't outline



Don't change the shape



Don't change logo proportions



Don't stretch or warp



Don't rotate



Don't use gradients



Don't use shadows



Don't change logo colors



Don't change the shape & image



Brand Colors

The main colors in our palette are inspired by the culture, nature and history of the city.

Paler and darker secondary colors are to be used only for elements like type, CTA buttons, etc., on top of the main colors or where they help visuals stay ADA compliant.

RGB :  
255 / 255 / 255

CMYK:  
0 / 0 / 0 / 0

HEX:  
ffffff

RGB :  
0 / 0 / 0

CMYK:  
0 / 0 / 0 / 100

HEX:  
000000

PRIMARY

PANTONE: 185  
RGB : 237 / 28 / 36  
CMYK: 0 / 100 / 100 / 0  
HEX: ed1c24

PANTONE: 484  
RGB : 158 / 39 / 24  
CMYK: 25 / 100 / 100 / 20  
HEX: 9e2718

PANTONE: 2198  
RGB : 88 / 186 / 219  
CMYK: 55 / 0 / 0 / 10  
HEX: 58badb

PANTONE: 555  
RGB : 55 / 103 / 75  
CMYK: 90 / 60 / 90 / 0  
HEX: 37674b

SECONDARY

PANTONE: 2337  
RGB : 249 / 185 / 186  
CMYK: 0 / 35 / 15 / 0  
HEX: f9b9ba

PANTONE: 7631  
RGB : 67 / 18 / 15  
CMYK: 45 / 85 / 80 / 70  
HEX: 43120f

PANTONE: 7457  
RGB : 196 / 231 / 242  
CMYK: 20 / 0 / 0 / 0  
HEX: c4e7f2

PANTONE: 5605  
RGB : 26 / 50 / 35  
CMYK: 80 / 50 / 80 / 65  
HEX: 1a3223

## Typography

Our logo is made from the font Degular Bold, with a few custom edits to make the mark uniquely ours.

Headlines and copy in VBR designs should use lighter weights of Degular so they echo the logo but are not the same.

Degular is available free from **fonts.adobe.com** with a Creative Cloud subscription. The font also can be purchased here:  
**ohnotype.co/fonts/degular**

*Note: See the next page for the alternative font to use when Degular is not an option.*

## Degular Medium for headlines

This weight shows off the quirky characteristics that make the font distinct, without competing with the weight of the logo.

Body copy can be Degular Regular or Medium. This sample is Regular weight. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent facilisis, quam eu iaculis semper, mauris elit consectetur erat, vitae aliquet ligula felis.

## Degular Semibold works, too.

This weight shows off the quirky characteristics that make the font distinct, without competing with the weight of the logo.

Body copy can be Degular Regular or Medium. This sample is Medium weight. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent facilisis, quam eu iaculis semper, mauris elit consectetur erat, vitae aliquet ligula felis.

## Typography

Not everyone will have Degular on their computer, and in some programs – like PowerPoint – Degular is not available.

In these instances, use **Arial** and **Arial Bold** but never Arial Black.

As the name indicates, Degular is almost “regular,” so Arial is a logical replacement.



Degular is in red. Arial is in blue.

### **Arial Bold is great for headlines.**

Weight shifts help create hierarchy and emphasis.

For body copy, Arial Regular is your alternate font go-to if Degular is not available to you. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent facilisis, quam eu iaculis semper, mauris elit consectetur erat, vitae aliquet ligula felis id felis.

### Arial Regular also works in headlines.

Scale can do the work of adding emphasis to the text.

For body copy, Arial Regular is your alternate font go-to if Degular is not available to you. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent facilisis, quam eu iaculis semper, mauris elit consectetur erat, vitae aliquet ligula felis id felis.

Colors, Typography & ADA Compliance

The color combinations at right show ADA compliant combinations. Deviating from these may create readability issues for low-vision audiences. Never use color-on-color at too small a size or it will fall out of compliance.

|                                                                                                   |                                                            |                                                                                                      |                                                           |
|---------------------------------------------------------------------------------------------------|------------------------------------------------------------|------------------------------------------------------------------------------------------------------|-----------------------------------------------------------|
| <b>RED</b><br>White Text<br>Black Text<br>Darkest Red<br>Pale Blue<br>Darkest Green               | <b>DARK RED</b><br>White Text<br>Pink Text<br>Pale Blue    | <b>BLUE</b><br>Black Text<br>Darkest Red<br>Darkest Green                                            | <b>GREEN</b><br>White Text<br>Pink Text<br>Pale Blue      |
| <b>PINK</b><br>Black Text<br>Dark Red Text<br><i>(Large Text)</i><br>Darkest Red<br>Darkest Green | <b>DARKEST RED</b><br>White Text<br>Pink Text<br>Pale Blue | <b>PALE BLUE</b><br>Black Text<br>Darkest Red<br>Darkest Green                                       | <b>DARK GREEN</b><br>White Text<br>Pink Text<br>Pale Blue |
| <b>WHITE</b><br>Black Text<br>Dark Red Text<br>Darkest Red<br>Green Text<br>Dark Green            |                                                            | <b>BLACK</b><br>White Text<br>Red Text<br><i>(large Text)</i><br>Pink Text<br>Pale Blue<br>Blue Text |                                                           |

## Sample Applications

Our brand is bold and contemporary. The logo contains smart, meaningful details. Keep this spirit of smart creativity alive in the applications.

Layouts should be fairly straightforward and well-gridded. No wacky layouts, no drop shadows. Think clean, crisp, contemporary. That's who we are.

Let our beautiful photography and the dynamic graphic elements of our identity do the work of making things interesting.

