

waco

CVB Campaign

Brand Guidelines



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Introduction

01



1.1 About These Guidelines

A brand is more than a logo or color palette; it's the experience we create for every visitor. These guidelines are here to help us tell The Waco tourism brand's story consistently and authentically. When travelers encounter our tourism brand, we want them to feel clarity, warmth, and excitement about exploring the city.

This guide is a toolkit for everyone involved in sharing The Waco tourism brand with the world. It offers the building blocks to ensure that no matter the context, we're presenting a unified and welcoming identity. Our goal is to make Waco unforgettable, and that starts with being intentional about how we communicate who we are.

1.2

Where to Begin

Opening a brand guide can feel overwhelming, but don't worry; this is meant to be practical, not complicated. Think of it as a reference you can flip through anytime you're creating something for Waco's visitor experience. Keep it handy and use it often.

These guidelines aren't just for designers. They're for anyone writing, designing, photographing, speaking, or representing the Waco tourism brand in any way. Every detail adds up to how visitors see our city.

Know your context.

Always consider who you're talking to and what they need. Use what's helpful here, and don't force what isn't.

Get Creative.

Think of these guidelines as boundaries that keep everything consistent, while still giving you plenty of room to play.

Stay Flexible.

Waco is growing and changing, and so will our tourism brand. These guidelines will evolve with us.

**Brand
Visuals**

02

2.1.1
Logo
Primary Logo

Our primary logo is a wordmark, giving Waco tourism a clear identity without tying the city to a single symbol. This flexibility lets the brand represent the many sides of Waco tourism while staying recognizable and consistent.

Use the primary logo on all main communications, marketing, and digital platforms. Secondary logos are available, but only when space or format makes the primary logo hard to use.



2.1.2
Logo
Secondary Logos

Our secondary logos give us options when the primary wordmark isn't the best fit. The **stacked logo** works well in tight spaces or as a repeating design element in patterns. The **logo with the founding year** adds character and depth,

especially in wide or landscape layouts where a little more detail helps balance the space. Use these variations thoughtfully. They're here to support the primary logo, not replace it.



2.1.3
Logo
Usage Rules

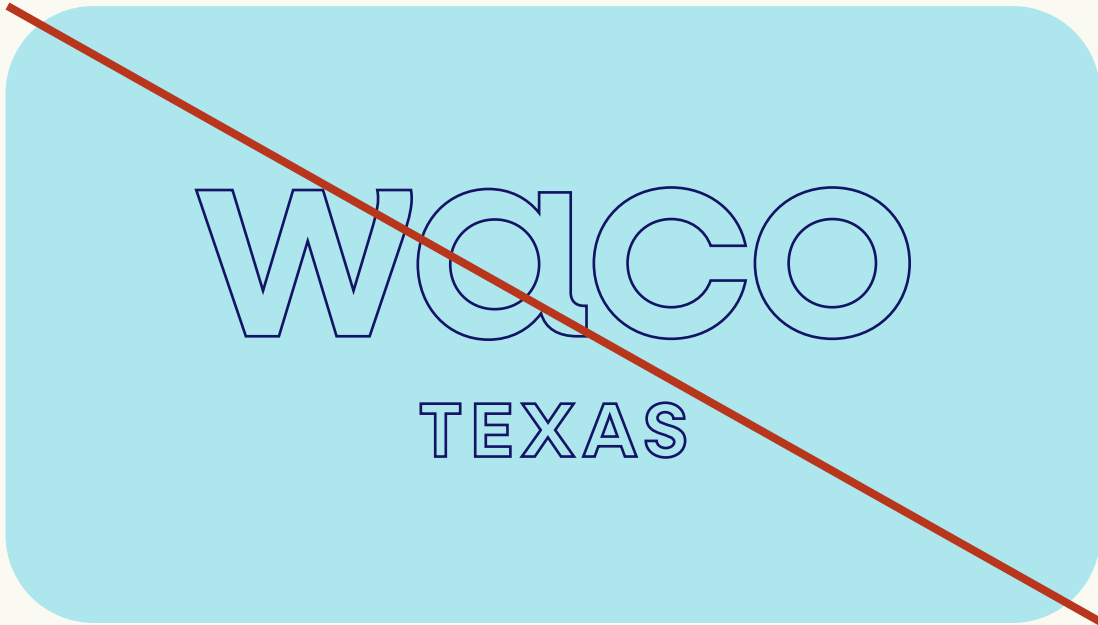
To keep our logo and brand strong, avoid misusing any of Waco tourism’s visual elements. The examples on this page highlight common mistakes, but they aren’t a complete list. When in doubt, stick to the approved guidelines to make sure the brand stays consistent and recognizable.



Don’t distort/stretch the logo.



Don’t create unapproved lockups.



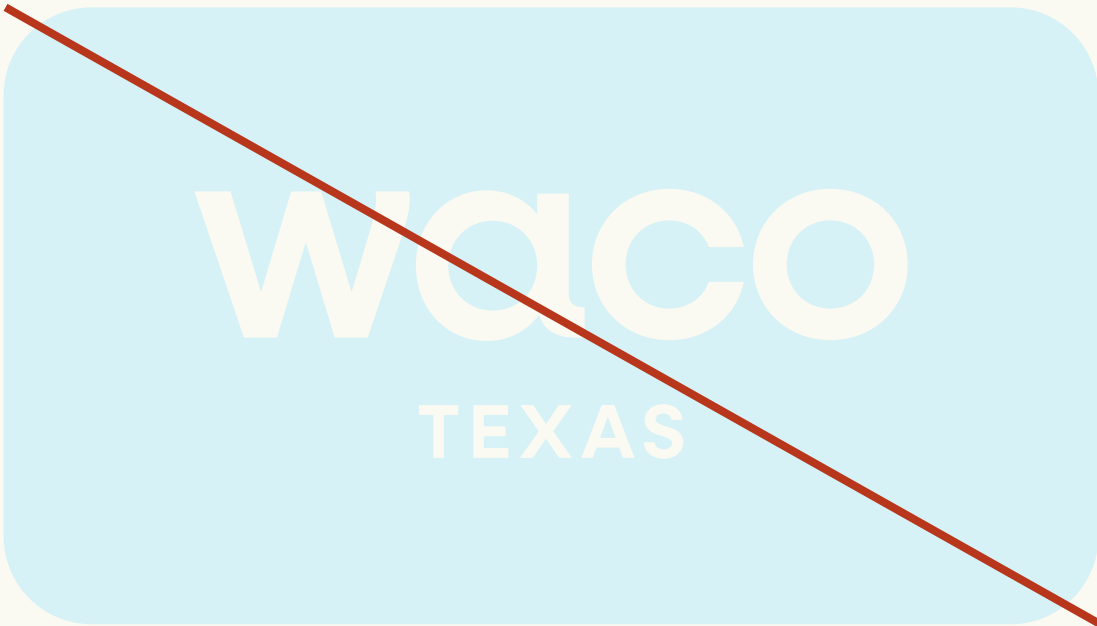
Don’t outline the logo.



Don’t put a shadow on the logo.



Don’t use unapproved colors.



Don’t put a light logo on a light background



Don’t put a dark logo on a dark background.



Don’t put a color logo on a photo background.

2.1.4 Logo

Clear Space & Minimum Height

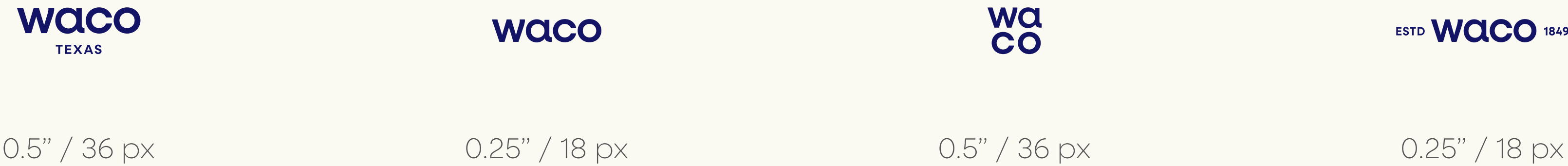
To keep the Waco tourism brand logo clear and effective, always give it room to breathe and size it for legibility. Leave at least the height of the “W” as clear space on all sides so no text or graphics crowd the mark. The logo should also

never appear smaller than .5” in height for the primary and stacked logos and .25” in height for the wordmark and dated logos to ensure they stay readable and recognizable across all uses.

CLEAR SPACE



MINIMUM SIZE



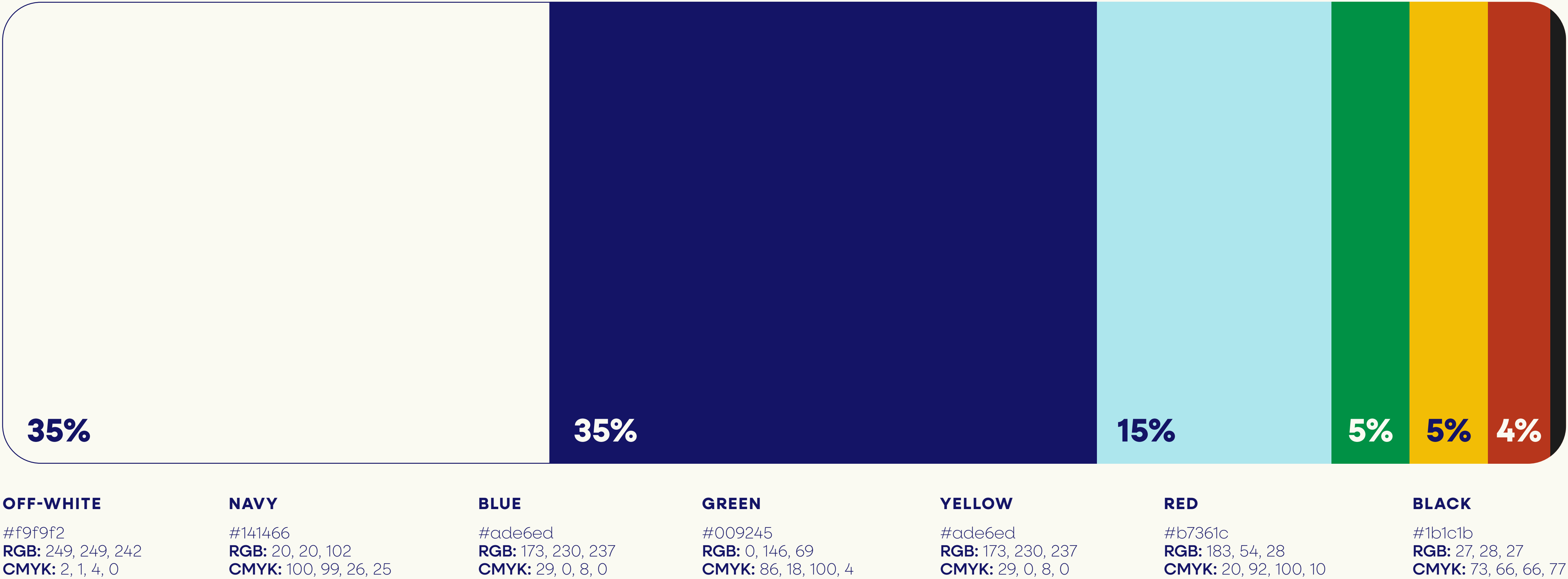
2.2.1

Color

Palette & Distribution

The Waco tourism brand palette combines balance and energy. Off-White and navy provide a strong foundation, while blue adds a friendly, approachable note. green, yellow, and red appear in smaller accents to bring warmth,

vibrancy, and emphasis. Black is used sparingly as a utility color. Together, these colors create a system that’s welcoming, versatile, and distinctly Waco tourism brand.



2.2.2
Color

Color & Logo Usage Rules

A logo’s impact depends not just on its size or color, but also on the background behind it. Always make sure there’s enough contrast so the logo stands out clearly.

Use this guide to check which color combinations work best. Keep colors intentional and balanced. When placing a logo or text over a photo, use the all-white version for clarity.



Do: multi-color logo only on simple backgrounds



Do: white color on dark backgrounds



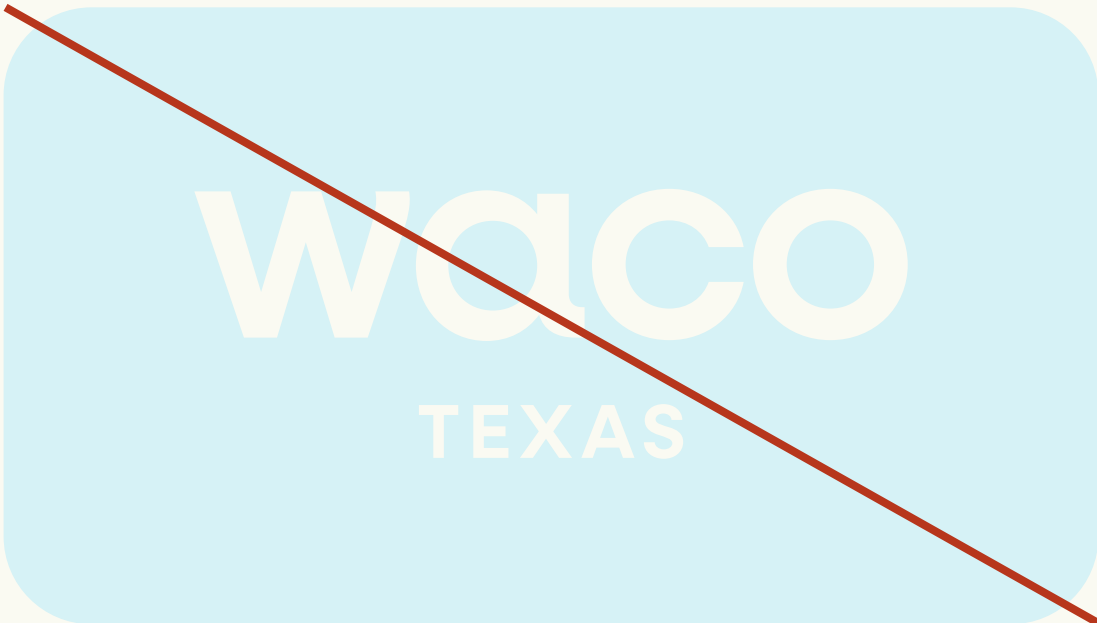
Do: white logo on photo backgrounds with overlay



Do: dark logo on light backgrounds



Don’t use unapproved colors.



Don’t put a light logo on a light background



Don’t put a dark logo on a dark background.



Don’t put a color logo on a photo background.

2.3.1 Typography

Fonts

Letterform quirks that
add personality

Neulis Neue is the primary typeface of the Waco tourism brand, chosen for its balance of friendliness and versatility. Its clean structure makes it just as effective in bold headlines as it is in fine print, ensuring readability across

all applications. Subtle curves and unique details give the font personality, adding warmth and character that reflect Waco tourism’s approachable spirit.

Neulis Neue Black

Neulis Neue Bold

Neulis Neue Medium

Neulis Neue Light

Neulis Neue Thin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

0123456789!@#\$%^&*()-+

2.3.2

Typography

Usage Rules

The way fonts are set and displayed reflects our brand. Below are some helpful tips:

- Generous margins & spacing
- Use bold/italics sparingly
- All caps: 50-250 tracking
- Lowercase: 25 or less tracking
- Keep typography clean and consistent
- Use contrasting weights to create hierarchy

H1 Neulis Neue Bold, 160 pt

H2 Neulis Neue SemiBold, 40 pt

Body Neulis Neue Regular, 24 pt, 28 pt leading

Footer Neulis Neue Regular, 24 pt, 180 pt tracking



2.4.1

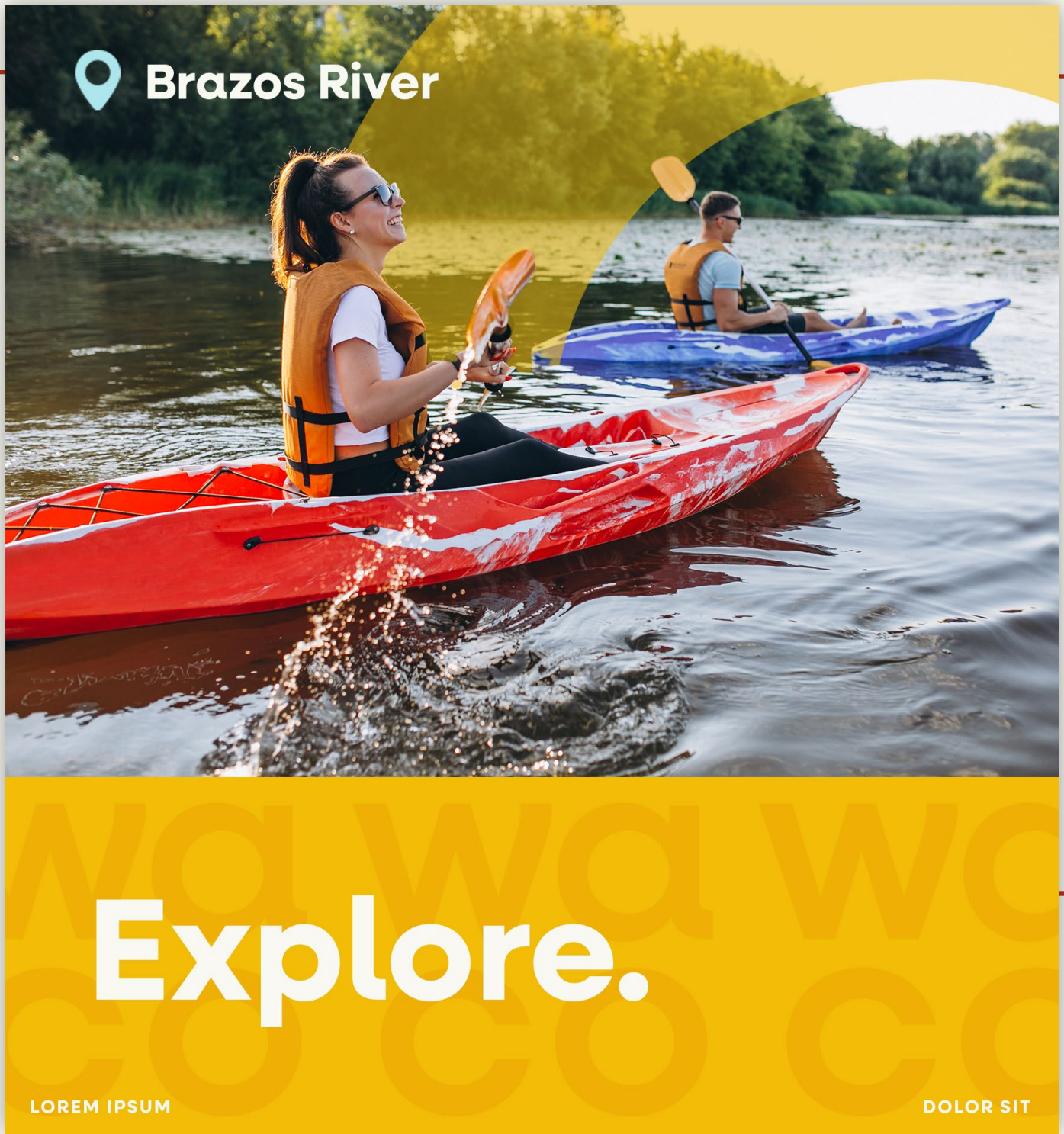
Design Elements

General Principles

Our design elements add personality and flexibility to the Waco tourism brand. The **loops** can weave through photos or serve as background patterns to create movement and interest. The **location pin** is a nod to maps and

travel, reinforcing Waco as a destination. The **stacked Waco tourism logo** can also be used in pattern form, adding texture while keeping the brand front and center.

- Always ensure the location pin is proportional to the accompanying text. This pin should be a detail, never a large graphic.



- Always use loops at low opacity when overlaying on photos, and ensure they do not diminish the clarity of a photo's subject.



- Use a 10-50% opacity "multiply" blend mode when using the stacked logo pattern as a background.

2.4.2

Design Elements

Photography

Photography is one of the most powerful ways to bring the Waco tourism brand to life. Images should be professional and high-quality, capturing authentic moments of people enjoying the city, from exploring landmarks to

gathering at local spots. The goal is to showcase Waco tourism as vibrant and welcoming, with photography that feels genuine, engaging, and full of energy.



2.4.3

Design
Elements

Patterns

The Waco tourism brand uses a pattern built from the stacked logo. This element should be applied sparingly, as too much use can overwhelm the design. Avoid placing text

directly over the pattern unless it is at a very low transparency, where it can serve as subtle texture without competing for readability.



Brand Applications

03

3.1

Apparel & Merch

Anyone representing the Waco tourism brand is a reflection of our brand, and appearance plays an important role. We ask all team members to present themselves in a clean, professional, and welcoming way. Perception matters, and

we want every interaction to reflect pride in the Waco tourism brand. When creating branded gear, be sure to follow the approved logo and color guidelines to keep everything consistent.



Roam.

waco



 Cameron Park

Discover.

waco



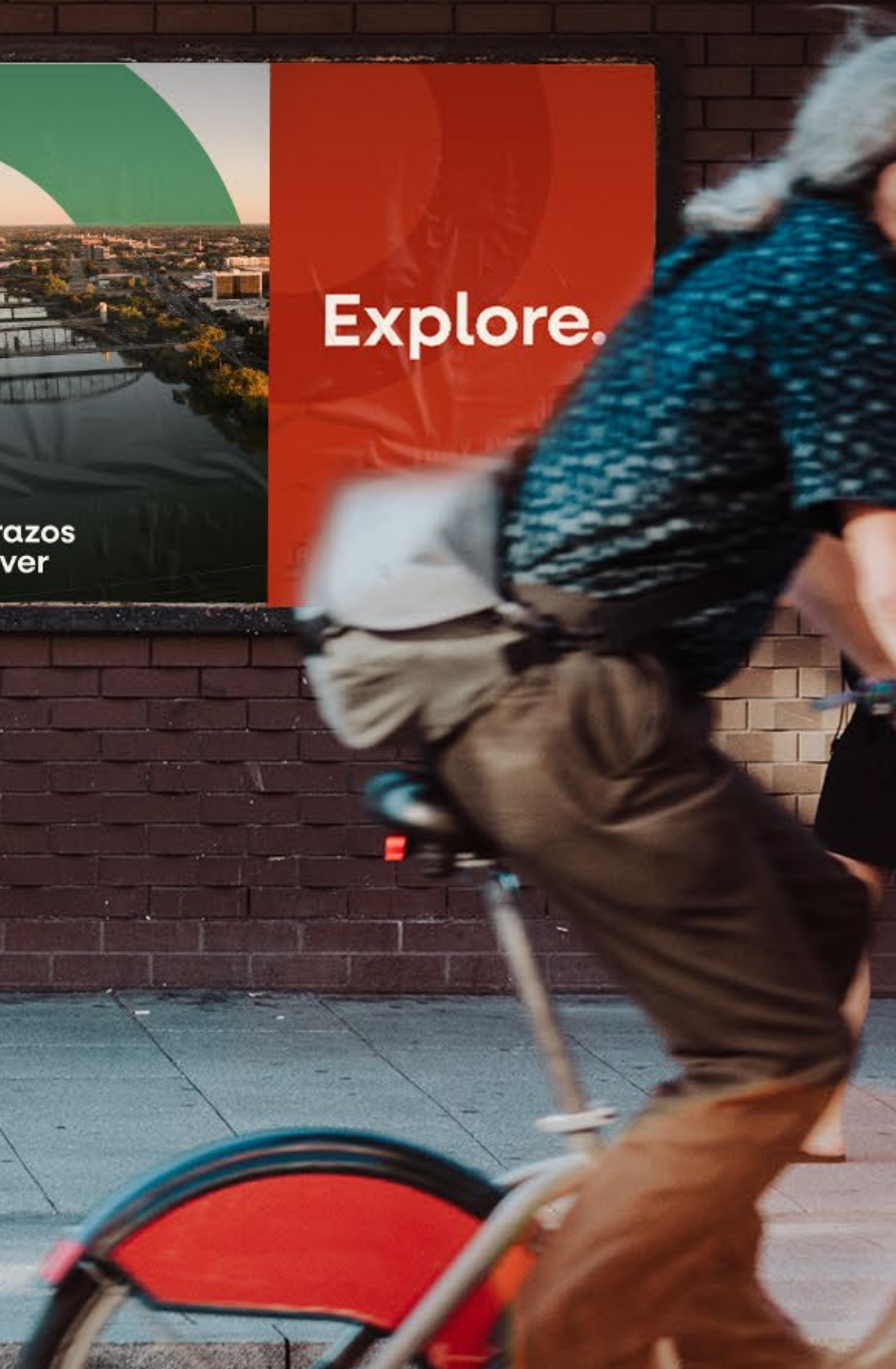
Wander.

waco



 Brazos River

Explore.







3.2.1

Print

Brochures & Flyers

Printed materials help keep the Waco tourism brand consistent and professional. Use the correct logos, fonts, and colors, and always prioritize legibility. Brochures and flyers should be clear, concise, and well-designed to engage audiences and leave a lasting impression.



3.2.2
Print
Business Cards



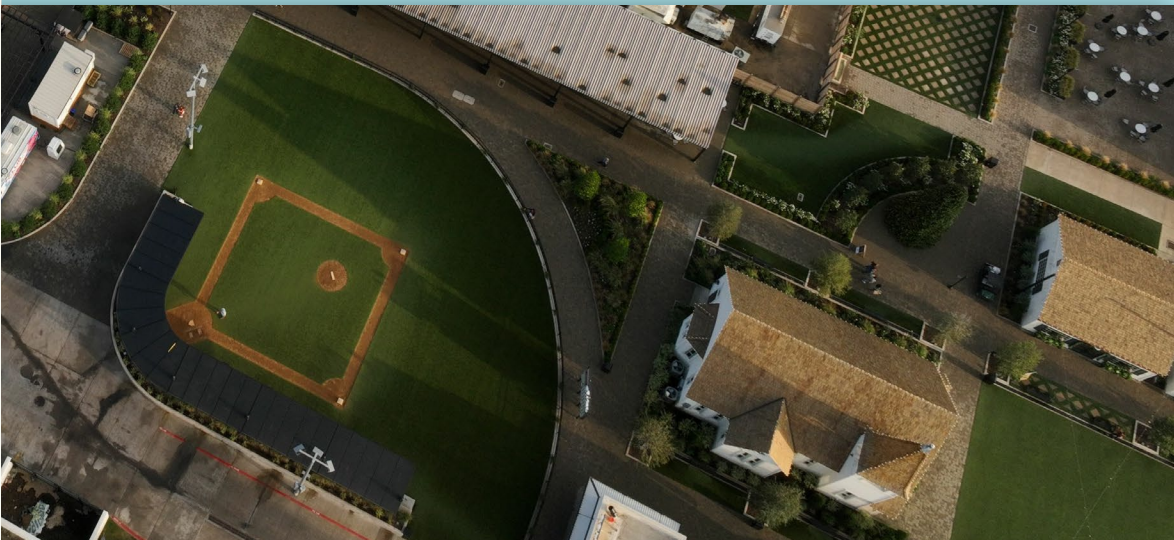
3.3.1

Digital

General Principles

In all digital materials, use the Waco tourism brand’s colors, typography, and design elements consistently. Keep layouts simple, readable, and

user-friendly to build a cohesive presence that reflects the brand.



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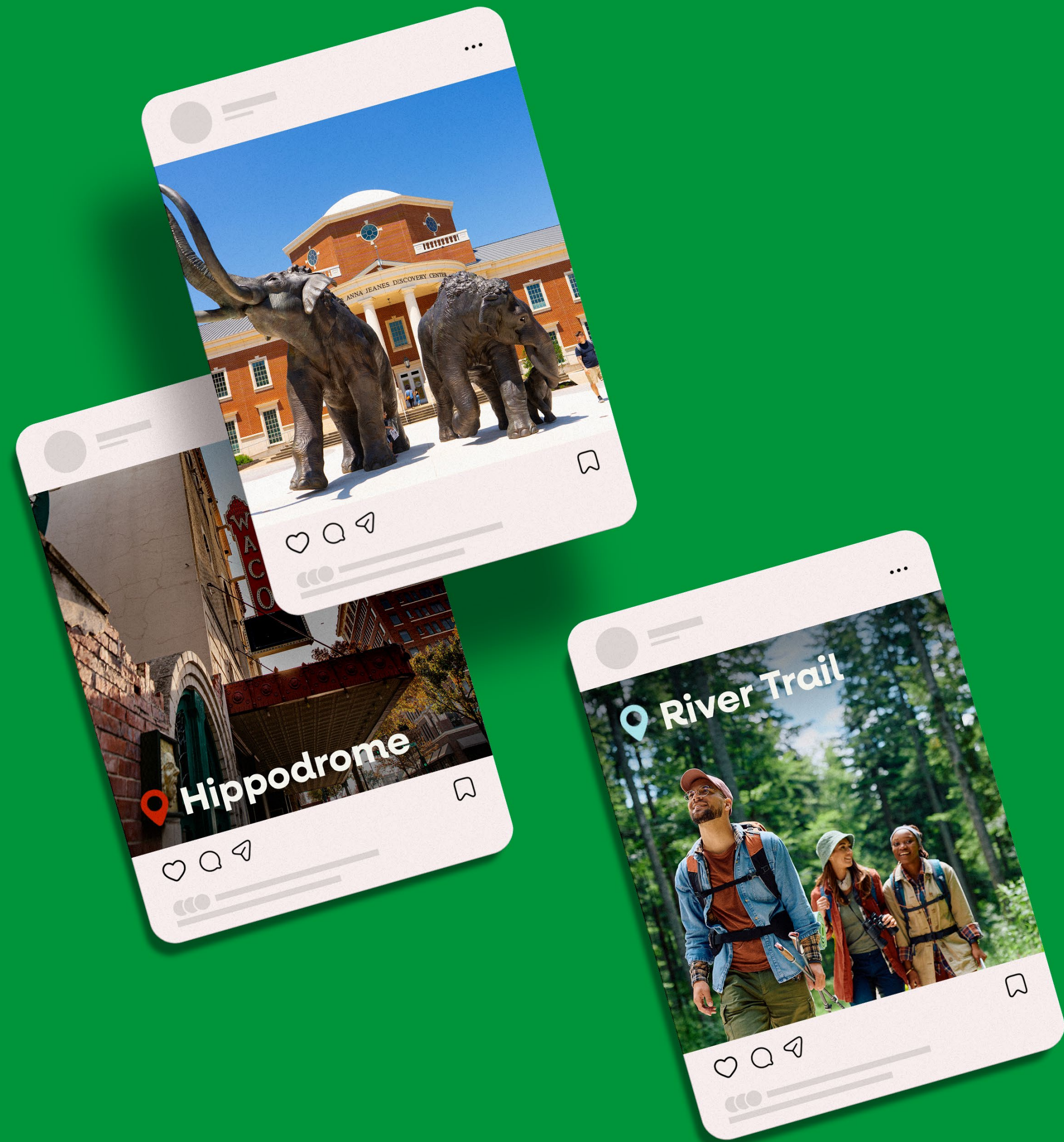
3.3.2

Digital

Social Media

Remember these rules for all Waco tourism social posts:

- Use high-quality, on-brand visuals and approved logos only.
- Keep layouts simple and let photography speak for itself.
- Write clear, confident captions with correct grammar.
- Adapt tone for each platform while keeping the brand consistent.
- Share only verified, brand-appropriate content.



Closing

04



4.1 Final Thoughts

The Waco tourism brand is more than a logo — it's a reflection of the city's spirit and hospitality. Every color, word, and mark tells our story, so use these guidelines as your blueprint for building recognition that lasts. As Waco grows and

welcomes more visitors, keep our brand identity clear and consistent. For questions or creative support, reach out to Sidekick Creative Agency at **hello@sidekick.agency**.

**DESIGNED BY SIDEKICK
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