

VISIT
MISSISSIPPI



The brand platform.

No matter what you love, it's bone-deep real in Mississippi.

There is authentic. Then there is real. Authentic is a recreation. But real is alive.
And when you find it, you take it with you forever.

MISSISSIPPI

It's that one place, that flavor, that tune – that one moment, so genuine, it becomes part of you.

It's the people. The laughter. The stories. The magnificent surprises that
remind you that an itinerary is just a list. But this place is alive.

This is real.

And it couldn't happen anywhere else.

Delta blues and country. Down home haute cuisine. Civil War. Civil Rights.
Literature. Architecture. Gaming. Sand traps and sandy coast.
Hiking, hunting, paddling.

Spontaneous. Boisterous. Natural. Elegant. Historic. Now.

This is Mississippi. This is real.
Live it. Breathe it. Feel it.



The logo.

Mississippi is the most powerful word in the English language.

-James Meredith

Visit Mississippi Logo

The Visit Mississippi version of the classic curly S logo should be used on all communications. In topical communications the logo should appear in the appropriate color way to relate the content back to the information on the visitmississippi.org site.

A small space logo is available for applications in which the space allowed causes the full logo to become illegible.

This logo should be used on all consumer-facing materials including advertising and promotion, social media and signage.



Food & Drink



History & Heritage



Nature & Outdoors



Music & Arts



Golf



Shopping



Lodging



Events & Festivals



Gaming & Entertainment



Small Space Logo Variation



Brand Elements

As we will be speaking to a wide variety of consumer audiences, we are allowing some leeway regarding the look and feel of interest-specific communications. To maintain cohesion between these communications we are providing some mandatory elements to be used throughout all communications.

Headlines

Handwritten headlines lend an element of “real” to communications. To that end, these headlines should be created by hand as opposed to using a hand-writing font. If necessary, a custom font will be available to keep the look consistent.

Note: Please contact The Ramey Agency to request custom headline creation.

Body Copy Font

Franklin Gothic is a clean, modern font that should be used on all communications to insure consistency.

Colors

Black, white and gray should be used for background colors and body copy. The yellow and red accent colors may be used with headlines and accent elements. Please see the example on the next page for correct color usage.

Photography

Photography is the most powerful way to communicate “real.” All photography should feel spontaneous, never staged. Photos should be filled with humanity and a sense of joy. They should never feel retouched or mechanical.

Handwritten headlines
add an element of real.

Visit MS Handwriting ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Franklin Gothic Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Franklin Gothic Book ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Franklin Gothic Book Italic ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

Process Black | C:60 M:40 Y:40 K:100 (use 100% black for newsprint) Black 50% | C:0 M:0 Y:0 K:50

White



Food & Drink Accent:

PMS 2736 C
C:97 M:95 Y:0 K:0
Hex# 171C8F

History & Heritage Accent:

PMS Process Blue C
C:100 M:13 Y:1 K:2
Hex# 0085CA

Nature & Outdoors Accent:

PMS 7406 C
C:0 M:20 Y:100 K:2
Hex# F1C400

Music & Arts Accent:

PMS 7627 C
C:5 M:94 Y:88 K:22
Hex# A72B2A

Golf Accent:

PMS 7737 C
C:60 M:0 Y:98 K:7
Hex# 48A23F

Shopping Accent:

PMS 4515 C
C:13 M:19 Y:62 K:28
Hex# B3A369

Lodging Accent:

PMS 3265 C
C:66 M:0 Y:39 K:0
Hex# 00C7B1

Events & Festivals Accent:

PMS 255 C
C:53 M:96 Y:10 K:24
Hex# 72246C

Gaming & Entertainment Accent:

PMS 716 C
C:0 M:61 Y:99 K:0
Hex# EA7600

