



*South Dakota*

BRAND STANDARDS 2018



*South Dakota*





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Welcome to South Dakota: the land of Great Faces and Great Places.

At the South Dakota Department of Tourism, our mission is clear: maximize tourism's impact on South Dakota's economy by increasing domestic and international travel to our state.

Achieving this mission means telling the story of South Dakota. We do it through marketing (traditional, digital, social, and out-of-home), public relations, media blitzes, domestic and international conference and trade show attendance, working one-on-one with group and travel professionals, and by living our values each and every day.

We work hard to support the industry and consider it our privilege to tell this story. This Brand Standards booklet is a guideline to be used when creating your own advertisements, promotions, or marketing materials. By working together, and by sharing a cohesive brand identity and story, we can continue reaching more visitors in more places than ever before.





# BRAND OVERVIEW

## BRAND STORY

We are a state that is home to world-renowned monuments, breathtaking landscapes, rich Native American culture and Western heritage, and warm hospitality. We are a destination that inspires a heightened sense of freedom and optimism. We can't wait to welcome visitors to discover one of America's most desired and meaningful vacation destinations.

## LIVING THE BRAND

As representatives of South Dakota, it is our shared responsibility to live up to the standards detailed in this book's pages.

We are the Great Faces of South Dakota and we are the stewards of the state's Great Places. We know a visitor's experience is only as great as the one we provide, so it is imperative that we put our best foot forward. It is our responsibility to deliver on our reputation as a warm, welcoming, and friendly state while continuing to provide the kind of experiences that keep guests coming back for generations.



# BRAND ARCHITECTURE

South Dakota's story is built upon this: our Brand Architecture. It's our promise to the visitor, our criteria for what guests can expect to experience, and it represents the very framework for all messaging we create to showcase South Dakota.





## TONE

Whether we're promoting a family vacation to the Black Hills, a pheasant hunt in Pierre, or an East River rodeo, tone of voice plays a critical role in enticing visitors to South Dakota.

These qualifiers should be applied to all mediums, including television, radio, pre-roll video, online radio, and social media advertising.

### VOICE IS

- » Inviting
- » Warm
- » Personable
- » Relatable
- » Genuine
- » Playful

### VOICE IS NOT

- » Irreverent
- » Snarky
- » Contrived
- » Over The Top
- » Inauthentic

## BRAND EXPERIENCE

While visitors come to South Dakota for different reasons, it's up to us to deliver a consistent experience for each and every traveler. Think of the following sentiments as answers to this question: "What can I expect from my trip to South Dakota?"

### POSITIVE SENTIMENTS

- » Family-friendly Fun
- » A Sense of Wonderment
- » Bucket-list Worthy Attractions
- » Connections with Nature
- » Pioneering Spirit
- » Excitement Indoors and Out

## CALLS TO ACTION

Successful messaging gives the audience a solid understanding of what steps to take next and the immediate or potential benefit of doing so. While our messaging varies, it is vital that all marketing efforts drive action.

### STRONG CALLS TO ACTION

- » Download Your South Dakota Visitor Guide
- » Visit [TravelSouthDakota.com](http://TravelSouthDakota.com)
- » Start Planning Your South Dakota Vacation
- » Book Your Stay
- » Come See the Great Faces & Great Places of South Dakota
- » Find Your Great Place

### WEAK CALLS TO ACTION

- » Click Below for More
- » Visit Our Website
- » Consider a Visit to South Dakota
- » Learn More
- » Go

## HASHTAGS

Staying top of mind with potential and returning visitors means being a part of the conversation on social media. The following hashtags help keep our content relevant and allow us to engage with our guests on a meaningful level.

- » #HiFromSD
- » #SoDak
- » #SouthDakota
- » #GreatFacesGreatPlaces
- » #TheGreat8
- » #HuntInSD
- » #FishInSD

### COMMUNITY HASHTAG EXAMPLES

- » #SDInTheField
- » #FindYourPark
- » #VisitRapidCity
- » #ShareCSP



# BRAND IDENTITY

Effectively promoting South Dakota means maintaining a strong and consistent brand identity. Our brand identity is a collection of all brand elements created to communicate our state's message. We've outlined those elements, along with proper rules of use, in the following section.



## SIZE & SPACING GUIDELINES

Minimum Size  
1.5 inches wide



Safety Area

The safety area around the logo should be equal to 15% of the width of the logo. Modifiers such as the URL or phone number can be 7% the width of the logo and located below.

The safety area should remain clear of any image, type, or graphic. This is the minimum clear space that needs to be left around the logo. More space is always preferred.

Exception: Smaller digital units. Digital elements should try to be consistent with size and spacing guidelines when possible.

## LOGOS

Two South Dakota logos can be used in marketing materials: the South Dakota script and the Faces logo. We strongly encourage partners to use one of these logos on all marketing materials promoting a destination and/or attraction.

## TAGLINE

The tagline for South Dakota is "Great Faces. Great Places." This tagline should always be used with the Faces logo and should be large enough for readers/visitors to see. The tagline may or may not be used with the script, depending on the size and scale of the logo.

The tagline should always appear within quotation marks or in bold whenever it is used in body copy. For the sake of clarity, replacing the periods with a comma is acceptable when using the tagline in a sentence. The periods can also be dropped when using "Great Faces, Great Places" in a graphic lockup. See page 25.



## ACCEPTED VARIATIONS Only script and script/slogan combinations are accepted in white.



Orange variation used for hunting materials only

## NOT ACCEPTABLE



Do not alter tagline placement



Do not alter screenage



Do not split up logo script



Do not alter logo script



Do not skew or tilt logo



Do not alter original proportions



Do not alter color



Do not crowd or overlap logo



## COLOR PALETTE

### TRADITIONAL COLORS

Our traditional color palette is utilized in our standard Faces logo. This traditional logo and color palette are to be used sparingly and should be reserved for official usage.

### PRIMARY COLORS

The primary color palette has expanded to include the traditional red in order to infuse heritage into our new primary and secondary color options. The new blues bring in a hint of our beautiful South Dakota sky and pair well with a variety of visuals that can be captured across the state. Working well in winter and summer months, these color combinations let our visuals shine through.

### SECONDARY SUPPORTING COLORS

The secondary supporting colors allow the primary color palette to stand out alongside our vibrant South Dakota imagery. The secondary palette is used to support and create a foundation for layouts. Utilizations of this palette can be found in body copy, background color, and foundational layout elements.

### TERTIARY COLORS

This selection of tertiary colors adds more depth to the South Dakota color wheel. Utilizing these tertiary colors provides even more range in hierarchy – in particular for web UI and visitor centers. Muted color options in this tertiary palette were chosen in particular for more traditional print design. These colors are paired with a 'color pop.' The 'color pops' were chosen to stand out as CTAs (calls to action) in digital units and website design.

The range of tertiary colors also assists in the wide array of co-ops and partners the South Dakota Department of Tourism works with and pairs with the different visuals they use. For example, colors such as purple, red, and orange can be used with a beautiful Badlands shot, whereas the oranges and browns can be used for hunting in the northeast. These colors, while working well together, can all be utilized for several co-op efforts, creating a unified front in brand direction.

## TRADITIONAL COLORS

**Pantone® 4515 C**  
CMYK 13 19 62 28  
RGB 179 163 105  
HEX #B3A369

**Pantone® 336 C**  
CMYK 95 11 70 44  
RGB 0 102 79  
HEX #00664F

**Pantone® 1805 C**  
CMYK 5 96 80 22  
RGB 175 39 47  
HEX #AF272F

## PRIMARY COLORS

**Pantone® 7459 C**  
CMYK 72 9 9 13  
RGB 66 152 181  
HEX #4298B5

**Pantone® 1805 C**  
CMYK 5 96 80 22  
RGB 175 39 47  
HEX #AF272F

## SECONDARY SUPPORTING COLORS

**Pantone® 5405 C**  
CMYK 68 35 17 40  
RGB 79 117 139  
HEX #4F758B

### DARK BLUE TINT

**Pantone® 5395 C**  
CMYK 100 71 39 90  
RGB 8 31 44  
HEX #081F2C

**Pantone® Cool Gray 2 C**  
CMYK 5 3 5 11  
RGB 208 208 206  
HEX #D0D0CE

**Pantone® Cool Gray 9 C**  
CMYK 30 22 17 57  
RGB 117 120 123  
HEX #75787B

### BLACK

**Pantone® 419 C**  
CMYK 86 70 69 95  
RGB 33 35 34  
HEX #212322

### DARK BROWN

**Pantone® Black 4 C**  
CMYK 41 57 72 90  
RGB 49 38 29  
HEX #31261D

## TERTIARY COLORS

**Pantone® 5135 C**  
CMYK 36 68 10 31  
RGB 126 84 117  
HEX #7E5475



**Pantone® 513 C**  
CMYK 53 99 0 0  
RGB 147 50 142  
HEX #93328E

**Pantone® 1805 C**  
CMYK 5 96 80 22  
RGB 175 39 47  
HEX #AF272F



**Pantone® 1797 C**  
CMYK 2 97 85 7  
RGB 203 51 59  
HEX #CB333B

**Pantone® 7413 C**  
CMYK 1 60 98 4  
RGB 220 134 51  
HEX #DC8633



**Pantone® 7406 C**  
CMYK 0 20 100 2  
RGB 241 196 0  
HEX #F1C400

**Pantone® 465 C**  
CMYK 9 29 66 24  
RGB 185 151 91  
HEX #B9975B



**Pantone® 469 C**  
CMYK 24 79 100 73  
RGB 105 63 35  
HEX #693F23

**Pantone® 7494 C**  
CMYK 35 5 42 14  
RGB 156 175 136  
HEX #9CAF88



**Pantone® 7495 C**  
CMYK 42 5 98 29  
RGB 143 153 62  
HEX #8F993E

**Pantone® 3302 C**  
CMYK 90 21 65 69  
RGB 0 76 69  
HEX #004C45

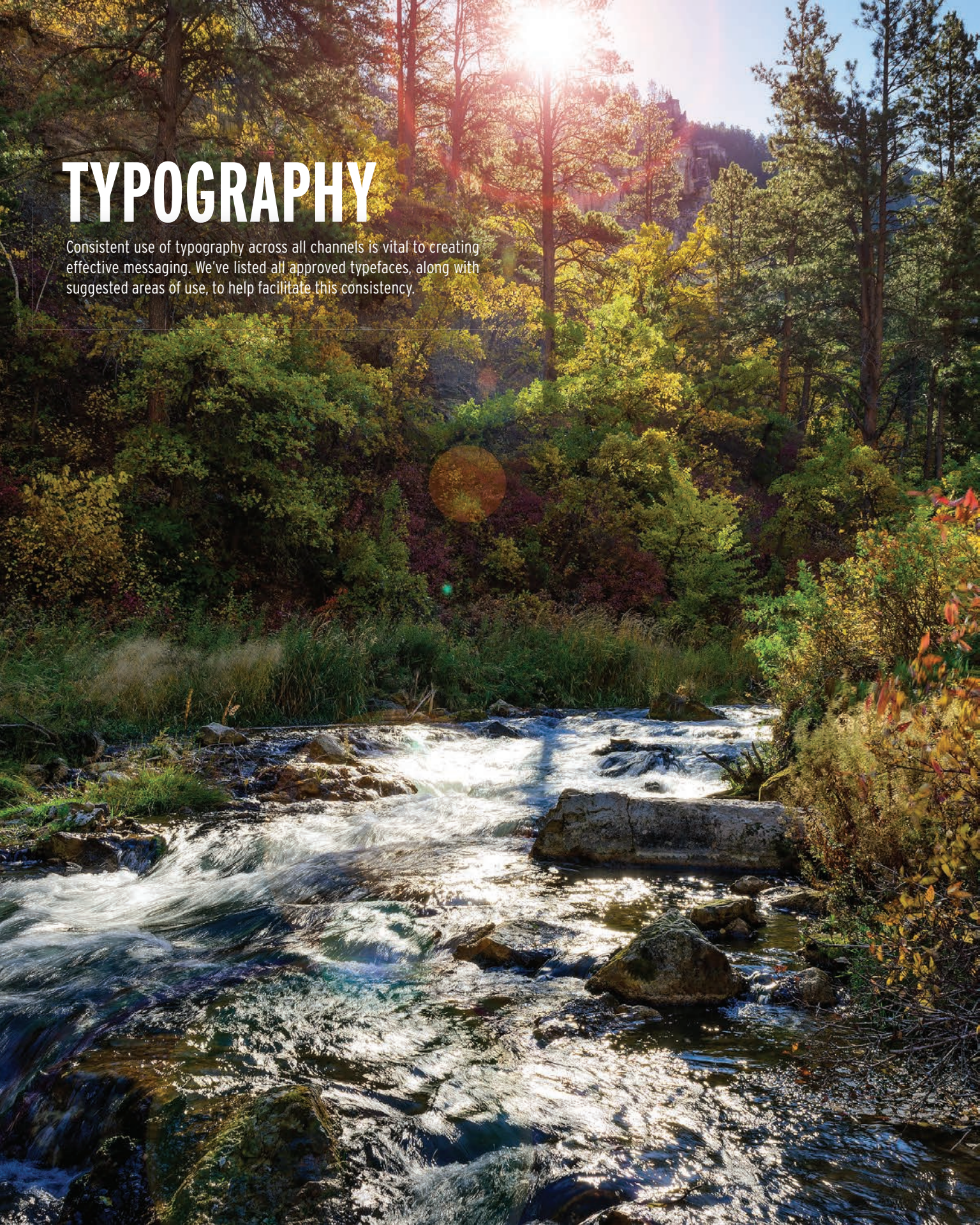


**Pantone® 3295 C**  
CMYK 100 5 65 26  
RGB 0 120 100  
HEX #007864



# TYPOGRAPHY

Consistent use of typography across all channels is vital to creating effective messaging. We've listed all approved typefaces, along with suggested areas of use, to help facilitate this consistency.





## TRADITIONAL FONTS

INTERSTATE BOLD COMPRESSED // HEADLINE FONT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

INTERSTATE REGULAR COMPRESSED // BODY COPY FONT - CONTACT INFORMATION

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

INTERSTATE LIGHT COMPRESSED // LIGHT BODY COPY FONT

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

INTERSTATE BLACK COMPRESSED // BODY COPY FONT FOR EMPHASIS

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

INTERSTATE LIGHT CONDENSED // BODY COPY FONT - CONTACT INFORMATION

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

## WEB FONTS

ROBOTO CONDENSED // PRIMARY WEB FONT `web-fallback {interstate compressed, roboto condensed, arial, sans-serif}`

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ROBOTO // SECONDARY WEB FONT `web-fallback {roboto, arial, sans-serif}`

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

ROBOTO LIGHT // TERTIARY WEB FONT `web-fallback {roboto light, arial, sans-serif}`

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**

MERRIWEATHER // BODY COPY WEB FONT `web-fallback {merriweather, georgia, serif}`

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**



# VISUAL & AUDIO STYLES

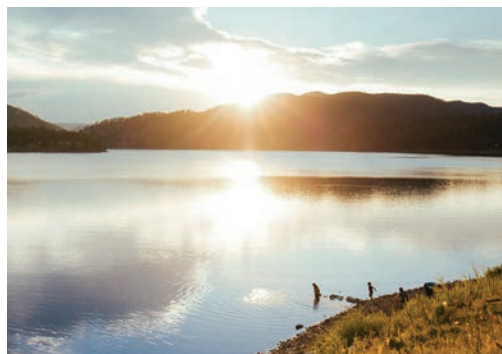
Attracting visitors to South Dakota means always looking and sounding our best. To do so, simply adhere to the following guidelines.



## VIDEO & PHOTOGRAPHY

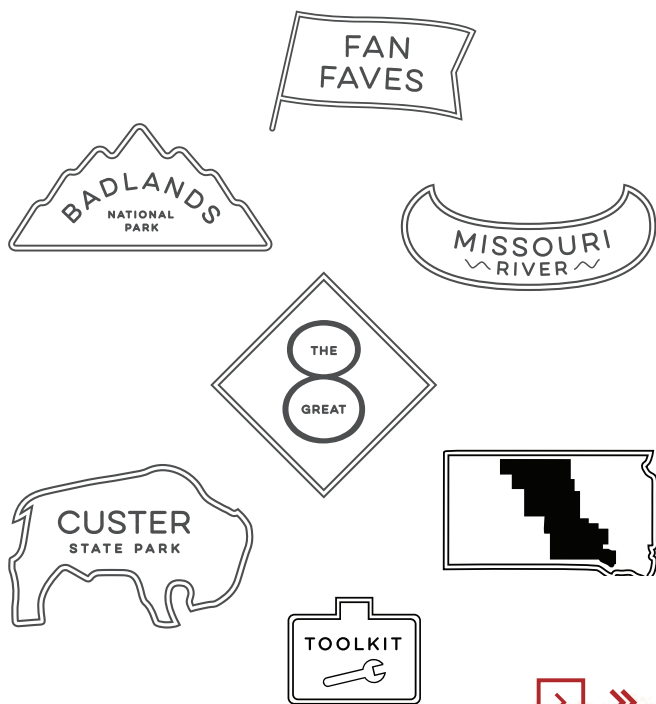
All video should quickly communicate “South Dakota” to our viewers. To help achieve this, videography should strike a balance by showing visitors’ experiences while also highlighting the destinations and attractions with which they are interacting. Telling the story of South Dakota means using visual elements as a means for storytelling.

Visuals should be candid and not appear to be posed. If an image does not include people, it should show accessibility and allow readers/viewers to put themselves into the scene. The South Dakota Department of Tourism has a database of suitable imagery for partners to use at no cost.



## ICONOGRAPHY

Icons should be clean and simple to interpret. The examples below illustrate how and when to utilize icons in marketing materials and website design.



## TEXTURE

Subtle textures can be used, but should be applied in moderation and in a way that does not distract from key visuals or messaging as seen behind this text.



## AUDIO & SOUND

### MUSIC

Music is a notable part of South Dakota culture. It also plays a significant part in creating compelling advertising. Any music tracks or beds should represent the state in a meaningful and accurate way. Americana or folk-inspired music has traditionally played best.

### BACKGROUND SOUNDS

Natural and background sounds should be implemented only if they feel natural. "Nat" sound can go a long way in bringing messaging to life but should not be overused.

### VOICE-OVER DIRECTION

Television, radio, and any other broadcast marketing utilizing a voice-over should adhere to the following standards.

- » The tone of voice should be friendly, welcoming, and genuine.
- » Both male and female voices are appropriate for messaging on the state and community levels.
- » The goal is to be as warm and inviting as possible, while generating interest and driving action.

### RADIO SPONSORSHIP & PODCAST MARKETING

Research shows that listeners who hear advertisements read by their favorite radio personalities and podcast hosts have a higher propensity to not only believe the advertisement, but to act on it. Scripts for these mediums should be written with a personal, friendly, and welcoming tone, just like our voice on social media. The tone should be natural, not forced or overly salesy.





# AUDIENCES & MESSAGING

The South Dakota Department of Tourism focuses on a set of core audiences for both its peak and shoulder season promotions, with multiple audiences having subset groups within the larger category. These targets have been identified using a variety of data sources, inquiries, and visitor intercept surveys. "Great Faces, Great Places" messaging shows specific activities of interest to each target audience and is placed according to their preferences and media consumption habits.

Three core groups comprise the audiences for peak season (which runs from the beginning of spring to the end of summer). These audiences travel between May and August, with the South Dakota Department of Tourism's primary media spend happening from February to July.

Running from early fall to the end of winter, South Dakota's shoulder season is also comprised of three core groups. The primary media spend happens between July and September, with audience travel occurring from August through January.





## FAMILIES

### MESSAGING

This audience wants to see and experience. From young families to multi-generational groups, our Families audience is interested in leaving a lasting impression on their children and making meaningful connections with each other. Iconic attractions mean as much as little moments and time for family bonding is important. Showcasing family activity will evoke emotion and inspire action.

### GENERAL DEMOGRAPHICS

- » Age: 25-44
- » Income: \$60K-\$150K
- » Children in household

### GENERAL PREFERENCES

- » Message to female as travel planner
- » Show lots of activities that are child friendly (water recreation, sight-seeing, zoo and wildlife, national parks, and camping)
- » Plan 3-6 months prior to travel
- » High social media and mobile usage

### MEDIA CONSUMPTION

An index of 100 is average.

Anything higher than 100 is considered above average consumption.

- » Internet: 126
- » Magazine: 112
- » Social: 112
- » Email: 110
- » Radio: 108
- » Out-of-Home: 103
- » Television: 98
- » Newspaper: 85

### FAMILIES SUBSETS

- » Young Families
- » Multi-generational Families



## SEARCHERS

### MESSAGING

Searchers come to South Dakota to “do.” They are interested in active outdoor activities as well as local food and culture. Visuals showcasing adventures, local secrets, and off-the-beaten path experiences perform best.

### GENERAL DEMOGRAPHICS

- » Age: 25-44
- » Income: \$50k-\$100K
- » No children in the traveling party

### GENERAL PREFERENCES

- » Less likely to own a home than other groups
- » Most likely to have graduated college
- » Show high interest in active vacations
- » Prefer to travel to new destinations
- » More interested in experiences than possessions

### MEDIA CONSUMPTION

An index of 100 is average.

Anything higher than 100 is considered above average consumption.

- » Internet: 121
- » Social: 110
- » Email: 110
- » Magazine: 108
- » Radio: 107
- » Out-of-Home: 105
- » Television: 91
- » Newspaper: 80

### SEARCHERS SUBSETS

- » Active Couples
- » Solo Travelers
- » Soft Adventurers



## PEAK SEASON

Three core groups comprise the audiences for peak season (which runs from the beginning of spring to the end of summer). These audiences travel between May and August, with the South Dakota Department of Tourism's primary media spend happening from February to July.



## SHOULDER SEASON

Running from early fall to the end of winter, South Dakota's shoulder season is also comprised of three core groups. The primary media spend happens between July and September, with audience travel occurring from August through January.





## WANDERERS

### MESSAGING

While Wanderers represent a more mature audience, they still want bucket-list experiences and breathtaking sights. Showcasing scenery, attractions and soft adventure activities, national and state parks as well as outdoor activities like RV camping and fishing, is important.

### GENERAL DEMOGRAPHICS

- » Age: 50+
- » Income: \$100K+. Some on fixed income or tied to investments
- » No children in household

### GENERAL PREFERENCES

- » Message to female as travel planner
- » Lower social media and mobile usage
- » Loyal to associations
- » 5-8 vacations/year
  - » 2-3 visiting family and typically spend \$900+/trip
- » Lots of planning and lead time
- » May prefer packages and tours
- » Want breathtaking, once in a lifetime experiences (national parks, monuments, and historic sights)

### MEDIA CONSUMPTION

An index of 100 is average.

Anything higher than 100 is considered above average consumption.

- » Newspaper: 129
- » Magazine: 117
- » Internet: 115
- » Out-of-Home: 100
- » Television: 104
- » Radio: 103
- » Social: 98
- » Email: 95

### WANDERERS SUBSETS

- » Road Trippers
- » Blissful Wanderer



## OUTDOORS

### MESSAGING

South Dakota's Outdoors audience represents the skilled hunters and anglers who travel to the state for our unrivaled hunting and fishing. Due to our state's year-round fishing season, this audience is considered in both Peak and Shoulder messaging.

### GENERAL DEMOGRAPHICS

- » Male, 35-60
- » Income: \$80K+
- » Married

### GENERAL PREFERENCES

- » Travel 2-3 trips per year and typically spend \$900+/trip
- » Experienced hunters do less planning than inexperienced hunters. Experienced hunters (been to South Dakota before) need bird and hotel information. Hunters who are new to the state want more info on the basics of hunting in the state, as well as bird counts and hotel information.
- » Travel for a variety of experiences like fishing, hunting, and golfing. Want a getaway from work, daily routine, and responsibilities to be with friends for a short time and a great opportunity to reconnect with far-off friends and family.
- » This audience enjoys hunting because it's inherently social.

### MEDIA CONSUMPTION

An index of 100 is average.

Anything higher than 100 is considered above average consumption.

- » Social: 119
- » Radio: 117
- » Internet: 114
- » Out-of-Home: 115
- » Email: 111
- » Magazine: 110
- » Newspaper: 108
- » Television: 106







Great Faces  
GREAT Places





## CAMPAIGN OVERVIEW

What sets South Dakota apart from other states and international destinations? The hospitality of our people and our attractions. Those are what keep visitors coming back year after year and are why the South Dakota Department of Tourism is reimagining **Great Faces, Great Places** for its latest campaign efforts.

**Great Faces, Great Places** allows our messaging to promote our state's people and its destinations, both of which make a South Dakota vacation so memorable.

**Great Faces, Great Places** serves as a catalyst for changing visitor perceptions and any preconceived notions potential guests may have about vacationing in South Dakota.

**Great Faces, Great Places** shows the unexpected side of our state alongside iconic destinations, giving our audience a more complete overview of South Dakota.

Finally, **Great Faces, Great Places** promotes South Dakota by sharing real stories and the actual experiences our target audiences can expect from their South Dakota adventures.



## GREAT FACES, GREAT PLACES VISUAL STANDARDS

The “Great Faces, Great Places” advertising utilizes a double exposure effect as a means of delivering the campaign’s inherently layered messaging. By pairing the face of a person, animal or statue, with a corresponding location, we’re able to tell a more compelling, distinct, and complete story.



## CAMPAIGN SPECIFIC LOCKUP & TYPOGRAPHY

### GFGP LOCKUP



### HIGH VOLTAGE // HEADLINE FONT ALL CAPS ONLY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

### AMERICUS SCRIPT AGED // HEADLINE SCRIPT FONT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

### HEADLINE LOCKUPS

When creating headline lockups, utilize the glyphs built in the Americus Script Aged font to establish a balanced lockup.



### CONTACT LAYOUT

When placing contact information in a single line, separate each call to action with two slashes and kern together accordingly.

~~TravelSouthDakota.com // 800-732-5682~~

TravelSouthDakota.com // 800-732-5682



CAMPAIGN SPECIFIC MUSIC

The “Great Places, Great Places” jingle has become synonymous with South Dakota. With this latest campaign, the world-famous jingle is being given new life.

We’re tapping South Dakota artists to record their own interpretations of the song to be used in television spots, as well as in online marketing materials. As our catalogue of covers continues to grow, we’ll be looking to our community partners for suggestions on potential artists to feature. Giving local talent a voice certainly is a goal of the campaign, but it also serves as a way to get more people involved in the mission of the Department of Tourism.

As we continue rolling out the latest iteration of “Great Faces, Great Places,” we’ll keep looking to our community, co-op, and state partners to help provide the kind of authentic, unexpected stories our out-of-state visitors are looking to experience.

SAMPLE EXECUTIONS

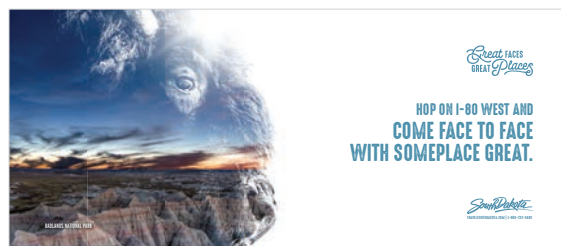
MAGAZINE ADS



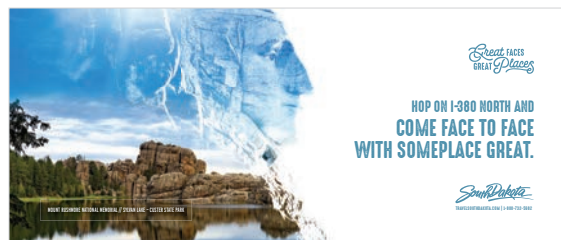
DIRECT MAIL



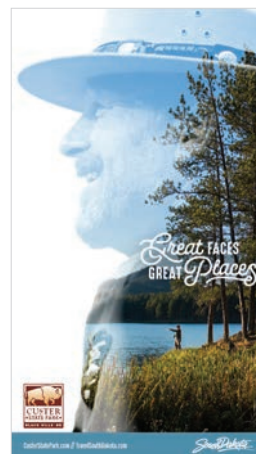
## GAS PUMP TOPPERS



## DIGITAL MEDIA UNITS



## MALL BILLBOARDS



## RICH MEDIA UNITS



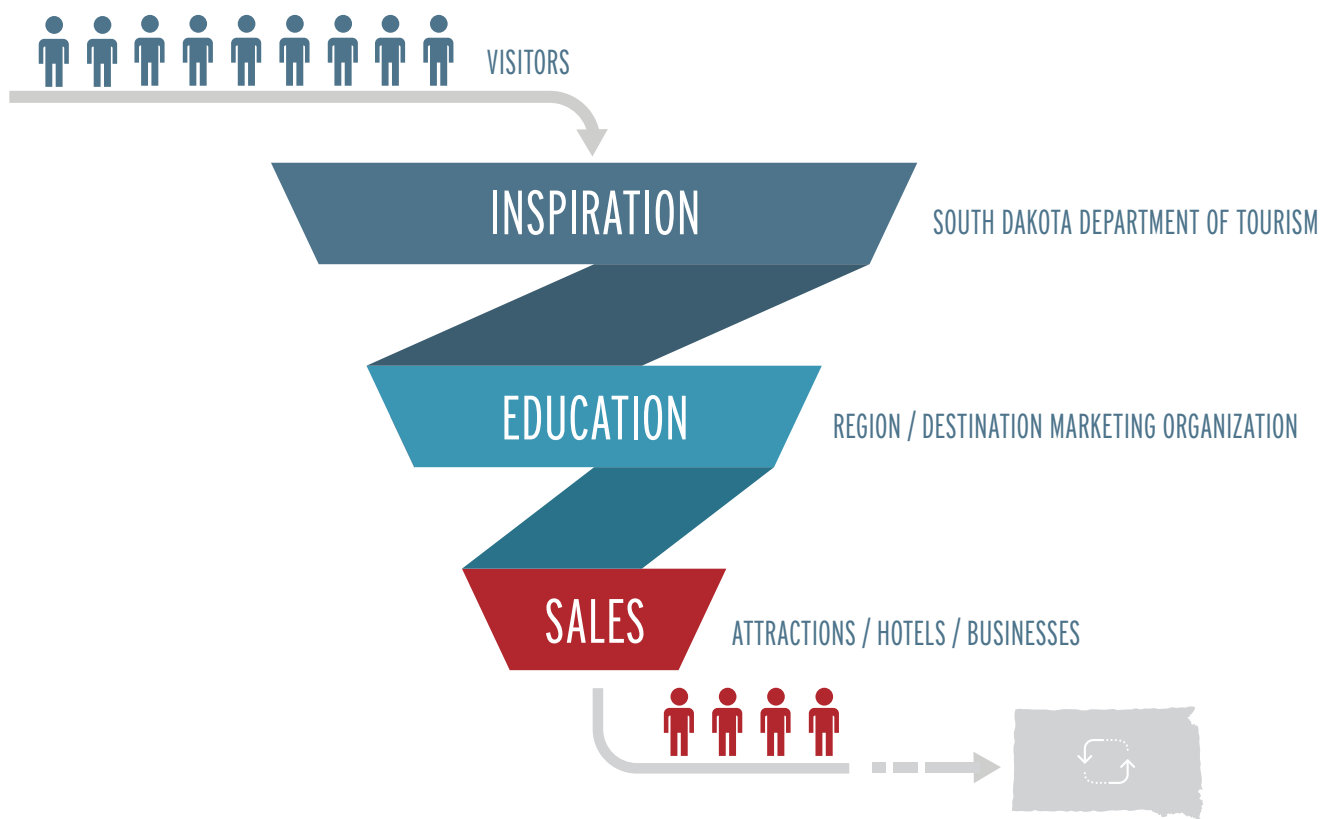




# STATE, REGION, CITY & BUSINESS RESPONSIBILITIES

When the South Dakota Department of Tourism is successful, all of South Dakota wins. That's why we're asking everyone to get on board with our current and future marketing efforts. We look forward to working in tandem with the state's communities, destinations, and attractions to better inform our guests about all of the opportunities awaiting them here in South Dakota.

As we continue rolling out the latest iteration of "Great Faces, Great Places," we'll keep looking towards our communities, co-ops, and state partners to help provide the kind of authentic, unexpected stories our out-of-state visitors are looking to experience.





## PARTNER & CO-OP MESSAGING

Co-op marketing partnerships are an invaluable component of the Department of Tourism's overall messaging efforts. The state strongly encourages the use of the "Great Faces, Great Places" tagline and logo in all paid advertising and other work to help promote South Dakota's destinations and communities.

## LOGO USAGE

The Department of Tourism's logo and co-op logos must have equal weight on any marketing materials. When using the South Dakota script logo in conjunction with any other logo, it should have the same visual weight and be aligned, when possible, vertically or horizontally to the partner's logo.

## ASSETS

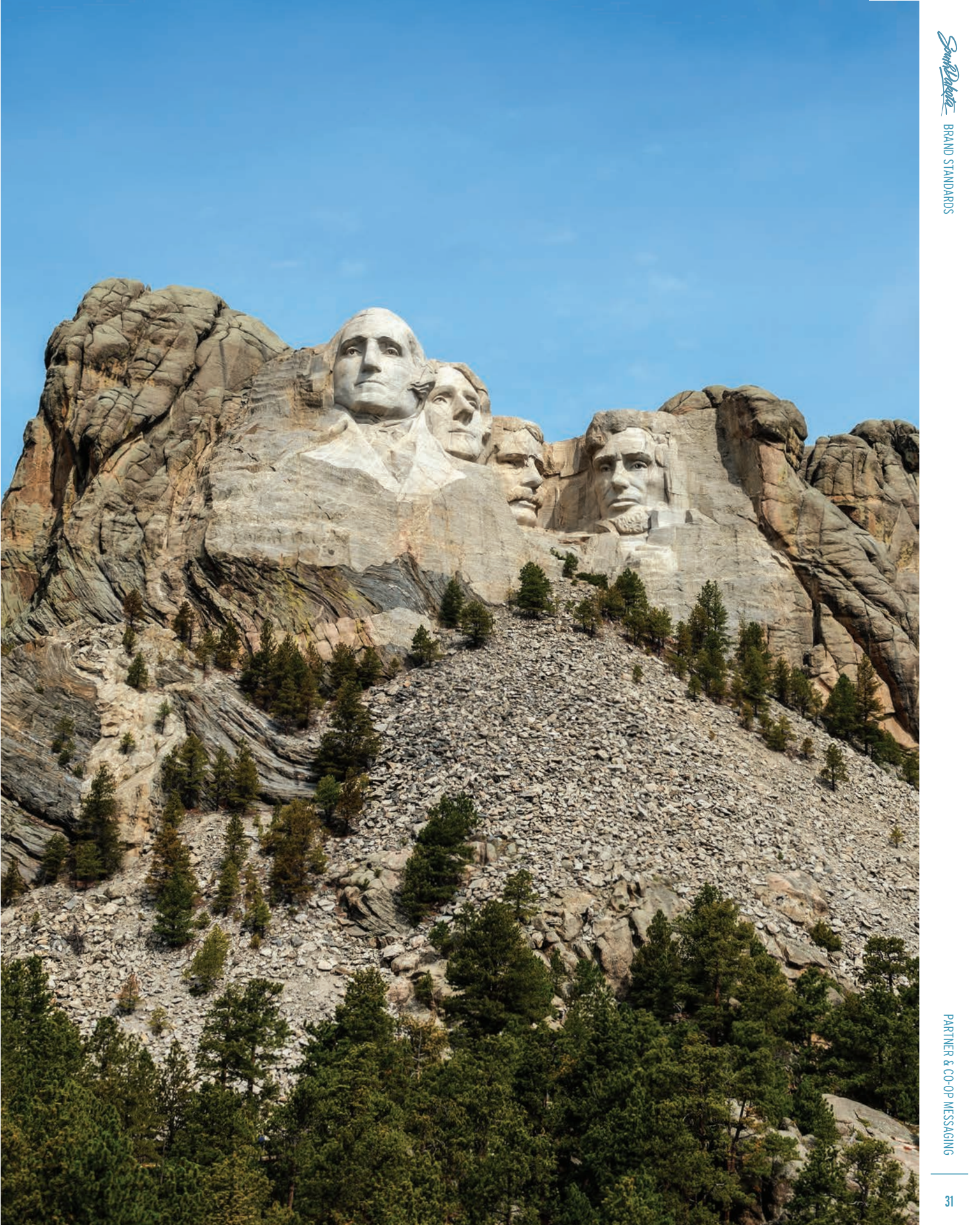
Community and co-op partners are encouraged to use all available assets detailed in this Brand Standards Guide. Through proper and consistent use of these elements, we will undoubtedly continue to see guests make South Dakota their preferred vacation destination.

## CONTACT

### SOUTH DAKOTA DEPARTMENT OF TOURISM

711 E Wells Avenue  
Pierre, South Dakota 57501  
605-773-3301  
[sdinfo@state.sd.us](mailto:sdinfo@state.sd.us)









*South Dakota*

711 E Wells Avenue, Pierre, South Dakota 57501  
SDVisit.com // 605-773-3301