



*South Dakota*

BRAND STANDARDS 2021





*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, 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. 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 a wacipi (powwow) in Sisseton, 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](#)
- » Start Planning Your South Dakota Vacation
- » Book Your Stay
- » Come See the Great Faces and 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
- » #GreatFacesGreatPlaces

### Community Hashtag Examples

- » #SoDak
- » #SouthDakota
- » #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.

## 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. Standalone uses, such as with website headlines, will utilize the periods. See page 25.



## Size & Spacing Guidelines



Minimum Size  
1.5 inches wide



Safety Area

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

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.

## CURRENT V. PAST LOGOS

Our current South Dakota logo was refined and updated in 2015. To ensure the correct and most up-to-date logo is being used, note the refinement of the strokes on the letters 'D', 'a' and the underline. The current mark will NOT feature these brush marks.



2015 - Present



Pre-2015



Current (red) over previous (outline) to highlight differences.

**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 use the faces logo on a dark background.



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 user interface 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.




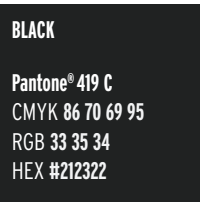
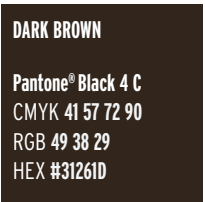
### Traditional Colors

	<b>Pantone® 4515 C</b> CMYK 13 19 62 28 RGB 179 163 105 HEX #B3A369		<b>Pantone® 336 C</b> CMYK 95 11 70 44 RGB 0 102 79 HEX #00664F		<b>Pantone® 1805 C</b> CMYK 5 96 80 22 RGB 175 39 47 HEX #AF272F
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### Primary Colors

	
<b>Pantone® 7459 C</b> CMYK 72 9 9 13 RGB 66 152 181 HEX #4298B5	<b>Pantone® 1805 C</b> CMYK 5 96 80 22 RGB 175 39 47 HEX #AF272F

### Secondary Supporting Colors

	<b>DARK BLUE TINT</b> 			<b>BLACK</b> 	<b>DARK BROWN</b> 
<b>Pantone® 5405 C</b> CMYK 68 35 17 40 RGB 79 117 139 HEX #4F758B	<b>Pantone® 5395 C</b> CMYK 100 71 39 90 RGB 8 31 44 HEX #081F2C	<b>Pantone® Cool Gray 2 C</b> CMYK 5 3 5 11 RGB 208 208 206 HEX #D0D0CE	<b>Pantone® Cool Gray 9 C</b> CMYK 30 22 17 57 RGB 117 120 123 HEX #75787B	<b>Pantone® 419 C</b> CMYK 86 70 69 95 RGB 33 35 34 HEX #212322	<b>Pantone® Black 4 C</b> CMYK 41 57 72 90 RGB 49 38 29 HEX #31261D

### Tertiary Colors

			
<b>Pantone® 5135 C</b> CMYK 36 68 10 31 RGB 126 84 117 HEX #7E5475	<b>Pantone® 513 C</b> CMYK 53 99 0 0 RGB 147 50 142 HEX #93328E	<b>Pantone® 465 C</b> CMYK 9 29 66 24 RGB 185 151 91 HEX #B9975B	<b>Pantone® 469 C</b> CMYK 24 79 100 73 RGB 105 63 35 HEX #693F23
			
<b>Pantone® 1805 C</b> CMYK 5 96 80 22 RGB 175 39 47 HEX #AF272F	<b>Pantone® 1797 C</b> CMYK 2 97 85 7 RGB 203 51 59 HEX #CB333B	<b>Pantone® 7494 C</b> CMYK 35 5 42 14 RGB 156 175 136 HEX #9CAF88	<b>Pantone® 7495 C</b> CMYK 42 5 98 29 RGB 143 153 62 HEX #8F993E
			
<b>Pantone® 7413 C</b> CMYK 1 60 98 4 RGB 220 134 51 HEX #DC8633	<b>Pantone® 7406 C</b> CMYK 0 20 100 2 RGB 241 196 0 HEX #F1C400	<b>Pantone® 3302 C</b> CMYK 90 21 65 69 RGB 0 76 69 HEX #004C45	<b>Pantone® 3295 C</b> 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

**Heritage //** Headline Script Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Voster //** Headlines / Subheadlines / Cutlines (All Caps only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

**Interstate Light Condensed //** Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Interstate Bold Condensed //** Industry-Focused Headlines / Contact Info

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Interstate Black Condensed //** Alternative for Emphasis

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

## WEB FONTS

**Roboto Condensed //** Primary Web-Font    web-fallback {interstate condensed, 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.

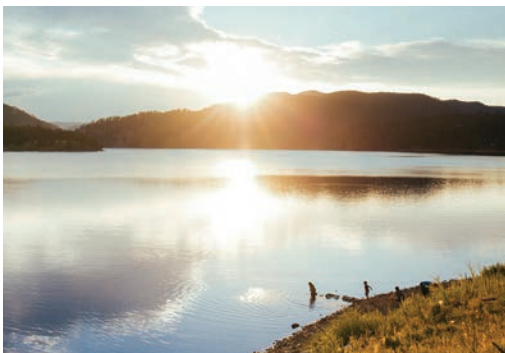
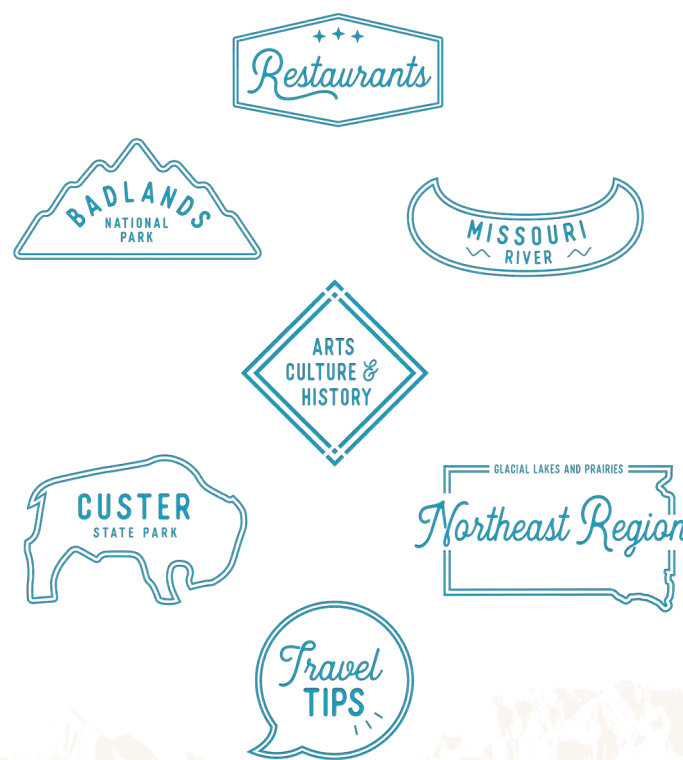
## VIDEO & PHOTOGRAPHY

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.





## AUDIO & SOUND

### Music

Music plays a significant part in South Dakota culture – creating compelling advertising. Through consistent use of the Great Faces, Great Places jingle, we build a recognizable aural brand equity. "Great Faces, Great Places: South Dakota" is at the very heart of the Travel South Dakota brand and should be used whenever possible.

### 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.

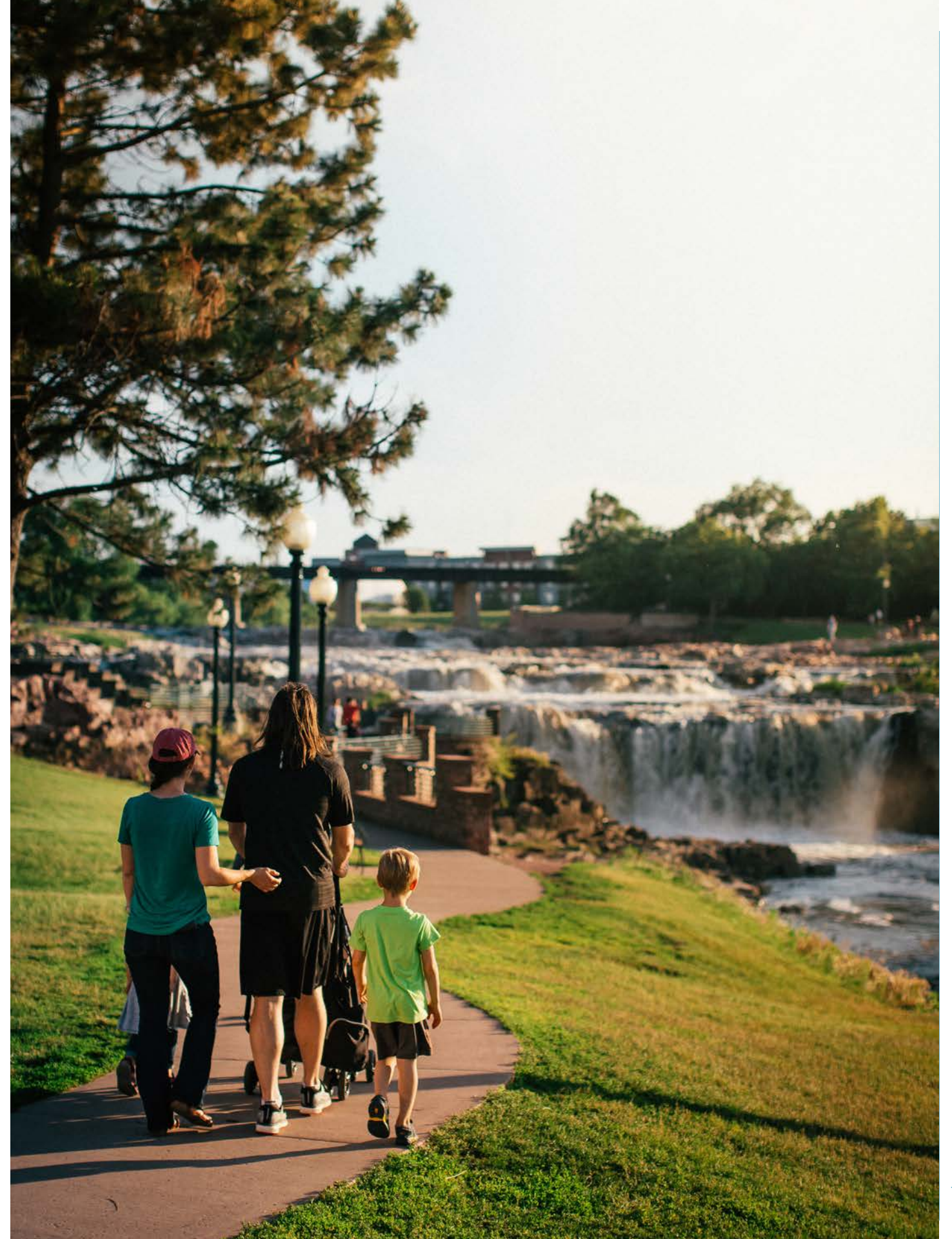
### Voice-Over Direction

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. Generally, male voices are better for male audiences. The same goes for female voices/audiences.
- » 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 first-party data sources, visitor studies and focus groups. “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.

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, sightseeing, zoo and wildlife, national parks, and camping)
- » Plan three to six 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
- » Five to eight vacations/year
  - » Two to three 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 sites)

### 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 two to three 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

### Audiences

South Dakota's primary audience is made up of three primary kinds of hunter: **adventure hunters, traditionalists and youth**. Their motivations for hunting vary, yet they all still come to South Dakota for the world's greatest pheasant hunting experience. Read more about these groups and how we talk to each on **page 31**.







# 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.

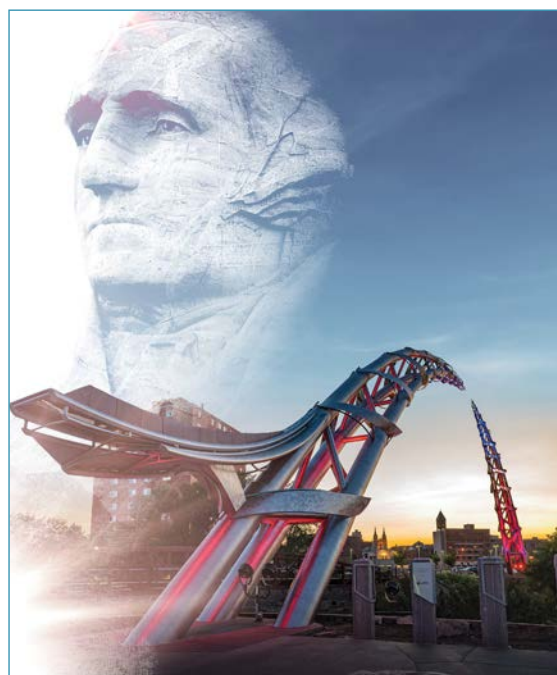
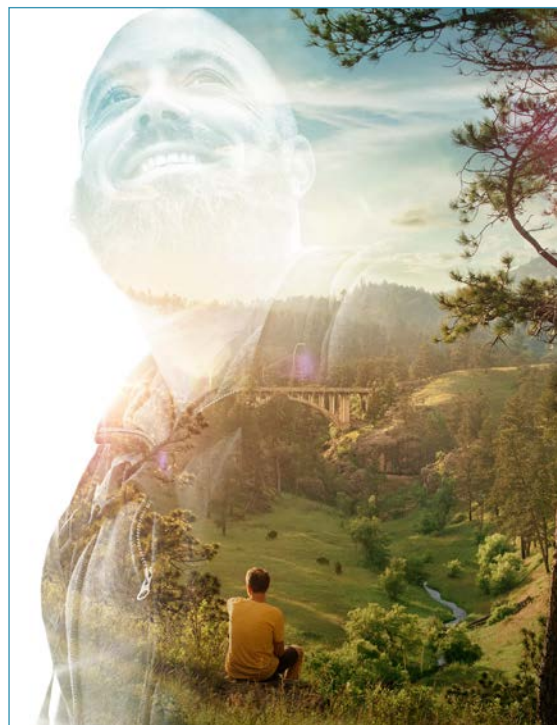
**Great Faces, Great Places** shows the unexpected side of our state alongside iconic destinations, giving our audience a more complete overview of South Dakota.

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.



See The “How To: Double Exposure Guide”

## CAMPAIGN SPECIFIC LOCKUP & TYPOGRAPHY

### GFGP Lockup



### Voster // 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

### Heritage // 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 Heritage 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

### Travel Local Mark

When targeting an in-state audience, the Great Faces, Great Places lockup should be replaced with our Travel Local mark.





CAMPAIGN—SPECIFIC MUSIC

The “Great Faces, Great Places” jingle is synonymous with South Dakota. In our latest campaign, it’s the highlight of video and radio mediums.

Exclusively using the jingle gives South Dakota’s Great Places a consistent musical identity.

SAMPLE EXECUTIONS

MAGAZINE ADS



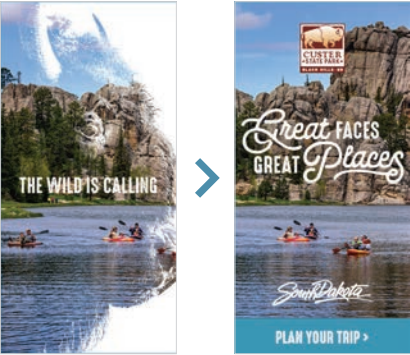
DIRECT MAIL



GAS PUMP TOPPERS



DIGITAL MEDIA UNITS



RICH MEDIA UNITS



MALL BILLBOARDS







# HUNT SD THE GREATEST

## “HUNT THE GREATEST” CAMPAIGN

In South Dakota, hunts are measured by the company you keep, the food you eat, and the memories you make. The roosters, those are just a bonus. “Hunt the Greatest” reinforces that South Dakota is the world’s best pheasant hunting destination – any way you measure it.



## KEY MESSAGES

**Accessibility:** Between guided hunts, private lodges and millions of acres of public land, your experience can be as lavish or rough-and-tumble as you want.

**Tradition:** No place celebrates hunting like South Dakota. When you're here, you're with family. We roll out the orange carpet for all of our guests.

**Results:** Hunters in South Dakota harvest more birds than anywhere else in the nation. For pheasant hunting, it doesn't get any greater than this.

## VISUAL GUIDE

This campaign features a visual look similar to our "Great Faces, Great Faces." The biggest different is this double exposure style is enhanced with a blast element for greater energy. This campaign also utilizes a subtle rough texture over the inset photo of the double exposure for added effect.

The typography of this campaign features an alternative typeface for the headlines to add an element of strength. This type is **ATF Alternate Gothic**, which can be activated via Adobe Creative Cloud.

For all other copy, our traditional **Interstate Light Condensed** and **Interstate Bold Condensed** should be used for consistency with our overall brand.

**ATF Alternate Gothic Medium //** Headline Font ALL CAPS ONLY

ABCDEFGHIJKLMNOPQRSTUVWXYZ

As displayed on the in-store signage on the right, you can implement additional weights of ATF Alternate Gothic to add increased interest in headlines if desired.

A partnership with SCHEELS is used as an extension of this campaign as well as tertiary partnerships with brands associated with our giveaway. When using partner logos in this campaign, it is recommended to utilize flat, white versions of our partner logos. One exception to this rule is SCHEELS, who prefer to have their logo displayed in their primary red. Contact the Department of Tourism for these logos if needed.

## AUDIENCES

Photography for this campaign should be sure to enforce diversity throughout to help align with our target audiences for this effort, those audiences are:

### TRADITIONALISTS:

Traditionalists believe they have a responsibility to keep hunting alive and pass on traditions to the next generation. As they age, their reason for hunting evolves from focusing on the sport to appreciating the social aspects of their trips.

### LAPSED YOUTH:

This audience enjoys the outdoors and hunting, but haven't stuck with the sport consistently. They may prioritize other game over pheasant hunting, have moved away, or lost the time in their lives for hunting. Our goal is to get them back in the field.

### ADVENTURE HUNTERS:

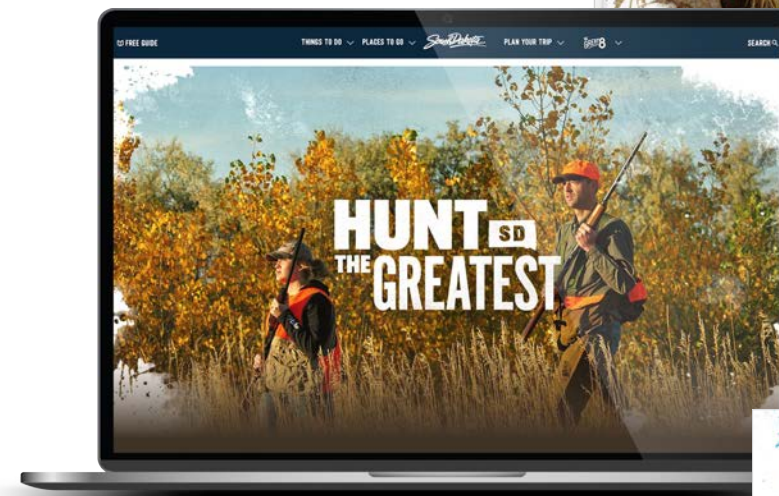
Even out of season, hunting is a huge part of this group's life. Along with hunting, they find other ways to enjoy the outdoors, including camping, hiking, boating, and gardening. Many relate to the "locavore" movement, which promotes the buying and consumption of local products and food.



IN-STORE SIGNAGE



PRINT ADS



HuntTheGreatest.com LANDING PAGE



SOCIAL MEDIA GRAPHICS

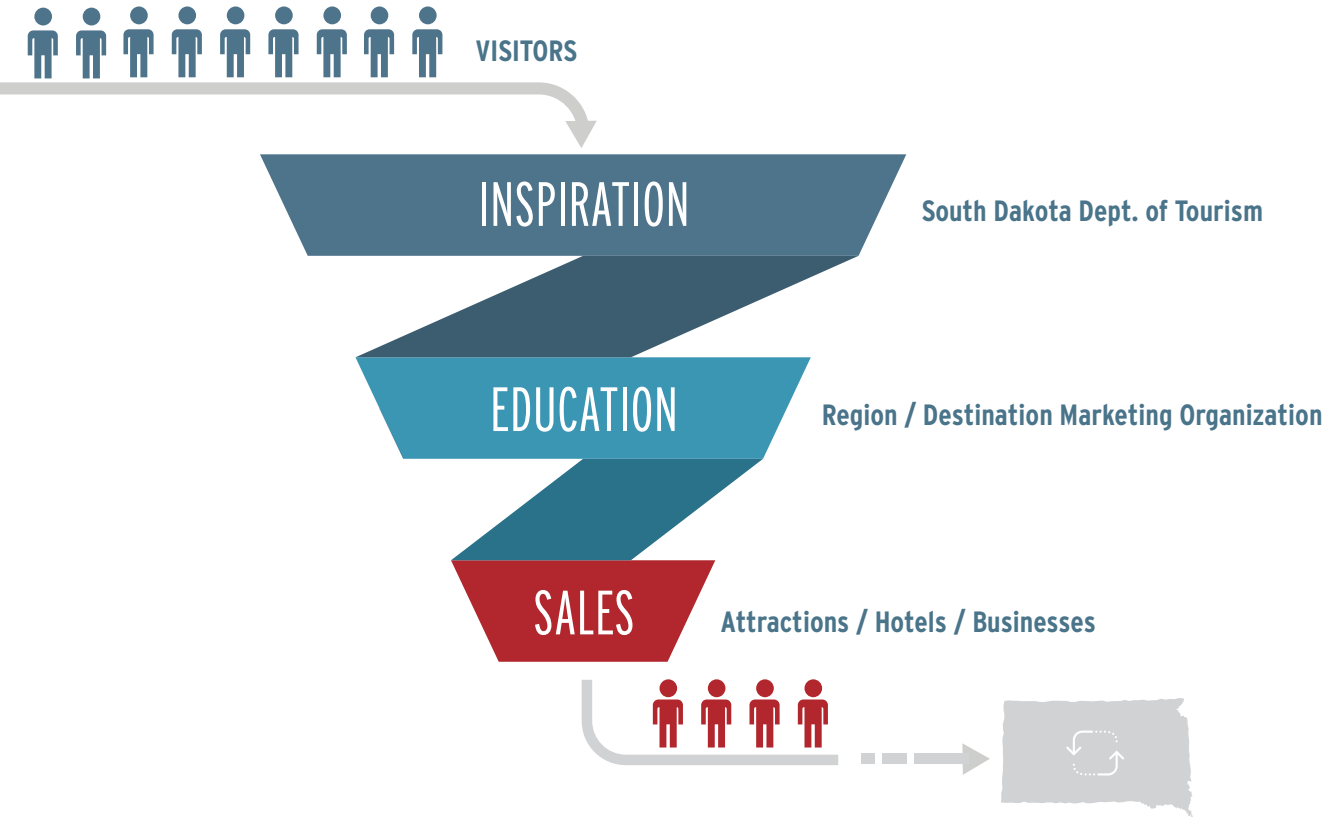




# STATE, REGION, CITY & BUSINESS RESPONSIBILITIES

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 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.





## 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.

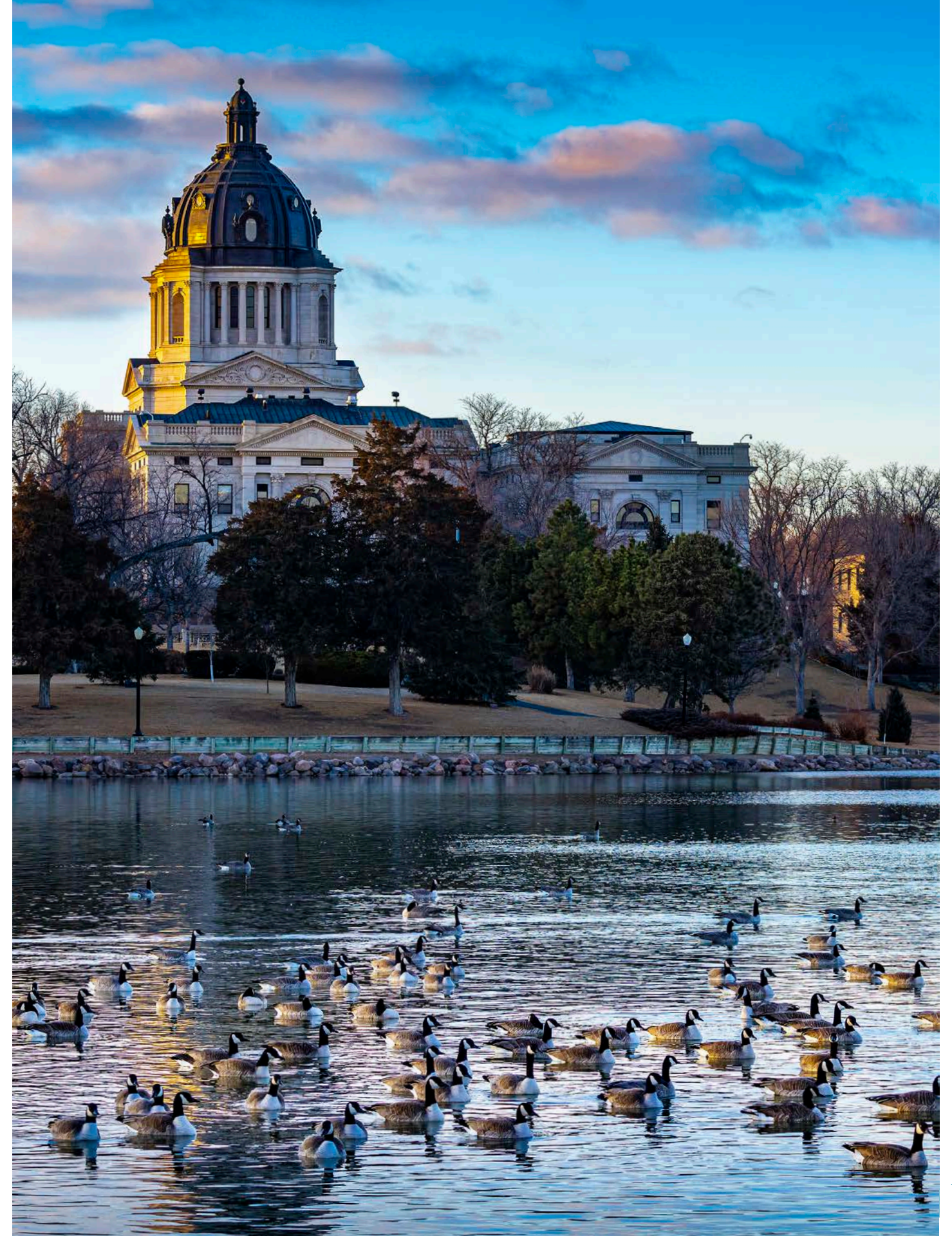
### Assets

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

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