



TRAVEL

South Dakota

BRAND BOOK



BRAND BOOK PURPOSE

WHAT

Follow this guide to express the brand of Travel South Dakota in a distinct and unified voice and tone.

WHY

There's so much South Dakota, and it's important to speak on behalf of every road, mountain, town, and attraction in the same consistent voice. This will enable us to reawaken the souls of mystery-starved travelers and do justice to the awe-inspiring wonders that await them.





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BRAND OVERVIEW





BRAND MANTRA

YOU HAVE THE RIGHT TO SAY, “NO.” TO THE USUAL.

YOU HAVE PERMISSION TO TAKE THE VACATION LESS-TRAVELED.

YOUR HEART — IT DESERVES TO BEAT A LITTLE FASTER.

AND IF TRAVEL DOESN’T INSPIRE, INTRIGUE, AND ENGAGE YOU, YOU HAVE THE RIGHT TO CHANGE COURSE.

IT IS YOUR RIGHT TO FOLLOW YOUR DREAMS.

TO WALK IN THE SHADOWS OF THE GREAT EXPLORERS.

TO LOSE CONTROL WILLINGLY.

TO JUST. LET. GO.

YOU HAVE PERMISSION TO BE UNPLUGGED.

UNBUTTONED. UN-EVERYTHING-YOU-EXPECTED.

YOU, MY FRIENDS, HAVE EARNED THE RIGHT TO SMELL THE ROSES.

SMELL THE SAGEBRUSH. FEEL THE MAGIC.

YOU HAVE PERMISSION TO REMAIN SPEECHLESS. IN AWE. BREATHLESS.

TO LEAVE THE B.S. BEHIND.

TO LOOK FORWARD, BECAUSE YOU AND YOUR SENSES HAVE THE RIGHT TO BE:

REAWAKENED.

RECONNECTED.

REJUVENATED.

AND THIS FEELING: CHASE IT, FOLLOW IT, PURSUE IT.

THROUGH THE BLACK HILLS, ACROSS THE PLAINS, DOWN THE MISSOURI TO THE TRUE HEART OF AMERICA.

YOU HAVE THE RIGHT TO EXPECT THE UNEXPECTED.

TO MAKE FRIENDS WITH THE UNFAMILIAR.

TO WELCOME THE UNDISCOVERED.

TO EMBRACE A UNIQUE JOURNEY IN A UNIQUE PLACE.

TO CAPTURE THE INDESCRIBABLE.

TO EXPLORE





BRAND POSITIONING

Brand positioning captures the distinct impression Travel South Dakota wants to make. It is defined by a statement that clearly differentiates South Dakota in the minds of its visitors.

**South Dakota enables
boundless discovery
for mystery-starved
travelers, because it's
an uncomplicated and
unexpected journey that
is transformational and
fulfilling.**



BRAND ESSENCE

The heart and soul of a brand — the fundamental nature or quality that makes South Dakota unique.

Capturing the Indescribable

BRAND PURPOSE

The larger impact that Travel South Dakota wants to have in the world.

Create Space for Grace

BRAND PROMISE

The central value that your audiences can expect to experience every time they interact with your brand.

To restore the mystery in people's lives so they leave transformed and fulfilled — a more whole person.



BRAND PLATFORM

Our brand platform is a framework that defines Travel South Dakota’s identity. It creates a hierarchy to clearly and consistently articulate how we talk about ourselves, and serves as a guideline to ensure what we put out in the world is aligned with our brand.

VISION

With a spirit of freedom and optimism, Travel South Dakota inspires and unites all visitors and residents through the transformational power of travel.

MISSION

We enhance the quality of life for all South Dakotans by strengthening our communities and their tourism economies, encouraging responsible stewardship of our destination, and creating meaningful experiences for all to enjoy.





AUDIENCE





AUDIENCE

MYSTERY-STARVED TRAVELERS

People of all ages and backgrounds can fall into this group – it’s a mindset, not a demographic.

They love exploring new places and learning things, are mindful of the ethics of companies they support, strive to live in the moment vs. worry about the future, and consider themselves to be spiritual (whether through organized religion or more agnostic beliefs).

On the flip side, they struggle to feel in control of their lives yet care deeply that no one sees that side of them.

When it comes to travel, they’re longing for a time when social media didn’t ruin their expectations and crowds weren’t waiting to steal their solitude in even the most remote locations. Rather than returning home from a trip feeling rejuvenated and restored, they feel defeated and numb.

Planning a South Dakota trip can seem intimidating. Many travelers are unsure of where to start or the basic logistics of planning the trip (transportation, lodging, etc.), and that's where we come in. As the authority on all things travel in South Dakota, it’s our job to lend our expertise and make South Dakota accessible to this audience so they feel inspired and enthusiastic instead of overwhelmed. They have so many reasons to fall in love with South Dakota; they just need a little help from us to bridge the gap between what they know and don’t know.





BRAND ARCHETYPE

Our brand archetype helps determine the human character traits that most accurately reflect our brand. This enables us to create deeper connections with our audiences and customers based on strong emotional interactions.

THE EVERYMAN ALCHEMIST

- Down-to-earth and humble
- A naturally curious, life-long learner
- Striving to live life to the fullest
- Spiritual + always looking for deeper meaning
- A healthy mix of practical and visionary
- Comfortable with the unconventional + challenging the mundane
- Growth-oriented
- Spontaneous yet intentional
- Believes in holistic wellness: mind, body + spirit are all equally important





AUDIENCE SEGMENTS

At the end of the day, we want to make sure we're speaking to all travelers — but that being said, there are certain audiences we've identified who tend to relate to us on a deeper level: "our people," if you will. In an effort to nurture and deepen our relationship with those audiences, we make it a priority to speak in ways that resonate with them.

MEMORY MAKERS

Families, Ages 25-44, HHI: \$60-150K, Children in Household. Family is everything, and in this hectic world, spending quality time together and making memories is the most important part of their vacation.



MOMENT SEEKERS

Older Couples, Age 50+, HHI: \$100K+, No Children in Household. They're finally at a point in life where they can slow down, really live in the moment, and check items off of their bucket list. They are always seeking new adventures.



THRILL CHASERS

Younger Couples, Ages 25-44, HHI: \$50-100K, No Children. They're always on the hunt for their next excursion. They love the outdoors, uncovering hidden gems, and venturing off the beaten path.





VOICE & TONE





VOICE

Our brand voice is people-speak.

This is the distinct way we communicate with our target audiences across all mediums. It includes a unified approach to tone, style, and messaging that ultimately aids us in building brand recognition and nurturing the connection with our audience.

There's no gatekeeping mentality here; we know what you want from a vacation and we're the steady voice that's here to help you find it. We're incredibly empathetic about what you need and the difficulties of modern life. Everyone wants to unplug, so come do it in South Dakota.

Our voice will vary across platforms given the different target audiences we're looking to reach, but overall, the message will be the same.

SAMPLE COPY

- An escape ain't about running from life. It's about running toward it.
- Betcha didn't know that nostalgia... has its own area code.
- Everyone knows that life is short. But, they forget to mention that a vacation is a heck of a lot shorter.

SAMPLE CTAS

- Start Exploring
- Plan Your Trip
- Explore responsible travel in South Dakota at Forever605.com
- Discover places to go at TravelSouthDakota.com

TONE

This is how we express our brand voice.

Our brand tone is the mood or emotion we convey to our audiences through specific word choice and writing style. When defining our brand tone, we look to the following dimensions:





KEY DIFFERENTIATORS

Still Undiscovered

Not yet an obvious choice or stereotypical/cliche

- Has a lack of crowds, offering true solitude and the ability to recharge
- Inspires the courage to be different
- Unexpected, surprising, awe-inspiring

Uncomplicated

More opportunity for spontaneity

- Accessible adventure for all ages / levels, not just experts
- Ability to be present + focus on the now
- Openness to the journey + where it takes you / ability to go with the flow
- Nostalgia of simpler times

Authentic

Genuine culture that allows visitors to immerse themselves in a different way of life

- Classic Americana with a Western twist
- Local ingredients + bespoke creations on offer
- History of bravery + exploration that remains in South Dakota's DNA
- Unique Indigenous culture that is celebrated and protected

WRITING FOR CAMPAIGNS

While headlines are typically kept short and punchy, video allows us to expand upon our message and romanticize South Dakota's natural beauty, diverse activities, and unexpected uncomplicated nature. However, video scripts should go deeper than simply listing things to do. Rather than rattling off a checklist of activities, scripts should provide an introspective look at travel and inspire a love for mystery and spontaneity in one's vacation. Strive to sound less like a VO and more like a storyteller.

SAMPLE COPY

- Instead of longing for what's real, why not get out there and find it?
- Maybe your comfort zone has gotten a little too comfy. Maybe it's time you don't know what's around the corner. Let mystery be your guide.
- Wanna listen to the whisper of a summer breeze in a place too big for any bucket list?
- Are you ready to run your fingers through the sky and wrap your arms around the unfamiliar?





WRITING STYLE GUIDE

CAMPAIGN NAMES

- Campaign names should always be treated in Title Case.
 - So Much South Dakota, So Little Time
 - Forever 605
 - Hunt the Greatest
- “So Much South Dakota, So Little Time” includes a mandatory comma.

PUNCTUATION

- Please use the Oxford Comma in lists.
- Refrain from using periods in headlines unless it is necessary for the sentiment. For instance, an appropriate usage might be “You. Deserve. To. Slow. Down.”
- While we have no shortage of enthusiasm, we’re never yelling. To avoid being seen as dramatic or over-the-top, refrain from using exclamation points.

ABBREVIATIONS & ACRONYMS

We strive to ensure our messaging is clear and universally understood. For that reason, refrain from using abbreviations or acronyms. Exceptions may be made if the usage is an intrinsic part of the message, such as “The Capital of IRL.”

KEEP A NATURAL CLEVERNESS

There’s a fine line between sounding naturally clever and forcing it into your voice. Our wit speaks for itself, meaning we should never sound like we’re trying too hard to be playful, cute, or smart.

FORMALITY

While scripts and auditory creative are appropriate spaces to write a little more informally and sound the way people “actually speak,” written materials should take a more formal approach to spelling and grammar.

SPELLING WATCH OUTS

Camaraderie is a prominent theme in our “Hunt the Greatest” campaign. Please use the spelling “camaraderie” vs “comradery” in this context.

BE SUCCINCT

From headlines to body copy and from long-form to short-form video scripts, every word counts. If any word feels unnecessary in conveying a message, consider it cut.

[Download Full Editorial Style Guide](#)



BRAND IDENTITY





LOGOS

PRIMARY BRAND LOGO

Our logo is the primary indicator of our brand. The logo should appear in all brand-level communications. The dark and light versions of the logo are the preferred versions. Use the dark version on light backgrounds and reverse the logo on dark backgrounds to ensure proper contrast.



CAMPAIGN COLOR VARIATIONS

When locking up the Travel South Dakota logo with campaign logos, it is appropriate to change the color to more closely match the campaign logos. Use the approved color variations below as a guide for choosing colors that ensure proper contrast on different backgrounds.



[Download Primary Logo Files](#)

LOGO USAGE

APPROVED LOGO USE



You may use the logo on approved background colors from the brand color palette that complement the photography and design. When choosing colors, be careful to ensure proper contrast.



It is permissible to use the logo on photo backgrounds. Be careful to choose the version of the logo that ensures proper contrast. The logo should NOT be placed on distracting patterns or imagery.

LOGO MISUSE



DO NOT skew or scale the logo disproportionately



DO NOT rearrange or alter the proportions of the logo.



DO NOT change the logo to include more than one color.



DO NOT rotate the logo.



DO NOT change the logo to any color outside of the approved brand colors palette.



DO NOT add a drop shadow or other effects to the logo.



LOGOS

CLEAR SPACE

Please allow the height of one South Dakota script “a” in clear space around the primary brand logo. When layout space allows, use more clear space around the logo to enhance visibility and provide a clean, uncluttered appearance.



MINIMUM SIZE

The minimum logo size should be no smaller than 0.5 in. height in print or 72 pixels on screen.





LOGOS

SCRIPT LOGO USAGE

Our script logo is for limited use in placements where "Travel South Dakota" text appears in conjunction with the logo. It may also be used to add context to campaign lockups. Use discretion when picking colors from our brand color palette. Set the logo in darker colors on light backgrounds and lighter colors on dark backgrounds to ensure proper contrast.



[Download South Dakota Script Logo Files](#)



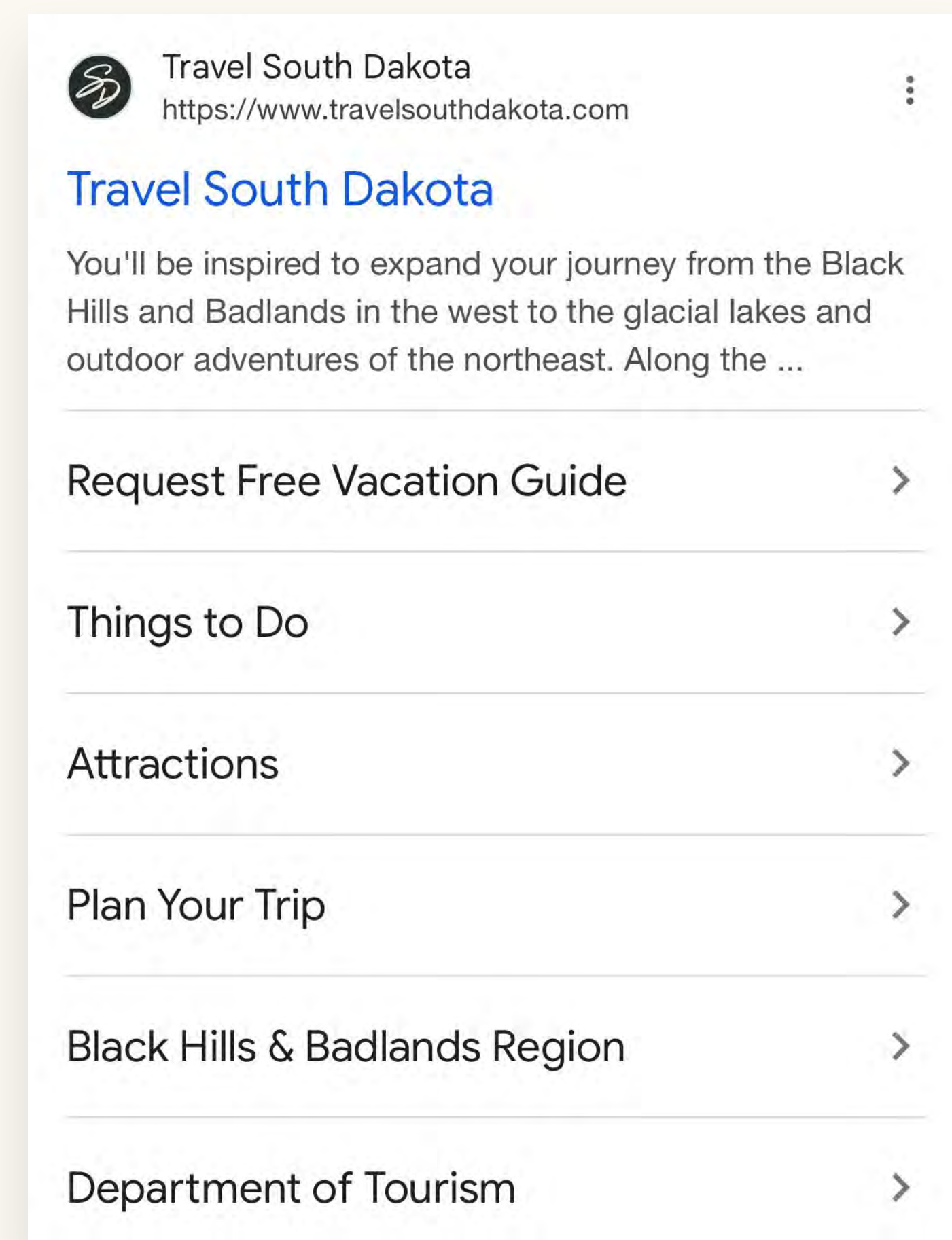
LOGOS

BRAND ICON

Our brand icon is a shorthand version of our primary logo. This version of the logo should only appear in limited instances where the primary logo loses legibility. Use the dark version on light backgrounds and reverse the logo on dark backgrounds to ensure proper contrast.



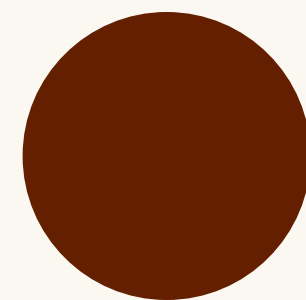
[Download Brand Icon Files](#)



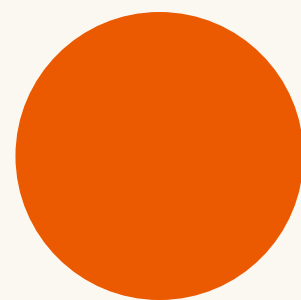


COLORS

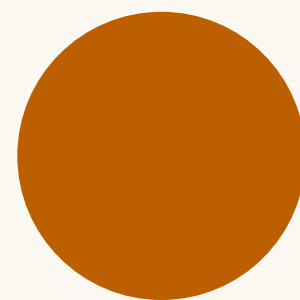
We have established a unique and ownable look for South Dakota, and color plays a huge part in the tone of the state's brand. The photography should feel warm and nostalgic, with bright pops of oranges, yellows, and reds. Skies should be a muted cyan, never straying too purple, while the greens of the trees and grasses should feel warm and mossy.



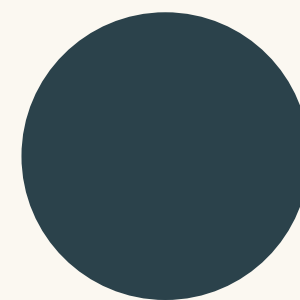
Pheasant
R100 G31 B0
C21 M80 Y81 K69
HEX: 641f00



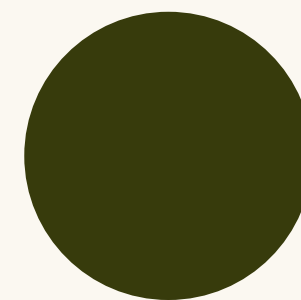
Burnt Orange
R235 G89 B0
C3 M79 Y100 K1
HEX: eb5900



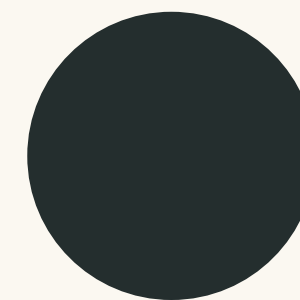
Cinnamon
R188 G95 B0
C5 M56 Y100 K30
HEX: bc5f00



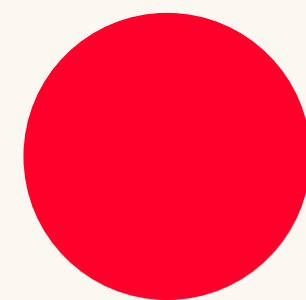
Night
R43 G66 B75
C83 M61 Y53 K42
HEX: 2b424b



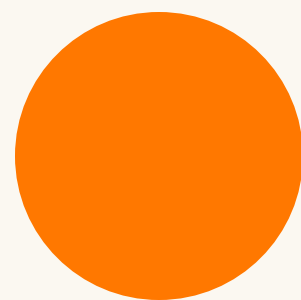
Dark Green
R55 G59 B12
C66 M52 Y87 K57
HEX: 373B0C



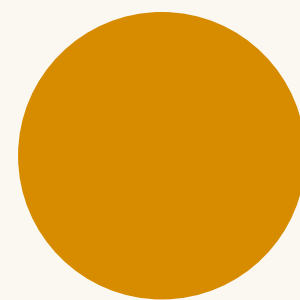
Dark Sky
R36 G47 B47
C76 M61 Y64 K67
HEX: 242f2f



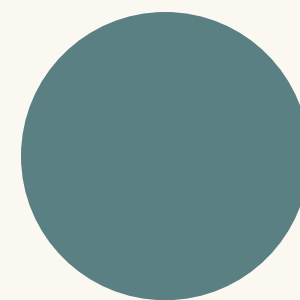
Rhubarb
R255 G0 B42
C0 M99 Y88 K0
HEX: ff002a



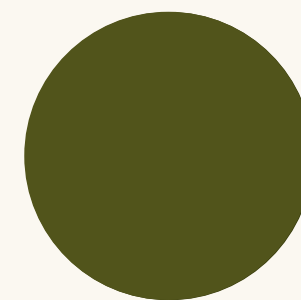
Campfire
R255 G120 B0
C0 M66 Y100 K0
HEX: ff7800



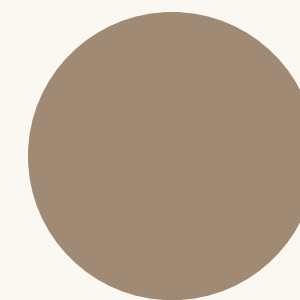
Wheat
R215 G140 B0
C0 M40 Y96 K32
HEX: d78c00



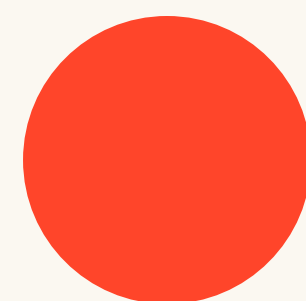
Dusty Blue
R90 G128 B131
C68 M38 Y43 K8
HEX: 5a8083



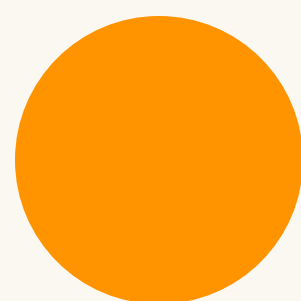
Forest
R81 G84 B27
C61 M48 Y100 K39
HEX: 51541b



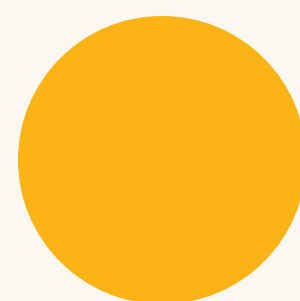
Pebble
R161 G138 B116
C37 M42 Y55 K6
HEX: a18a74



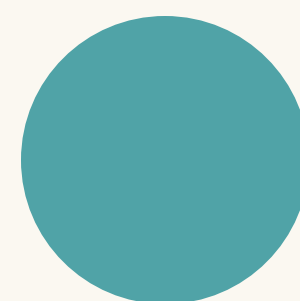
Red
R255 G69 B42
C0 M87 Y88 K0
HEX: ff452a



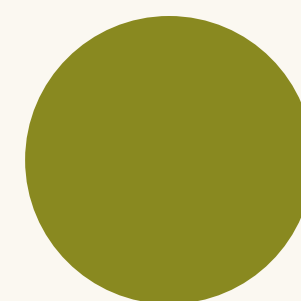
Sunset
R255 G148 B0
C0 M50 Y100 K0
HEX: ff9400



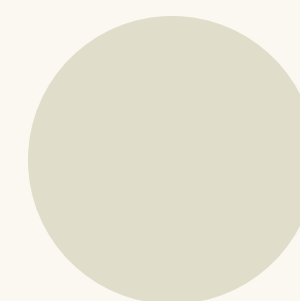
Sunflower
R251 G179 B21
C0 M35 Y98 K0
HEX: fbb315



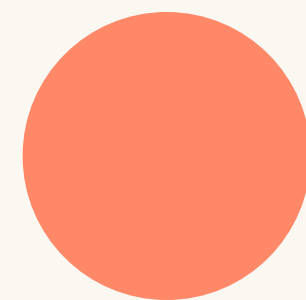
River Blue
R80 G163 B167
C69 M19 Y35 K0
HEX: 50a3a7



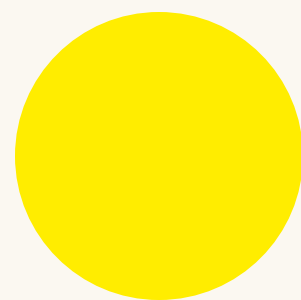
Moss
R137 G137 B32
C22 M2 Y86 K55
HEX: 898920



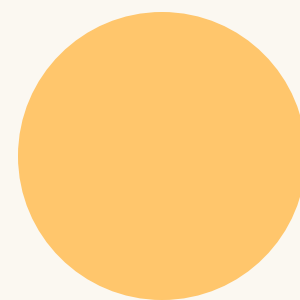
Granite
R224 G222 B203
C12 M8 Y20 K0
HEX: e0dech



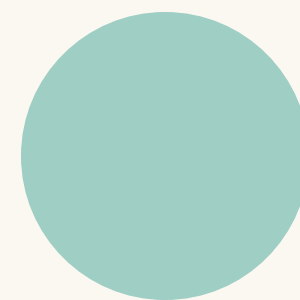
Dawn
R255 G116 B81
C0 M68 Y70 K0
HEX: ff7451



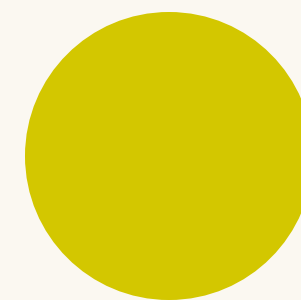
Sunshine
R255 G198 B108
C0 M24 Y66 K0
HEX: ffed00



Tumbleweed
R255 G237 B0
C3 M1 Y97 K0
HEX: ffc66c



Sky
R158 G207 B196
C38 M4 Y26 K0
HEX: 9ecfc4



Sweetclover
R211 G199 B0
C21 M13 Y100 K0
HEX: d3c700



Cream
R243 G234 B212
C5 M6 Y17 K0
HEX: f3ead4





TYPOGRAPHY

Our fonts have been carefully selected to capture the authentic spirit of South Dakota. Please refer to the usage instructions below for both our primary and secondary typefaces.

PRIMARY

DIRK BLACK
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/+#*&\$!?

The headline font for the "So Much South Dakota, So Little Time" campaign is Dirk Black. This should be treated in all caps. The Dirk font captures the gritty and nostalgic nature of South Dakota.

[Purchase Dirk Black](#)

Brave Bison
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brave Bison is our accent campaign font created in house at Karsh Hagan. Brave Bison adds a handwritten, nostalgic look to the campaign art direction. Brave Bison should be treated primarily in sentence case. It should not be used in all caps unless calling out or accenting a word.

[Download Brave Bison](#)

SECONDARY

SP BLUNT
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/+#*&\$!?

SP Blunt is our secondary headline and subhead font, which is also exclusively set in all caps. It is a bit more approachable than Dirk, so headlines may appear in longer lengths, but should still remain relatively short to ensure readability.

[Purchase SP Blunt](#)

PUBLIC SANS
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/+#*&\$!?

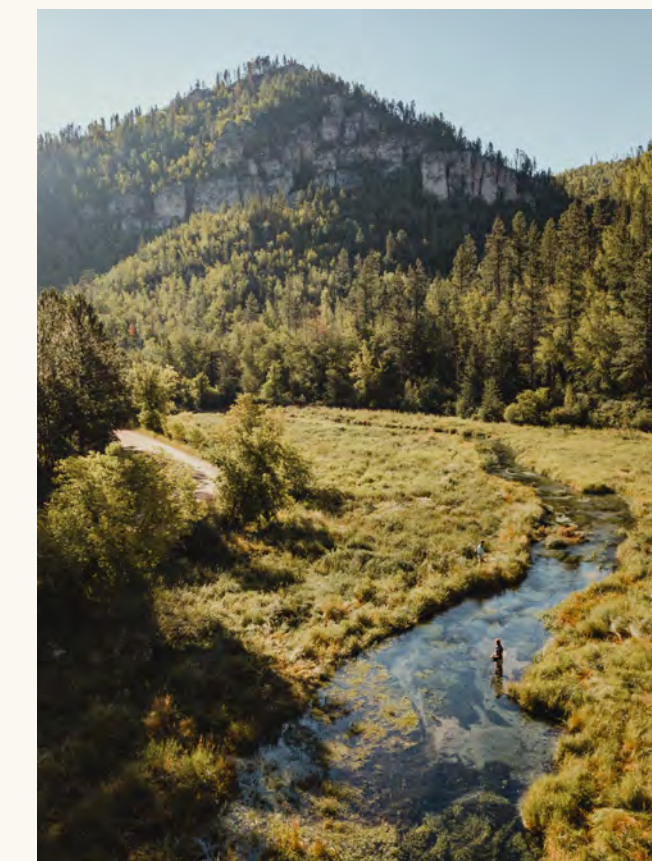
Public Sans is the South Dakota Tourism brand font. Public Sans should be used in cases with long body copy.

[Download Public Sans](#)

PHOTOGRAPHY

CONSIDERATIONS FOR CAPTURE

- Footage and Photography should be captured as authentically as possible
- Shoot in a candid/editorial style
- Capture a mix of wide, mid, and tight shots to tell a complete story
- Feature a wide range of activities across all corners of the state to appeal to families, solo travelers, and everyone in between
- Use shallow depth of field and objects in the foreground of the frame to give dimension to the footage
- Prioritize capturing a wide range of travelers who visit South Dakota. This includes diversity in ethnicity, age, skill level, disabilities, families, etc.
- When possible, shoot early morning and late afternoon for soft, golden light
- Light is important to help create interest and draw the viewer's eye to the subject of the photo
- Do not over or underexpose the footage



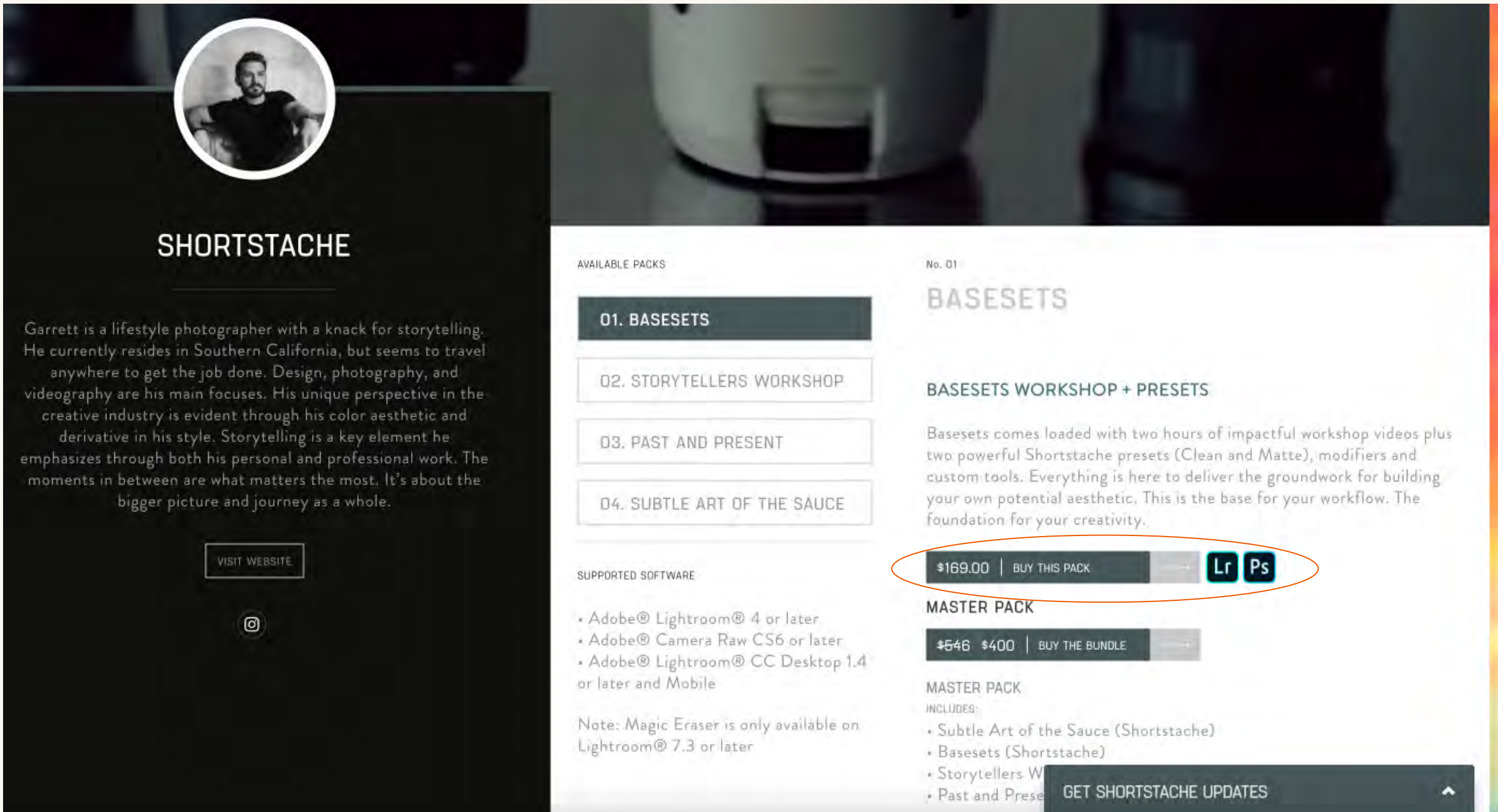


PHOTOGRAPHY

PHOTOGRAPHY FILTER/COLOR TREATMENT

To achieve a consistent look and feel for the South Dakota brand, we are using Adobe Lightroom presets from photographer Garrett King (@shortstache) as a base to color our photography.

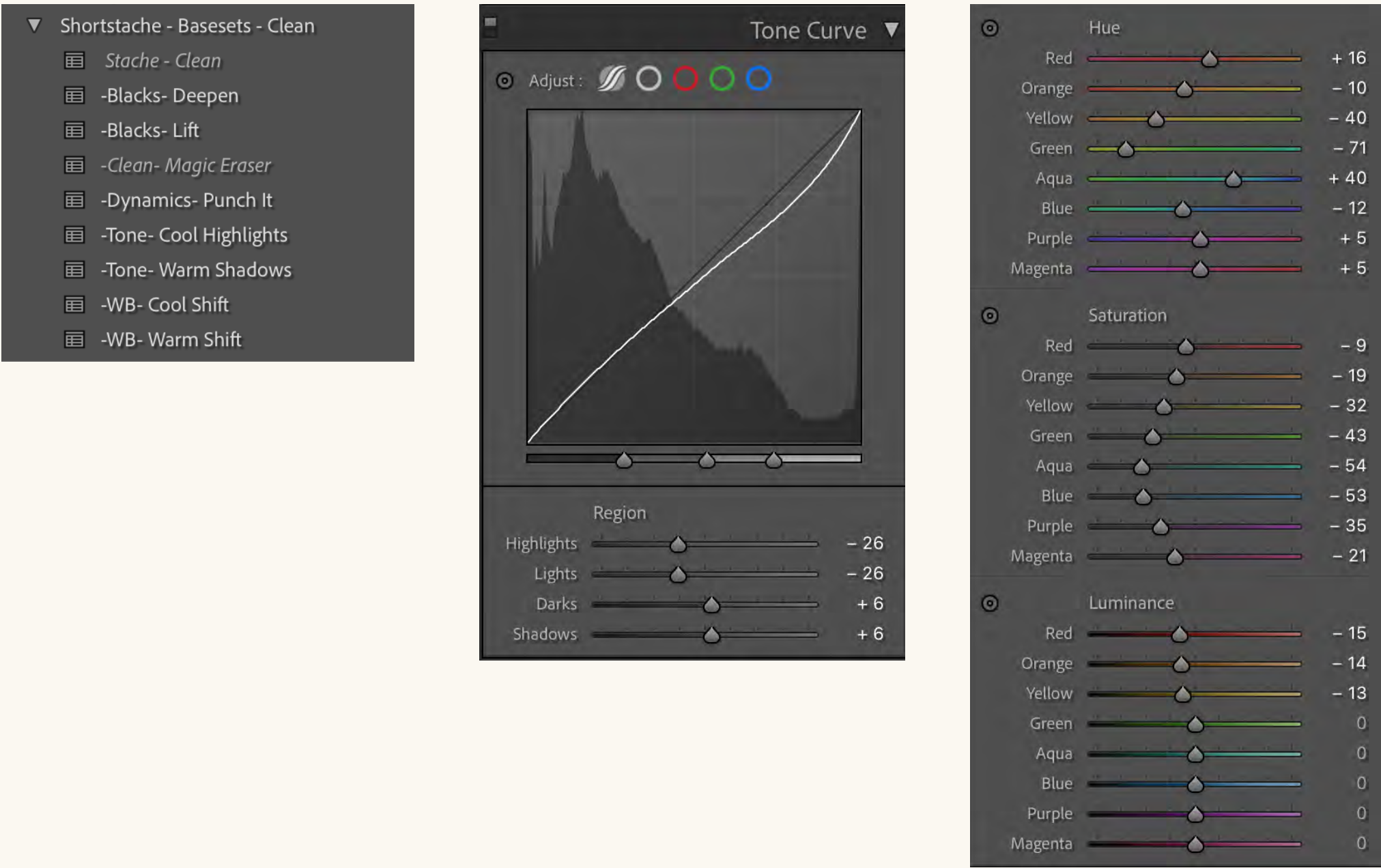
[Purchase Presets and View Tutorials](#)



The Clean BaseSets give a good starting point for the image color correction but additional tweaks are generally needed to achieve the desired South Dakota palette.

After applying the Clean preset, Cool Highlights help shift down any purple tones. Additional warmth may need to be applied to ensure the yellow/warm tones stay strong.

Exposure, overall tone, and specific color grading may need to be adjusted to ensure the photography colors match our vibrant palette. See examples on the next page.



BEFORE & AFTER

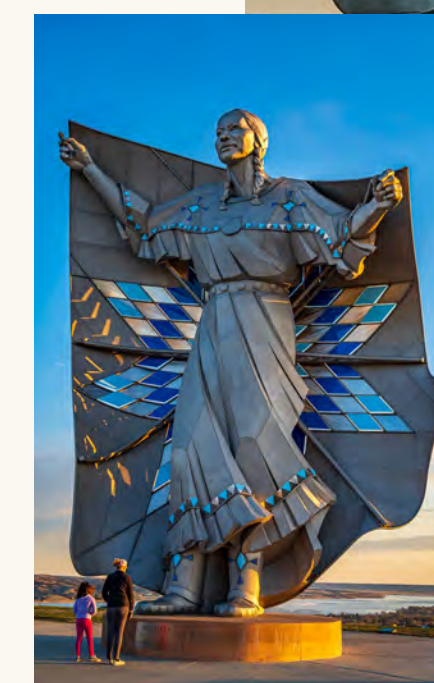




PHOTOGRAPHY

TONE

As you can see in the examples below, the photography should have a warm, nostalgic feel that is still vibrant and welcoming. The sky/blue tones should always stay in the cyan realm and never go purple in tone. Greens are warm and muted like the color of moss. Warm tones in clothing and landscape should be vibrant and pop, but be careful not to amplify too much saturation in the skintones.



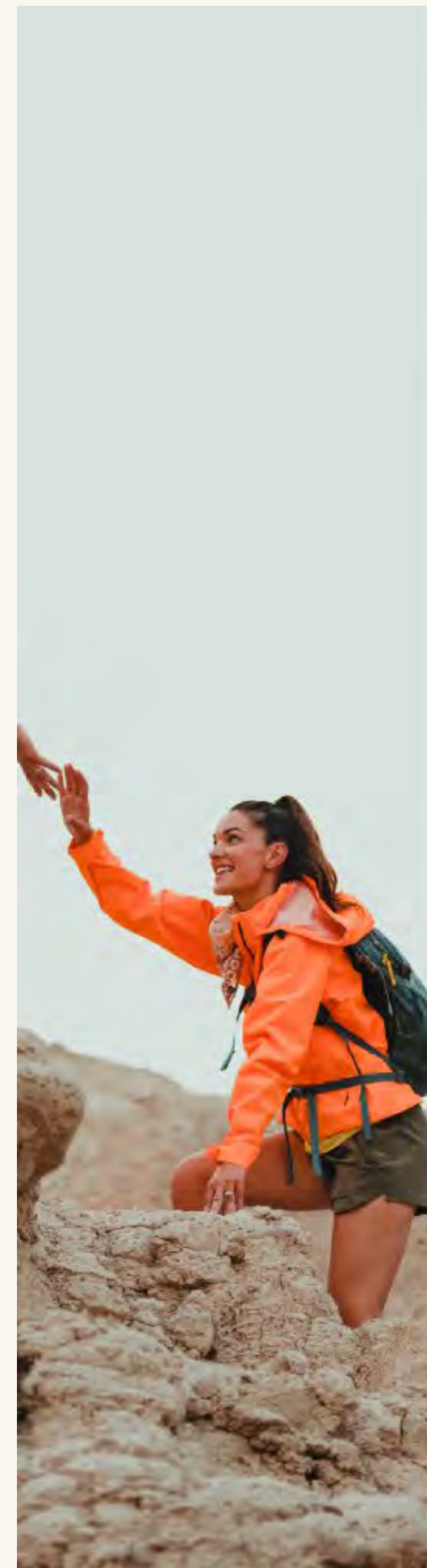


PHOTOGRAPHY

COMPOSITION

Our images are used in a variety of deliverables, so we need to ensure that images in our library can be used both vertically and horizontally for different executions.

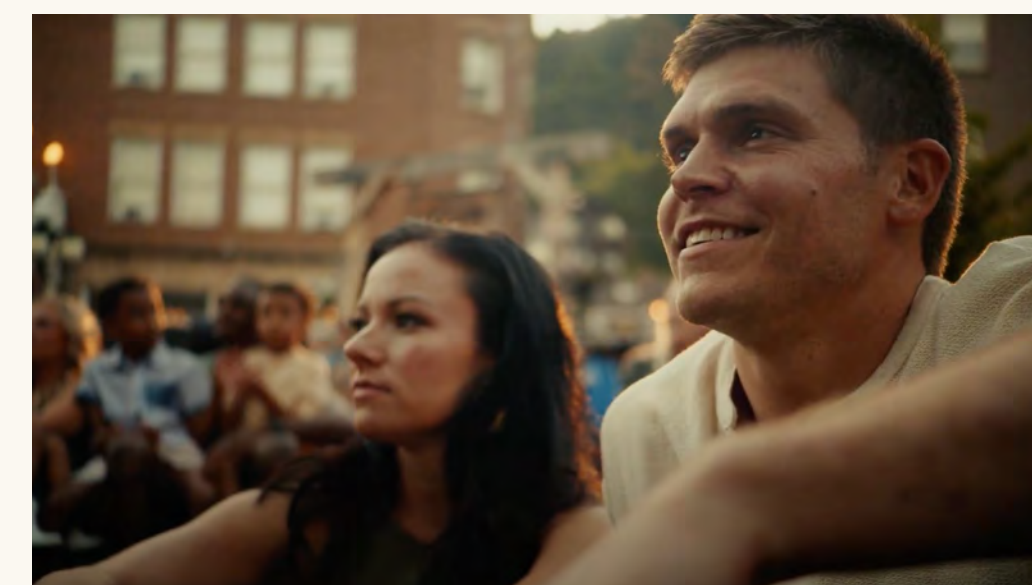
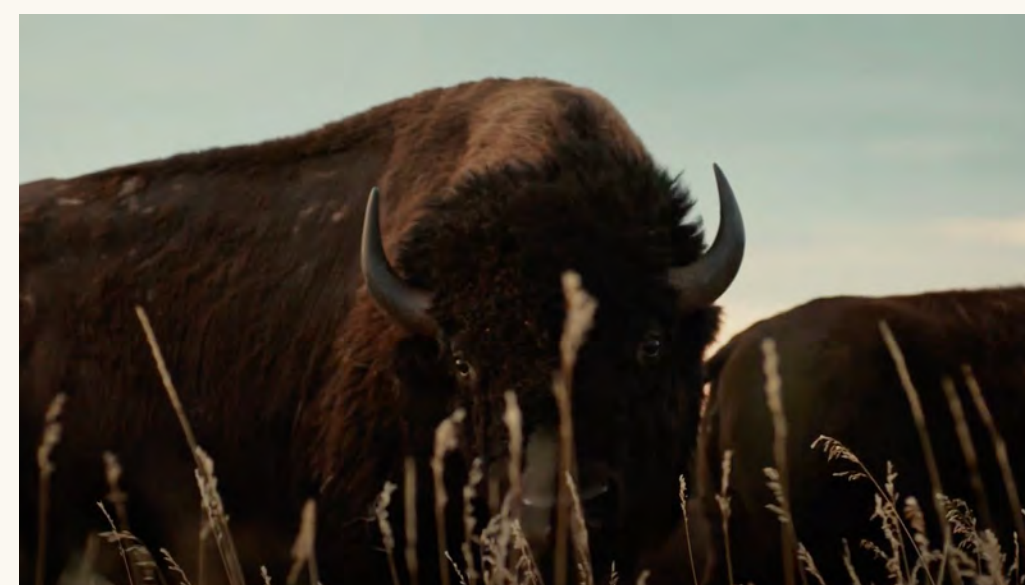
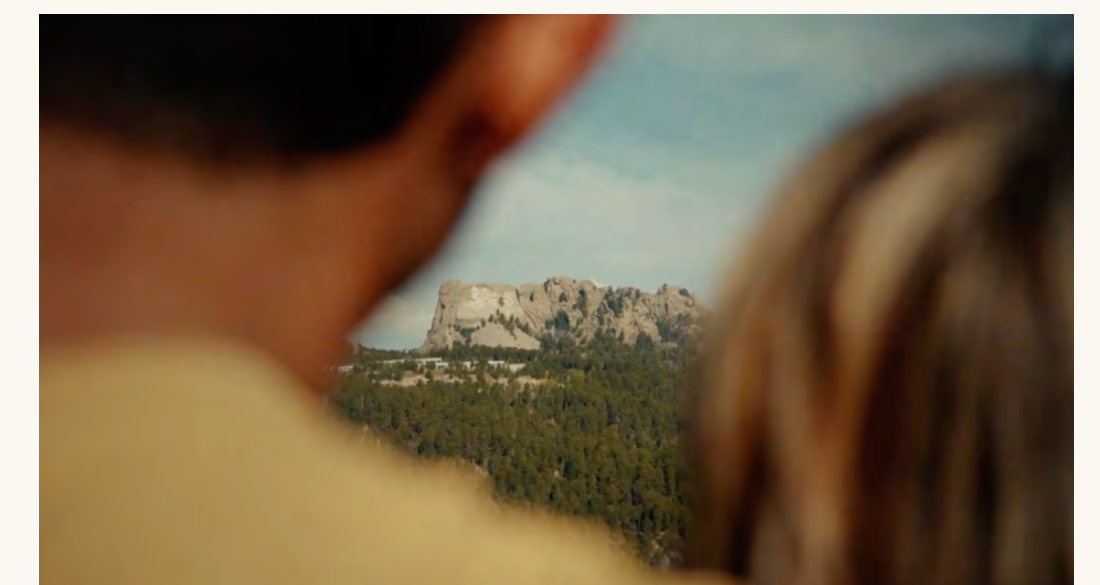
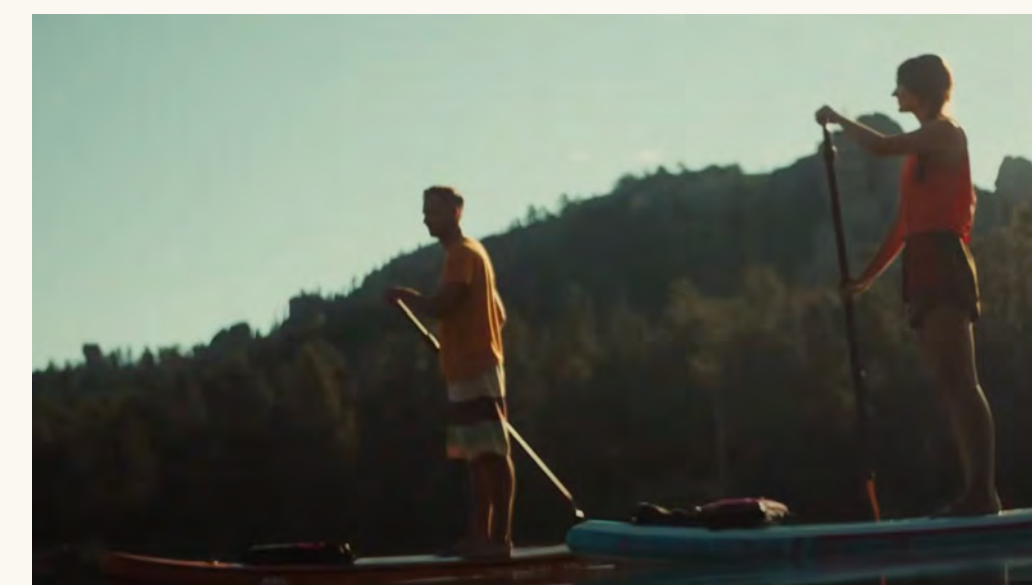
Consider the placement of your subjects, relation of the beauty of the scene, and extreme crops when framing your shot.



VIDEOGRAPHY

CONSIDERATIONS FOR CAPTURE

- Footage and Photography should be captured as authentically as possible
- Shoot in a candid/editorial style
- Capture a mix of wide, mid, and tight shots to tell a complete story
- Do not over or underexpose the footage
- Footage featured in the edit should represent a wide selection of the state. Both east and west, both nature and culture and urban life.
- Video footage should be color corrected to match the brand color palette. It should feel bright and welcoming and a little nostalgic.
- When editing footage, consider mixing length of shots to create a dynamic edit.
- When selecting music for an edit, consider tracks that capture the grit and grace of the state. Music tracks should not overwhelm or distract from the voiceover.
- The SMSDSLTL campaign lockup or Travel South Dakota logo should be featured in every edit when other branding is not present.





ICONS

CUSTOM ILLUSTRATIONS

Here is a sample of our bespoke illustrated icon set. We are continually adding illustrations to fit the needs of ongoing work.

[Download Full Icon Set](#)

[Submit a New Illustration Request](#)





CAMPAIGN GUIDELINES





SO MUCH
South Dakota
SO LITTLE TIME





CAMPAIGN LOCKUP

Our campaign lockup for "So Much South Dakota, So Little Time" is used with campaign placements to showcase all there is to do in the Rushmore State.

STACKED LOCKUP

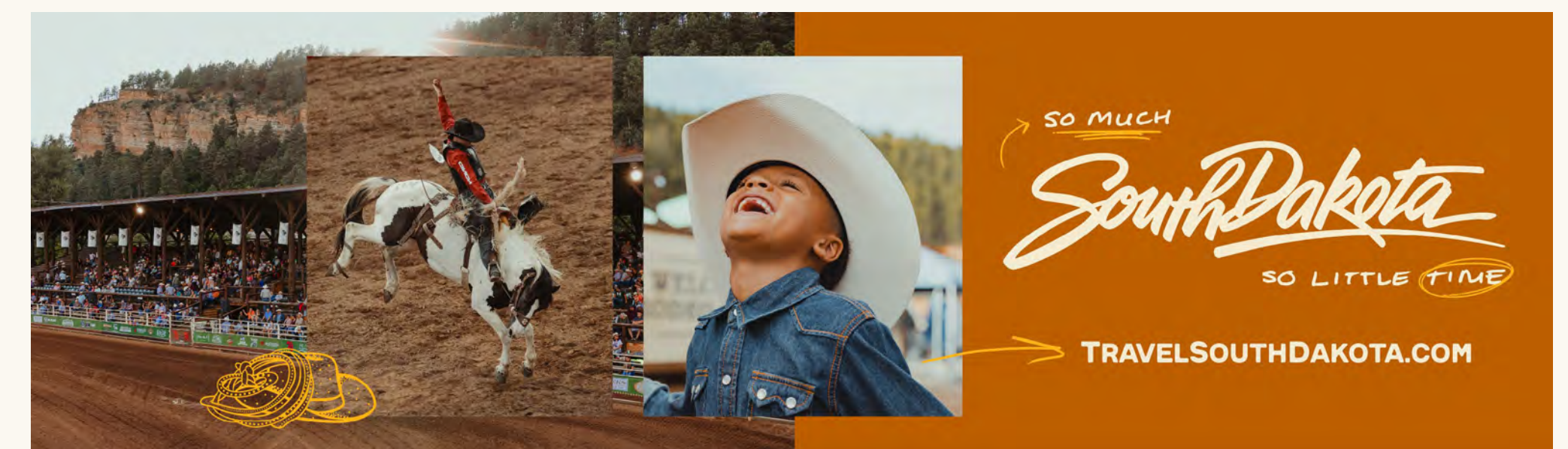


HORIZONTAL LOCKUP

Approved for use in instances where the stacked version of the lockup loses legibility.



In most instances, the colors of the hand-drawn elements should be adjusted to complement the colors of the photography and design. These should only reflect the approved Travel South Dakota color palette.



[Download All "So Much South Dakota, So Little Time" Campaign Lockup Files](#)



CAMPAIGN LOCKUP USAGE

COLOR USAGE EXAMPLES



LOGO MISUSE



DO NOT skew or scale the logo disproportionately.



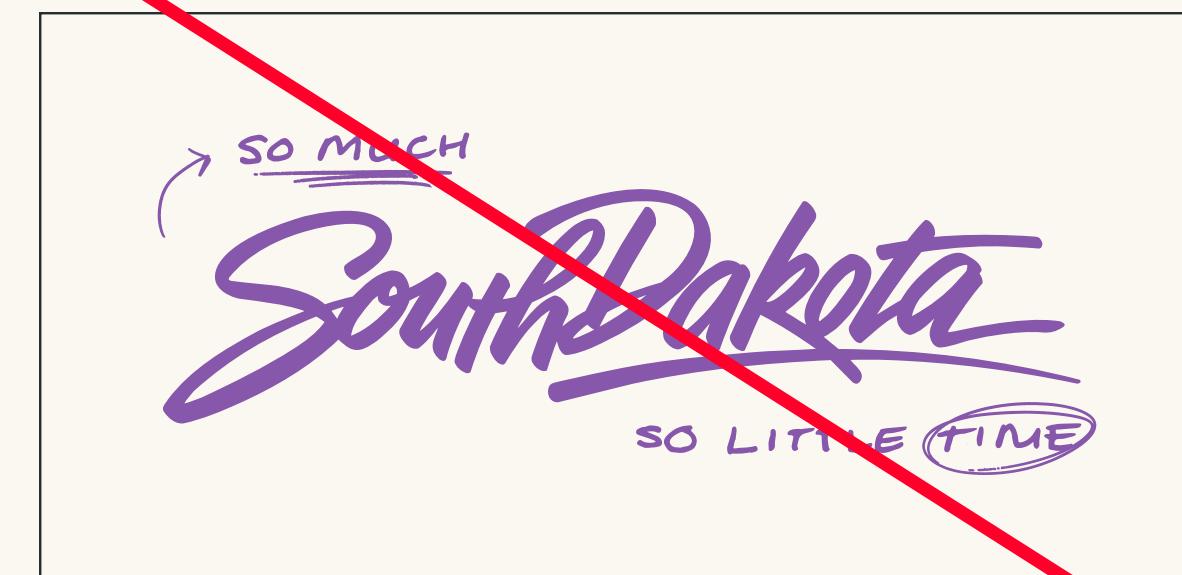
DO NOT rearrange the elements of the approved lockups.



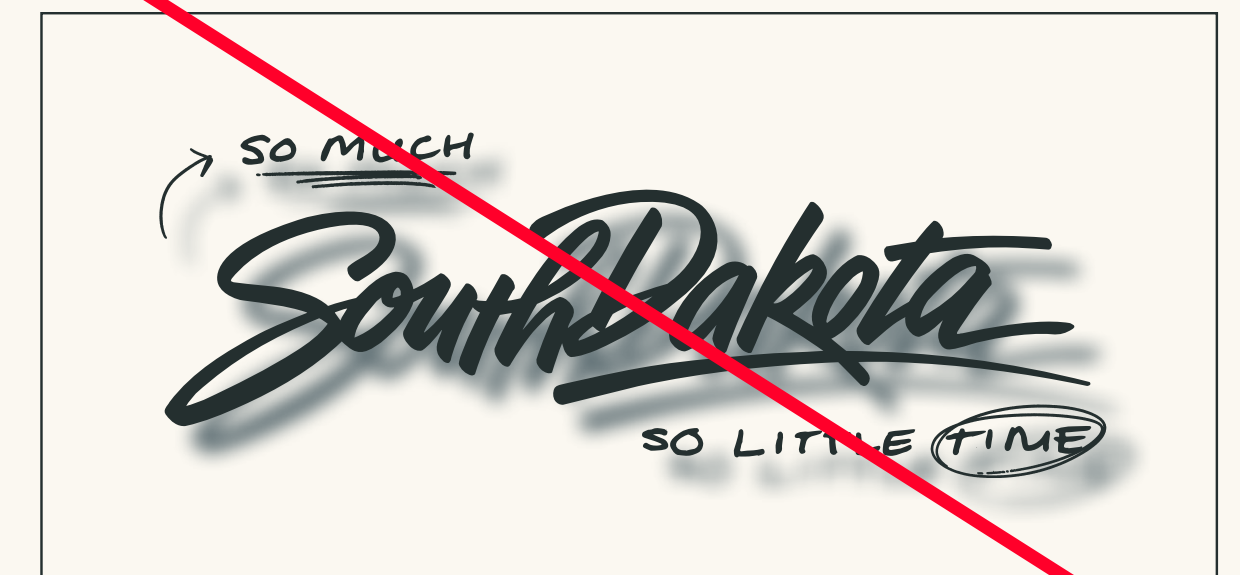
DO NOT change the logo to include more than two colors.



DO NOT rotate the logo.



DO NOT change the logo to any color outside of the approved brand colors palette.



DO NOT add a drop shadow or other effects to the logo.



CAMPAIGN LOCKUP USAGE

CLEAR SPACE

Please allow the height of one South Dakota script “a” in clear space around the primary campaign logo. When layout space allows, use more clear space around the logo to enhance visibility and provide a clean, uncluttered appearance.



MINIMUM SIZE

The minimum logo size should be no smaller than 0.5 in. height in print or 80 pixels on screen.





CAMPAIGN TYPOGRAPHY

Our campaign fonts have been carefully selected to capture the authentic spirit of South Dakota. Please refer to the usage instructions below for both our primary and secondary typefaces.

PRIMARY FONTS

DIRK BLACK
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

The headline font for the "So Much South Dakota, So Little Time" campaign is Dirk Black. This should be treated in all caps. The Dirk font captures the gritty and nostalgic nature of South Dakota.

[Purchase Dirk Black](#)

Brave Bison
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brave Bison is our accent campaign font created in house at Karsh Hagan. Brave Bison adds a handwritten, nostalgic look to the campaign art direction. Brave Bison should be treated primarily in sentence case. It should not be used in all caps unless calling out or accenting a word.

[Download Brave Bison](#)

SECONDARY FONTS

SP BLUNT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/+#*&\$!?

SP Blunt is our secondary headline and subhead font, which is also exclusively set in all caps. It is a bit more approachable than Dirk, so headlines may appear in longer lengths, but should still remain relatively short to ensure readability.

[Purchase SP Blunt](#)

PUBLIC SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/+#*&\$!?

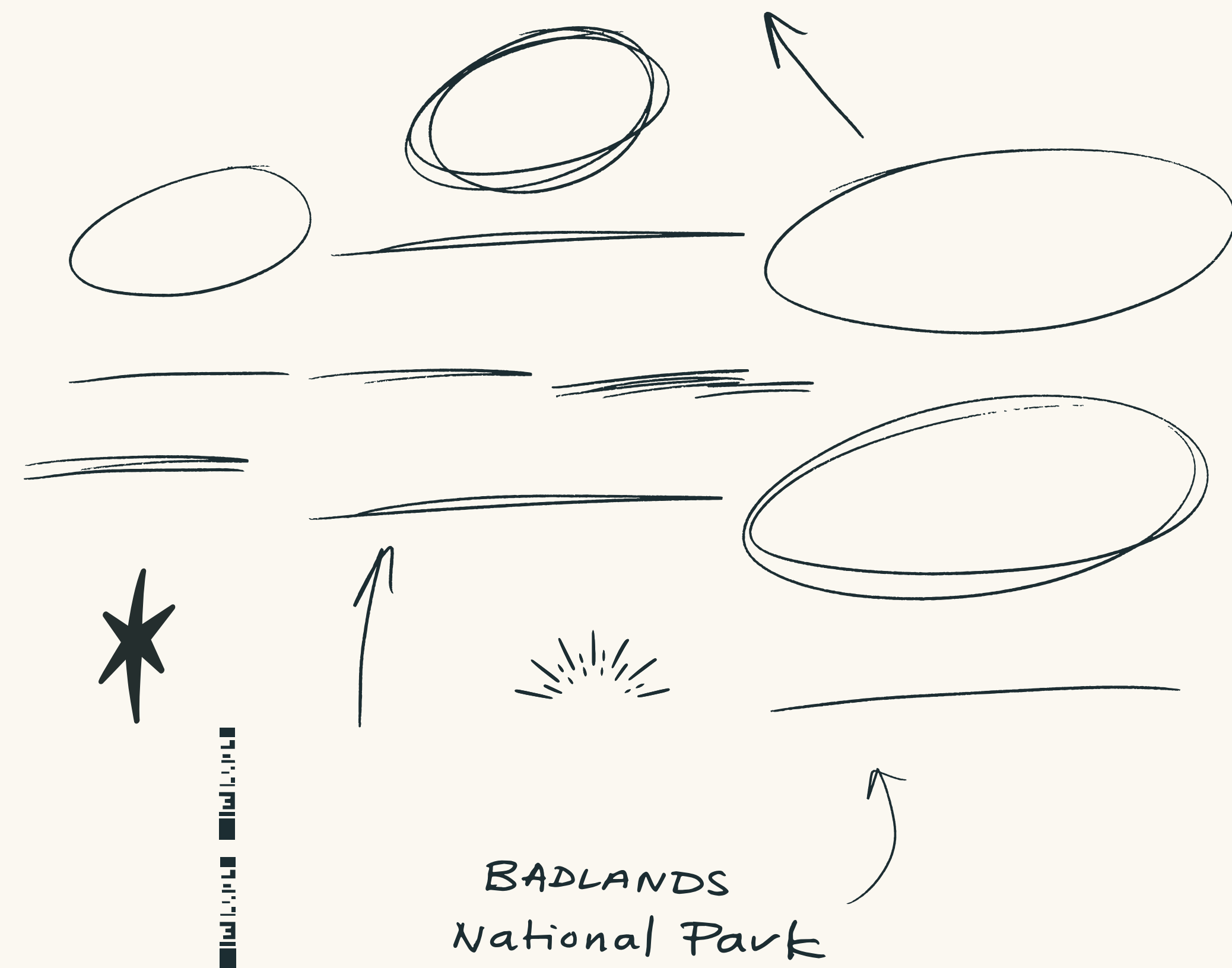
Public Sans is the South Dakota Tourism brand font. Public Sans should be used in cases with long body copy.

[Download Public Sans](#)



CAMPAIGN ACCENT GRAPHICS

Accent marks should be used to bring a hand-drawn element to headlines and type in the layout. Use accent graphics minimally.



When using the accent graphics, color theory and legibility should be considered. Below are examples of color combinations that work well together.



ACCENT GRAPHICS IN USE

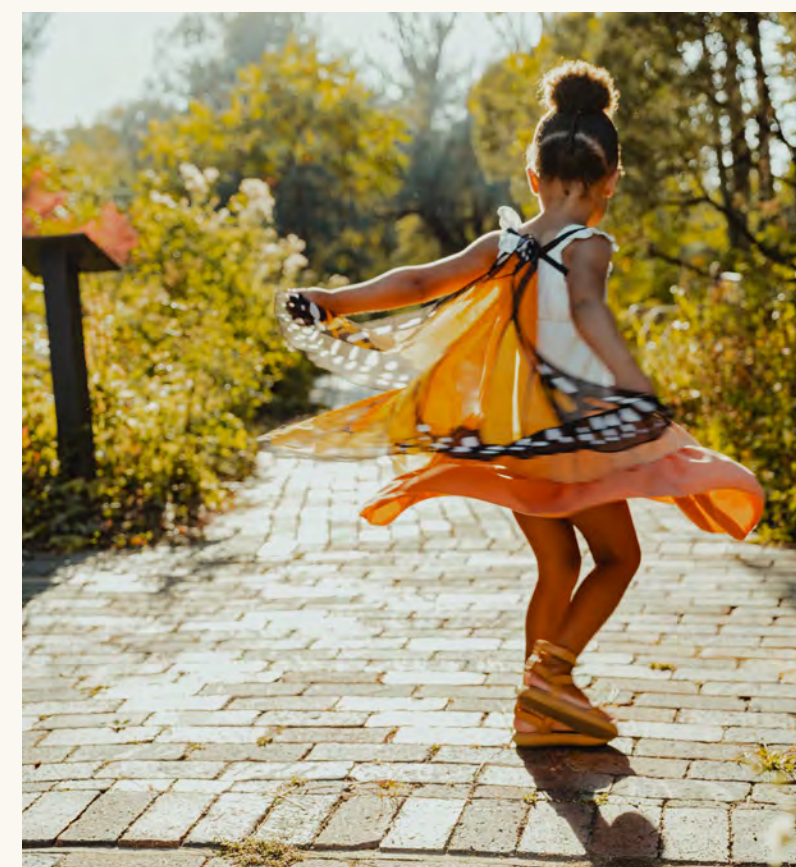
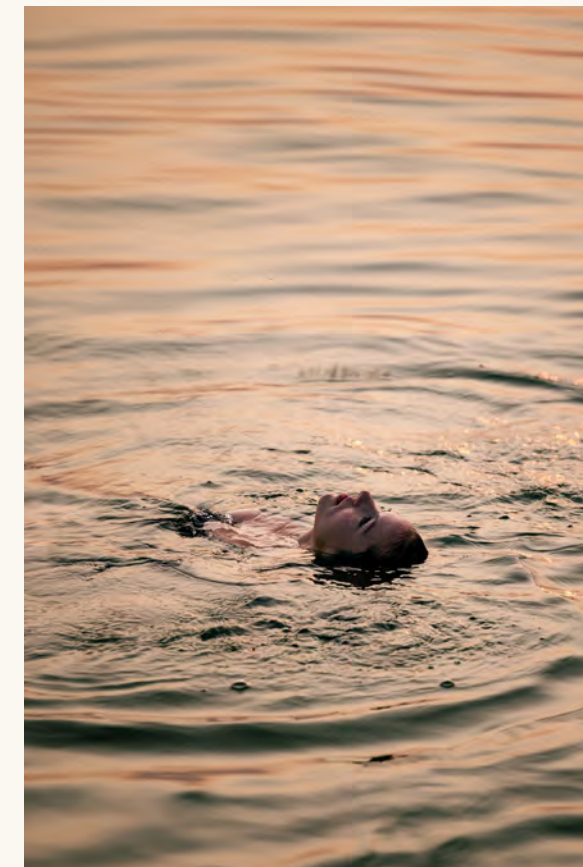
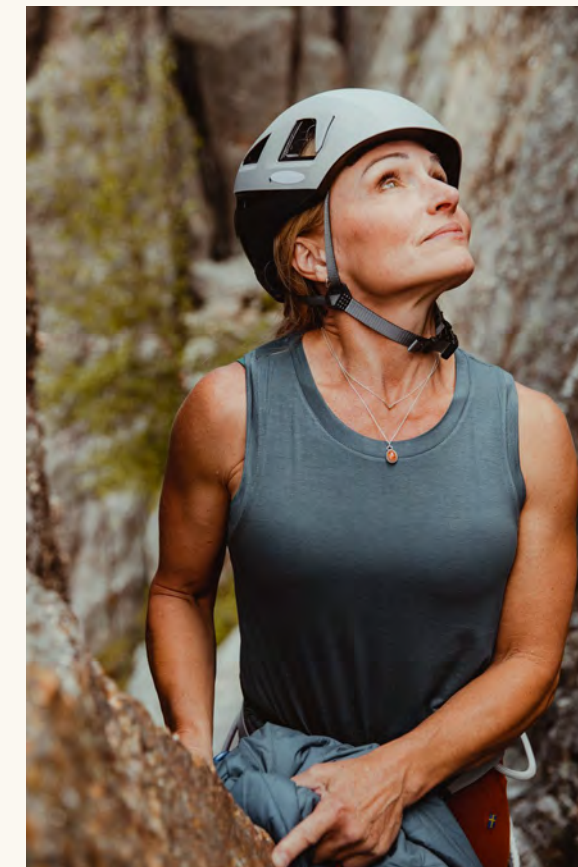


[Download Campaign Accent Graphics](#)



CAMPAIGN PHOTOGRAPHY

Our campaign photography for "So Much South Dakota, So Little Time" is authentic and candid in nature to paint a picture of a true South Dakota experience. When choosing photography for campaign pieces and layouts it is important to consider composition, crop, color, and subject matter.



PHOTOGRAPHY USE IN LAYOUT



Navigate the entire photography library on Extensis.
Password: TSD_123!

[View Campaign Photography Library](#)



PRINT LAYOUT

Photography works together to paint a full story. When choosing photography consider crop, composition, and coloring

[Download Layered Example File](#)

Headline in Dirk Black

Accent graphic in secondary color

Background color that complements the photography



Graphic element that complements the subject of the photography but doesn't mimic it

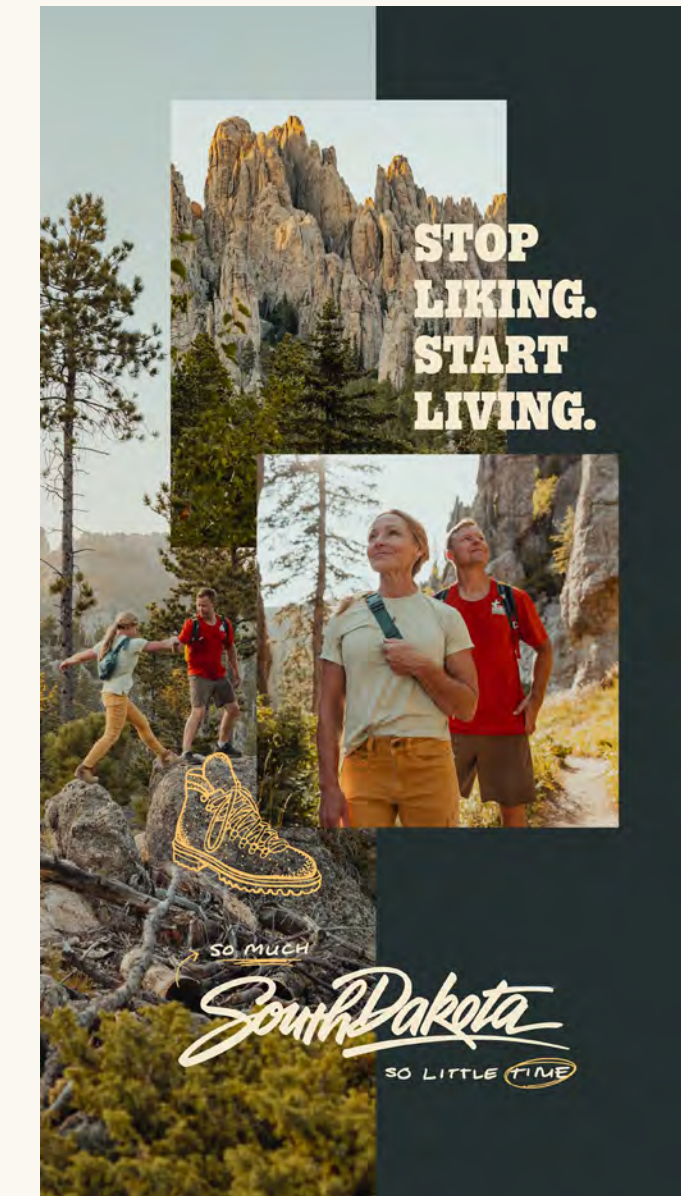
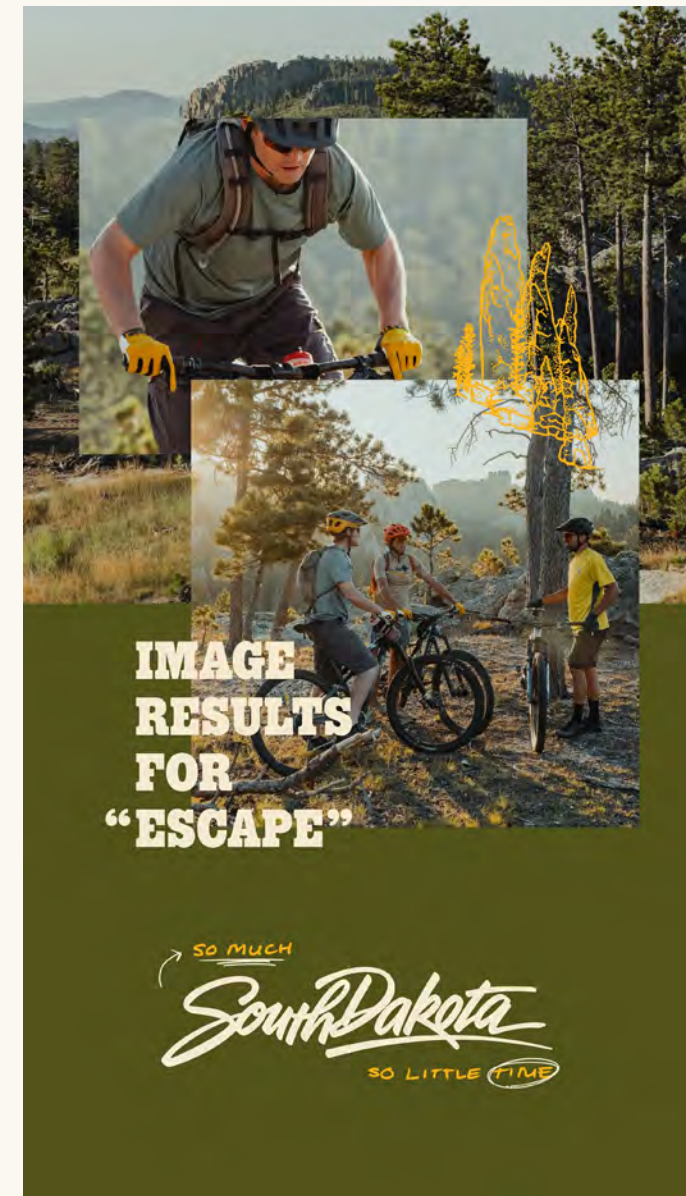
URL in Brave Bison in cream with accent graphic element

Campaign lockup with complementary accent color to photography and background color

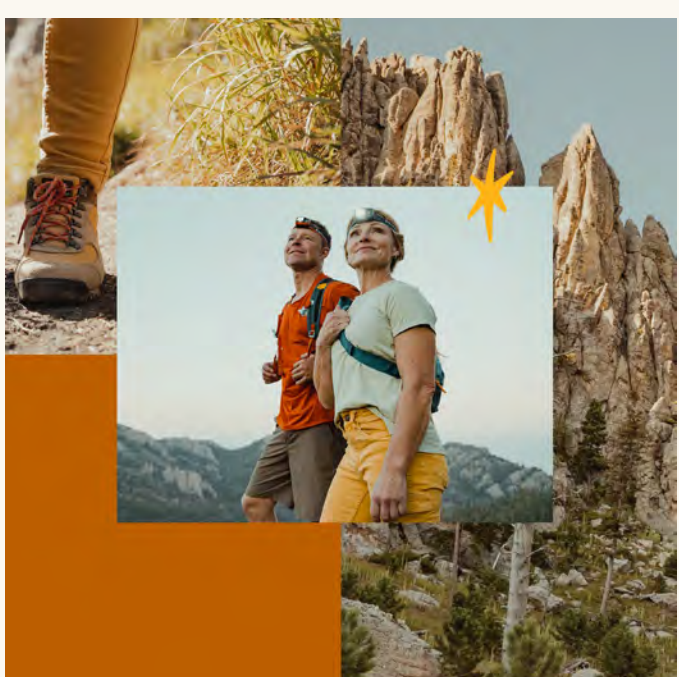
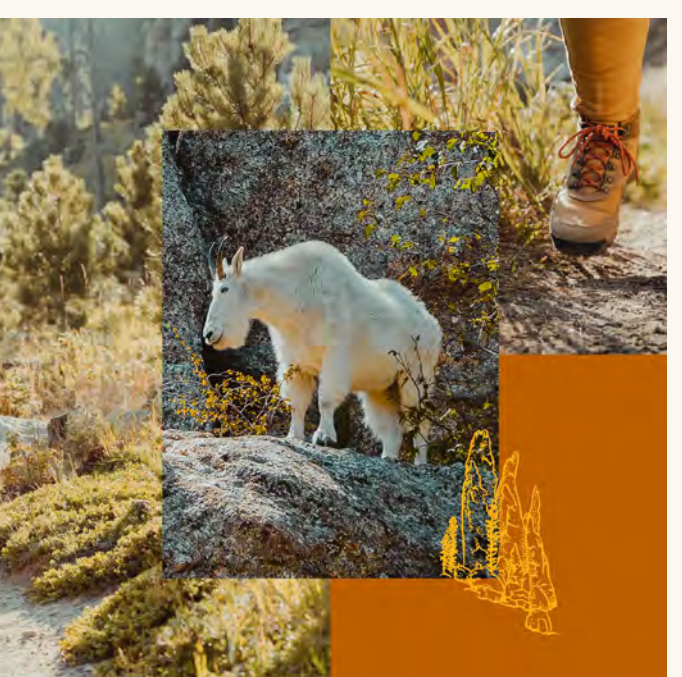
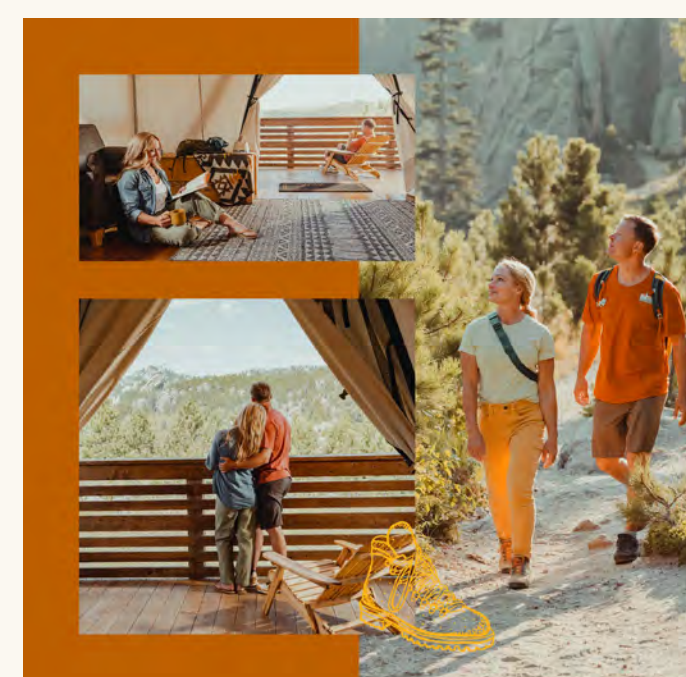
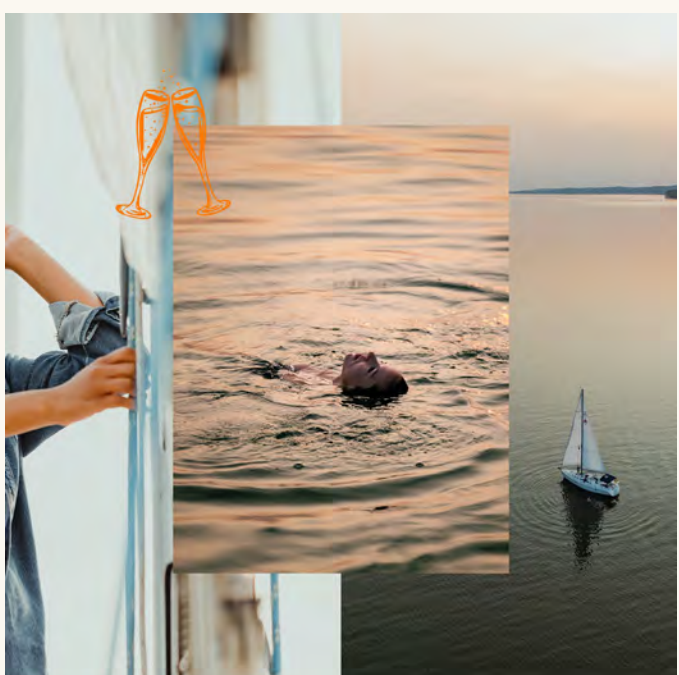


SOCIAL LAYOUT EXAMPLES

META STATIC



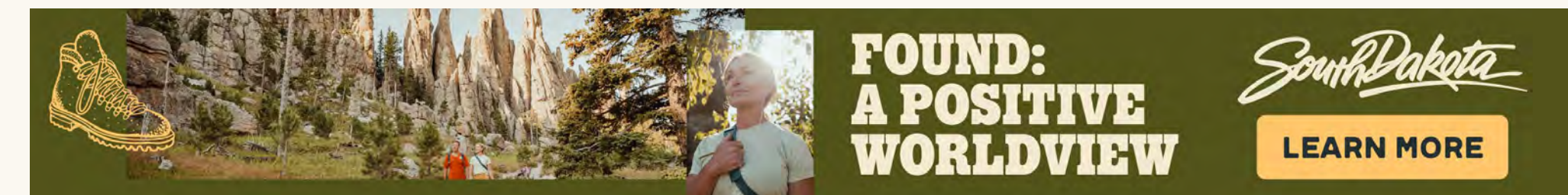
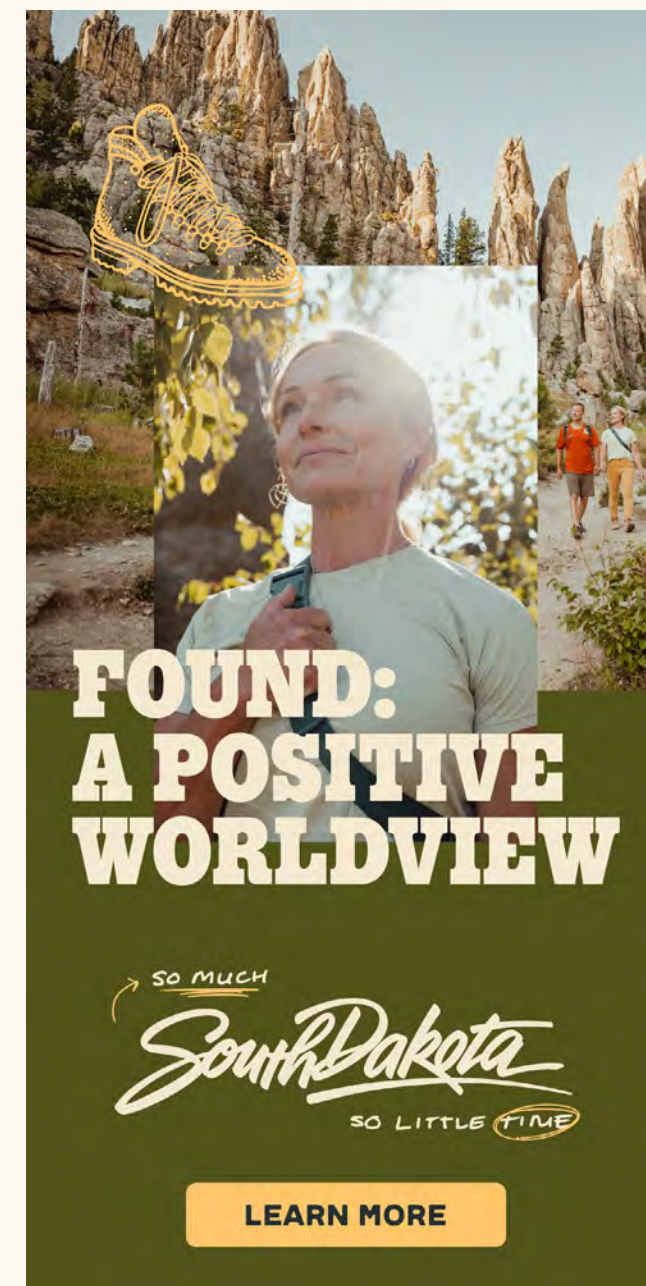
META CAROUSEL



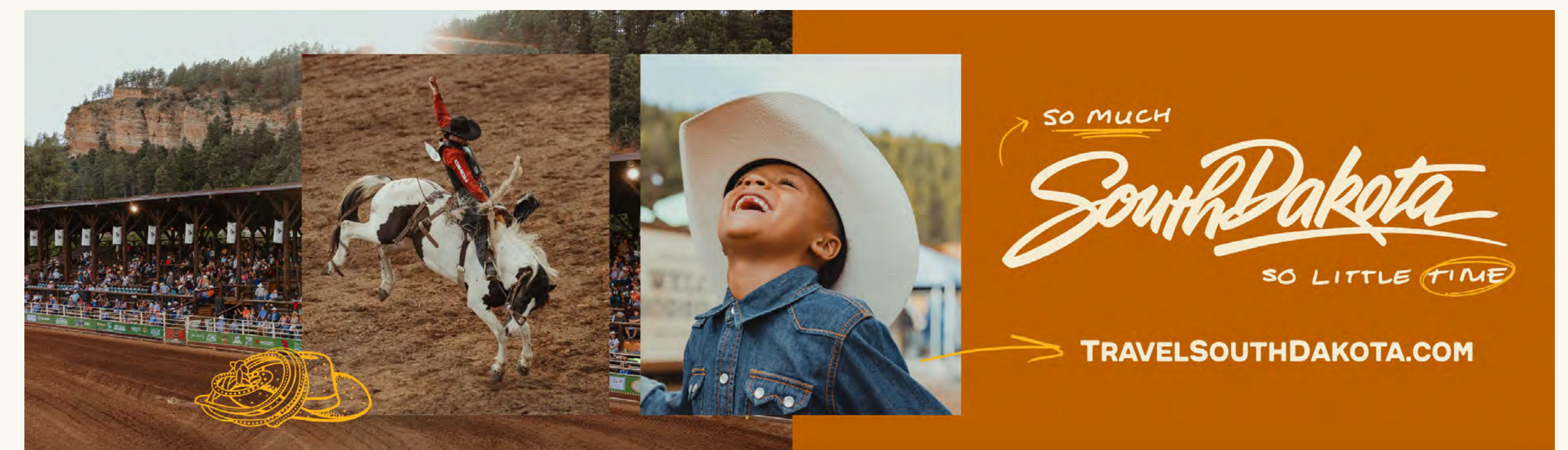
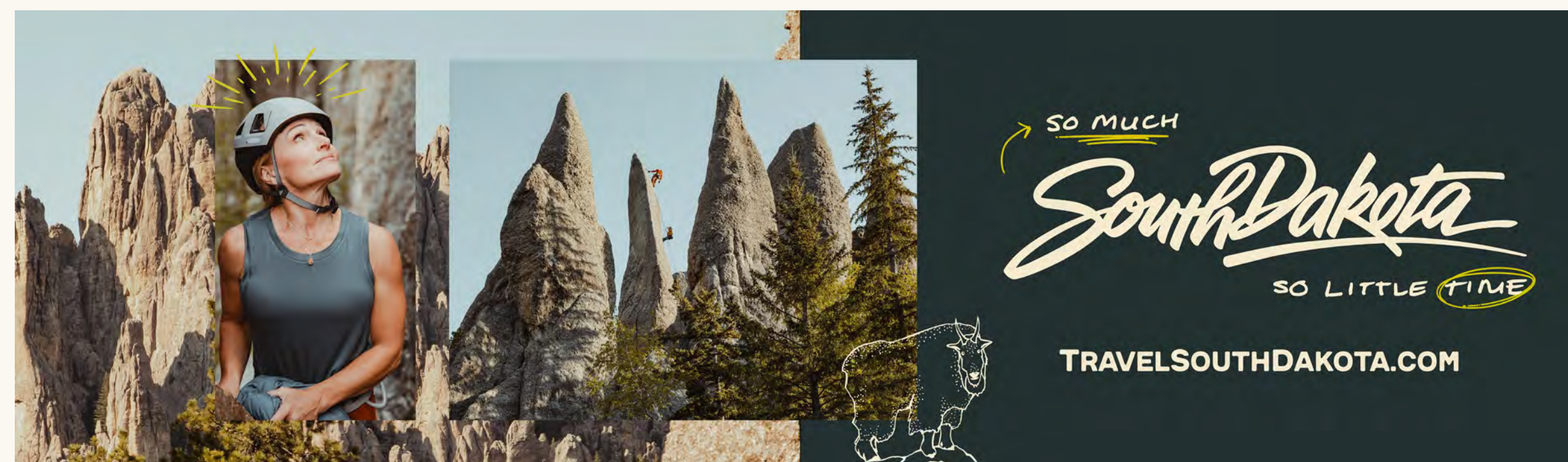


DISPLAY AND OOH LAYOUT EXAMPLES

DISPLAY BANNERS



OOH





HUNT
THE
GREATEST
South Dakota

The graphic features the text 'HUNT THE GREATEST' in orange, with 'THE' in black and underlined. Below it, 'South Dakota' is written in a green script font. A stylized green bird with spread wings is positioned behind the text.



CAMPAIGN LOCKUP

APPROVED LOGO USAGE

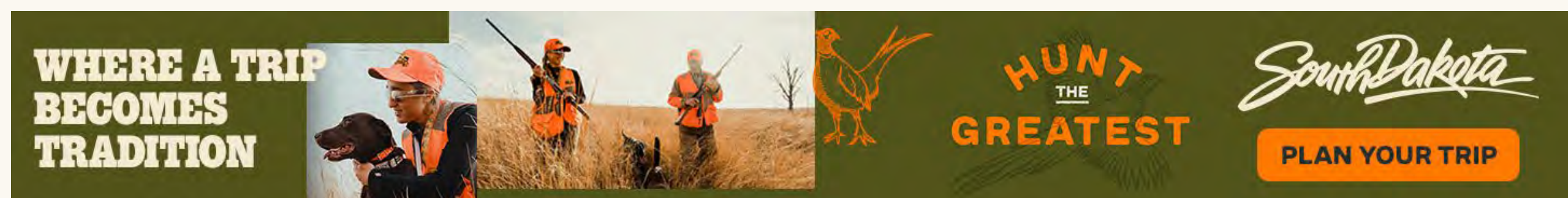


Our campaign lockup for "Hunt the Greatest" is used with campaign placements to showcase why South Dakota has some of the best pheasant hunting in the world.



It is appropriate to separate the South Dakota script logo from the "Hunt the Greatest" lockup in instances where it loses legibility. The South Dakota script logo must still appear in the layout.

SEPARATED LOGO EXAMPLE



[Download All "Hunt the Greatest" Campaign Lockup Files](#)

LOGO MISUSE



DO NOT skew or scale the logo disproportionately.



DO NOT change the color of the lockup from the approved versions provided.



DO NOT separate or rearrange elements of the lockup outside of approved examples.



DO NOT rotate the logo.



DO NOT change the logo to any color outside of the approved campaign color palette.

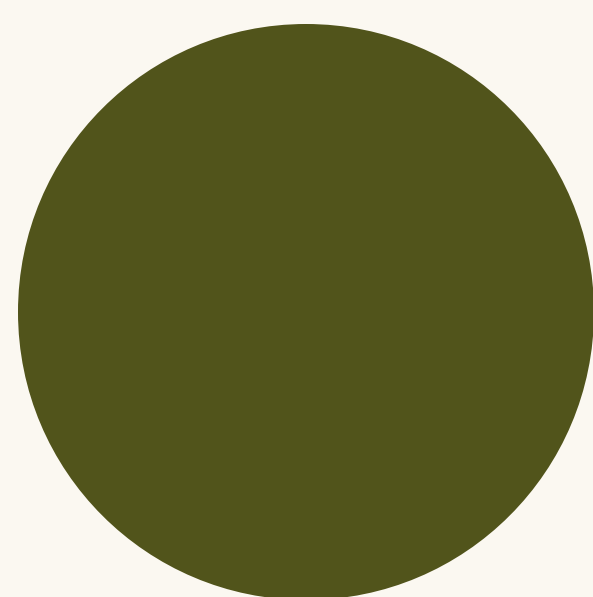


DO NOT add a drop shadow or other effects to the logo.

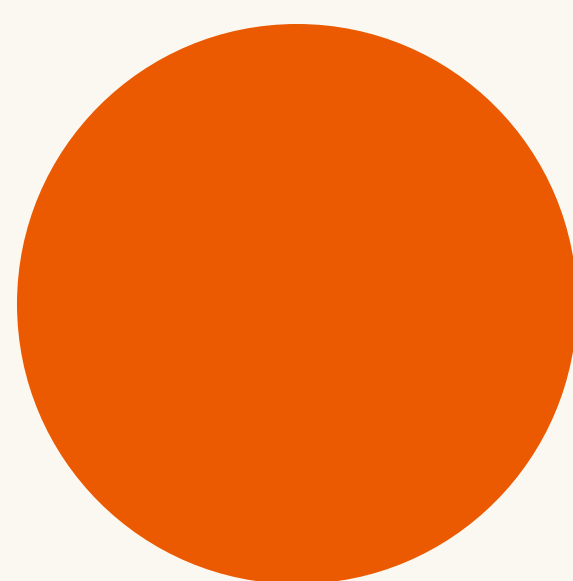


CAMPAIGN COLORS

To tie to the subject of hunting, the colors of the Hunt the Greatest campaign are orange, green, and khaki. The palette is intentionally limited to create both a familiar but distinct look and feel.



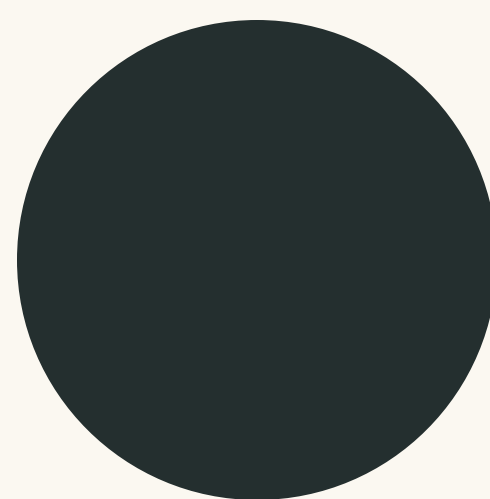
Forest
R81 G84 B27
C61 M48 Y100 K39
HEX: 51541b



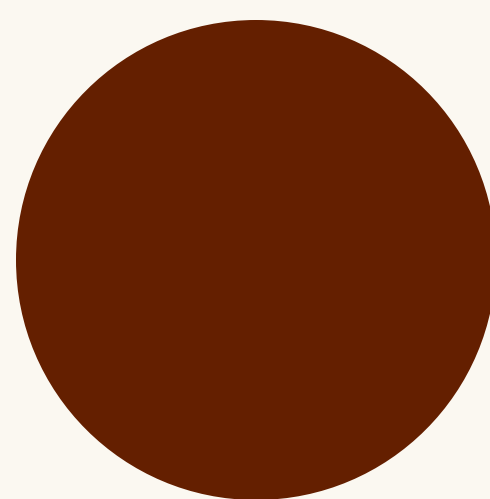
Burnt Orange
R235 G89 B0
C3 M79 Y100 K1
HEX: eb5900



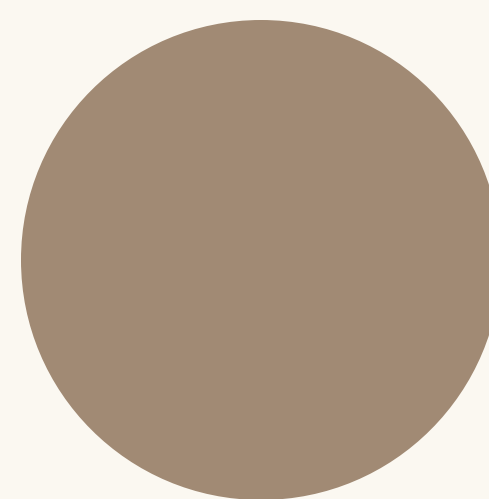
Granite
R224 G222 B203
C12 M8 Y20 K0
HEX: e0decb



Dark Sky
R36 G47 B47
C76 M61 Y64 K67
HEX: 242f2f



Pheasant
R100 G31 B0
C21 M80 Y81 K69
HEX: 641f00



Pebble
R161 G138 B116
C37 M42 Y55 K6
HEX: a18a74



Cream
R243 G234 B212
C5 M6 Y17 K0
HEX: f3ead4





CAMPAIGN TYPOGRAPHY

The typography for the "Hunt the Greatest" campaign mimics the typography in the "So Much South Dakota, So Little Time" campaign to build brand continuity. Please refer to the usage instructions below for both our primary and secondary typefaces.

PRIMARY

DIRK BLACK
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/+#*&\$!?

Dirk Black also serves as the headline font for the "Hunt the Greatest" campaign. This should be treated in all caps. The Dirk font captures the gritty and nostalgic nature of South Dakota.

[Purchase Dirk Black](#)

Brave Bison
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brave Bison is our accent campaign font created in house at Karsh Hagan. Brave Bison adds a handwritten, nostalgic look to the campaign art direction. Brave Bison should be treated primarily in sentence case. It should not be used in all caps unless calling out or accenting a word.

[Download Brave Bison](#)

SECONDARY FONTS

SP BLUNT
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890/+#*&\$!?

SP Blunt is our secondary headline and subhead font, which is also exclusively set in all caps. It is a bit more approachable than Dirk, so headlines may appear in longer lengths, but should still remain relatively short to ensure readability.

[Purchase SP Blunt](#)

PUBLIC SANS
ABDCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/+#*&\$!?

Public Sans is the South Dakota Tourism brand font. Public Sans should be used in cases with long body copy.

[Download Public Sans](#)

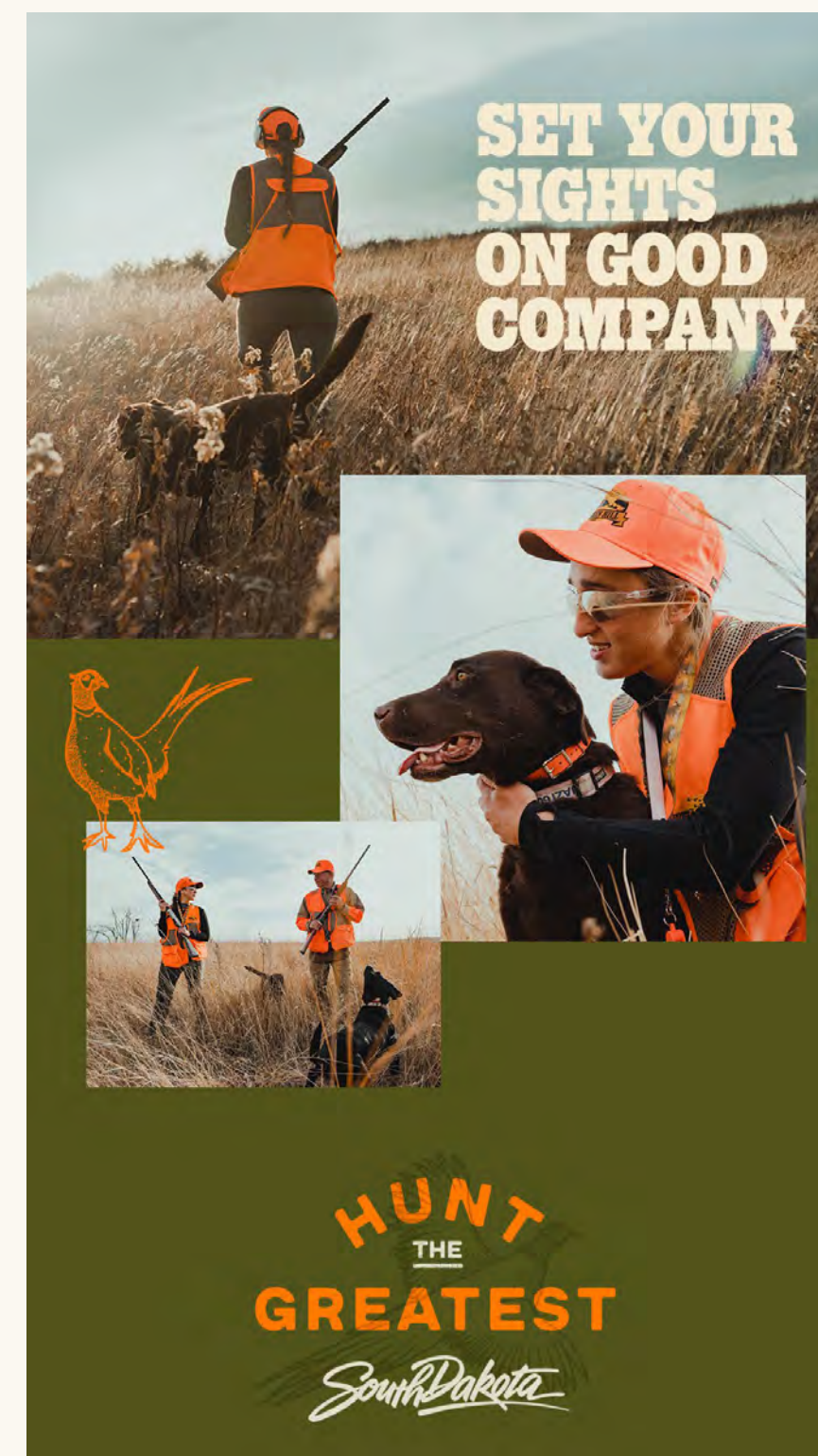


LAYOUT EXAMPLES

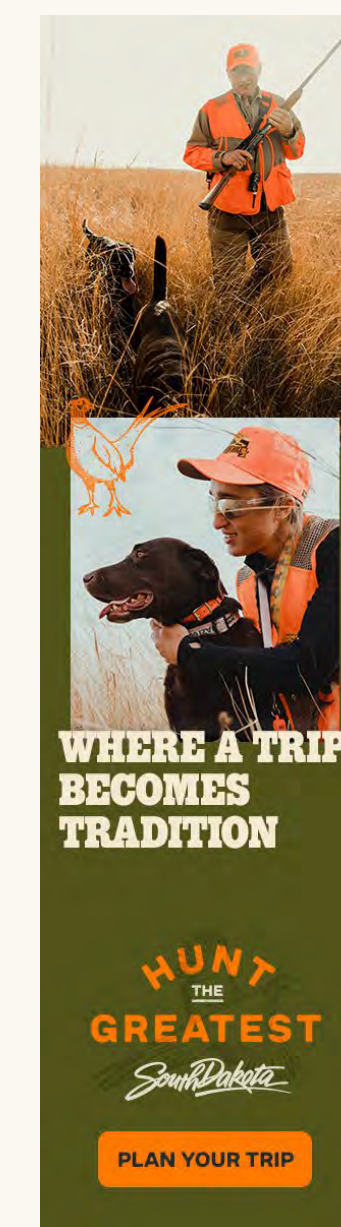
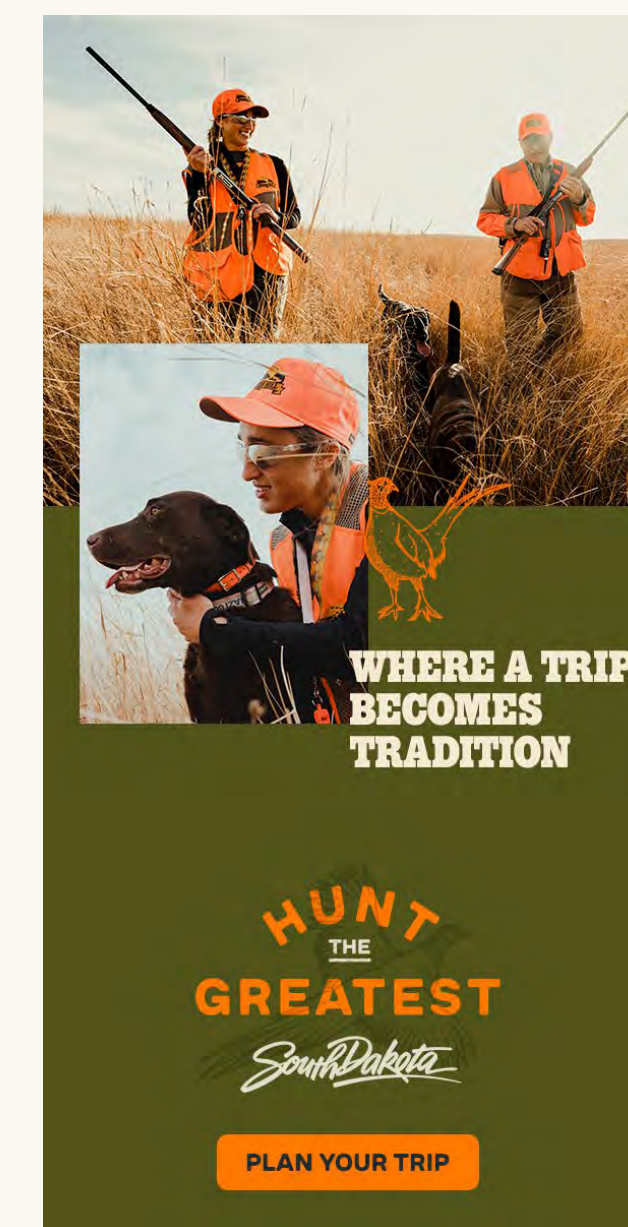
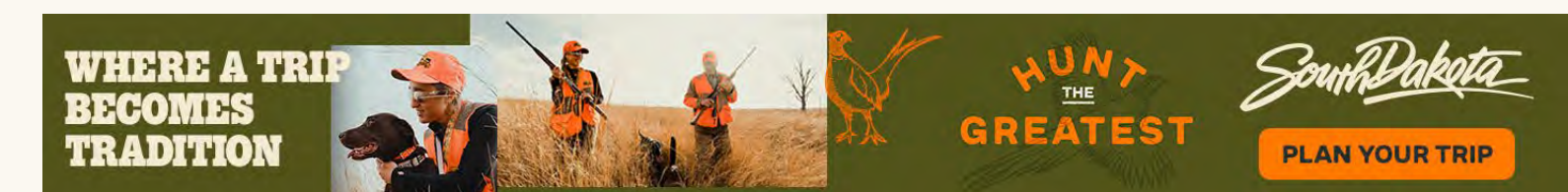
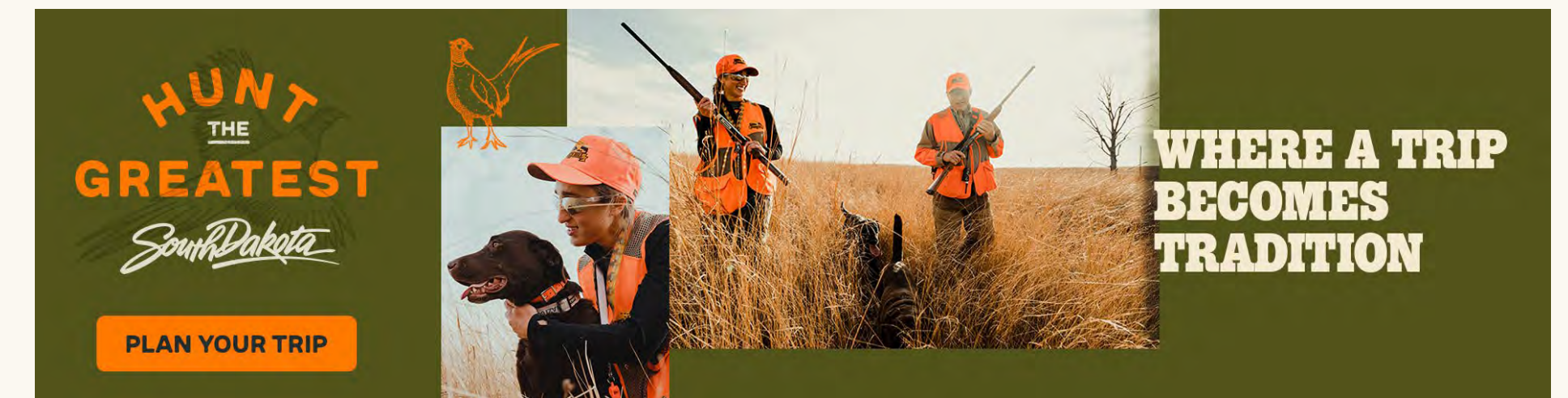
PRINT



META STATIC



DISPLAY







CAMPAIGN LOCKUP

Our campaign lockup for "Forever 605" is used with campaign assets to clearly identify the initiative to travel respectfully within the 605 state.

PRIMARY LOCKUP



There are multiple color versions of the "Forever 605" campaign lockup for use against various backgrounds and production limitations. Legibility should always be considered when choosing a lockup combination.



CO-BRANDING

The lockup should be used with the Travel South Dakota brand logo in most instances. A horizontal lockup is preferred in all instances when creating co-branding lockups with industry partners.



[Download All "Forever 605" Campaign Lockup Files](#)



CAMPAIGN LOCKUP USAGE

APPROVED LOGO USAGE



It is permissible to use the logo on photo backgrounds. Be careful to choose the version of the logo that ensures proper contrast. The logo should NOT be placed on distracting patterns or imagery.



It is permissible to use the logo on our campaign photo treatment. Be careful to choose the version of the logo that ensures proper contrast.

LOGO MISUSE



DO NOT skew or scale the logo disproportionately.



DO NOT rearrange the elements of the approved lockups.



DO NOT alter the logo colors.



DO NOT rotate the logo.



DO NOT change the logo to any color outside of the approved campaign color palette.



DO NOT add a drop shadow or other effects to the logo.

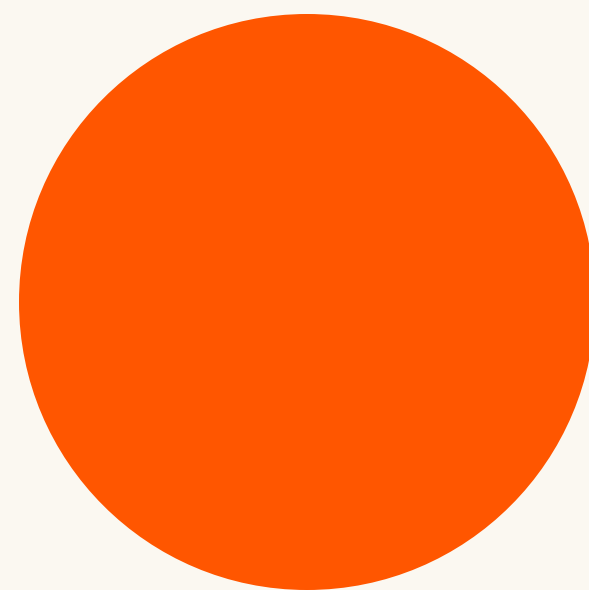


CAMPAIGN COLORS

Our campaign colors for the Forever 605 Campaign have been carefully chosen to ensure proper contrast and provide a unique and ownable look.



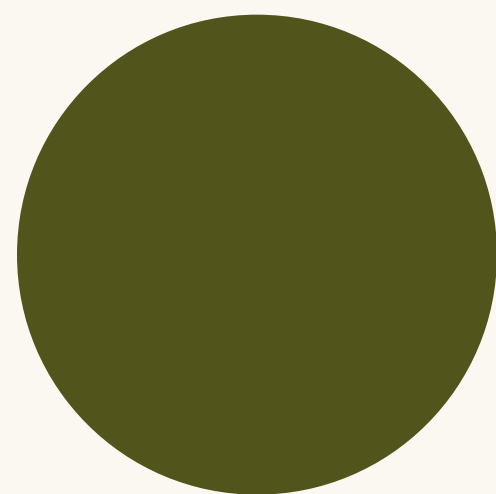
Dark Green
R55 G59 B12
C66 M52 Y97 K57
HEX: #373b0c



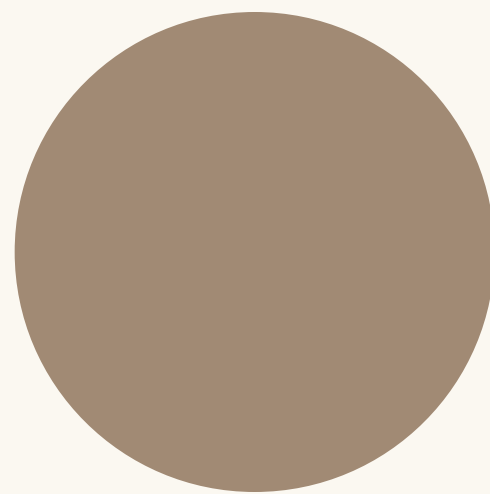
Ember
R255 G86 B0
C0 M80 Y100 K0
HEX: #ff5600



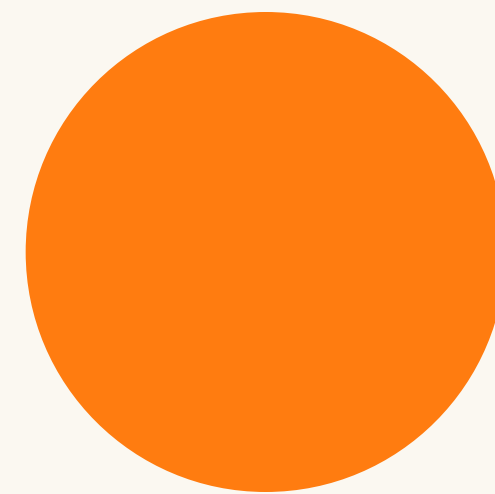
Cream
R243 G234 B212
C5 M6 Y17 K0
HEX: #f3ead4



Forest
R81 G84 B27
C61 M48 Y100 K39
HEX: #51541b



Pebble
R161 G138 B116
C37 M42 Y55 K6
HEX: a18A74



Sunrise
R255 G124 B16
C0 M64 Y100 K0
HEX: #FF7C10



Cloud
R251 G248 B240
C1 M1 Y5 K0
HEX: #FBF8F0





CAMPAIGN TYPOGRAPHY

The "Forever 605" campaign fonts are a primary identifier of the campaign. They have been chosen to create an approachable look and feel to deliver messages about respectful travel in the 605 State.

PRIMARY FONTS

WILDEN REGULAR
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/+#*&!?

Wilden Regular is the font used for the Forever 605 badge.

[Purchase Wilden Regular](#)

SP Valley Script Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789/+#&!?*

SP Valley Script Regular is used to highlight key words in a headline. This helps add font variation and a retro camp feel to the overall deliverable.

[Purchase SP Valley Script Regular](#)

SECONDARY FONTS

BRUMDER STAMP
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/+#*&!?

BRUMDER STAMP OBLIQUE
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/+#&!?*

Brumder Stamp and Brumder Stamp Oblique are used for primary headline copy for all deliverables.

[Purchase Brumder Stamp](#)

SP VALLEY REGULAR ROUGH
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789/+#*&!?

SP Valley Regular Rough is used for short body copy. This san serif allows the body copy to feel clean while also feeling stylized.

[Purchase SP Valley Regular Rough](#)

PUBLIC SANS
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/+#*&\$!?

Public Sans should be used in cases with long body copy.

[Download Public Sans](#)



CAMPAIGN GRAPHICS

We've developed a unique style of graphic illustrations for the "Forever 605" campaign to be used to supplement messaging and serve as a key identifier of the campaign. Use the standalone icons in layouts containing photography and the more detailed illustrations in the absence of photography.



[Download All "Forever 605" Campaign Graphics](#)

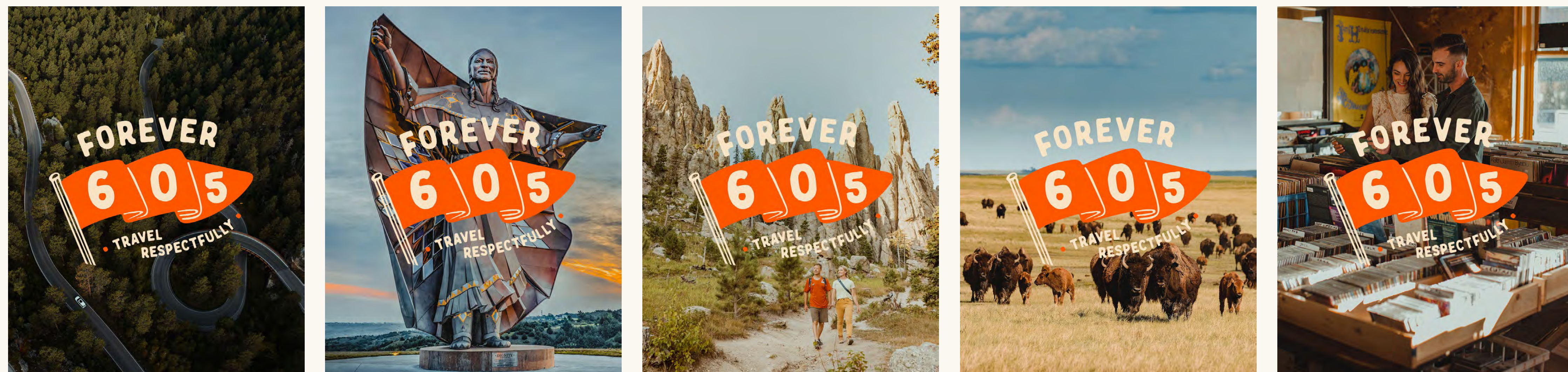


PHOTOGRAPHY TREATMENT

There are two photography treatments used for "Forever 605" materials. The first is a duotone + halftone treatment to give photography a graphic, screenprinted look.



When more inviting photography is needed, photos of the state can be used, treated in the Travel South Dakota color pass and filters (described on [Page 28](#)).



LAYOUT EXAMPLES





If you have questions / recommendations, please reach out to Mike Gussiaas.

Mike.Gussiaas@travelsouthdakota.com

**THANK
YOU**

