

*Cody*  
YELLOWSTONE  
WYOMING

WELCOME TO

WILD



BRAND GUIDELINES

# A NOTE ON THE BRAND GUIDELINES AND HOW TO USE THEM.

The Cody Yellowstone brand aims to bring the culture, history and beauty of Cody Yellowstone into the spotlight. This guide should provide you with the tools you need to create a consistent message, both visually and tonally, that will bring the Cody Yellowstone brand to life.

And remember, these are just general guidelines, not every application will be set in stone here. Keeping communications as close as possible to the spirit of the standards set in this guide will allow for clear and consistent messaging in all Cody Yellowstone communications.



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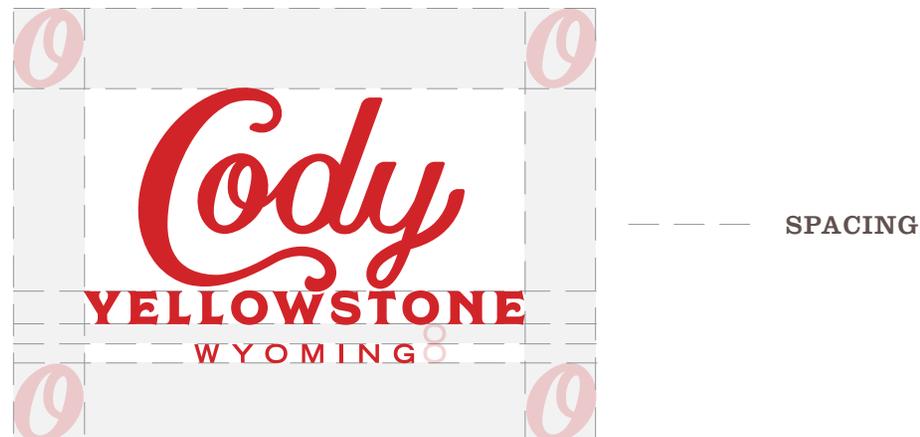
LOGO RULES



**Do Not Remove Elements**  
The logo should never appear on its own. Yellowstone and Wyoming should always be included.

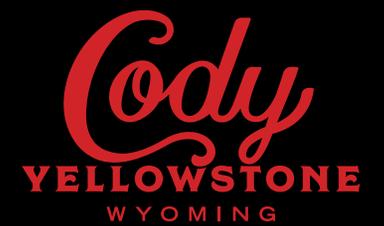


**Do not Warp**  
Never stretch or skew the logo in anyway.



**Do not use unbranded colors on the logo.**  
The logo will usually be in Americana Red or White. In the rare chance it's not, it should still be a branded Cody color.

LOGO VARIATIONS



# CREATING A CONSISTENT VISUAL LANGUAGE WITH TYPE AND COLOR



## A NOTE ABOUT THE FONTS WE CHOSE.

The fonts play an important role in the look and feel of a brand. We've chosen a mixture of classic fonts that throwback to the rich history of Cody, and paired them with modern fonts that put a new spin on this retro brand. We've used the Brothers OT for the main WILD graphic. This is almost the only time you will see this font in use. There are exceptions but it is to be used sparingly. You might see it would be in very small spaces where the WILD graphic is accompanied by another piece of text, like a url or hashtag. The texture treatment should also be applied in every case.

Cervo is a modern font that is used in headlines, urls and hashtags because it's big, legible and pulls attention to important info quickly.

We pair that with Clarendon because it's a classic and so is Cody. This balances the weight we place between retro and modern within the brand.

### WILD GRAPHICS

#### BROTHERS OT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

### HEADLINES

#### CERVO NEUE BOLD UPPERCASE

**ABCDEFGHIJKLMN**  
**OPQRSTUVWXYZ**  
**1234567890**

### BODY

#### Clarendon BT Roman

**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890**

### SUBHEAD

#### Clarendon BT Bold

**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890**

### URL

#### Cervo Neue Bold Sentence Case

**abcdefghijklmn**  
**opqrstuvwxyz**  
**1234567890**

## A BIT ABOUT THE COLORS WE USE.

Color is a very important part of a brand's visual identity. Keeping a consistent color scheme throughout all materials associated with the Cody Yellowstone brand is of the utmost importance.

The Cody Yellowstone Color system consists of a collection of six spot colors and white. These colors were chosen based on historical, natural and visual references from the Cody and Yellowstone area. These are the only colors approved for use with Cody Yellowstone collateral. Colors outside of this system are not permitted for use. Each color below includes a Pantone number, a CMYK build and a hex code for screen/web.

### AMERICANA RED

Pantone 186C  
C:012 M:100 Y:091 K:003  
#CD0E2C

### GUN BARREL

Pantone 186C  
C:012 M:100 Y:091 K:003  
#CD0E2C

### BLACK POWDER

Pantone Black  
C:000 M:000 Y:000 K:100  
#000000

### GOLD LEAF

Pantone 110C  
C:016 M:032 Y:100 K:000  
#D9AA28

### MUDPOT

Pantone 7527C  
C:016 M:013 Y:021 K:000  
#D5D1C4

### COBALT

Pantone 534C  
C:098 M:085 Y:036 K:027  
#1D345E

## IMAGERY

# SHOW, DON'T TELL.

Beautiful imagery of Cody Yellowstone's natural landscapes and wildlife, as well as people enjoying everything the area has to offer, are major parts of the Cody Yellowstone visual brand.

Photos should portray Cody Yellowstone in a way that captures the awe-inspiring, majestic beauty of this part of the country, as well as the vibrancy of the region's communities. Highly detailed photos that make the area seem larger than life are appropriate for the Cody Yellowstone brand.

When possible, photos including people should prioritize groups as opposed to individuals. This helps potential vacationers visualize an experience they can have with their friends and family, not just as solo travelers.

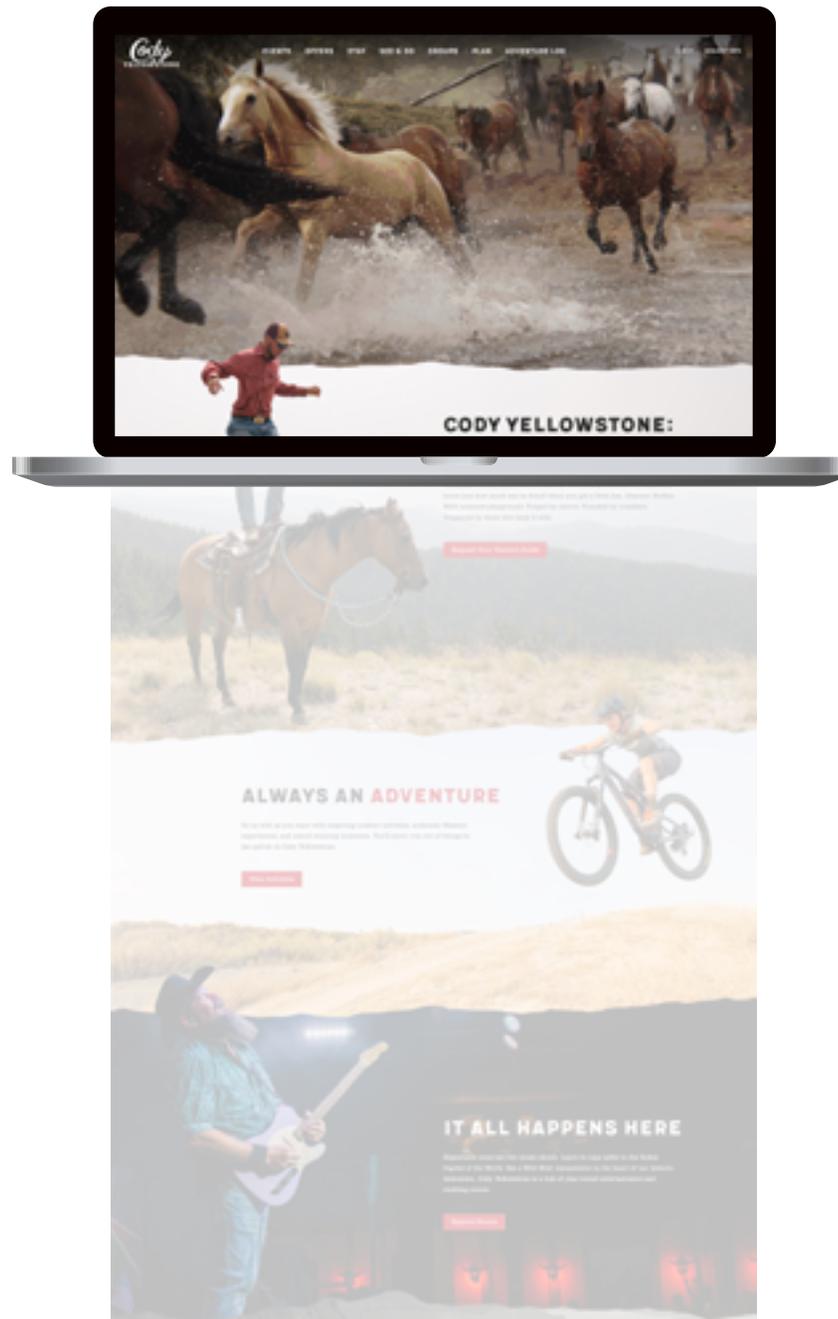


# PRESENTING WILD TO THE WORLD

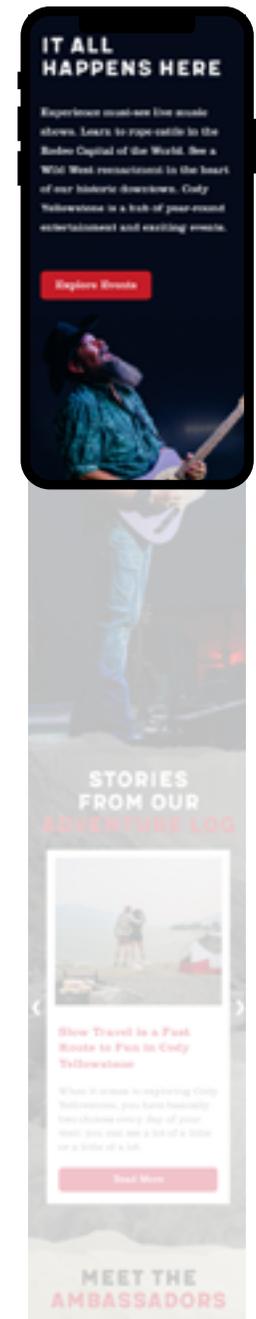
The Cody Yellowstone website brings together textures and collateral from throughout the brand guidelines to highlight and share the best of the region with our visitors.

The website uses the parallax effect, as well as the layering motif of the WILD campaign, to create a fun, playful visual that brings additional personality to the brand. Blending stunning landscapes, wildlife, and group visuals creates the allure of a family-friendly vacation destination.

## DESKTOP



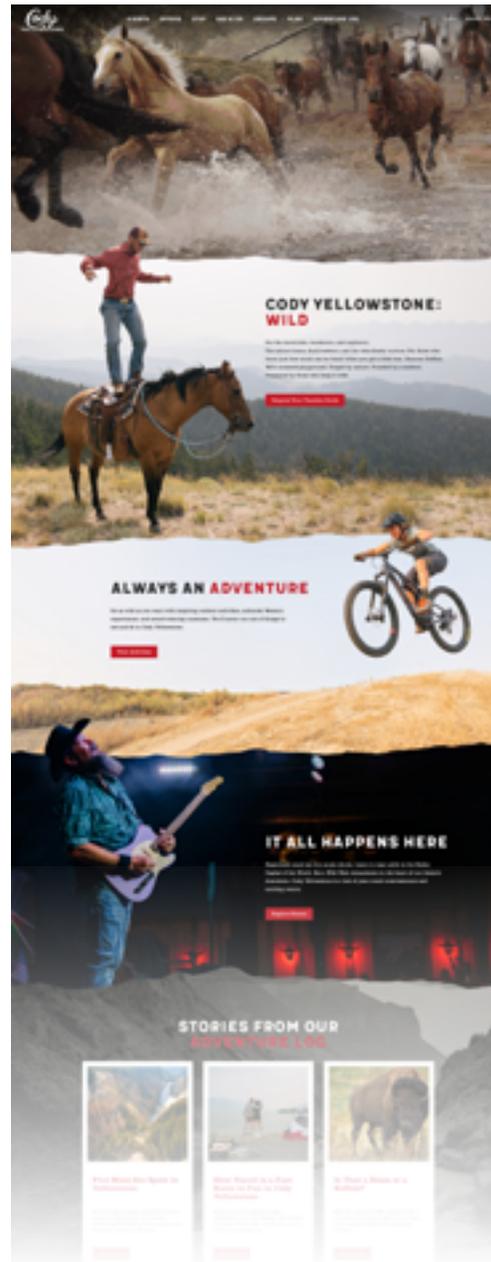
## MOBILE



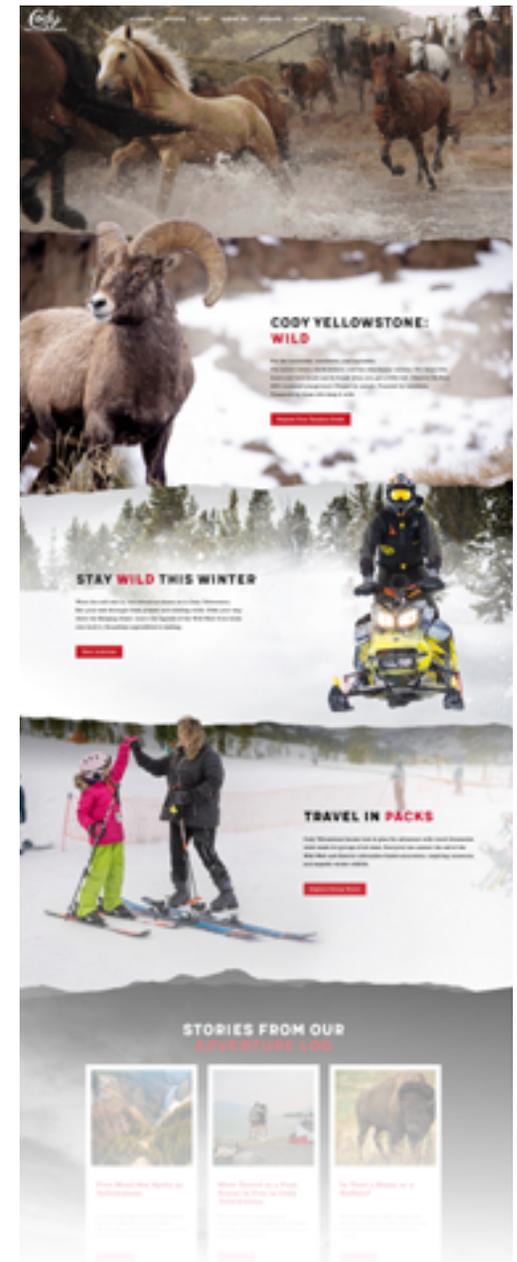
# FOUR SEASONS OF ADVENTURE

By incorporating a mix of visuals from spring, summer, fall, and winter, the website helps position Cody Yellowstone as a year-round destination appealing to different parts of our target audience.

## SUMMER



## WINTER



## **NO ASSET IS EXACTLY THE SAME. JUST LIKE A TRIP TO CODY YELLOWSTONE.**

The textures used on our WILD assets give each a handmade touch like they were crafted by a skilled tradesperson. No two WILD assets are exactly the same, and none are mass-produced.



## WILD LAYERS

Images used should have a clear foreground subject and background. When adding WILD to images, make sure you have a foreground and background layer of your image. Place a WILD graphic between the foreground and background, and add a drop shadow from the foreground on the WILD asset. A clipping mask can be used to ensure the shadow is clipped to the WILD letters.



## **THE WORDS THAT WON THE WEST**

Our voice & tone is timeless, yet modern, rugged, yet playful, and designed to evoke a feeling of discovery and adventure.

### **COPY OPTIONS**

**TRUE TO THE WEST.**

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**SOUGHT BY ADVENTURERS.**

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**FOUNDED BY TRAILBLAZERS.**

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**TREASURED BY MAVERICKS.**

---

**FORGED BY NATURE.**

---

**FOUNDED BY OUTSIDERS.**

---

**PRIZED BY MAVERICKS.**

### **STACKED LINES**

**FOUNDED BY OUTSIDERS.  
TREASURED BY MAVERICKS.**

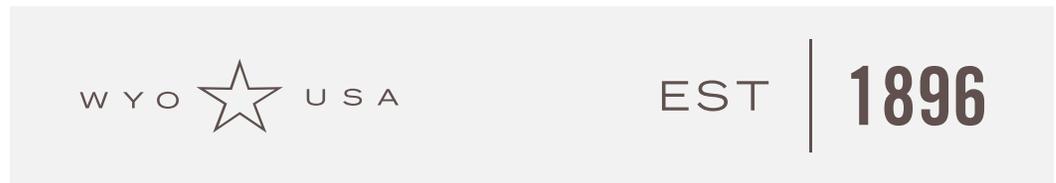
## ROOTING THE BRAND IN A SPECIFIC TIME AND PLACE

Consistent graphic elements and accents solidify the Cody Yellowstone brand and emphasize its history and location. Accents place Cody Yellowstone within Wyoming and highlight its connection to the Old West of the 1890s.

### PRINT LOCKUP



### ACCENTS



# PUTTING IT ALL TOGETHER



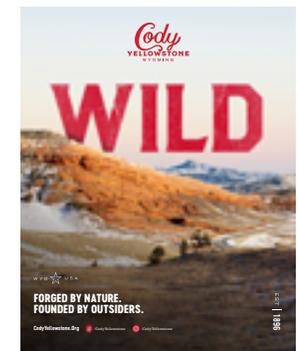
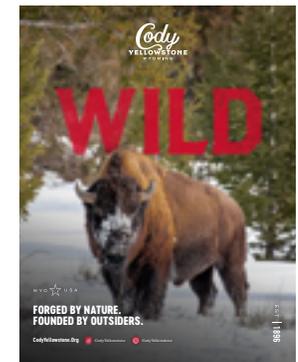
# DISTINCT, VERSATILE ADS

Elements of Cody Yellowstone's brand are consistent enough to remain recognizable throughout display ads of different sizes. Elements are fluid and can be moved around while remaining easily identifiable to users.



## PRINT & OUT OF HOME

Similar to our display ads, print and out-of-home ads contain fluid and versatile elements that are consistent enough to remain recognizable throughout different placements.



## APPAREL

# WEARING THE WEST

Cody Yellowstone apparel is intentionally kept simple. The art used is meant to evoke work from the Old West. Line drawings use one or two colors and are made to look hand drawn — resulting in pieces that feel individually crafted and not mass-produced.



# VIDEO PERSONALITY

All videos that fall within the WILD campaign are to use the same intro and outro animations. Similar to our static WILD assets, we incorporate layering and textures into our videos to give a bespoke quality.

For voice over, we use a range of actors to reflect that the West conjures different experiences for different people. In addition to a traditional “Cowboy” voice, we also bring in younger voices, as well as women voice actors.

## INTRO ANIMATION



Start of field of Americana Red.



Cody logos “writes” in while first clip fades in.



cont’.



Red collapses into the centre, wiping the logo.



Leaves first clip clean, in full colour.

## OUTRO ANIMATION



WILD is tracked into a shot until it lines up with centre of screen.



Americana Red expands in from sides.



Finish on static red frame with background clip at low opacity.



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WYOMING