

#THISIOWA

STYLE GUIDE 1.0.
A GUIDE TO PROPER USAGE
FOR INDUSTRY PARTNERS.

THIS IS IOWA FOR INDUSTRY PARTNERS

Recently, the Iowa Tourism Office conducted research to determine travelers' perceptions of our state as a destination. We learned that our prospective visitors didn't necessarily have a bad impression of Iowa, they had no impression of Iowa. They didn't know about the treasures that await them here and were surprised to learn about our variety of places of experiences. With that knowledge, we created the brand premise that Iowa offers an "escape to the unexpected." You'll never see those words in our work, but they're what constantly guides us to position Iowa as a unique and surprising destination that offers a respite from the hassles of day-to-day life.

In late 2014, we introduced messaging that supports the brand and represents the entire tourism industry: #ThisIowa. We understand that with your support, we can take this message even farther, extending our invitation for people to experience our state. This short guide shares how to correctly use #ThisIowa and its accompanying icon, which you can find here. We'd welcome you to use it in your copy, on your ads, on your web site and with your social media posts. If you have any questions about an appropriate use, please contact Shawna Lode at shawna.lode@iowa.gov.

THIS IS IOWA

By using "This is Iowa" on your marketing materials, you are confirming the unexpected nature of our great state. It's a statement that works for all of Iowa's tourism industry. When your attraction is unbelievably refreshing, This is Iowa. When your festival is incredibly fantastic, This is Iowa.

"This is Iowa" can be used as a statement or a question.

#THISIOWA ICON

To help you promote Iowa as an unexpected destination, we've created a #ThisIowa icon for you to use in any of your marketing efforts.



OUR SOCIAL AUDIENCE

Because social media is ubiquitous, the hashtag is an important component to this campaign. By using #ThisIowa, we're encouraging our audience to share their Iowa experiences using this hashtag on Facebook, Twitter and Instagram.

#THISIOWA ARROW DIRECTION

The arrow should only point to the left or to the right. Never point the arrow in any other direction.



#THISIOWA SIZE AND SPACING

The logo should always be easily readable. It should be the size of the '#' away from the headline so it doesn't interfere with it. The logo should never appear smaller than 1" wide.

Proper Spacing



Never less than 1" wide

COLOR PALETTE

These colors represent the primary color palette. It was developed using colors that complement each other and convey our brand personality of surprising and interesting.



PANTONE 144 C
(C: 10, M: 52, Y:100, K: 0)



PANTONE 2995 C
(C: 90, M: 11, Y: 0, K: 0)



90% Black

PRIMARY

HOW TO USE THE LOGO IN LAYOUT

The “This is Iowa” logo should always be in the same area as the attraction’s logo in communication pieces.

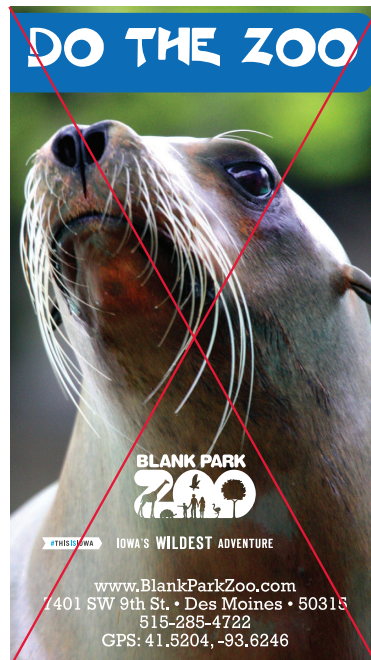
DO’S:



DON'TS:



Do not make the logo a prominent art element. Do not place the logo with the headline.



Do not make the logo so small that it is difficult to read



Do not display the hashtag without the arrow.