



Navigating the  
Houma / Terrebonne Parish  
Louisiana's Bayou Country™  
Brand



Louisiana's Bayou Country™

#### DESTINATION PROMISE™:

Louisiana's Bayou Country™, Terrebonne Parish, provides enriching and fulfilling experiences for visitors, investors, businesses and residents. The unique landscape, natural resources, and cultural opportunities presented by one of America's largest and most productive wetlands, has shaped a distinctive way of life and joie de vivre of our hard working and fun loving residents. The beauty, vitality and energy of this region offers all that live, work, play and invest here a bounty of rewards.

#### Values:

- Appreciation and respect for natural environment
- Responsible management of resource-based industries
- Importance of the unique and fragile geography
- Strong work ethic and community cohesiveness
- Resiliency in the face of adversity
- Productivity and ingenuity in work and play
- Friendly and inviting

#### Personality:

Beautiful, serene, adventurous, respectful, energetic, productive, fun-loving, friendly, down-to-earth, proud, colorful

#### EMOTIONAL BENEFITS

##### Visitors:

- Fun and excitement
- Camaraderie through shared experience
- Well-being from rest and relaxation
- Communing with the outdoors
- Enriching experiences

##### Investors and Current Residents:

- Security in a healthy economy
- Compatible development with the culture of the area
- Peace of mind
- Success and fulfillment
- Entrepreneurial spirit

##### New Residents:

- Security in a healthy economy
- Compatible development with the culture of the area
- Pride in living and sharing the bayou culture
- Peace of mind
- Enrichment



Louisiana's Bayou Country™

The Louisiana's Bayou Country™ family of logos are the public faces of our brand. They should be presented in a consistent manner in all applications. To ensure consistency, these logos should never be manipulated, re-created or otherwise tampered with — this includes changing the placement of the logo bug, stretching the logos in any way, changing the colors or typeface and attempting to redraw any element of the logos.

It is crucial for everyone to use the Louisiana's Bayou Country™ family of logos in accordance with the guidelines that follow. Artwork for the logo exists in a collection of electronic files. It should not be re-created for any reason.

### Approved logos for various stakeholders

Once the Louisiana's Bayou Country™ brand is well-established in the tourism marketplace (in approximately three to five years), branding efforts should transition to using only the Louisiana's Bayou Country™ without the need to utilize "Houma" in text below the brand.



Abbreviated logo for small space usage only





## Brand Colors

These graphic standards are designed to ensure brand consistency in the marketplace for Louisiana's Bayou Country™. The arrangements of copy and graphic elements have been carefully crafted and should not be altered. These standards help preserve the brand equity of Louisiana's Bayou Country™ as well as the legal right to protect it.

- **Competition:** Uniformity and coordination with graphic standards help obtain maximum visibility of the brand.
- **Visual Shorthand:** In the daily barrage of communication messages, graphic standards promote quick and easy recognition of the brand.
- **Legal Protection:** Graphic standards provide insurance against trademarks being altered and their integrity lost through inadvertent and improper use.
- **Partner and Vendor Use:** Graphic standards assure continuity across a diverse group of vendors and other outside companies who may assist in the advertisement, promotion or communication of your brand.
- **Internal Reference:** A dictionary of proper usage is provided by the graphic standards manual and ensures daily style continuity.

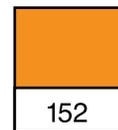
## Brand Colors

The chosen colors for the Louisiana's Bayou Country™ family of logos reinforce the branding image and ensure readability.

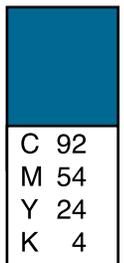
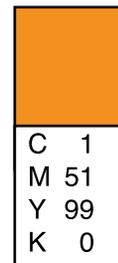
When possible, produce the logos in the specified Pantone color. In instances where Pantone cannot be used, the provided CMYK and RGB values are acceptable alternates.



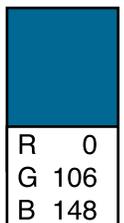
### PANTONE



### CMYK



### RGB





## Fonts and Logo Imagery

### FONTS

The wordmark is derived from the Brush-Tip font. A stroke has been added to produce a bolder, stronger display. The descender of the “y” has been shortened to pull the curve closer to the type’s baseline and give a more compact design. The “s” in “Louisiana’s” has been altered with a fish hook barb to make it uniquely Louisiana’s Bayou Country’s own mark.

The font used for the various stakeholders is Helvetica Neue 65 Medium set in all caps. The cap size is the X-height of the lower-case characters in Louisiana’s Bayou Country™.



### IMAGERY

The image of the figure paddling the pirogue is a visual representation of Bayou Country and reinforces the whole embodiment of Terrebonne Parsh and Houma as Louisiana’s Bayou Country. It instills a feeling of calm and relaxation with the sun rising/setting and the placid, rippling waters of the bayou as the pirogue slowly traverses the scene.



## Black and White Logo Usage

The ideal use of the logo(s) is in full color and on a white or light background. It is not suggested to print the logos on dark backgrounds. If the background is 50% black or higher, use of the reversed logo is recommended.

Follow these guidelines when using the logo(s) in black and white or one PMS (Pantone) color.

### Black and white

There are two alternative uses of the black and white logo(s)



### Alternate 1

The "sun" is produced at 30% black.



### Alternate 2

The "sun" is outlined and contains no fill.



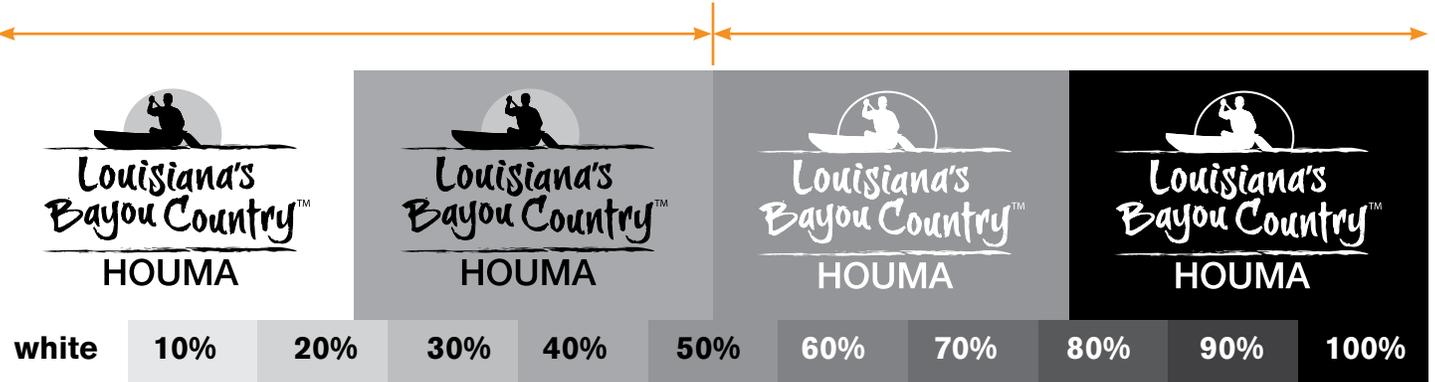
### Black and white reversed logo

The "sun" is outlined and contains no fill.

### Black and white logo use on white, grey and black backgrounds

Use the black logo in backgrounds from white to 49%.

Use the white or reversed logo in backgrounds from 50% to 100%.





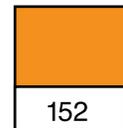
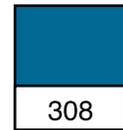
## One Color Logo Usage

Use of one color for logo reproduction is acceptable in the event that two colors aren't available for merchandise items.

The color should be used which is determined to contrast most with the color of the item. Merchandise item colors should not be chosen that clash with the chosen logo color or where the logo is difficult to read.

### Use of 1 PMS color

Use PMS 152 or PMS 308 if using the logo in one spot color.



*Unsatisfactory color combinations*



*Satisfactory color combinations*





## Merchandise Items

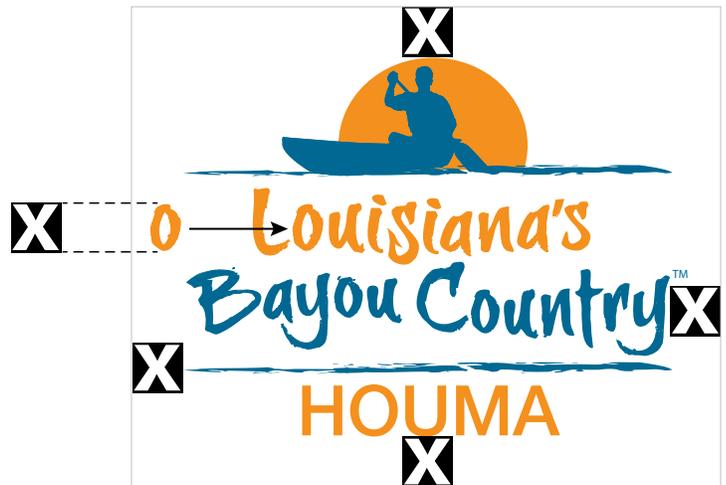
The merchandise items here have acceptable color and logo color combinations. Logos are clear and precise and contrast well with the individual colors of the items.





A clear space, void of any imagery or typography, must always surround the logo(s). The clear space ("X") is equal to the height of the lower case "o" in the word "Louisiana's."

There is no determination how small the logo(s) may appear. Different printing materials and applications produce different clarity results. With that said, the logo should never appear so small as to affect its clarity.





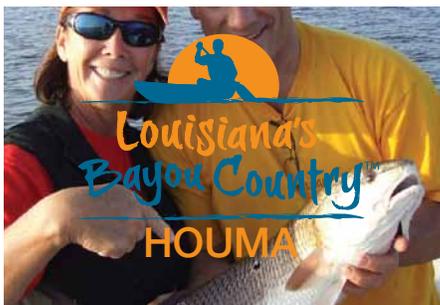
## Usage Don'ts

To preserve integrity and legibility, there are certain rules that must be followed when using the logos. Do not place logos on complex backgrounds that impair readability or conflict with the brand colors. Do not stretch or warp the logos. Do not angle the logo. Do not modify the colors or proportions of the logos. Do not separate parts from the logo. Do not add graphics or type to the logo.

**Do not use backgrounds that conflict with the logo colors**



**Do not use backgrounds that impair legibility**



**Do not stretch or warp the logo**



**Do not angle the logo**



**Do not modify the logo colors**



**Do not alter the logo proportions**



**Do not separate, move or delete parts of the logo**



**Do not add graphics to the logo**



Advertising (print, broadcast and online applications) should be built to draw attention while prominently featuring the Louisiana's Bayou Country™ logo. When space constraints do not allow the full logo to be utilized effectively, the abbreviated logo may be utilized.



**ONE CAST, YOU'LL BE HOOKED.**

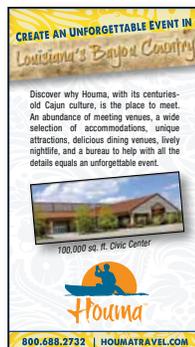
Get ready for the fishing trip of a lifetime. Houma, Louisiana is the gateway to the Saltwater Fishing Capital of the World® where the fish are always biting and the adventure is always on. Whether you charter with one of our 30+ charter fishing services or bring your boat, the limits are high and every cast is another chance to reel in a trophy.

**LOUISIANA**  
Pick your Pajama  
LouisianaTravel.com

Offshore, inland (marsh or bay) and fly fishing...  
all available with experienced guides  
1-800-688-2732 • LaSaltwaterFishingCapital.com

Louisiana's Bayou Country  
HOUMA

Full page ad  
Actual size of ad – 8.25” x 10.75”



CREATE AN UNFORGETTABLE EVENT IN  
Louisiana's Bayou Country

Discover why Houma, with its centuries-old Cajun culture, is the place to meet. An abundance of meeting venues, a wide selection of accommodations, unique attractions, delicious dining venues, lively nightlife, and a bureau to help with all the details equals an unforgettable event.

100,000 sq. ft. Civic Center

Houma

800.688.2732 | HOUMATRAVEL.COM

Small Space Ad with abbreviated logo  
Actual size of ad – 2.25” x 4”



## Photographic Imagery

Photographic imagery must be professional and should be original photography to Terrebonne Parish whenever possible.

Images should reflect the beauty of the area's unique landscape, natural resources, and culture. Images of people (in appropriate, and not outdated, attire) experiencing the Terrebonne Parish area should be used whenever possible.





Logos for particular printing situations can be obtained through Graham Group. Contact Kerry Palmer at 337.232.8214 ext 121 or email: [palmer@graham-group.com](mailto:palmer@graham-group.com). Have ready the information about the format and resolution of the needed artwork. If an EPS file is requested, it can be either vector or bitmap. Ask the vendor which one is needed. Artwork is able to be sent quickly when all information is known.