

BRAND GUIDELINES



SCOTTSDALE
ARIZONA

WELCOME

Every destination brand looks for that singular, shiny thing to make it stand out from the rest. Here in Scottsdale, our unique story is about how much better we make our visitors feel when they're here, and after they return home. It's a story of both excitement and relaxation, a story of discovering something unexpected in our stirring beauty and desert experience, a story of *Effortless Revitalization*.

This guide represents a new direction for Experience Scottsdale. With the launch of a new Scottsdale brand, we have an opportunity to tell our story in a way that resonates and appeals to new visitors, while reassuring our longtime admirers. Let's go do this thing.

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BRAND MESSAGING

BRAND PERSONALITY

This demonstrates who we are as a brand by providing human characteristics and attributes to guide brand consistency and authenticity in creative development. This begins to establish the voice and tone of the brand.

CONTEMPORARY, *but not faddish*

CASUAL, *but not sloppy*

SOPHISTICATED, *but not snobby*

SEDUCTIVE, *but not risqué*

WELCOMING, *but not pushy*

ACTIVE, *but not hardcore*

EXCITING, *but not exhausting*

BRAND ESSENCE

The brand essence is our singular core benefit. It represents audience motivators and brand attributes in the most refined promise that we can deliver on, and from which all marketing and messages should spring. It also serves as the anchor for our brand positioning statement.

Effortless Revitalization. Whether you're looking to unplug or get charged up, you just leave Scottsdale feeling better than when you arrived.

BRAND POSITIONING

The positioning statement is a comprehensive snapshot of how we deliver on audience/traveler motivations with our competitively distinct brand attributes. This statement typically uses straightforward language, and is most often used for internal messaging and with partners as a guideline for copy and creative development.

Scottsdale's desert location and stirring beauty offer our visitors a getaway that promises relaxation, excitement and discovery. A trip to Scottsdale leaves our visitors feeling effortlessly revitalized.

BRAND MESSAGING

PHRASEOLOGY

- *Effortless revitalization*
- *Come see what blooms in the desert*
- *Refreshing change of pace*
- *Remarkable clarity of light*
- *Collect experiences*
- *Discover something new about yourself*
- *Discover something new about the world, about your companions, about yourself*
- *The remarkable clarity of light, the exotic cactus blossoms and the welcoming smiles of our people create an environment that's both unique and inspiring.*
- *Stirring beauty*
- *Refined desert environment*
- *Feel better when you leave than when you arrived*
- *Quicken your pulse without breaking a sweat*
- *Adventure and serenity are at your doorstep*
- *An open invitation to discovery*
- *Revitalization for the mind, body and soul*
- *Mysterious beauty*
- *Uncommon beauty*
- *Press the reset button*
- *Unexpected vibrancy*
- *Uncommon ease*
- *Let your curiosity ride shotgun*
- *If Scottsdale's bustling downtown is the city's heart, the Sonoran Desert is its soul.*

BRAND VOICE AND TONE

Defining how we talk to and engage with our audience begins to establish the voice and tone of the brand. This voice is then carried through to all brand communications, be it an ad campaign or website, presentations to local stakeholders or how we answer the phone.

Scottsdale speaks to our visitors like we would talk to new friends at a dinner party: in an engaged, stirring and conversational style, friendly, but still on top of our game. Buttoned-up suits we are not, so stiff or sales-y marketing-speak is not welcome here. At the same time, we don't want to come off as too trendy or forced. (Totes no LOLs, okay?) We get right down on the level of our visitors, naturally adapt our speech to resonate with them, and simply speak the casual language of the real world. We're curious about the unique stories and desires of our visitors and seek to connect with them on a personal level. In all of our brand communications, Scottsdale speaks like a fully realized, confident destination that knows what we stand for and where we're going.

BRAND NARRATIVE

The brand narrative leverages our core brand elements and draws visitors with compelling and emotionally resonant copy. This more evocative description straddles the line between internal-facing brand positioning and consumer-facing messaging.

Even when you have a pretty great life, sometimes it can start to feel mundane. And it's then that you need a little break from the everyday, a palette cleanser for the soul. Whether you're looking to unplug or get charged up, Scottsdale offers an escape that leaves you feeling better than when you arrived. The remarkable clarity of light, the exotic cactus blossoms and the bright smiles of our people create a stirring beauty that leaves you inspired. The unexpected vibrancy and uncommon ease of our desert experience quicken your pulse without making you break a sweat. And perhaps best of all, Scottsdale offers an indulgent getaway, where you can discover something new about the world, about your companions, about yourself. Because all who spend even a little time here will leave feeling effortlessly revitalized. So, come get away, and see what blooms in the desert.

BRAND MESSAGING

DOS & DON'TS

- **Identify the purpose and audience of the piece**
(is it motivational or tactical?)
- **Use adjectives sparingly and choose them well**
(descriptive, not empty/subjective)
- **Show, don't tell**
- **Keep it loose and conversational**
- **Speak to the reader** ("you" vs. "our visitors")
- **Use sentences of varying length** (even the occasional incomplete sentence if context allows)
- **Intrigue, inspire, motivate**
- **Be confident**
- **Be warm and friendly**
- **Be playful** (but with a wink rather than a laugh)
- **Use numbers sparingly and selectively**
(800 restaurants doesn't really tell visitors anything useful; better to say something with more substance, like 10 James Beard Award-Winning chefs)
- **Keep vocabulary down-to-earth**

DON'TS

- **Pile on the adjectives** (or use empty/subjective adjectives like "stunning" and "breathtaking")
- **Get caught up in the numbers** (particularly for leisure)
- **Write in lists**
- **Be generic**
- **Be stuffy**
- **Give an info dump**
- **Be salesy or market-y**

BRAND BLURBS

GENERAL (25 WORDS)

Press pause on the everyday and experience the effortless revitalization you'll find only in Scottsdale. Come get away, and see what blooms in the desert.

GENERAL (50 WORDS)

Take a break from the everyday and experience the effortless revitalization you'll find only in Scottsdale. The remarkable clarity of our desert light, the exotic cactus blossoms and the warm smiles of our people create a stirring beauty that leaves you inspired. Come get away, and see what blooms in the desert.

GENERAL (150 WORDS)

Even when you have a pretty great life, sometimes it can start to feel mundane. And it's then that you need a little break from the everyday, a palate cleanser for the soul. Whether you're looking to unplug or get charged up, Scottsdale offers an escape that leaves you feeling better than when you arrived. The remarkable clarity of light, the exotic cactus blossoms and the bright smiles of our people create a stirring beauty that leaves you inspired. The unexpected vibrancy and uncommon ease of our desert experience quicken your pulse without making you break a sweat. And perhaps best of all, Scottsdale offers an indulgent getaway where you can discover something new about the world, about your companions, about yourself. Because all who spend even a little time here will leave feeling effortlessly revitalized. Come get away, and see what blooms in the desert.

MEETINGS (50 WORDS)

When you need a meeting destination that offers opportunities and amenities as vast as the landscape itself, look no further. Scottsdale offers your group distinctive accommodations, top-tier meeting facilities, and hassle-free transportation both in the air and on the ground, as well as something delightfully unexpected – the stirring beauty of the Sonoran Desert.

MEETINGS (160 WORDS)

Scottsdale offers all the services and amenities you'd expect for your clients, as well as the discovery of something delightfully unexpected – the stirring beauty of the Sonoran Desert.

Scottsdale helps you get down to business with more than 70 hotels and resorts in all price points. You'll also find on-property facilities that run the gamut from high-tech boardrooms to expansive resort conference centers. And if you're looking for unique settings for banquets, receptions and theme events, we've got those, too – Arabian horse ranches, collector car galleries and architectural wonders are just a few of the options at your fingertips.

When the day's business is done, Scottsdale's Sonoran Desert setting offers your group a refreshing change of pace that puts both adventure and serenity at their doorstep. From off-road tours and spa treatments inspired by Sonoran Desert botanicals to cowboy cookouts under a starry swath of sky, Scottsdale's desert experience will leave your group feeling effortlessly revitalized.

LOGOS

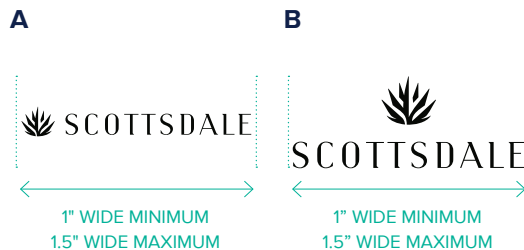
BRAND PRIMARY



BRAND SECONDARY



BRAND TERTIARY



BRAND SOCIAL



CORPORATE PRIMARY



CORPORATE SECONDARY



CORPORATE TERTIARY



CORPORATE SOCIAL



OVERVIEW

The Scottsdale logo is divided into the agave logo mark and logo type. This is the Scottsdale brand's primary source of brand recognition.

The horizontal lockup is a secondary logo and should only appear on collateral that demands the use of a horizontal lockup. This lockup should never be considered before the primary logo.

The tertiary logo should only be used in small scale, whereas the Arizona portion of the logotype would have been illegible (on a pen for example). When the primary logo and the secondary logo must be scaled down for smaller collateral design, they must adhere to the following scale rules:

When using the small-scale logos, they must never appear with "Arizona" as part of the lockup.

Both small-scale logos must never be scaled smaller than 1 inch wide or larger than 1.5 inches wide.

If the logos are able to scale larger than 1.5 inches wide, then the primary logo or secondary logo should take their place.

The primary logo and secondary logo should never scale smaller than 1.5 inches wide, but may be scaled infinitely to meet collateral design needs.

The brand logos should be used for consumer facing materials whereas the corporate Experience Scottsdale logo should be used for business-to-business and corporate collateral. The brand logo also may be used as necessary for business-to-business collateral when accompanied by the text Experience Scottsdale.

The agave logo mark should be used by itself for all social media profiles.

LOGOS

TWO COLOR PRIMARY



TWO COLOR SECONDARY



TWO COLOR ON DARK



BLACK AND WHITE



AGAINST PHOTOS



COLOR COMBINATIONS

TWO COLOR ON WHITE

These are recommended color combinations made up of the color palette that can be found on page 7. When the agave is used in a two-color combination with the logotype it should always be set in Emerald.

TWO COLOR ON DARK

When the logo is utilized against a dark background, the agave should be set in Emerald and the logotype in white.

BLACK AND WHITE

When black and white is mandated, the agave and logotype should both be set in black. Neither the agave or the logotype should ever be set in shades of grey.

When reversed out of a black background, the agave and logotype should be set in white. Neither the agave or the logotype should ever be set in shades of grey.

AGAINST PHOTOS

When the logo is overlaying a photo, the white logo should be used. Furthermore, it should be placed over a darker area of the photo where it can stand out and not blend in with the background.

COLOR

OUR COLOR PALETTE

Color plays an important role in the Experience Scottsdale brand and acts as a unifying element. Emerald and Twilight are the brand's primary colors and can be used by themselves or in conjunction with one another. One primary color must always be present and should dominate any primary design project. The six secondary colors should not dominate a design but can be used in conjunction with either of the primary colors. The neutral colors play an important role in the palette with Trail being predominantly used for body copy while Sand is used as a background element. White is used generously for both background and type overlays.

PRIMARY



EMERALD
PMS 3268 C
C:86 M:0 Y:53 K:0
R:0 G:189 B:163
#01BDA3



TWILIGHT
PMS 655 C
C:100 M:89 Y:36 K:43
R:18 G:36 B:76
#12244C

NEUTRALS



TRAIL
PMS 405 C
C:55 M:53 Y:59 K:30
R:109 G:101 B:89
#6D6559



SAND
PMS 7527 C
C:11 M:10 Y:19 K:0
R:239 G:237 B:228
#EFEDE4



WHITE
OPAQUE WHITE
C:0 M:0 Y:0 K:0
R:255 G:255 B:255
#FFFFFF

SECONDARY



HEAT
PMS 158 C
C:0 M:63 Y:80 K:0
R:255 G:127 B:65
#FF7F41



BLOOM
PMS 710 C
C:0 M:84 Y:46 K:0
R:224 G:62 B:82
#E03E52



PRICKLY PEAR
PMS 2300 C
C:39 M:7 Y:96 K:0
R:169 G:194 B:63
#A9C23D



CAMELBACK
PMS 504 C
C:47 M:89 Y:61 K:62
R:74 G:21 B:38
#421929



POOL
PMS 2175 C
C:98 M:47 Y:1 K:0
R:0 G:118 B:188
#0076BC



GLOW
PMS 7403 C
C:3 M:13 Y:60 K:0
R:248 G:216 B:127
#F8D874

TYPOGRAPHY

OUR TYPE PALETTE

The Experience Scottsdale brand utilizes three fonts interchangeably across all mediums. Proxima Nova is the sans serif typeface and can be used in both body copy as well as headlines and subheads. Two serif faces embody the Experience Brand. Luxury Text should be used for body copy, small type and subheads, while Freight Big Pro is reserved for larger type and headlines typically italicized in all caps.

PROXIMA NOVA

EXOTIC
Stirring Beauty

UNEXPECTED VIBRANCY

Even when you have a pretty great life, sometimes it can start to feel mundane. And it's then that you need a little break from the everyday, a palette cleanser for the soul.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?

Proxima Nova Thin *Italic*
Proxima Nova Light *Italic*
Proxima Nova Regular *Italic*
Proxima Nova Medium *Italic*
Proxima Nova Semibold *Italic*
Proxima Nova Bold *Italic*
Proxima Nova Extra Bold *Italic*
Proxima Nova Black *Italic*

LUXURY TEXT

Leaves You Inspired
beautiful desert setting
SCOTTSDALE

Even when you have a pretty great life, sometimes it can start to feel mundane. And it's then that you need a little break from the everyday, a palette cleanser for the soul. Whether you're looking to unplug or get charged up, Scottsdale offers an escape that leaves you feeling better than when you arrived.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?

Luxury Text Regular *Italic*
Luxury Text Bold *Italic*

FREIGHT BIG PRO

desert setting
EFFORTLESS
PROMISES
RELAXATION

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890?

Freight Big Pro Light *Italic*
Freight Big Pro Book *Italic*
Freight Big Pro Medium *Italic*
Freight Big Pro Semibold *Italic*
Freight Big Pro Bold *Italic*
Freight Big Pro Black *Italic*

PHOTOGRAPHY

IMAGE SELECTION

When selecting images or providing direction for new shoots, the following should be kept in mind. Images should embody the brand essence of Effortless Revitalization and support the brand messaging tenants of contemporary, casual, sophisticated, seductive, welcoming, active and exciting. Whenever possible, people should be included in the images and have a natural appeal. The images should resonate with the viewer and give them a sense of “I want to be there,” “I want to be doing that,” and “I want to be with them.” Sun flares, shallow depth of field, and selective cropping all can add to the visual appeal of an image.

Desert Details are used to visually support the Experience Scottsdale logo and show the unexpected vibrancy of the Sonoran Desert. Desert Detail images should include hues from the brand color palette.

DESERT DETAILS



LIFESTYLE

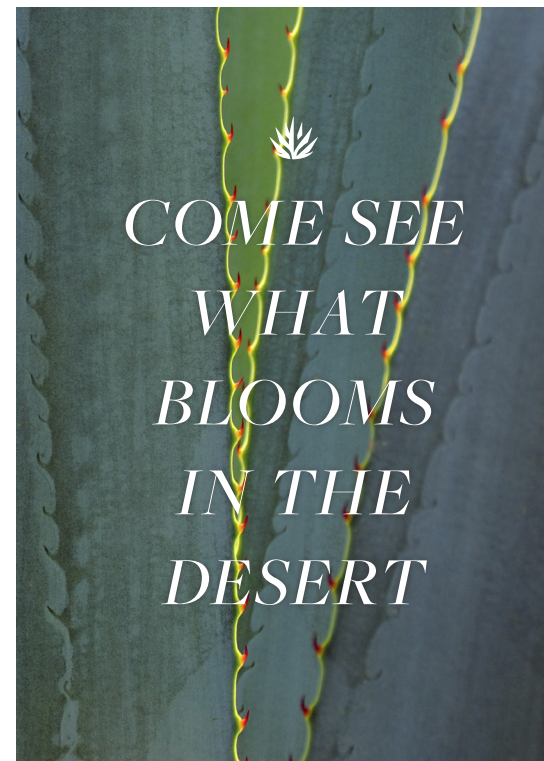


CORPORATE APPLICATION

BUSINESS PACKAGE



POCKET FOLDER



NOTECARDS



APPLICATION

ADVERTORIAL



SOCIAL MEDIA

SOCIAL MEDIA STRATEGY

With our new brand comes a new strategy that will permeate across all social media channels. As the new brand embodies the overarching idea of *Effortless Revitalization*, our social media strategy also will reflect this concept through a new voice and image styling.

PLATFORMS

Social platforms are constantly evolving. Three years ago Facebook was king with Twitter right behind. In 2016, Instagram has taken over as king. With Experience Scottsdale's new brand moving to inspire potential visitors with beautiful imagery, the timing is perfect to focus more on Instagram. Facebook, of course, will still be a major player in the game. We will not abandon our fans on Facebook, but our strategy (i.e. voice, imagery) will fall more in line with the new brand, and images will be consistent with Instagram. Twitter imagery will follow Instagram styling and content will not differ much from our Facebook page. Youtube is our final platform and will serve as an alternative method to engage visitors with compelling video content.

SOCIAL MEDIA HANDLES



@scottsdaleariz



@experiencescottsdale



@scottsdaleaz



@experiencescottsdaleaz

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