

Visit Carson City Website, Logo and Brand

KPS3

500 Ryland, #300
Reno, NV 89502

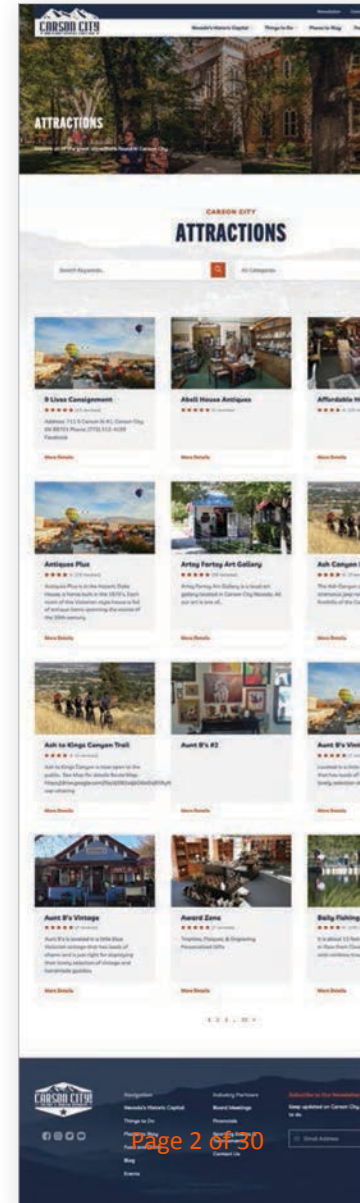
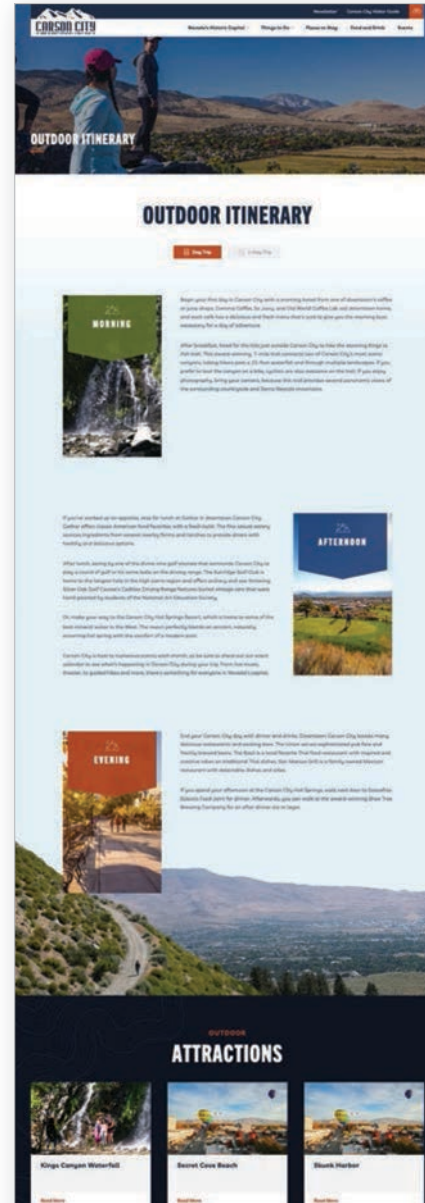
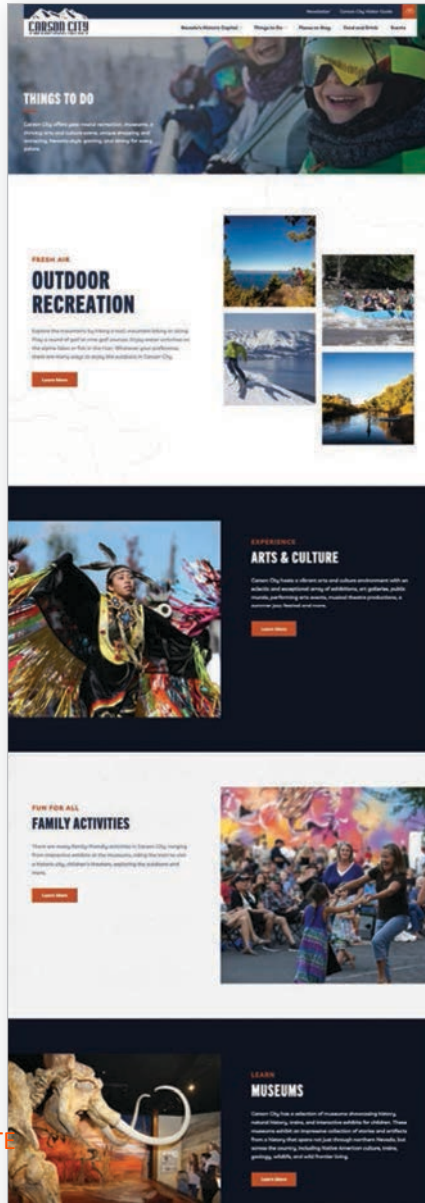
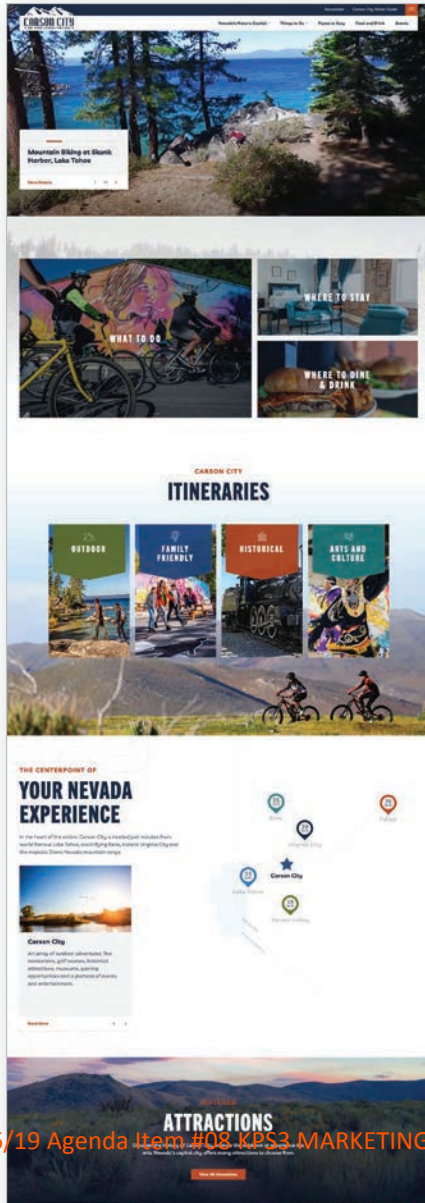
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UPCOMING WEBSITE LAUNCH



THE RESEARCH THAT INFORMED OUR LOGO AND BRAND

TARGET AUDIENCE

OLDER WEEKDAY TRAVELERS

- Retirees are on the road and they're avid travelers
- They like to take their time, avoid the crowds
- Value relaxation and rejuvenation
- Interested in multi-generational travel and family-friendly destinations
- 60% travel by car to their destination



TARGET AUDIENCE

OLDER WEEKDAY TRAVELERS

Their favorite brands speak to the glory days of their ‘Woodstock-Summer of Love’ youth, but don’t remind them of how long ago that was. This audience find ads with concepts of family, love, and togetherness highly relatable and likeable.

BRANDS THAT APPEAL TO THIS AUDIENCE



Source:

<https://www.considerable.com/entertainment/trivia/the-brands-boomers-love-in-2019/>
<https://www.admetrix.com/signs/blog/best-practices-creative-success-among-baby-boomers/>

TARGET AUDIENCE

MILLENNIAL FAMILIES

- More than half (58%) of U.S. Millennials who traveled overnight last year have children under the age of 18 in the household
- They value quality time, relaxation, safety and convenience
- Less interested in metropolitan areas
- Prefer destinations that are easy to get to



TARGET AUDIENCE

MILLENNIAL FAMILIES

Millennials are fast-paced, so they value a brand that is easy to understand. They gravitate toward design that is simple, yet creative: they want to understand your message in a matter of seconds.

BRANDS THAT APPEAL TO THIS AUDIENCE



SURVEYS & INTERVIEWS

SURVEY

Stakeholders who participated felt the current logo did not represent Carson City:

- “Star reminds me of Texas”
- “Very basic and looks too political”
- “Not sure what it signifies”



INTERVIEWS

- “I can’t picture the logo right now. It doesn’t speak to the younger audience.”
- “Logo doesn’t work. We don’t have those mountains. (Those are in Minden / Gardnerville). That’s not us.”

SURVEYS & INTERVIEWS

DESTINATION ANALYSTS

In the Destination Analysts research, people described Carson City as:

- Historic (68%)
- Affordable (43%)
- Welcoming (40%)
- Uncrowded (38%)
- Easy to Get to (37%)

The most highly rated aspects of Carson City as a place to visit were:

- Scenic Beauty (75%)
- Historical Attributes (74%)
- Ambiance & Atmosphere (71%)
- Affordability (66%)
- Safety (65%)

DESIGN PRINCIPLES

LOGO DESIGN

While there are many design theories that tout simplicity and ensuring reapplication, what they are really talking about (and where we focus) are honing in on these design principles:

- Appropriate for our audiences
- Easy to describe
- Timeless
- Simple
- Scalable

DESIGN PRINCIPLES

DESTINATION LOGOS



OUR BRAND AND LOGO

RICH HISTORY

HERITAGE AND CULTURAL INFLUENCE

AN INCLUSIVE COMMUNITY

FAMILY FRIENDLY

ROOM TO DISCOVER AND WANDER

OUR BRAND PROMISE

CARSON CITY IS THE HEART OF NEVADA

We deliver on this promise through our warm greetings, our rich history, and our diverse, majestic landscapes. Carson City is a place you want to stay. It holds the heartbeat of Nevada and is where our western history was forged.

We are the centerpoint of the Nevada experience.



VISIT
CARSON
CITY **NV**



OUR LOGO

Just like we are the heart of Nevada, our logo is the heart of our brand. But it doesn't stand alone. It gets meaning from the design but more importantly from everything that surrounds it. Our words, our images, our website, and our voice and tone all add context and meaning to our logo and one doesn't live without the other.

As we embarked on this logo design we, like our great city, evolved. We became **bolder, simpler** and more **focused on our pioneering spirit**. Here, travelers can dig deeper, and explore further.

Because in the end, our history has merged with our forward-thinking community. No matter what the future holds, **Carson City is ready to lead the way.**



BOLD

SIMPLE

PIONEERING

OLD MEETS NEW

RELIABLE

WELCOMING

RECHARGE YOUR WESTERN SPIRIT

VISIT
CARSON
CITY NV





WHERE HISTORY LIVES AND ADVENTURE AWAITS

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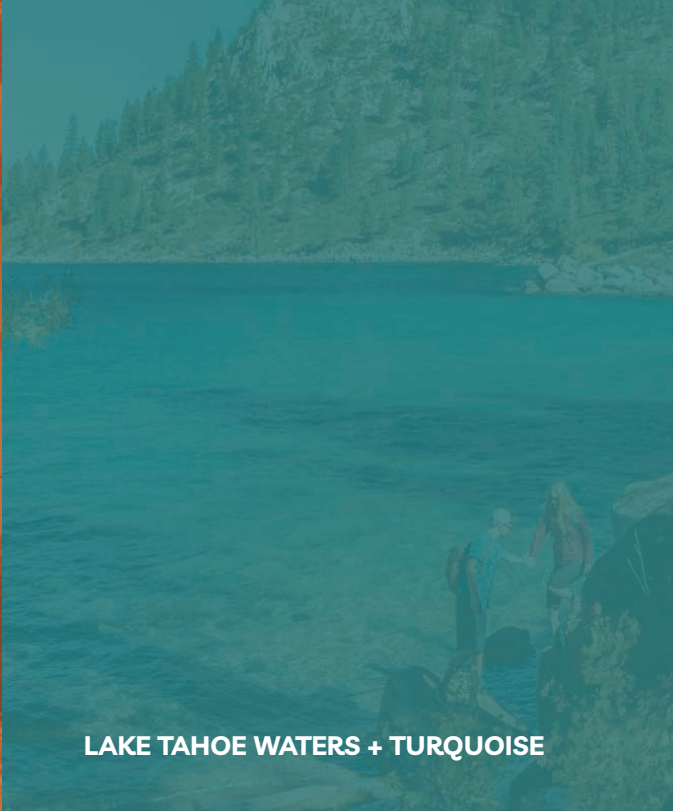
CARSON CITY IS THE HEART AND HISTORY OF NEVADA

VISIT
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CITY** NV





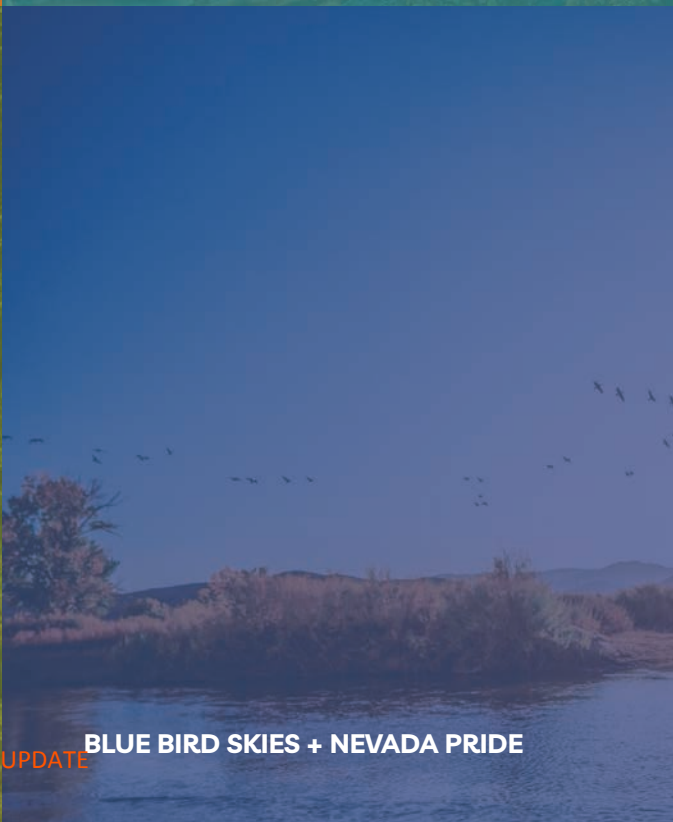
FALL LEAVES + NEVADA SUNSETS



LAKE TAHOE WATERS + TURQUOISE



FULL-GROWN TREES + SAGE



BLUE BIRD SKIES + NEVADA PRIDE

COLOR PALETTE

The colors that make up our palette are the ones that we see every day in our surroundings. From the beauty of a Nevada sunset to the canopy of trees surrounding our historic neighborhood.

A natural color palette made of contrasting colors gives our brand a sense of adventure and the calm of being somewhere welcoming and real.

VISIT CARSON CITY NV



TYPE TREATMENT

The logo uses a type treatment with a compass icon embedded in the “O” of Carson. The simplicity makes it easy to replicate in a wide range of materials from billboards to business cards.

Its simplicity is what makes it timeless, and also ensures we’re not speaking to one single interest.



NV

The NV brings balance to the design, and ensures that our potential visitors know we are in Nevada. It also appeals to local Nevada pride.



THE COMPASS

The compass positions Carson City as a destination to be explored. It reinforces that we are a guide—to adventure, history, or any other type of experience. It’s modeled after a pocket compass. The same simple design explorers throughout history have relied on to explore the western frontier.



EVER EXPANDING

As we look at the proposed logo, we can imagine our compass moving and morphing to represent other brand pillars, causes, events and more. But always returning back to our roots.

NAVIGATE LIKE A NEVADAN

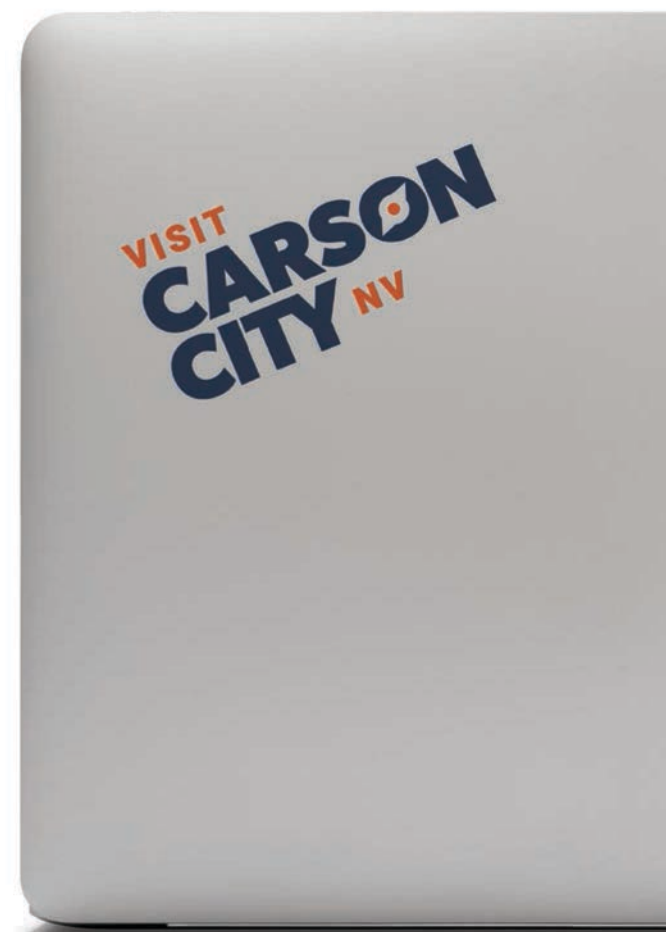
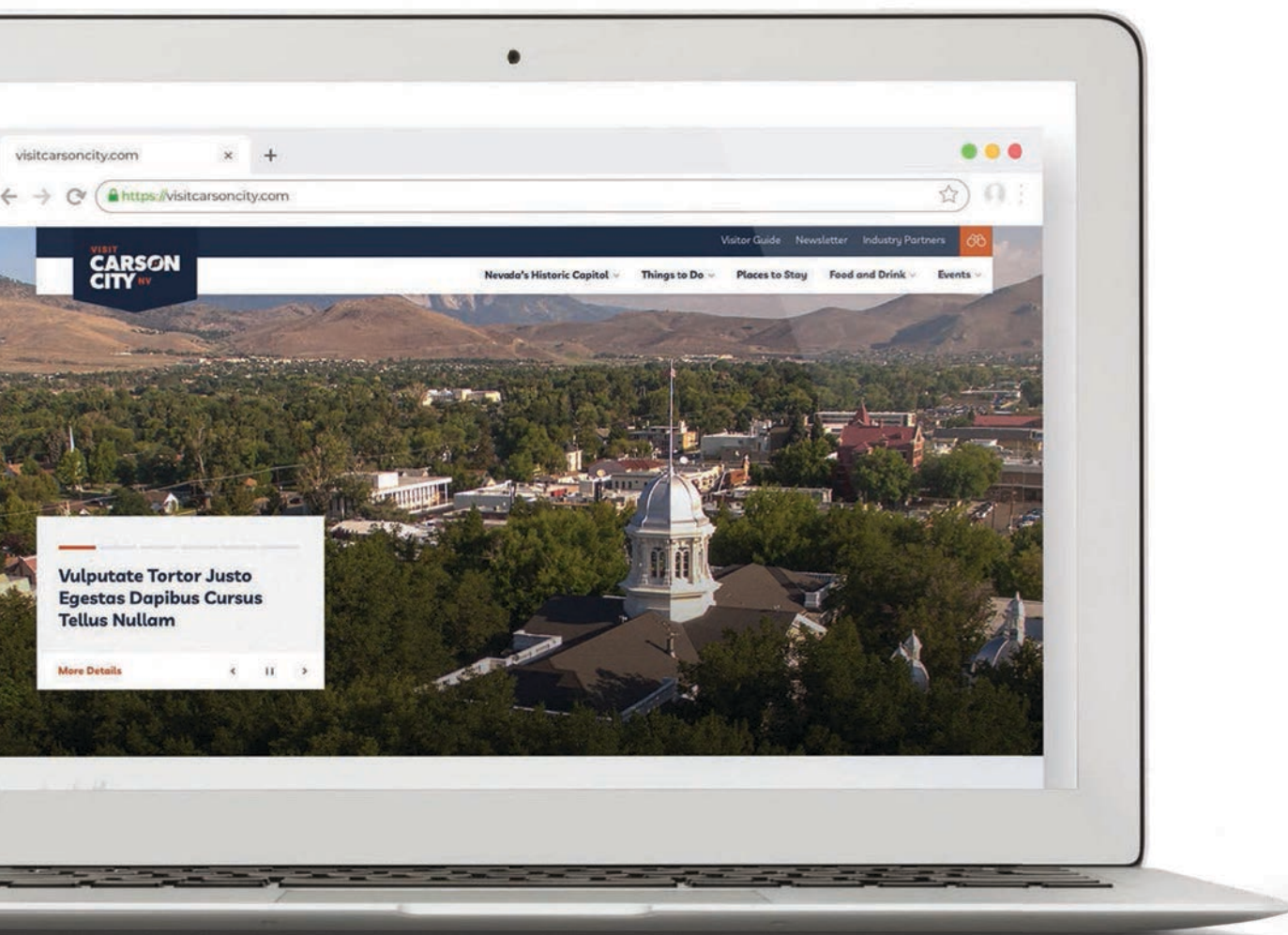
Carson City is the centerpoint of a true northern Nevada experience. Nestled in the eastern edge of the Sierra, just 30 minutes from Lake Tahoe, it's the perfect spot to wander and recharge. Take it slow on a trail or ride a steam train into the sunset. Carson City is your hub to explore the history and heart of Nevada.

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VisitCarsonCity.com







NEVADA'S HEART BEATS HERE

Discover the history of Carson City, explore the outdoors or experience the arts.

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Plan Your Trip

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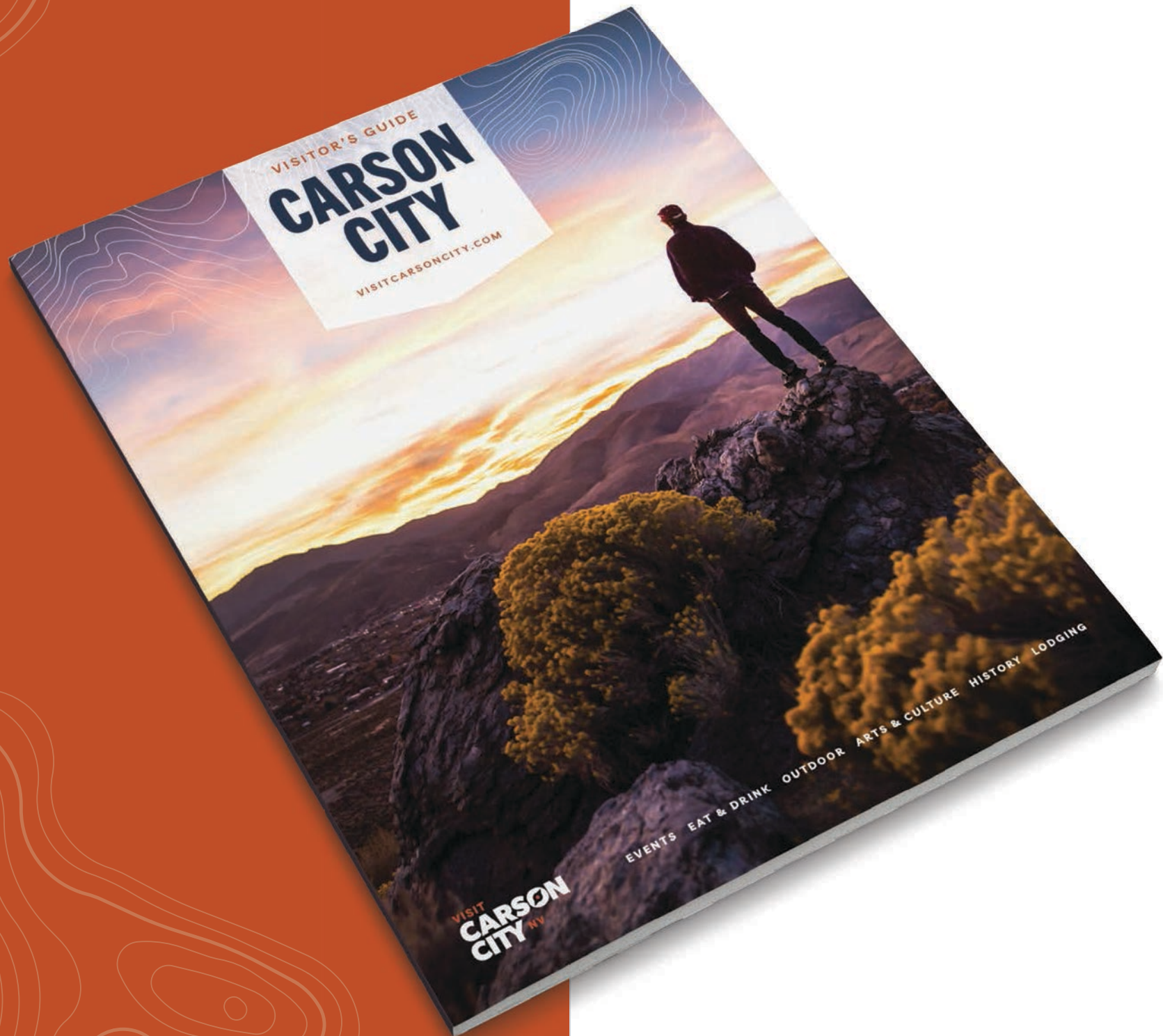
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ADVENTURE. HISTORY. CULTURE.



NEXT STEPS

REFINE, REFINE

With our direction solidified, we will continue the final polish of the logo mark and build upon the brand we have created as our foundation.