

The Mississippi Development Authority's Tourism Division Visual Brand Identity Standards were established with the objective to provide flexibility to individual programs and partners, yet maintain an element of consistency to help distinguish the Mississippi brand. The continued use of these visual identity standards by the division is integral in building public brand awareness of MDA/Tourism and showing support for its mission.

Just as times change, so will applications and demands for Mississippi's visual identity. To meet these needs, the communications and advertising bureau in conjunction with administration, provide these guidelines.

Thank you for your cooperation and assistance in the effort toward a consistent and coordinated brand identity for tourism.

The visual identity program consists of the following major components: the actual graphic devices—the curly S Mississippi wordmark and the Mississippi Development Authority's Tourism Division *Find Your True South* brand seal; and the standards that govern the use of the graphic elements. All are needed to present a consistent visual image of the state's tourism message.

The curly S Mississippi wordmark, immediately and unequivocally communicates to any audience, that we are Mississippi. The Mississippi Development Authority's Tourism Division *Find Your True South* brand seal communicates tourism authority for Mississippi in a way that cannot be equaled by more complex or abstract designs.

Minimum sizes have been established to ensure that the symbols may be legibly reproduced. The minimum width of the curly S Mississippi wordmark is 1 inch. To measure the minimum size of the seal the word Mississippi should be no smaller than an inch. The logos should never under any circumstance be represented smaller than these sizes.



There are no maximum size standards.

The logos should never be stretched or squeezed. The width and height ratios should stay as designed. The seal and wordmarks may be reproduced as a reversed or negative image.

The official font and Pantone Matching Colors (PMS) must always be used when representing the Mississippi Development Authority's Tourism Division.

Official PMS Colors

Mississippi, Blue - PMS 306

Find Your True South, Brown – PMS 4625

Curly S Mississippi, Bright Red – PMS 1797

Find Your True South - Font - MAC – Letterpress Aurora

A protected area of space is necessary around the seal and wordmarks in order to maintain the symbol's integrity and visual impact. Leave at least 1/8 inch of protected space around the logos.

Do not modify or embellish the seal or wordmarks in any way. (i.e., do not overprint the wordmark or seal.)

Do not use the wordmark or seal in direct conjunction with the logo or identifying symbol of another organization. It may be near another logo but there should be that protective space.

Use the wordmark as the major identifying element in any type of visual communication.

Any advertisements placed in television, video productions or print media must contain the tourism wordmark. Exhibits, displays, invitations and specialty items must display the curly S Mississippi Tourism wordmark containing VisitMississippi.org.

While not every issue associated with a consistent application of the visual identity can be anticipated, a few simple guidelines convey the spirit and the principal objectives. If you have questions regarding the use of the stamp, wordmark, logos or strapline please contact the Tourism Communications and Advertising Bureau at 601-359-5752.