



GREATER ZION

Brand Manifesto: Defining Greater Zion in our brand voice

In southwest Utah, there is a rare wonder that people are drawn to. From near and far, generation after generation, they come for reasons they can't explain, compelled by a feeling that comes from deep within. And, in this extraordinary place, a collection of communities, filled with optimism and purpose, have grown and thrived. On their own, they are good, but together they are greater. Working as one, their differences beautifully blend to challenge your adventurous spirit and immerse you in the impossible. Here, you can dive in the middle of the desert, walk among giants, hike through a dragon's lair and climb to where angels land. Here, we are reminded of what it's like to be curious, carefree, and completely in awe of the world around us. This place is greater than just one park. This place is greater than just one passion. **This place is Greater Zion.**

1 GREATER ZION

Brand Overview: WHAT WE STAND FOR

The purpose of this section is to define what we stand for, what our goals are, and how we plan on achieving them.



Brand Overview: **What we stand for**

OUR VISION

Inspire Greater. Experience Greater. Live Greater.

Brand Overview: What we stand for

OUR MISSION

Our mission is to maximize the revenue generated by visitors to create a superior experience for visitors and residents.

Brand Overview: **What we stand for**

GUIDING PRINCIPLES

1. **INSPIRE GREATER**

Our job is to compel travelers to explore this extraordinary place and encourage discovery of “a feeling that comes from deep within.”

2. **EXPERIENCE GREATER**

At every turn, we aim to create, deliver and sustain an exceptional tourism product, as well as engage in, and embrace, the experiences available here.

3. **LIVE GREATER**

We demonstrate the benefits of tourism to residents, businesses, and communities, and work to enrich those benefits. We rally enthusiasm for our communities and support efforts that will enhance the experiences and provide opportunities for more vibrant and dynamic living. We enjoy the opportunities for more vibrant and dynamic living. We enjoy the opportunities of living here. We appreciate what we have. We cultivate an optimistic future.

2 GREATER ZION

Brand Voice:

HOW WE SAY IT

The purpose of this section is to align those creating Greater Zion content around a cohesive brand voice. Follow the guidelines in this section to help you communicate in a consistent, brand-accurate voice.



Brand Voice: **How we say it**

BRAND VOICE

Our tone of voice must reflect our guiding principals. This will ensure everything we communicate is said in a way that supports who we are.

INSPIRE GREATER.

We don't chest-beat. We don't try to outdo the landscape with our language. We use passion to inspire people to dream big. We help show them why a visit to Greater Zion will change their life.

EXPERIENCE GREATER.

Meet your audience where they're at. Specialized jargon is great for veteran mountain bikers. Approachable, everyday language works for introducing newbies to their first outdoor adventure. If you're encouraging your audience to have their best experience, then you're good.

LIVE GREATER.

We're optimistic and purposeful, so we speak deliberately and confidently. But we also enjoy life. So it's okay to have a little fun with what we say. Just don't cross the line into silliness or absurdity. That tone and style just doesn't resonate with the impossibly beautiful landscape we represent.

Brand Voice: How we say it

BRAND PERSONA

Sometimes it's helpful to think of a brand as a person. It gives you a concrete image to turn to when you need to know how we might behave in a given situation. Our Brand Persona doesn't encompass everything about who we are and what we sound like, but it certainly helps embody our voice.

We're like an REI Employee of the Month. Enthusiastic and experienced when it comes to the outdoors, with a deep well of local knowledge and expertise. Our know-how gives us authority, but really we're more of a guide. A good employee never judges anyone's adventure—rather, we inspire others to become immersed in the impossible beauty of the natural world. We're laid-back and conversational—always ready with a light-hearted joke or a colorful personal story—but at the end of the day, we're actually deeply thoughtful and curious about the world and we just want others to marvel alongside us.

Brand Voice: **How we say it**

THIS NOT THAT

These statements are guardrails for our brand voice. They keep us on track emotionally and tonally and help us deliver a cohesive brand message.

WE ARE:

- **Passionate** and **enthusiastic** but never over-eager.
- **Knowledgeable** and **experienced** but never arrogant.
- **Easygoing** and **approachable** but never unprofessional.
- **Inspirational** and **insightful** but never excessive.
- **Adventurous** and **fun-loving** but never reckless.

Brand Voice: How we say it

VOICE GUIDELINES

Specific guidelines to follow when writing for the Greater Zion brand.

- **Greater Zion is a place/region. Treat it like a proper noun.**
- **Most of the time, use third person point of view, but if it feels appropriate to mix it up with first or second, make sure your writing:**
 1. communicates clearly to the audience,
 2. sounds authentic and mature,
 3. doesn't come off as corny.
- **Grammar should maximize clarity of communication. Always maintain consistent grammar choices within a given piece or body of work.**
- **Generally, use active voice.**
- **Avoid idioms, puns, clichés, too many exclamation points and overcomplicated language. We're better than that.**
- **Use "Greater Zion" rather than "the Greater Zion area."**
- **It's pronounced "Zai-uhn" like Lion. As opposed to "Zai-on."**
- **Don't overuse the word "Greater." It's awesome for top-of-funnel creative executions, but the more we use the word, the less meaning it will carry.**
- **Avoid slang or jargon unless you're connecting with a specific audience you're confident will understand and appreciate what you're saying.**
- **We encourage and elevate the individual voices of our communities—especially when it comes to blog writing. Follow our guidelines, but don't forget to be yourself.**

Brand Voice: How we say it

EXAMPLE COPY

TOP-OF-FUNNEL BRAND

Since we're a new brand, when we speak from a top level, we make simple statements designed to capitalize on our connection to Zion National Park and introduce the concept of Greater Zion; inspiring people to dream about, and start planning, their own adventure.

EXAMPLE BRAND HEADLINES

- This place is more than just one park. This is Greater Zion.
- Come to where life is greater.
- Southwest Utah just got a little greater.
- Discover the wonder outside the park.
- Discover the adventure outside the park.
- Take your trip from good to greater.
- Beyond the park you know, exists a world you don't.
- Greater than just one park.
- Greater than just one passion.
- Greater than just one moment.
- Zion is only the beginning.
- Beauty doesn't end at Zion's edge.

Brand Voice: **How we say it**

EXAMPLE COPY CONT.

MANIFESTO

*See page 2 for manifesto copy.

:30 VIDEO COPY VOICEOVER:

Beyond the park you know, exists a world you don't. A world that is greater.

Greater than just one passion. Greater than just one adventure.

Greater than just one moment. Come to where life is greater. Come to Greater Zion.

Brand Voice: How we say it

EXAMPLE COPY CONT.

LOWER-FUNNEL BRAND

In this part of the ecosystem, our job is to deliver useful information to potential guests. This copy should be mainly hardworking with some brand flourishes where appropriate. Always aim for utility first and brand voice second when creating copy for the lower-funnel.

EXAMPLE COPY FOR “ACTIVITIES,” “ACCOMMODATIONS,” & “CUISINE” PAGES ON WEBSITE

Headline: **Whatever you do. Do it greater.**

Subhead: **It’s cliché to say there’s something for everyone, but ... hey? You’re sure to find something you love to do, and there’s a good chance you’ll find something completely new. Check out our activities, then go ahead, do something great.**

Headline: **Feel at home here.**

Subhead: **Find a hotel, campground, glampground, RV park, resort, B & B, or vacation rental to call home in Greater Zion.**

Headline: **Food is part of the adventure.**

Subhead: **Refuel, grab a quick bite, or enjoy a fine meal. We’ve got options. Explore the food offerings across our collection of communities.**

* Note: Website headlines (H1) should utilize keywords based on SEO research. Example headlines are here for tone personification only.

Brand Voice: **How we say it**

CTA EXAMPLES

These statements are guardrails for our brand voice. They keep us on track emotionally and tonally and help us deliver a cohesive brand message.

INSPIRATIONAL CTA'S

- Explore Greater Zion.
- Discover Greater Zion.
- Start your adventure.

FUNCTIONAL AND DIRECT CTA'S

- Book now.
- Learn more.
- Plan your trip.

Brand Voice: How we say it

BOILERPLATE COPY

"Just the facts, Ma'am". This is great-to-know background information that should accompany all press releases.

About Greater Zion

Located in the southwest corner of Utah, Greater Zion is a destination that offers more than 2,400 square miles of adventure and inspiration. Zion National Park, the fourth most visited National Park in the United States, is the premier attraction, but Zion is only the beginning. Four state parks and a multitude of year-round recreational lands set the stage for a burgeoning mountain biking scene, some of the best off-highway vehicle adventure in the country, scenic and challenging play at 12 top-rated golf courses, world-class cultural performances at Tuacahn Center for the Arts, a thriving art scene, intriguing culture and history, and so much more. The vibrant communities of St. George, Springdale, Hurricane, Ivins and towns in between offer a wide range of lodging options, dining experiences and access to outdoor pursuits through local outfitters and tour companies. Home to the 2021 IRONMAN 70.3 World Championships, Greater Zion also is a world-class destination for sporting events, conferences and meetings. The Greater Zion Convention and Tourism Office is a transient-room-tax-funded entity of Washington County, Utah. For more information, please visit GreaterZion.com.

3 GREATER
ZION

Brand Elements:

LOGOS



Brand Elements:

LOGOS

Primary Logos:



Horizontal Logo:



Vertical Logo:

Brand Elements:

LOGOS

Convention & Tourism Office Logos:



Horizontal CTO Logo:



Vertical CTO Logo:

Brand Elements:

LOGOS

Logo Size and Safe Area:

Printed minimum size:



0.675"



1"

Logo favicon:



32 x 32 pixels

Safe Area:



Clear space around the logo should be equal to or greater than the radius (half the width) of the logo's "O".

Brand Elements:

LOGOS

Primary Logo Version:

The white logo used over picture should be the predominant visual expression of the brand, particularly in all advertising content.



Brand Elements:

LOGOS

Primary Color Logo Versions:



The blue and orange logo versions may be used in brand collateral, corporate communications, branded hard goods, etc.



Additional Color Combinations:

Use the primary color logo versions in all full color communications. The gray and black versions should only be used in gray-scale or black and white circumstances.

Brand Elements:

LOGOS

Logo Lock-Ups:

Location Secondary Lock-Up Example:



Location Primary Lock-Up Example:



When creating your own logo lock-up with the Greater Zion logo, ensure the length and height of the two logos are "roughly" the same, creating a balanced size ratio between the two.

Brand Elements:

THE NAME

Greater Zion Place vs. Brand:

Greater Zion: The Place

Just as the community has used the term Utah's Dixie for years, Greater Zion the place is a term that belongs to the community. We should encourage use whenever possible.

Other examples: Mile High City, Wine Country, Windy City, etc.

Greater Zion: The Brand

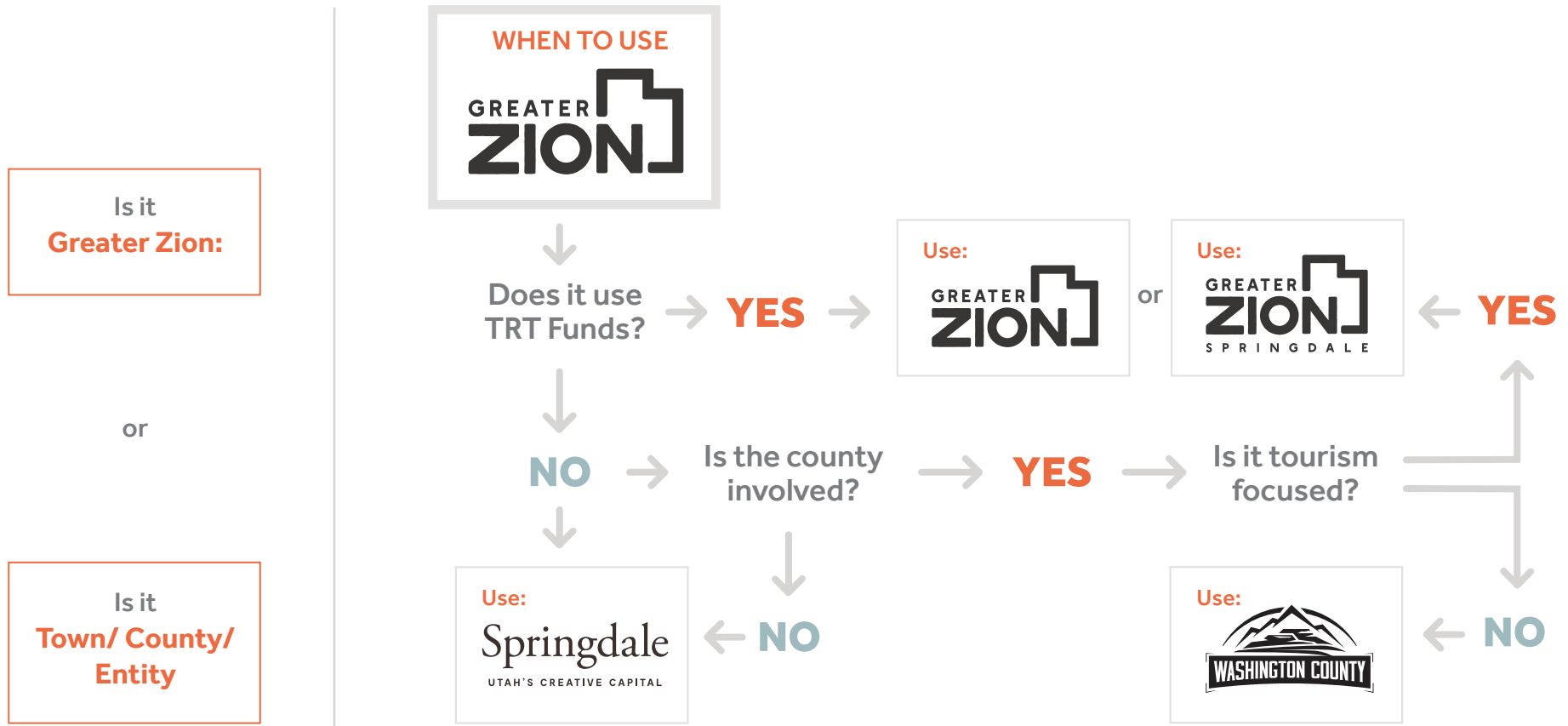
The Greater Zion brand, including logo, marks and any other brand assets are the intellectual property of the Greater Zion Convention & Tourism Office and should only be used with their approval.

Brand Elements:

THE BRAND

When to use the Greater Zion identity vs. Town/County/Entity identities:

Note: Springdale used as example only



Brand Elements:

LOGOS

Logo Lock-Up Variations:

Location with or without Utah:



Activities:



Districts and
Points of Interest:



Color Options:



NOTE: If you need to create your own logo lock-up variation, please ensure you match the relative size and position of your type to the Greater Zion logo as demonstrated in the above examples. All logo lock-up variations require approval by Greater Zion.

Brand Elements:

LOGOS

Logo Do's & Don'ts:



Do use approved logo and background color combinations only.



Don't use logo and background color combinations not approved.



Don't use change the logo color.



Don't outline logo.



Do use only the white logo over photography.



Don't distort or rotate logo.



Don't crop logo.



Don't use logo on backgrounds without sufficient contrast.

4 GREATER ZION

Brand Elements:

COLOR
& TYPE



Brand Elements:

COLOR

White:

C. 0
M. 0
Y. 0
K. 0

R. 255
G. 255
B. 255

Hex. ffffff

Dark Blue:

C. 82
M. 63
Y. 54
K. 31

R. 54
G. 75
B. 84

PMS. 7545 C
Hex. 364b54

Orange:

C. 3
M. 72
Y. 82
K. 0

R. 235
G. 107
B. 64

PMS. 1645 C
Hex. eb6b40

Light Gray:

R. 213
C. 10
M. 9
Y. 9
K. 6

G. 210
B. 210

PMS. Cool Gray 1 C
Hex. d5d2d2

Light Blue:

R. 160
C. 38
M. 17
Y. 16
K. 0

G. 186
B. 191

PMS. 551 C
Hex. a0babf

Med Gray:

R. 123
C. 0
M. 0
Y. 0
K. 63

G. 124
B. 127

PMS. Cool Gray 6 C
Hex. 7b7c7f

Black Gray:

R. 58
C. 67
M. 63
Y. 62
K. 55

G. 55
B. 54

PMS. Black 7 C
Hex. 3a3736

Brand Elements:

TYPE

Primary Logo Font:

HEINBERG ROUNDED

GREATER ZION

ST. GEORGE | UTAH

CONVENTION & TOURISM OFFICE

This font is only available in all CAPS format.

Use this font when creating location or activity lock-ups with primary logo.

Can also be use for primary brand communications, such as headlines and bold copy.

Brand Elements:

TYPE

Supporting Fonts:

Effra

Effra Bold: General Use**Effra Medium: General Use**

Effra Regular, Effra Light: General Use

This is an Adobe font accessible to any Creative Cloud user. Use this font when a font with sentence case is needed; for general communication, headlines, subheads, and body copy.

Nunito Sans

Nunito Sans Extra Bold: Website / Keynote

Nunito Sans Regular: Website / Keynote

This is a free Google font. Only use when a Creative Cloud license is not available.

Acumin Pro ExtraCondensed

Acumin Pro Extra Condensed Bold: Supporting Copy

ACUMIN PRO EXTRA CONDENSED LIGHT: SUPPORTING COPY

This is an Adobe font accessible to any Creative Cloud user. Use this font in a limited fashion; as an accent, to call attention to information, or to create visual variance among text.

5 GREATER
ZION

Brand Elements:

DESIGN



Brand Elements:

LOGO AS FRAME

Overview:

The Utah state outline component of the logo can grow to create a frame. As part of the Greater Zion system, The "frame" can be used as a design element. Combined with photography, it serves to highlight all that the Greater Zion area has to offer.



Brand Elements:

LOGO AS FRAME

Examples:

The frame can be created from the vertical or horizontal logo. It should be used to highlight, or frame, something significant in the image. That subject matter could be elements of landscape, people, activity, etc.

The logo frame can be set over the image, or can be layered within it, so minimal areas of the image knock out the frame.

Place the logo frame over image in a location that ensures legibility of "GREATER" in the logo. Try and avoid placing the frame in a location that covers over people.



Example: Vertical frame, highlighting people engaging in activity, set over image.



Example: Horizontal frame, highlighting people engaging in activity, layered within image.



Example: Vertical frame, highlighting an element of the landscape, layered within image.



Example: Horizontal frame, highlighting an element of the landscape, set over image.

Brand Elements:

LOGO AS FRAME

How To Guide:

You can create any size frame starting from the logo. You must ensure that the proportion of the Utah shape stays consistent and that the thickness of the frame's line remains equal in thickness to the "I" or "N" in the logo.

Note: When creating a frame from the vertical logo, use the horz. logo state outline and follow the same process. Always ensure that "GREATER" remains to the left of the state line above the "I".



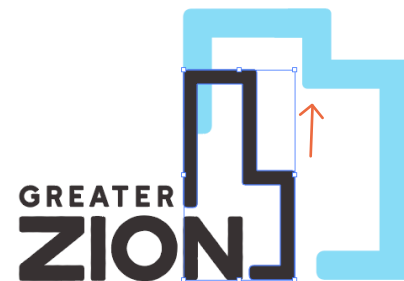
Step 1: Start with the state outline from the horz. logo.



Step 2: Increase the size of the state outline, ensuring proportions remain constant.



Step 3: Increase the outline until you reach the desired frame size, creating a "template".



Step 4: Pull the points of each side up to align with the top edges of the "template" outline.



Step 5: Pull the points of each side out to align with the right edges of the "template" outline.

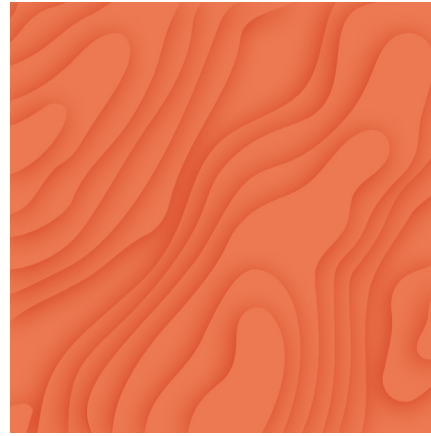
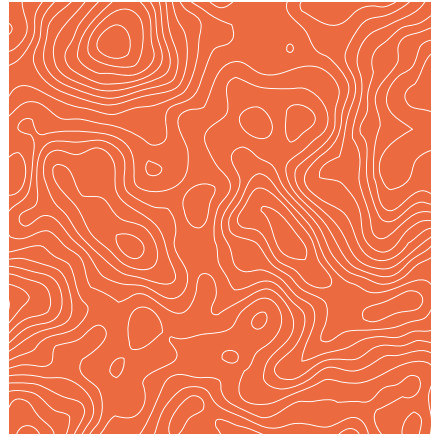
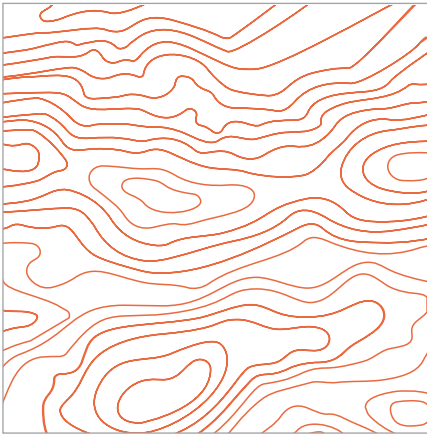


Finish: Frame should align with the outer edges of the template. Thickness of the line should remain consistent with the thickness of the "I" or "N".

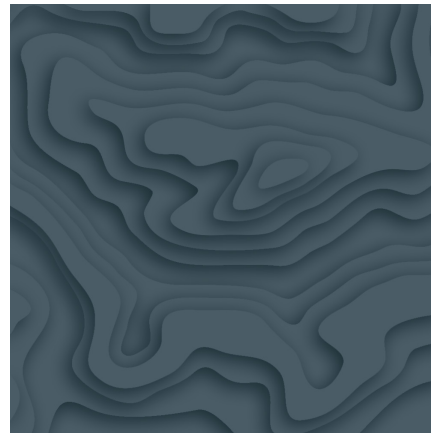
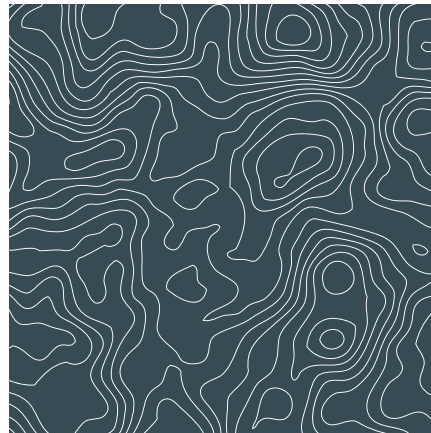
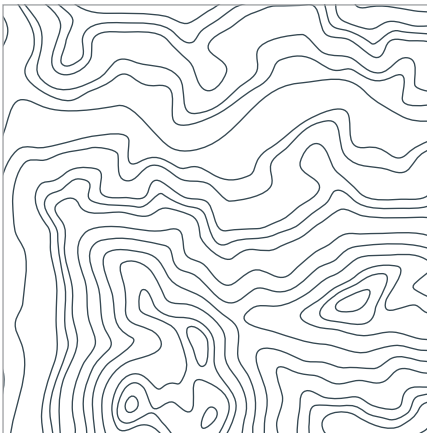
Brand Elements:

PATTERN

Brand Pattern Examples:



Inspired by the topography of the landscape, patterns were created as a supporting element of the Greater Zion brand language. Specific use cases will be defined as the brand continues to develop.



Brand Elements:

ICONS

Brand Icon Examples:

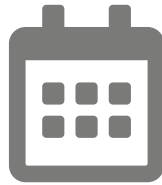
Icons are used primarily for the website, but are available for other applications where appropriate.



Activities



Dining



Events



Industry



Media



Lodging



Travel Tools



Sports



Meetings

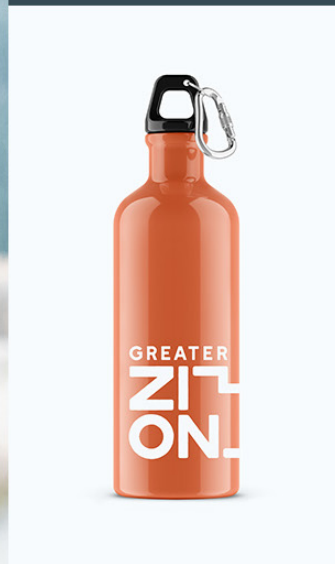
6 GREATER
ZION

Brand Expressions:

EXAMPLES



Brand Expressions:



Brand Expressions:



7 GREATER
ZION

Brand Expressions:

TEMPLATES



Brand Elements:

TEMPLATES

Email Signature:

Preferred layout:



Kevin Lewis

Director

Greater Zion Convention & Tourism Office

- ☎ 435-986-3384
- ✉ Kevin@GreaterZion.com
- 🌐 GreaterZion.com
- 📍 20 N. Main St. #105, St. George, UT, 84770

Inspire Greater. Experience Greater. Live Greater.

Rules:

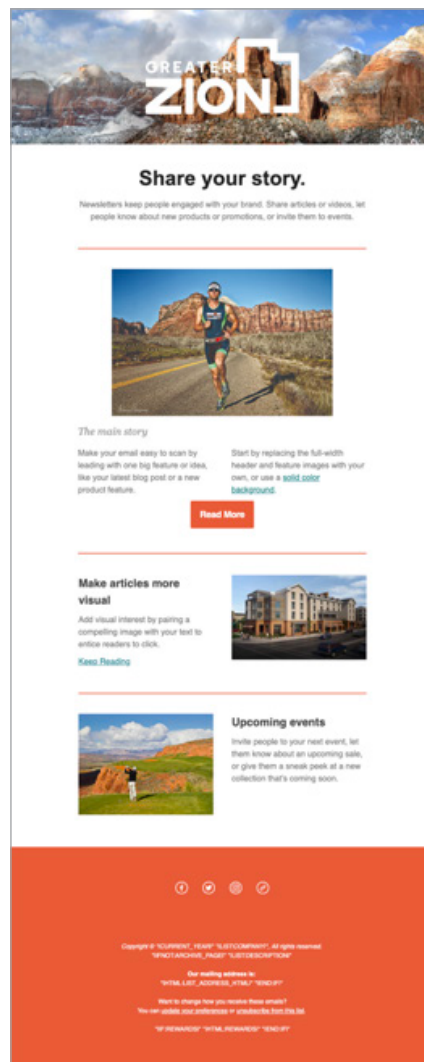
- Use base template #3 from Hubspot.
- Follow the horizontal orientation above using the vertical version of the logo
- Use the text formatting above, with the font Arial.
- Use icons indicated above
- Use the "&" instead of "and" in Greater Zion Convention & Tourism Office
- Use "UT" abbreviation for UTAH
- Use abbreviations for elements like St., Pl., N., etc.
- Use capitalization in email and website address.
- You have the option to add a personalized brand message to your email, but it should be outside of the official signature and appear below the signature as a sign off. See the vision statement above, "Inspire Greater. Experience Greater. Live Greater." as an example.

Brand Elements:

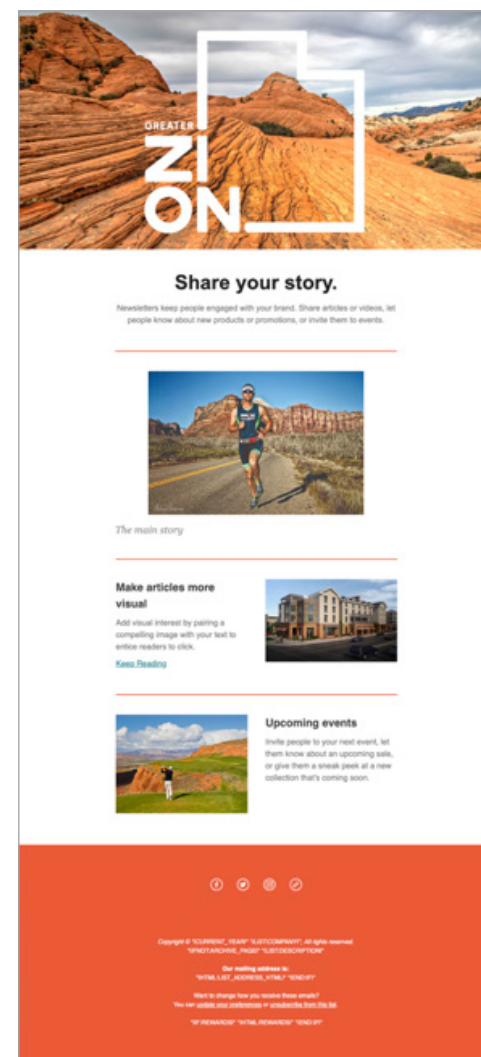
TEMPLATES

Industry Newsletters:

Industry Template will use the brand orange as the main color. It can be used with a Logo or Frame image header.



Template example with Logo:



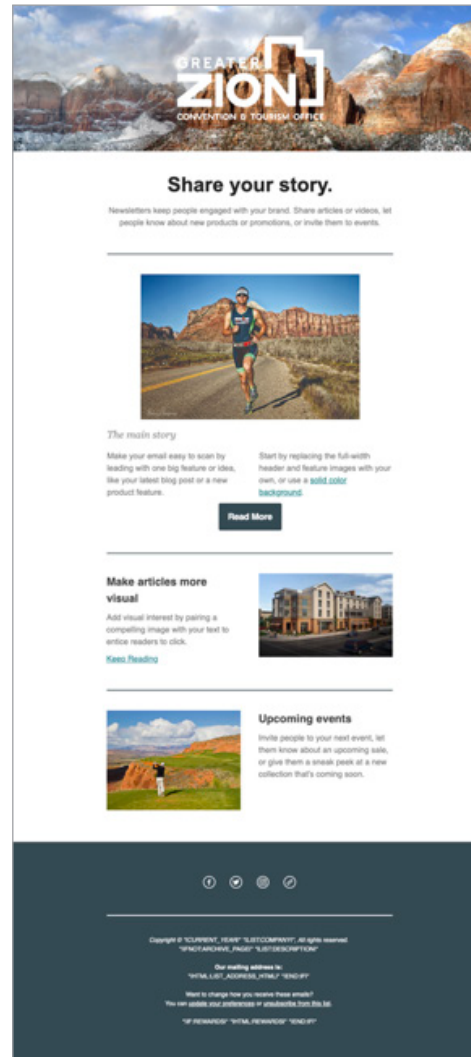
Template example with Frame:

Brand Elements:

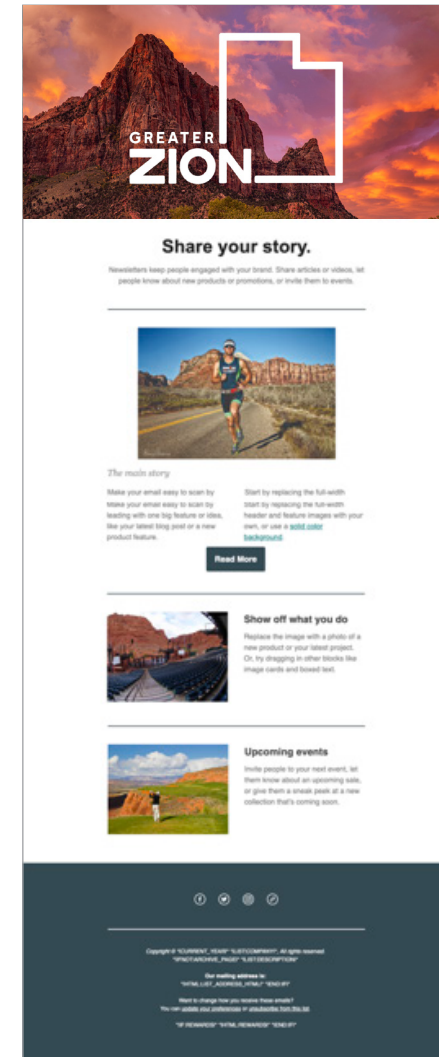
TEMPLATES

International Newsletters:

International Template will use the brand blue as the main color. It can be used with a Logo or Frame image header, but should use Zion National Park imagery.



Template example with Logo:



Template example with Frame:

Brand Elements:

TEMPLATES

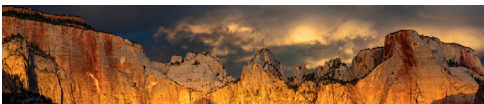
Email Header Image Backgrounds:

Horizontal Header images for use with Logo only:

SIZE: 1200px X 250 px



*Zion - to be used Internationally



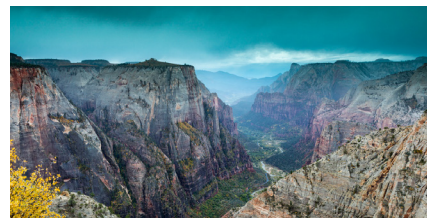
*Zion - to be used Internationally

Horizontal Header images for use with Frame only:

SIZE: 1200px X 600 px



*Zion - to be used Internationally



*Zion - to be used Internationally



**GREATER
ZION**

Thank You

For general inquiries, please contact [**info@greaterzion.com**](mailto:info@greaterzion.com)