

WHAT IS A BRAND?

A BRAND IS NOT A LOGO

A BRAND IS NOT AN IDENTITY

AND A BRAND IS NOT A PRODUCT

A BRAND

**A BRAND IS A PERSON'S EMOTIONAL RESPONSE
TO A COMPANY, SERVICE, PRODUCT OR PLACE.**



BRANDING IS ALL ABOUT THE PROMISE BETWEEN A COMPANY,
PRODUCT OR SERVICE AND THE CONSUMER. THIS PROMISE, WHEN
DELIVERED ON A CONSISTENT BASIS, PROMOTES TRUST. TRUST
PROMOTES LOYALTY AND LOYALTY PROMOTES ADVOCACY.

IN OTHER WORDS...

IT'S NOT WHAT YOU SAY IT IS.

IT'S WHAT THEY SAY IT IS.





A CORPORATE GUIDEBOOK FOR COMMUNICATING
THE DOWNTOWN LAFAYETTE BRAND IDENTITY STANDARDS.
SEPTEMBER 24, 2008



WHERE LAFAYETTE HAPPENS.

BRAND EVOLUTION

LAFAYETTE IS A PLACE UNLIKE ANY OTHER.

KNOWN FOR ITS HARD WORKING PEOPLE AND GOOD TIMES,
IT'S A CITY AT THE CROSSROADS OF CHANGE. AT THE HEART OF
THESE CROSSROADS LIES DOWNTOWN LAFAYETTE.

FROM ITS EARLIEST BEGINNINGS, DOWNTOWN LAFAYETTE HAS
SERVED AS THE PULSE OF ACADIANA –
TODAY THAT SAME PULSE BEATS LOUDER THAN EVER.

NOT ONLY DOES IT REMIND US OF WHERE WE'VE BEEN,
IT STANDS AS A ROAD MAP
FOR THE JOURNEY THAT STILL LIES AHEAD.



DOWNTOWN LAFAYETTE BRAND USAGE GUIDELINES

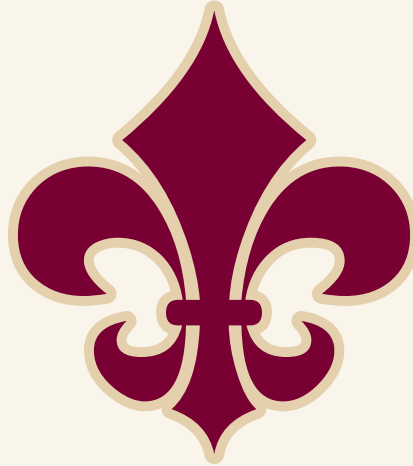
THE DOWNTOWN LAFAYETTE BRAND IDENTITY EXISTS IN EVERYTHING THE PUBLIC TOUCHES. IT'S REPRODUCED IN EVERYTHING THEY SEE AND HEAR ABOUT US. AND IT DISTINGUISHES US EVERYWHERE WE COMPETE. THAT'S WHY WE HAVE DEVELOPED THESE GUIDELINES TO PROPERLY POSITION THE BRAND IN PRINT, PROMOTIONAL AND INTERACTIVE PROJECTS, AND BROADCAST. THE PURPOSE OF A CONSISTENT BRAND PRESENTATION IS TO DELIVER TO THE PUBLIC AND POTENTIAL BUSINESS PARTNERSHIPS A SPECIFIC AND POSITIVE IMPRESSION OF DOWNTOWN THROUGH THE THOUSANDS OF COMMUNICATIONS GENERATED EVERY YEAR AND TO PROTECT THE STRENGTH OF THE BRAND.

OUR BRAND IS MORE THAN A NAME OR SYMBOL. WHEN COMMUNICATED PROPERLY, THE DOWNTOWN BRAND BUILDS LOYALTY AND ADVOCACY FOR THE DOWNTOWN OF TODAY, AS WELL AS THE DOWNTOWN OF TOMORROW.



WHERE LAFAYETTE HAPPENS.

LOGO



THE DOWNTOWN LAFAYETTE FLEUR DES LIS

THE PRIMARY MARK USED WITH THE DOWNTOWN IDENTITY IS OUR FLEUR DES LIS. IT IS AN ASPIRATIONAL IMAGE - ONE THAT IS BASED ON HERITAGE, WHILE REPRESENTING THE DOWNTOWN OF TOMORROW. IT CAN BE USED BY ITSELF FOR SPECIAL CIRCUMSTANCES, BUT WE RECOMMEND THAT IT ALWAYS ACCOMPANIES THE DOWNTOWN LAFAYETTE LOGOTYPE AND TAG. IF YOU ARE USING BOTH THE LOGO AND LOGOTYPE, THEY MUST APPEAR IN PROPER SIZE AND SCALE TO ONE ANOTHER. THE FOLLOWING PAGES PROVIDE THE PROPER SIZE AND SCALE DIMENSIONS.



WHERE LAFAYETTE HAPPENS.

LOGO



LOGOTYPE



TAG



Where Lafayette Happens.

SIGNATURE CONFIGURATION

THE EXAMPLES HERE ARE THE PREFERRED SIGNATURE CONFIGURATIONS AND SHOULD BE USED WHENEVER POSSIBLE. IT IS THE OPTIMAL EXPRESSION OF THE BRAND. THE SIGNATURE CONFIGURATION IS CONSIDERED TO BE A SINGLE PIECE OF ART. IT SHOULD BE USED ON ALL APPLICATIONS DIRECTED TO THE PUBLIC, MOST NOTABLY PRINT AND TELEVISION ADVERTISING, PRESS RELEASES, INTERACTIVE MEDIA, SIGNAGE, STATIONERY AND CORPORATE COMMUNICATIONS.



WHERE LAFAYETTE HAPPENS.



SIGNATURE CONFIGURATION

FOR THE DOWNTOWN SIGNATURE TO COMMUNICATE EFFECTIVELY, IT SHOULD NOT BE CROWDED OR OVERWHELMED BY OTHER GRAPHIC ELEMENTS. DOWNTOWN LAFAYETTE ESTABLISHED A CLEAR SPACE AREA SURROUNDING THE LOGO AND SIGNATURE CONFIGURATION. THIS SPACE MUST ALWAYS BE KEPT FREE OF ANY ELEMENTS SUCH AS TEXT, GRAPHICS, BORDERS, OTHER LOGOS, PHOTOS OR ILLUSTRATIONS. TO FIND THE AREA OF "BREATHING SPACE" AROUND THE LOGO, FOLLOW THESE STEPS.



WHERE LAFAYETTE HAPPENS.

DOWNTOWN COLOR APPLICATION

THE GOAL FOR ANY COLOR USAGE IS TO MATCH THE COATED PMS CHIP. THE UNCOATED PMS AND CMYK VALUES LISTED HERE GIVE THE CLOSEST EQUIVALENT. THEY ARE MEANT TO BE A STARTING POINT AND MAY NEED TO BE ADJUSTED TO OBTAIN THE CLOSEST MATCH POSSIBLE TO THE COATED PMS CHIP.



Where Lafayette Happens.



Where Lafayette Happens.



Where Lafayette Happens.

DOWNTOWN RED – PMS 188

01 PRIMARY.

THIS IS THE DOWNTOWN LAFAYETTE RED. IT IS OUR PRIMARY CORPORATE COLOR. IT SHOULD BE USED AS MUCH AS POSSIBLE. THE LOGO CAN PRINT OR BE REVERSED OUT OF THIS COLOR.

PMS 7421

DOWNTOWN GOLD – PMS BLACK

02 SECOND TIER.

THESE COLORS ARE AS STRONG AS THE PRIMARY COLOR AND ADD DEPTH AND VIBRANCY TO OUR PALETTE. THEY MAY BE USED INDIVIDUALLY, IN COMBINATION WITH THE PRIMARY COLOR, OR IN COMBINATION WITH EACH OTHER. OUR LOGO CAN REVERSE OUT OF THESE COLORS. OUR LOGO MAY NOT OVERPRINT IN BLACK ON THESE COLORS.

PMS 146

PMS BLK

PMS 146 35%



WHERE LAFAYETTE HAPPENS.

DOWNTOWN CORPORATE TYPEFACES

TO HELP CREATE A CONSISTENT AND RECOGNIZABLE LOOK FOR A WIDE VARIETY OF VISUAL COMMUNICATIONS, FUTURA HAS BEEN CHOSEN AS THE STANDARD FOR ALL CORPORATE COMMUNICATIONS.

PRIMARY FONT

FUTURA EXTRA BOLD
ABCDEFGHIJKLMNO P Q...

FUTURA BOLD
ABCDEFGHIJKLMNO P Q...

FUTURA EXTRA BOOK
ABCDEFGHIJKLMNO P Q...
abcdefghijklmnopq...

SECONDARY FONT

CENTURY SCHOOLBOOK BOLD
ABCDEFGHIJKLMNO P Q...

CENTURY SCHOOL REGULAR
ABCDEFGHIJKLMNO P Q...

FUTURA T BOOK SHOULD BE USED FOR BODY COPY (OR TEXT WEIGHT).

FUTURA T EXTRA BOLD SHOULD BE USED FOR ALL HEADLINES.

CENTURY SCHOOLBOOK SHOULD BE USED AS A SECONDARY FONT OPTION.



WHERE LAFAYETTE HAPPENS.

PARTNERSHIP OPPORTUNITIES

LEARN HOW YOU CAN PARTICIPATE

IN DOWNTOWN LAFAYETTE'S

BRAND EVOLUTION



USE OUR GRAPHIC STANDARDS

DOWNTOWN LAFAYETTE HAS POSTED THIS GUIDE,

AS WELL AS OTHER BRAND MATERIALS AT

WWW.DOWNTOWNLAFAYETTE.ORG/DOWNTOWNBRAND/

SO YOU CAN MAKE YOUR PUBLICATIONS AND MARKETING COMPATIBLE WITH

THE DOWNTOWN LAFAYETTE LOOK AND FEEL.



WHERE LAFAYETTE HAPPENS.

SHARE YOUR STORY (CO-OP MARKETING PROGRAM)

DOWNTOWN LAFAYETTE WILL BE DEVELOPING A SERIES OF FULL PAGE ADS
THAT FEATURE DOWNTOWN BUSINESSES.

A NEW AD WILL APPEAR EACH WEEK, HIGHLIGHTING ONE INDIVIDUAL
BUSINESS AT A TIME, ALONG WITH ITS UNIQUE STORY.

IN ORDER TO ACCOMPLISH THIS, DOWNTOWN IS OFFERING TO SPLIT THE
COST OF RUNNING THE AD WITH WHOEVER IS FEATURED FOR THAT WEEK.

OPPORTUNITIES ALSO EXIST FOR POSSIBLE OUTDOOR
AND ON AIR MEDIA EXPOSURE.

IF YOU ARE INTERESTED IN PARTICIPATING IN THIS OPPORTUNITY TO PROMOTE
YOURSELF AND THE DOWNTOWN COMMUNITY,
PLEASE CONTACT US FOR MORE INFORMATION.

(SEE SAMPLE AD ON FOLLOWING PAGE)



WHERE LAFAYETTE HAPPENS.

SAMPLE AD FROM THE "I AM DOWNTOWN" PRINT CAMPAIGN

TSUNAMI - DOWNTOWN LAFAYETTE



MICHELE EZELL -
RESTAURANTEUR/ OWNER TSUNAMI
Michelle didn't just jump into restaurant proprietorship. After all, in a city like Lafayette, one known for its cuisine, your food can't just be good; it has to be great. So Michelle carefully considered her menu, her decor, and most importantly - her location.



"We never looked anywhere other than Downtown Lafayette," says Michele Ezell, owner of Tsunami Downtown. "We knew our restaurant needed to be in an environment where people felt creative - where people could park and walk through Downtown Lafayette as they decompressed from work. Basically, I wanted to be part of this community, and I know the people who connect most with our atmosphere and food, would be the same people enjoying the Downtown experience."



DOWNTOWN LAFAYETTE

Where Lafayette Happens.

FOR MORE OF EVERYTHING ABOUT YOUR DOWNTOWN PLEASE VISIT DOWNTOWNLAFAYETTE.ORG

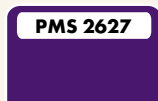


WHERE LAFAYETTE HAPPENS.

BECOME PART OF OUR IDENTITY SYSTEM

THE FOLLOWING IDENTITY ALTERNATIVES ARE TO BE USED TO PROMOTE OWNERSHIP, LOYALTY AND ADVOCACY FOR THE DOWNTOWN COMMUNITY, AS WELL AS PROVIDE OPPORTUNITIES FOR DOWNTOWN BUSINESSES TO SHOW PRIDE IN BELONGING TO SUCH A UNIQUE PART OF LAFAYETTE.

**SHOW YOUR COLORS, AND JOIN THE MOVEMENT IN PROCLAIMING
"I AM DOWNTOWN".**



WHERE LAFAYETTE HAPPENS.

TO BE PART OF OUR IDENTITY SYSTEM OR

CO-OP MARKETING PROGRAM, CONTACT:



Where Lafayette Happens.

735 JEFFERSON ST., STE. 204

LAFAYETTE LA 70501

PH: 337-291-5566 • FAX: 337-291-5573

WWW.DOWNTOWNLAFAYETTE.ORG

DLU is a private, non-profit corporation formed in November, 1983. Its general mission is the physical, economic and cultural revitalization of the downtown district – restoring and preserving its important place as the center of life in Acadiana. DLU strives to provide the private sector leadership and coordination needed in the revitalization effort, working hand in hand with the DDA to effect a strong public-private partnership in downtown improvements. Membership is comprised of individuals and businesses city-wide as well as downtown. DLU is governed by a 20 member Board of Directors and utilizes committees and task forces to conduct the revitalization activities. Activities are funded through membership dues, grants, and special event revenues.



WHERE LAFAYETTE HAPPENS.

