



Brand Guidelines

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Brand Platform

Mission

Create awareness, throughout the DFW Metroplex and beyond, of just how much there is to do, see, eat and drink in Granbury and the surrounding area.

Vision

Establish Granbury as the go-to destination for DFW residents.

Promise

Just as we have restored our town to even greater glory than before, we will provide visitors with the combination of fun, excitement and relaxation to restore them, too.

Brand Attributes

The Attitude

WELCOME IS MORE THAN A WORD HERE

We can't say it too much or show it any clearer. We're glad you're here and we're excited to show you why we love it so much.

The Space

SLEEP WELL AND WAKE UP EXCITED

While we know how tempting it is to sneak down to Granbury for an afternoon any chance you get, we want to enjoy your company longer. And with such a wide variety of accommodations, ranging from simple and inexpensive to deluxe, everyone can find a place where they're comfortable.

The Square

IT ALL STARTS HERE

Granbury will always be known for our historic town square. And while it may seem quaint and unassuming, it's much more than that. The array of shops, restaurants and live theatre options embody the spirit of our town and serve as square one for all the shopping, eating and entertainment you can expect while you're with us.

The Lake

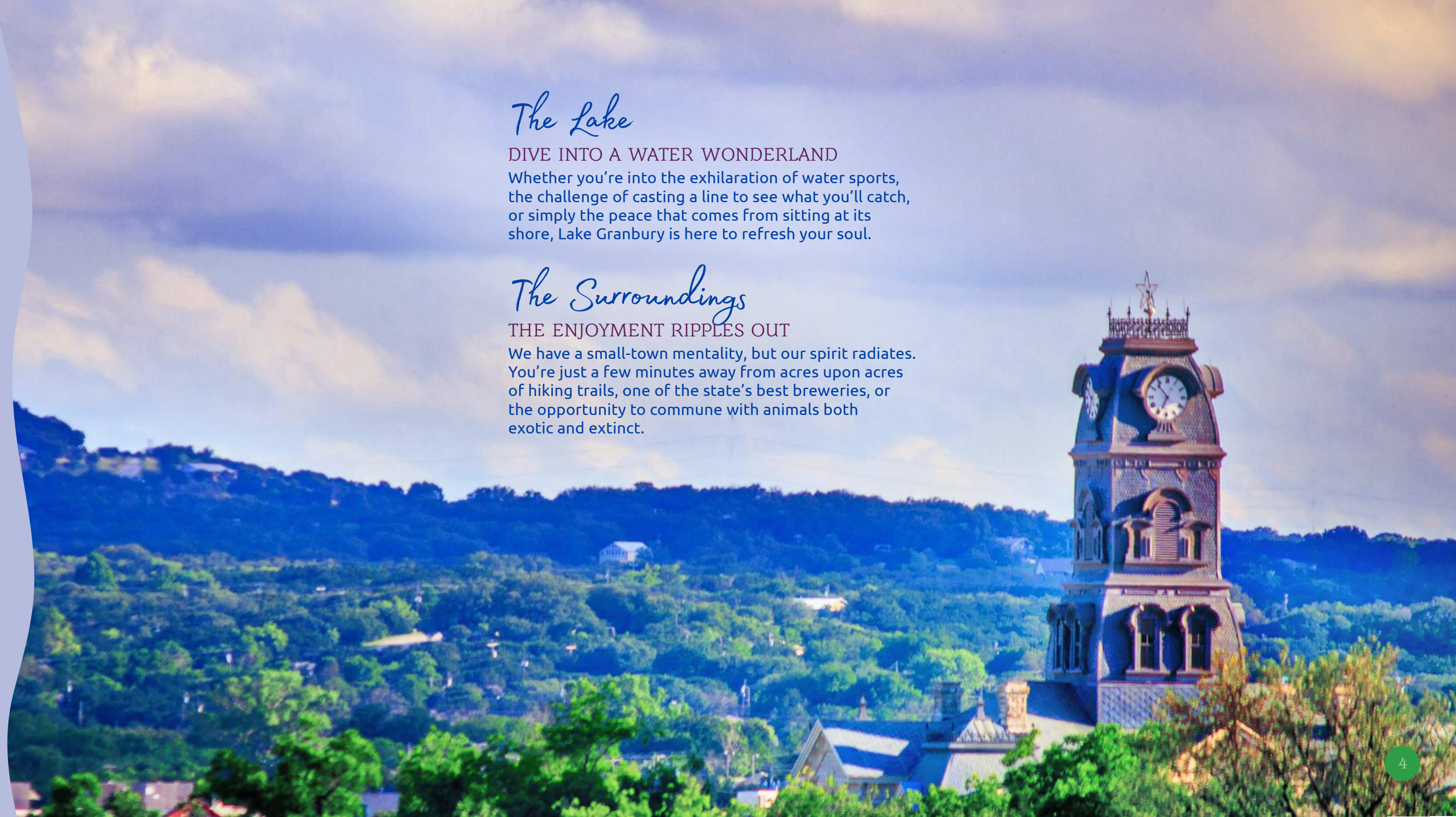
DIVE INTO A WATER WONDERLAND

Whether you're into the exhilaration of water sports, the challenge of casting a line to see what you'll catch, or simply the peace that comes from sitting at its shore, Lake Granbury is here to refresh your soul.

The Surroundings

THE ENJOYMENT RIPPLES OUT

We have a small-town mentality, but our spirit radiates. You're just a few minutes away from acres upon acres of hiking trails, one of the state's best breweries, or the opportunity to commune with animals both exotic and extinct.





Brand Voice

How We Sound
You'll know us by the sound of our voice.

	IT MEANS	WE SOUND	BUT NOT
Friendly	Even if we've never met before, we treat you like one of our own	Excited, Warm, Genuine	Obnoxious, Grating
Welcoming	Greeting others with open arms	Hospitable, Embracing, Open-minded	Sappy, Fake
Intriguing	Captivating in an unexpected way	Interesting, Stimulating, Inviting	Secretive, Mysterious
Straightforward	We have nothing to hide	Open, Honest, Sincere	Blunt, Condescending
Fun	Someone or something that provides pleasure	Joyful, Entertaining, Magnetic	Silly, Glib



Brand Messaging Pillars

WE'VE UNDERGONE A *Transformation*

Long known for celebrating its past, Granbury is now much more focused on the present and everything our town has to offer in the here and now.

WE ARE *Wide-Ranging*

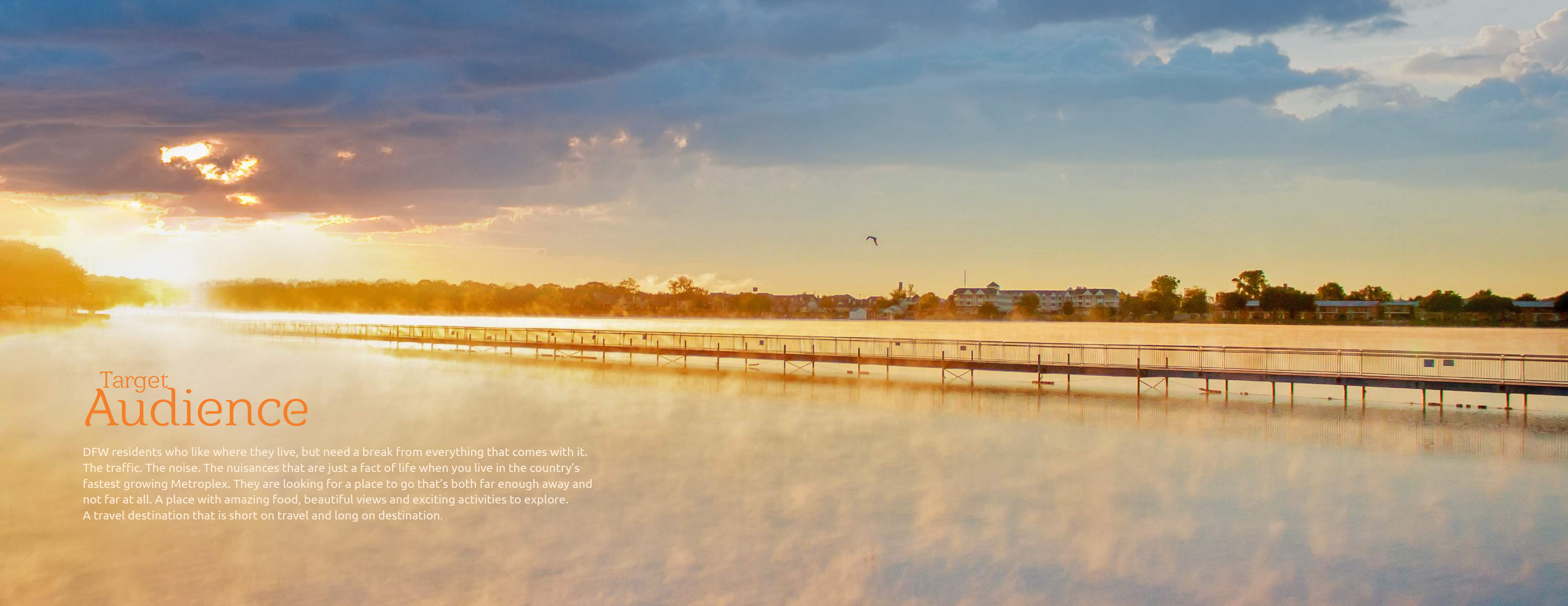
Regardless of interests or tastes, finding something to do in Granbury is exceedingly easy. Whether it's shopping on the square, playing on the lake, hiking in the woods, sipping wines and craft beers at their source, or savoring a chic meal, boredom has skipped town.

WE ARE *Rejuvenating*

Despite our location just outside the Metroplex, Granbury exhibits none of its stigmas and stresses. Our air is fresh, our streets are traffic-free and the stars above us shine brightly at night. Time spent here cleanses the spirit and restores your energy.

WE ARE *Welcoming*

Granbury may stand apart from the Metroplex, but we are not standoffish. Our residents are eager to please and quick to assist visitors who find their way to our little town. We are not just happy you're here, we're excited to show you why we love it so much.



Target Audience

DFW residents who like where they live, but need a break from everything that comes with it. The traffic. The noise. The nuisances that are just a fact of life when you live in the country's fastest growing Metroplex. They are looking for a place to go that's both far enough away and not far at all. A place with amazing food, beautiful views and exciting activities to explore. A travel destination that is short on travel and long on destination.

Brand Positioning

Restore Yourself

IS THE CONCEPT THAT EXPRESSES
HOW GRANBURY REVIVES YOUR SPIRIT.

Restore Yourself is about the visitors' need to restore themselves from the stresses of everyday life by escaping to a getaway that's not far away. A getaway that begins on one of the grandest town squares in Texas featuring first-class dining, cosmopolitan shopping and live theatre. A getaway where the square is just the start and the excitement ripples out to a lake full of fun and refreshing activities, more than 70 acres of trails to discover, a park where you can stand in dinosaur footsteps and an animal sanctuary with more than 600 species to see without even getting out of the car.

This concept tells you that the key to restoring your spirit lies in Granbury.

Restore Yourself

Brand Elements



Logo

The distinctive design of the Granbury logo mark is custom to the brand and personifies its identity.

The logo showcases the Courthouse tower as an iconic symbol of the Greater Granbury area. The two different tones of blue (light and dark) represent the past and the future. The sun behind it represents the spectacular sunsets that are seen in the area. The wavy line at the bottom represents the warm waves of Lake Granbury as well as the semi-hilly landscape approaching Granbury.





Primary Logo

The primary logo is the default logo, and is to be used for all printed and digital collateral including, but not limited to: advertisements, billboards, posters, flyers, eBlasts, web applications and social media.



Secondary Logo

This secondary logo –without the Texas– can be used for communications where there is no need to specify that Granbury is located in Texas.



Logo with Themeline

The Granbury logo with themeline can be used when it appears by itself without any other Granbury branding, or when emphasis on the themeline is necessary or warranted.



Horizontal Logos

The horizontal logo is to be used only in situations where the primary logo will not fit within the defined amount of clear space. These situations include narrow horizontal areas where type can become difficult to read due to small scale.



Visit Granbury, Inc. Logo

This logo is for internal communications only within the Visit Granbury, Inc.



Logomark

The logomark is the graphic portion of the primary logo and should be used as a graphic element. Alternately, the logomark can be used in place of the primary or horizontal logo when neither of those options will fit within the allotted space.



One-Color Logo

The one-color Granbury logo should only be used in situations where full color is not possible. The color of the logo should be selected from the brand color palette (as identified on page 25) and should contrast the background on which it sits. If the background conflicts with all colors, or color is not possible, the white and the dark blue (black) logo may be used.

We strongly suggest using the two primary blue logo colors for the one-color logo.



logo usage

The logo's appearance must remain consistent in order to uphold the integrity of the Granbury brand. For this reason, the logo should never be modified in any manner or in any way deviate from these guidelines. To establish proper usage, the logo should never be smaller than the following sizes, and the following clear space must always be recognized.



G



Minimum Clear Space

Minimum clear space must be equal to the height of the GRANBURY on all four sides of the logo. This amount of clear space should be increased wherever possible.

Minimum Logo Size

Do not scale the primary logo smaller than 1 inch in width, or the logo with themeline smaller than 1.25 inches in width, as the tagline will become illegible.

logo. misuse

Ways we should never treat the logo.



Never stretch / distort the logo.



Never modify or change the direction of the logo



Never delete any part of the logo lockup.



Never add special effects to the logo.



Never add gradients to the logo.



Never use a dark logo on a dark background color.



Never add any colors that are not specified for the logo.



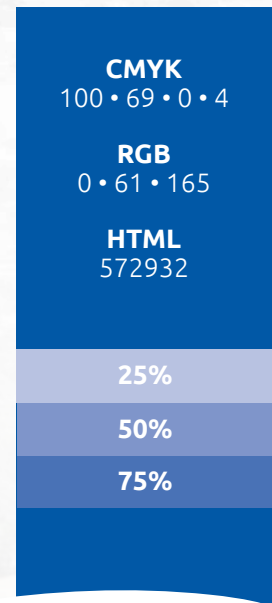
Never use the logo on a busy photograph or pattern.

Color Palette

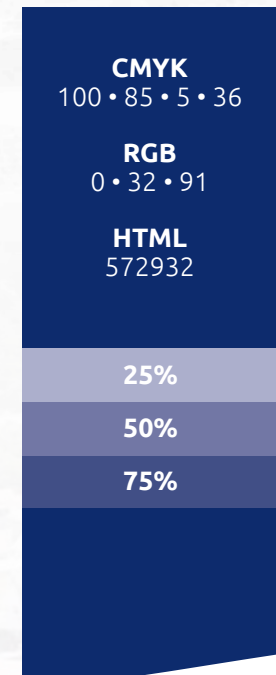
The color palette is a brilliant mixture of the natural beauty you'll find in Granbury. The majestic skies, the vibrant trees and parks, the shimmering blue of Lake Granbury and the warmth of the reception you'll find at every shop on the square.



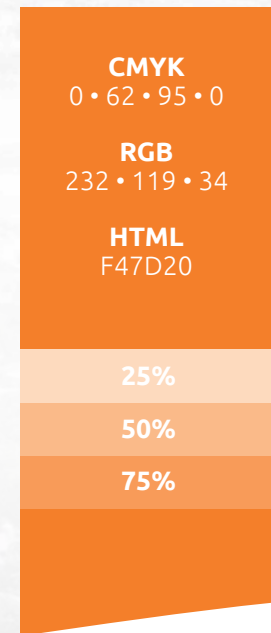
BRAZOS
Pantone 293



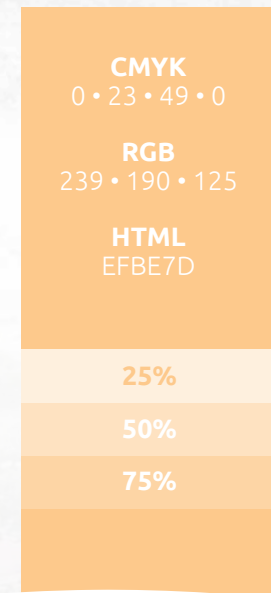
PEVELER
Pantone 281



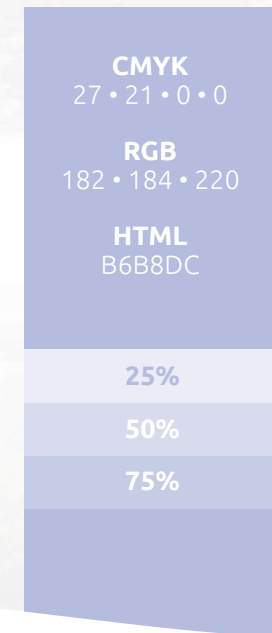
NUTT
Pantone 158



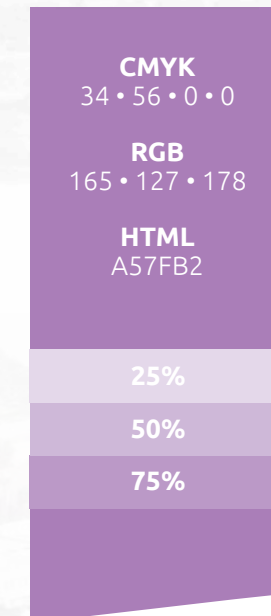
DEPOT
Pantone 156



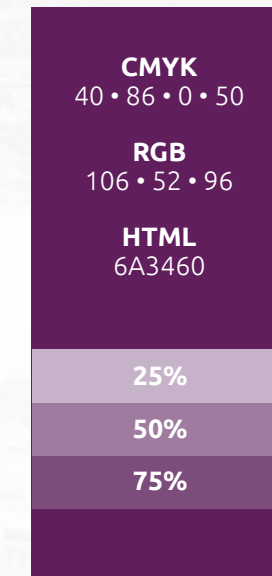
CARMICHAEL
Pantone 7444



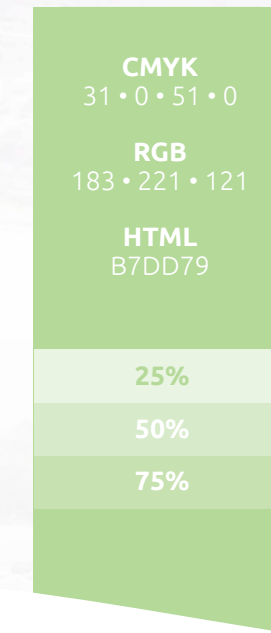
WINE
Pantone 521



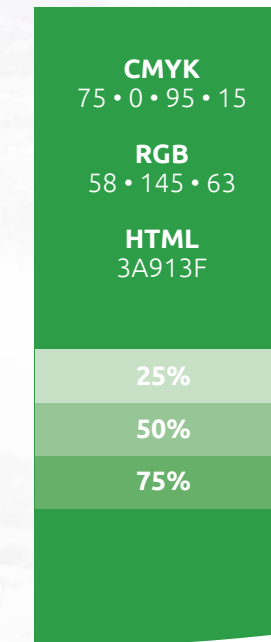
KING
Pantone 7658



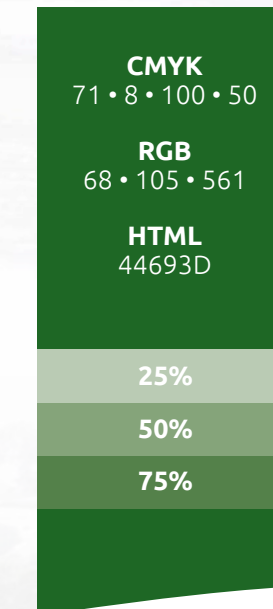
SHAMLEY
Pantone 366



OPERA
Pantone 7740



LIVE OAK
Pantone 7743



Typography

Granbury typefaces reinforce the genuine Texan, historic-yet-modern voice of the community. Representing both our welcoming and neighborly attitude, it should possess style while remaining approachable and easy to read.

Primary Typefaces

Barkentina

Use for headlines, sub-headlines or as an accent typeface. This is the main typeface for the Granbury Brand.

Madelyn Fill

Used only for special emphasis of words or short sentences. Use to accent the themeline when needed. See example next page (watermark).

Ubuntu Regular

Use for all body copy and sub-headlines.

DIGITAL

The digital typefaces replace the print fonts ONLY when used in a digital application (website, eblast, etc), and when the print fonts or web version of the main typefaces are not available.

BARKENTINA SUBSTITUTION

Alice Regular
Google font; preferred choice.

Georgia Regular
System font; use as backup.

UBUNTU SUBSTITUTION

Ubuntu
Google font; use as backup.

Verdana
System font; use as backup.

Type Sample

Barkentina

Barkentina

Barkentina
ALL CAPS

Ubuntu Regular

Ubuntu Regular
ALL CAPS

Ubuntu Regular

Barkentina

Sample Headline

SAMPLE BODY Header

Denimag natectur sit aut quia volorit pos modi commos quodicaborum quam ut de atem que nuscia quatur. Soloritatem aliquie con pore odis dolupta debitat eossimint, quas voluptas dolent imod qui ad que si quuntem utati andus, iur andipici tempos assequibus dolent imod .

SAMPLE BODY SUBHEAD

Poratur repudae doluptasi unti cus, quid que doluptas et, estiur, sequam, consequia sunt faciamenem isi dunt et ut aperupt aessimpore, velendit labo. Sedit occuscit aliquatur? Nam rest prae dolo doluptaturi repelle ndandi qui nientem poreptatur? Caborum nus molorero beatio tessequam, et volo dolorru nduntur sus dolo omnimaion conecus none iumquae quatemquae volum nihicimpores dolor mint quatur ma ventemo bea iur? As asi blabor min porrum reperchil iusdam quo molut reped que.

BOOK NOW

Restore Yourself

The first word of the header might be nested (if possible) after the capital letter of the second word.

Madelyn Fill
Use in Body Headers to emphasize one word or short sentence - Might be in its own line.

Madelyn Fill
Graphic accent element overlaying images (themeline)

Graphic Elements

The graphic elements are used to support and strengthen the brand. They are to be utilized with the logo, color palette, typography and photography to create a cohesive and unique visual solution.



Wave lines

The Granbury wave lines can be used to divide or create separation between elements in print or digital layouts. Use as you would a straight line, in any of the Granbury brand colors. They can be used also as a pattern.



Social media icons

Social media icons have been created for the Granbury brand. Icons should never be scaled smaller than .25 inches in height, and should be placed near the bottom of communication pieces.

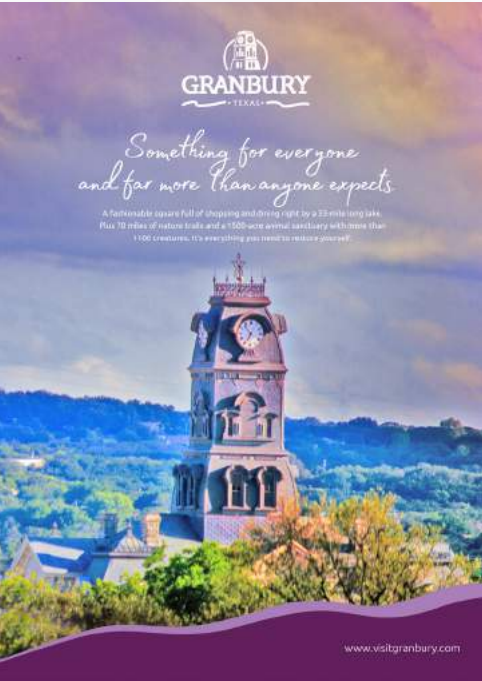
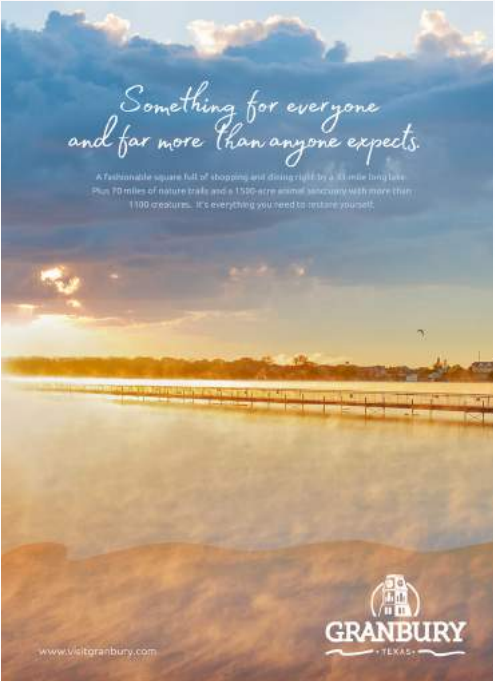


Waveline Graphic

The waveline element represents the landscape of Granbury, TX. It is an excellent way to incorporate the brand into various marketing pieces for businesses throughout Granbury. It should not exceed one-third of the page. The logo can be incorporated onto the waveline element. The waveline color should be one from the color palette or is overlaying the picture below it.



Waveline Usage Examples:



Photography

The photography for Granbury, TX, should portray the dramatic scenes and stark contrasts you'll find here.

The majesty of the wide open skies.

The wonder of the sunrises and sunsets.

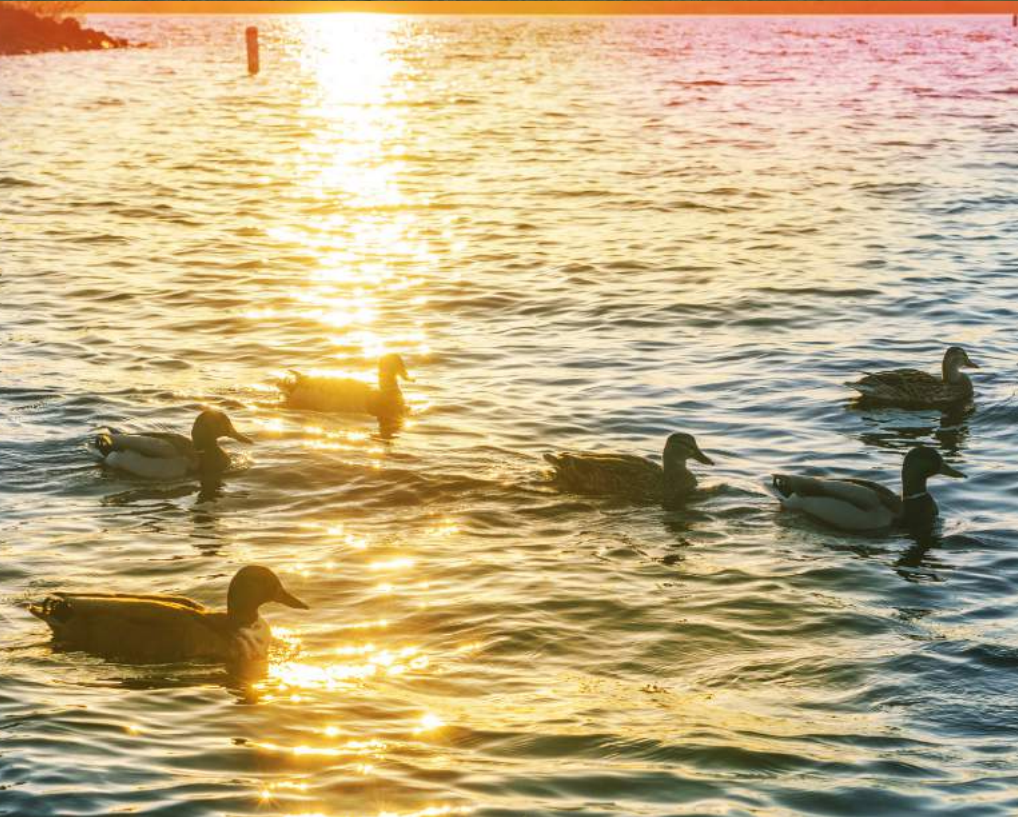
The combination of peace and excitement you'll experience on Lake Granbury.

The welcoming and warmth of the people and businesses.

It should evoke a full range of emotions, depending on the subject, and serve as an invitation to come and see this magical world for yourself.

Photo Credits: Megan Ehrhart and Knut LSG Hybinette









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