

THE PURPOSE OF OUR BRAND:

Provide a warm welcome to visitors and potential businesses, with a wealth of things to do, to enlighten, enthrall and embrace them, so they return, tell others and potentially become a part of the vibrant landscape of Acadia.



As our brand moves forward into community usage, brand extensions will be developed to expand the brand and elevate the visitor and resident experience.

In addition to the main colors designated for use in the Acadia brand, a complementary color palette has also been developed.

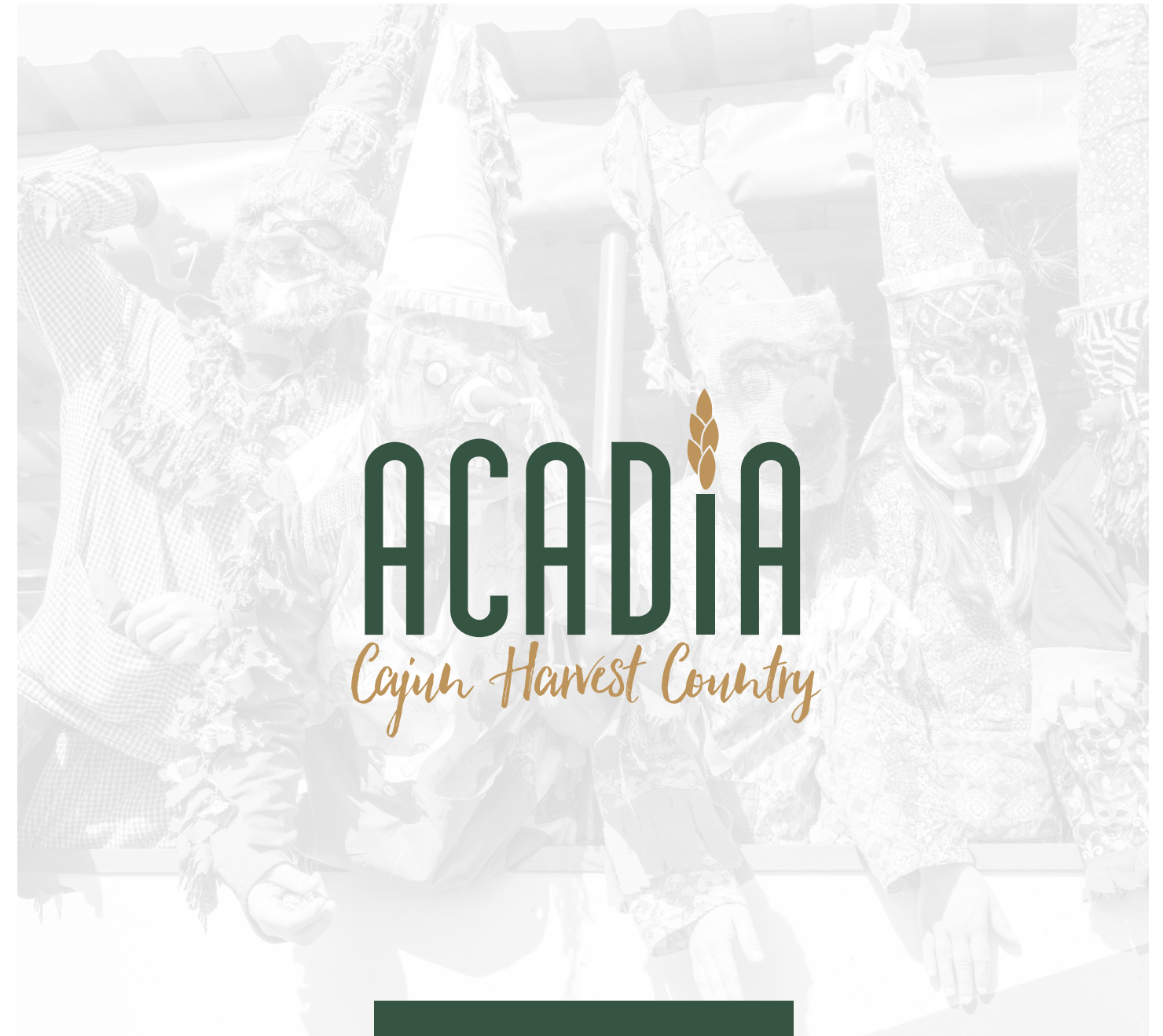


OUR MISSION

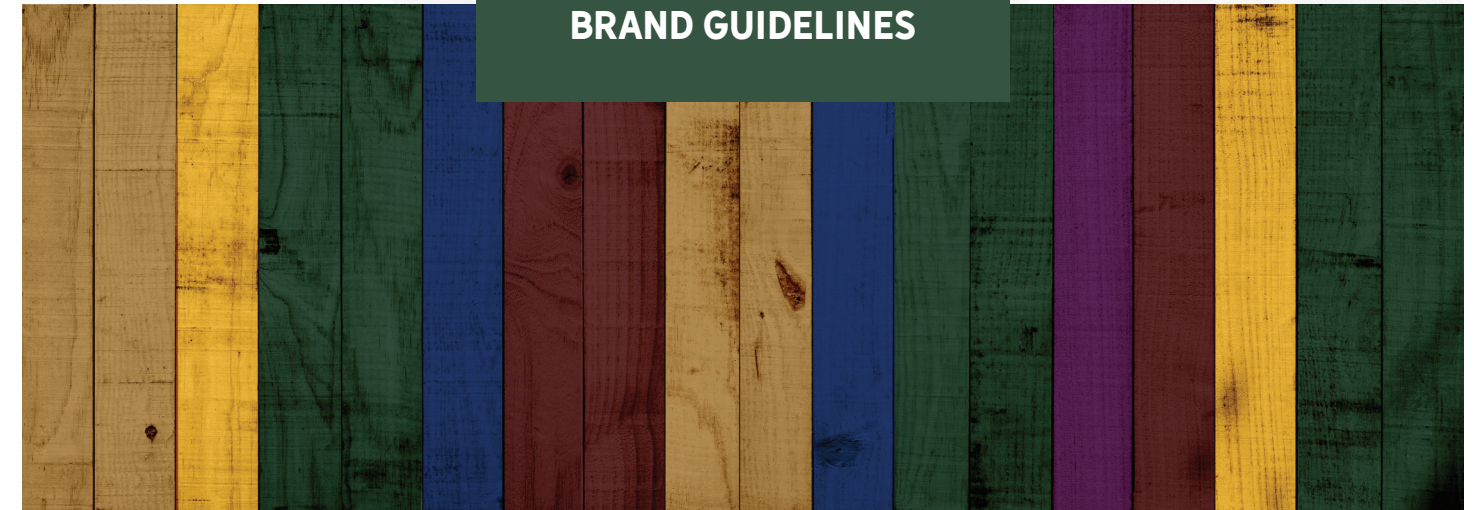
Acadia Convention & Visitors Commission is the official destination marketing organization attracting leisure and group travelers to Acadia Parish, resulting in economic growth through visitor expenditures and enhancing the quality of life in the area. Proudly promoting our culinary, cultural, historic and outdoor-agritourism offerings, we encourage tourism development, historic preservation, and community pride; sharing what we have with potential tourists.



For further information about how you can use the Acadia logo, please contact **Nancy Loewer, Executive Director**, at **337-783-2108** or **Nancy@AcadiaTourism.org**.



BRAND GUIDELINES



BRAND STORY:

In Acadia, you'll savor an authentic experience of Louisiana's Cajun Harvest Country. As the heartland of Acadiana, Acadia is the center of celebrated Louisiana food, music and culture.

If you're visiting Louisiana for the cuisine, you're in the right place – we've been perfecting our famous Cajun recipes since 1886. Our rice fields serve double duty as crawfish ponds, and we share our harvest all over the world.

You'll experience the indigenous Louisiana sounds as your toe begins to tap at the first pull of the accordion bellows. From world-famous musicians who were born and raised here, to accordion makers and fiddle players who live and work here, rhythm runs throughout the land and into venues large and small. On festival stages, musicians get us moving as one in celebrations of harvest and community. Raise your spirits in our faith-filled communities while taking in beautiful, historic churches, and hearing stories of faith to inspire you along the way. If the outdoors are your calling, fishing, hunting and birding are part of the very fabric of our communities. From a bass boat on the Mermentau River to a seat in a duck blind – you'll be immersed in an outdoor adventure like nowhere else.

The people of Acadia will surely give you memories to cherish for a lifetime as they invite you into our cities, towns and villages to shop, dine, dance, and explore. The bounty of Louisiana's Cajun Harvest is ready to welcome you.

BRAND PROMISE:

In Acadia, you'll savor an authentic experience with the bounty of Louisiana's Cajun Harvest.

The Acadia - Cajun Harvest Country logo is the public face of the parish's brand. It should be presented in a consistent manner in all applications. To ensure consistency, the logo should never be manipulated, recreated or otherwise tampered with — this includes changing the placement of the logo elements, stretching the logo in any way, changing the colors or typeface and attempting to redraw any element of the logo. **The 2-color version of the logo is the preferred version and should be used whenever possible.**

The logo may also be reversed out of a dark color or black and should appear as solid white when doing so.

If the opportunity for spot or 4-color is not available then the logo should be used in gray scale only and not changed to any other color.



The colors designated for use in the Acadia — Cajun Harvest Country logo are:



Pantone 7736 C
C-75, M-45, Y-72, K-38



Pantone 465 C
C-26, M-39, Y-72, K-3



Unacceptable uses of the logo components

