



**BRAND BOOK
& STYLE GUIDE**

FINAL DRAFT

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INTRODUCTION

Welcome to the Dells River Arts District®.

A creative vision for our community renaissance.

As we begin to imagine a refreshed civic experience plan for our residents, annual visitors, retailers and guests, we need our collective efforts to be harmonious with a consistent brand voice, tone, aesthetic, and vision to a commitment of long term success.

The Wisconsin Dells experience has fulfilled time-honored rituals for families and friends from around the world for decades. Central to this is the downtown. Its history, architecture, eclectic mix of businesses and relationship to the river present a natural additional destination opportunity. It is time to elevate and renew our commitment to providing a modern and relevant place for people to live, work and play.

Our community of business owners, connected citizens, artisans, government officials and passionate “doers” are collectively responsible for creating, planning and delivering a new and comprehensive downtown Wisconsin Dells experience.

The following pages describe the essence of the Dells River Arts District brand style. You are encouraged to adapt and program your activities, products and business goals to correspond with this core set of brand attributes.

CONTACT INFORMATION

It is essential that we refer to the Dells River Arts District® Brand Book and Style Guide for consistency. The Dells River Arts District has the responsibility for managing the visual identity and should be contacted if you need more information regarding the brand standards, logo usage, or help accessing digital materials.

Email: DRAD@wisdells.com

Web: DellsRiverArtsDistrict.com



BRAND NARRATIVE

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EMBRACE CREATIVE SPIRIT

LOCAL & REGIONAL ARTISANS



Wisconsin Dells has long been home to many local and regional artisans practicing, performing and creating their signature works of art within our community. The Dells River Arts District® is aptly named so to feature one-of-a-kind retail opportunities throughout the district. Live music and art performances programmed year-round in dedicated plazas and pavilions are critical to embracing all art forms. When organized and thoughtfully programmed, our unique creative culture can provide an untapped resource for the city.



LIVE ENTERTAINMENT

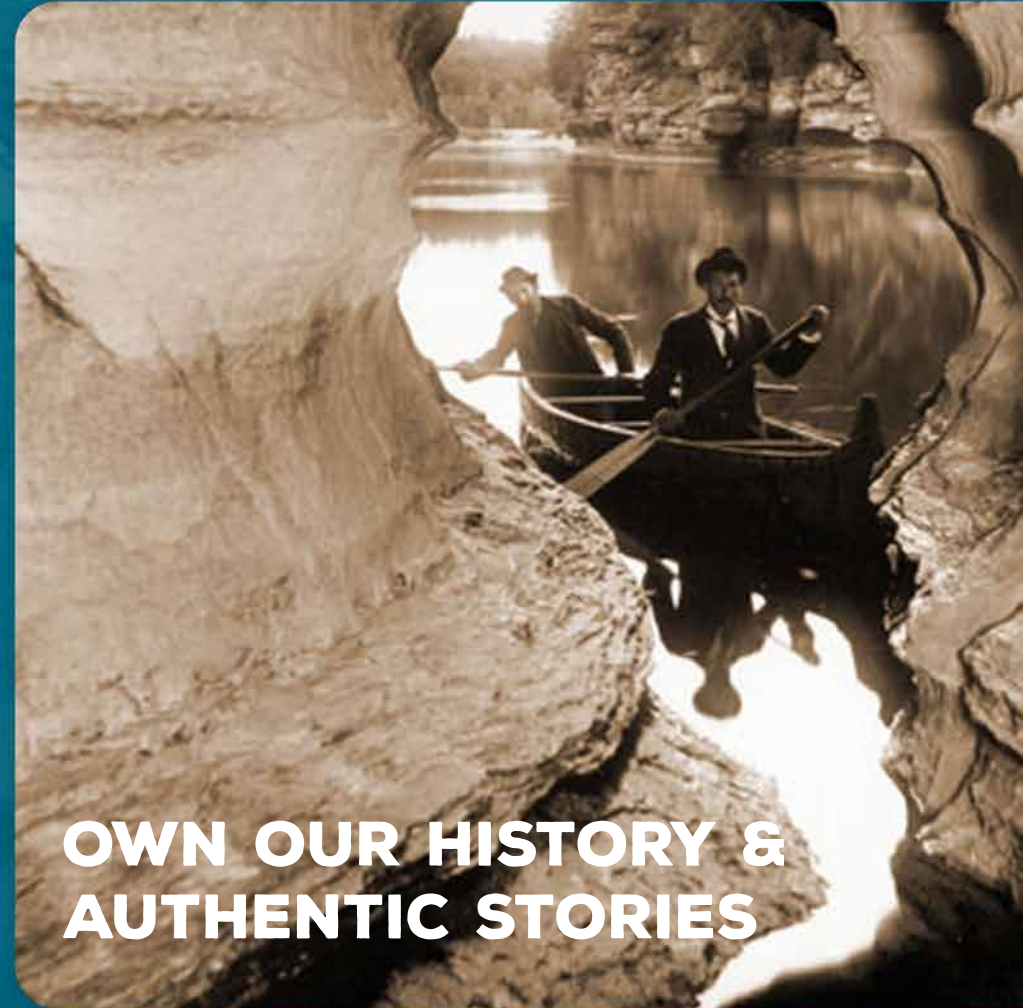
A blue-tinted historical photograph of a train crossing a truss bridge over a river. The train consists of several passenger cars. In the foreground, a boat with a person is on the riverbank. The scene is reflected in the water.

CELEBRATE HISTORY

OUR FUTURE IS DEFINED BY OUR PAST



Our future is defined by our past. The unique history of Wisconsin Dells gives us a base of storytelling by weaving tales of ancient Native American origins, historical river life and the magic of H. H. Bennett's photography studio together in a rich tapestry. We are a unique American story. We must own our history and use our authentic stories to advance the connection between people. It is our gift to the world. Inspire your guests.



OWN OUR HISTORY & AUTHENTIC STORIES



CONNECT TO THE RIVER

THE RIVER IS THE GREATEST ATTRACTION



Being known as a global water-play destination gives us the unique opportunity to connect to the very water that brought our forefathers to this part of the world. The Wisconsin River is singularly the greatest attraction in the Dells. It holds the most opportunity for additional human interaction throughout the Riverwalk and adjacent areas yet to be developed. The river should be more accessible, more accommodating and more relevant to our community overall.



ENHANCE CONNECTIONS TO THE RIVER

THE KILBOURN DAM

Harnessing the River

The year 1908 brought dramatic changes to the Wisconsin River and the Dells. After many attempts at harnessing the power of the river with smaller dams, a new high dam and hydroelectric power plant were built. The Kilbourn Dam split the river into two sections, the Upper Dells, where you stand today, and the Lower Dells. This meant large steamboats for tourists could no longer ply the entire stretch of the Dells. The dam also caused the river to rise 17 feet on the Upper Dells, concealing many of the scenic caverns and unique rock formations once captured by H.M. Bennett's camera. Bennett passionately objected to the dam's construction. The year it was built, he died.



CREATE OPPORTUNITY

A DESTINATION FOR NEW RESTAURANTS, RETAIL & MARKETS



The Dells River Arts District® is a destination.

New restaurants, boutique retail, public markets and performance artists should make their indelible mark. User-friendly public parking and alternative transit should all thrive within a tree-lined streetscape of colorful and beautifully restored historic buildings. A modern “smart-city” with high speed Internet hubs, usable way-finding systems, digital app portals and coherent sign codes will attract a thriving atmosphere for new business entrepreneurs.



THRIVING ATMOSPHERE FOR NEW BUSINESS ENTREPRENEURS



ENHANCE DESTINATION

THE ONE-AND-ONLY DELLS RIVER ARTS DISTRICT



We are the one-and-only Dells River Arts District®. Guests must know they have arrived to a singularly unique “destination”. Through the design and installation of street-scape entrance features, celebratory banner poles, community built mosaic art installations, consistent store front signing and illuminated tree-lined streets, there will be little doubt that “You have arrived!”



**GUESTS MUST KNOW
THEY HAVE ARRIVED!**

A young man with curly hair is playing an acoustic guitar. The image is overlaid with a teal filter. The text "FACILITATE PROGRESS" is written in large, white, bold, sans-serif capital letters across the center of the image.

FACILITATE PROGRESS

EMBRACE THE PROGRAM



As a community dedicated to next generation thought, technology, storytelling and entertainment, we must enthusiastically embrace the “programming” of our collective activities. Our imagination is our only limitation. Year-round festivals, live music performances, gallery walks and restaurant “weeks” must be coordinated and marketed in such a way as to support our brand image as the Midwest’s premier destination for the one-of-a-kind experiences.



MIDWEST'S PREMIER DESTINATION

PROGRESS



STYLE GUIDE

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BRAND COMPONENTS

From our new logo and color palette to typography and photography, the Brand Style Guide introduces you to the Dells River Arts District® core brand elements. These are the base tools used for creating communications that consistently express our brand story. The logo and identity collateral have been created in a precise digital environment. Please use the “official” brand collateral files when developing communications materials.

While these guidelines are developed to ensure consistency across the brand, flexibility is critical to the success of our visual brand. We wish for you to create the most dynamic and appropriate communications possible. We hope you see these guidelines as important parameters of inspiration to re-imagine the downtown experience.

Logo:

We have one Dells River Arts District® logo approved for use in the approved color schemes and palette described in the usage guidelines attached.

Color:

Our color palette is inspired from the rich earthen and water tones indigenous to the area and supported by our authentic historical story. The colors provide a range of hues and intensities to support all forms of media from print to digital. Follow the color usage guidelines contained here to make sure the logo can be reproduced with the greatest of legibility.

Typography:

The Avenir family is to be used as the primary font family in support of the Dells River Arts District collateral as seen here. Nexa Rust Sans Black is to be used as a display font for applications such as banners, headlines, outdoor advertising, etc.

Photography:

Bright, luminous and artistically-engaging imagery reinforces our new brand image and vision. When possible, in your photography use people participating in a signature Dells River Arts District event.



THREE COLOR LOGO USAGE

The Dells River Arts District® logo is a key element to the brand and must always be used in its entirety. No one component of the logo may be used as a stand-alone graphic.



Dark Blue: PMS 7463c
 Process: 100C 80M 43Y 46K
 RGB: 0R 43G 73B



Light Blue: PMS 7709c
 Process: 60C 13M 25Y 0K
 RGB: 100R 177G 188B



Brown: PMS 724c
 Process: 30C 72M 100Y 24K
 RGB: 149R 78G 15B



File name: Dells River Arts District Logo_3C.ai

ONE COLOR AND REVERSE LOGO VERSIONS

One color logos

When one color logos are used, they should have the same PMS color applied to ALL component parts. These logos must only be used against background colors light enough to maintain legibility. The one color logo can be represented using any of the colors from the primary and secondary color palette.

one color logo - Black



File name:
Dells River Arts District Logo_1C_black.ai

one color logo - PMS 7463c



File name:
Dells River Arts District Logo_1C_dark blue.ai

one color logo - PMS 724c



File name:
Dells River Arts District Logo_1C_brown.ai

Reverse logos

When the reverse logo is used, all art elements should be reversed to white. This form of the logo must only be used against background colors strong and dark enough to maintain legibility.



File name:
Dells River Arts District Logo_reverse.ai

USE OF REGISTRATION MARK SYMBOL

Graphic Logo

All Dells River Arts District® logos are protected through trademark and federal registration. To ensure the protection of trademark rights, the ® symbol must appear with any Dells River Arts District logo. No one should use the logo without permission from the Dells River Arts District.

To obtain permission to reproduce a logo, please submit a completed request form to the Dells River Arts District.

Typography

The Dells River Arts District® is the official name of this distinct geographical area. Use the full name and add a superscript registration symbol the first time you reference the district.

How to make a registration mark?

Macintosh instructions: hold down the "Option" key and type the letter "R."

PC instructions: press down the "NUM LOCK" key. Hold down the "ALT" key and type the following numbers on the number pad of your keyboard: 0174. If autocorrect is enabled in Microsoft Word, create the registered trademark symbol by typing a capital "R" between parentheses: (R). This will autocorrect to ®.



INCORRECT LOGO USAGE



DO NOT use logo without ®



DO NOT distort the logo elements



DO NOT change relative size of logo elements



DO NOT change the type spacing of the logo



DO NOT rearrange the specified logo colors



DO NOT place the logo on an angle



DO NOT change fonts of the logo



DO NOT change the logo colors



DO NOT place the logo on a multi-color or busy background

APPROVED FONTS

Primary Font

Avenir font is contemporary and clean and offers a range of weights from light to black, allowing for typographic flexibility across the brand. Use for body copy, long descriptions, and captions.

Avenir Book

AaBbCc
123

Avenir Book Oblique

AaBbCc
123

Avenir Medium

AaBbCc
123

Avenir Medium Oblique

AaBbCc
123

Avenir Black

AaBbCc
123

Avenir Black Oblique

AaBbCc
123

Secondary Font

The Nexa Rust Sans font is bold, confident and has a distinct appearance. This bold font has one weight and is all upper-case only. Use for headlines, titles and key typographic elements.

NEXA RUST SANS BLACK

ABC

123

COLOR PALETTE

The palette was inspired by the colors surrounding the Wisconsin Dells Area. From the river, sky and foliage to the Cambrian Sandstone and brick storefronts, this palette offers a vast spectrum to support the unique district.

Primary Logo Color Palette



Dark Blue: PMS 7463c
 Process: 100C 80M 43Y 46K
 RGB: 0R 43G 73B
 Thread: Madeira #1844



Brown: PMS 724c
 Process: 30C 72M 100Y 24K
 RGB: 149R 78G 15B
 Thread: Madeira #1857



Light Blue: PMS 7709c
 Process: 60C 13M 25Y 0K
 RGB: 100R 177G 188B
 Thread: Madeira #1761

Secondary Color Palette



Red: PMS 7580c
 Process: 17C 81M 93Y 6K
 RGB: 196R 81G 48B
 Thread: Madeira #1621



Orange: PMS 138c
 Process: 9C 60M 100Y 0K
 RGB: 224R 125G 38B
 Thread: Madeira #1869



Green: PMS 575c
 Process: 61C 32M 97Y 14K
 RGB: 106R 129G 59B
 Thread: Madeira #1769



Light Green: PMS 398c
 Process: 36C 27M 100Y 2K
 RGB: 173R 164G 0B
 Thread: Madeira #1706



Aqua: PMS 315c
 Process: 92C 51M 36Y 12K
 RGB: 0R 101G 128B
 Thread: Madeira #1896



Light Aqua: PMS 639c
 Process: 79C 28M 5Y 0K
 RGB: 0R 147G 201B
 Thread: Madeira #1895



Dark Brown: PMS 7589c
 Process: 48C 63M 72Y 43K
 RGB: 95R 70G 55B
 Thread: Madeira #1872



Gold: PMS 7551c
 Process: 27C 49M 100Y 7K
 RGB: 182R 127G 0B
 Thread: Madeira #1672



Cream: PMS 4535c
 Process: 19C 18M 48Y 0K
 RGB: 209R 195G 146B
 Thread: Madeira #1684

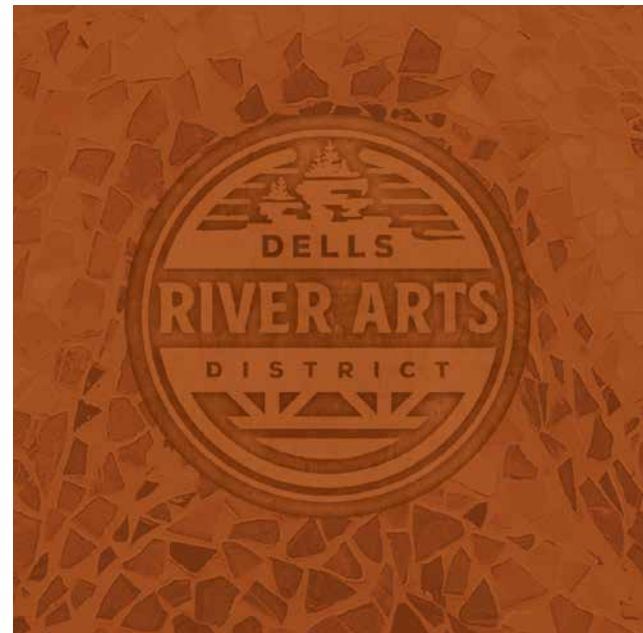
SPECIALTY USAGE OF LOGO

The logo can be used as a subtle watermark when using the custom mosaic patterns shown on page 27.

The graphic treatment should emphasize and integrate the logo into the mosaic pattern.



File name: Dells River Arts District Logo_1C_Brown.ai



Mosaic_Organic

MOSAIC PATTERNS

The mosaic graphics from the Dells Riverwalk represent a unique palette of textures. These patterns celebrate unique textures found in and around the Wisconsin River.

These patterns should be used as accent panels in printed, digital, and physical installations.



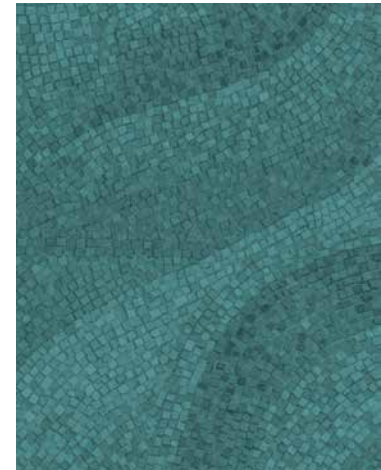
Mosaic_Water



Mosaic_Organic



Mosaic_Foliage



Mosaic_Wave

MATERIALS

Materials used through the Wisconsin Dells River Arts District® should reflect the beautiful colors and textures found along the shore of the Wisconsin River. Limestone and corten steel should be the primary materials as they can change and weather with time. Purposeful pops of color should be incorporated through use of the mosaic patterns.



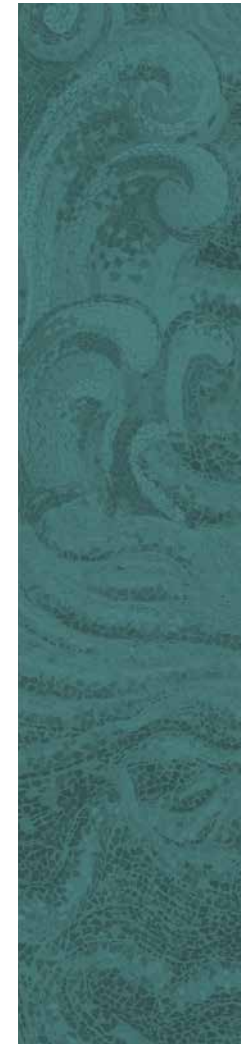
Anodized Aluminum to match appearance of Chemetal 721



Oxidized Corten Steel with Anti-Washout Treatment



Limestone



Mosaic_Water

PHOTOGRAPHY

Bright, luminous and artistically-engaging imagery reinforces our new brand image and vision. When possible, in your photography use people with a strong active engagement in a signature Dells River Arts District® event.

Select and use photography that is:

- Showcasing the unique programming
- Real and un-posed
- Full-color and celebrates the eclectic nature of downtown
- Colorized and supports the vibrant color palette



HISTORICAL PHOTOGRAPHY

The historical photography is luminous and engaging in its own way. Using photography that highlights important moments in the Wisconsin Dells history, like discovering the path of the Wisconsin River or the construction of first railroad bridge in the city, is essential to the overall brand.

Photos can be enhanced in three ways:

Scheme 1: Recoloring photos with the earthy shades of the Dells River Arts District color palette helps to enhance the photo and provide contrast with the material palette.

Scheme 2: Photos can have a monotone color (from the brand palette) applied to them. This treatment is best for photos that are intended to create breathing space between other photos and type or used to have big bold statements in the secondary font, Nexa Sans Rust Black. See page 24 for more information on font usage.

Scheme 3: Photos can also be used as a subtle background transparency. This effect is most appropriate for print collateral.

SCHEME 1



Original Photo



After Recoloring

SCHEME 2



Original Photo

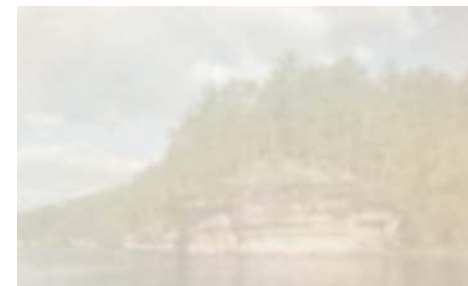


After Recoloring

SCHEME 3



Original Photo



After Recoloring

DOCUMENTATION/PHOTOGRAPHY RIGHTS

Gratitude is extended to the individuals, businesses, and groups that have provided photography and assets that celebrate our history.

The Dells River Arts District® works to maintain proper crediting towards these individuals, businesses, and groups. Crediting should be included on any printed or digital materials.

Below is how to correctly credit the photos used in the Dells Riverwalk.

Name of Source | Image Title | Treatment of Photo

Please use the following credits when using photos 1-10:

- 1. The Railroads Vignette:
Wisconsin Historical Society | Image ID 8255 | Colorized
- 2. River Excursions Vignette:
Wisconsin Historical Society | Image ID 1970 | Colorized
- 3. The Wisconsin River Vignette:
Wisconsin Historical Society | Image ID 126044 | Colorized
- 4. The Kilbourn Dam Vignette:
Wisconsin Historical Society | Image ID 126045 | Colorized
- 5. The Ho-Chunk Vignette:
Wisconsin Historical Society | Image ID 126046 | Colorized
- 6. George H. Crandall Vignette:
Wisconsin Historical Society | Image ID 8233 | Colorized
- 7. Kilbourn City Vignette:
Wisconsin Historical Society | Image ID 126047 | Colorized
- 8. H. H. Bennett Vignette:
Wisconsin Historical Society | Image ID 126089 | Colorized
- 9. Natural Ingenuity Vignette:
Joseph Leute Photography
- 10. Lumber Raftsmen Vignette:
Wisconsin Historical Society | Image ID 6686 | Colorized



1. The Railroads Vignette



2. River Excursions Vignette



3. The Wisconsin River Vignette



4. The Kilbourn Dam Vignette



5. The Ho-Chunk Vignette



6. George H. Crandall Vignette



7. Kilbourn City Vignette



8. H. H. Bennett Vignette



9. Natural Ingenuity Vignette



10. Lumber Raftsmen Vignette



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