



2022 BRAND GUIDELINES
THE CITY OF ROUND ROCK TOURISM BRAND
UPDATED 12-15-21

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THE CITY OF ROUND ROCK TOURISM BRAND

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BRAND INTRODUCTION

THE CITY OF ROUND ROCK TOURISM BRAND

Uniformity and accuracy in the way a brand is expressed and reproduced are fundamental to building brand strength and increasing brand awareness over time.

A unified brand that is understood and internalized within an organization is also better understood by external audiences. Therefore, it is imperative to have a strong and consistent visual identity to help shape the way key audiences view Round Rock. Integration and consistency are key in maximizing every opportunity to share our values and core brand messages.

The Round Rock Tourism brand has evolved since its early days as solely sports-focused to become a well-rounded tourism destination inclusive of leisure, meetings and sports. With the “Go Round Rock” rally cry and use of playful sports metaphors and bold colors, the expanded Round Rock brand maintains its foothold in sports but also allows opportunity for growth across leisure and meeting market segments.

The Round Rock Tourism Brand Guidelines provide a reference to everyone responsible for creating communications and marketing materials.

The goal of this document is to ensure that Round Rock Tourism is represented consistently and excellently through all communications with our many audiences, both internal and external.

A HISTORY BUILT ON SPORTS

A SYMBOL OF SPORTSMANSHIP

Round Rock was established as the Sports Capital of Texas in 2004 with just a handful of sports facilities. The moniker gave Round Rock credibility and a mission to live up to. With the building of each new sports facility, Round Rock was able to fully realize its potential as the Sports Capital of Texas.

The sports chair logo stood from 2004 to 2019 and is still etched in many places across the city.

Although the look of the Round Rock Tourism brand has been updated, it is still imperative we pay homage to the city's foundation in sports.

**WE CANNOT
MOVE INTO
THE FUTURE
WITHOUT
REMEMBERING
OUR PAST.**



THE NEW ROUND ROCK TOURISM LOGO

IT'S GO TIME FOR THE SPORTS CAPITAL

The new logo deliberately recognizes the importance of Round Rock's history, dedication to sports, and identity. In fact, the updated logo uses the same bold red and blue color palette as our previous logo. The new logo also incorporates a star in the logo as a not-so-subtle nod to the previous logo's star embedded in the chair.

Round Rock's bold readable type enables the brand to stand out amongst our crowd of rival cities. With a strong structure in its letters and colors, the logo has a solid foundation and projects strength and fortitude.

Its design shows boldness and forward-thinking amongst our competition. Round Rock is constantly in motion, growing, changing, and progressing in many ways and the sharp angles of the brand convey this forward motion towards our city's bright future.



THE NEW ROUND ROCK TOURISM LOGO

WORKING WITH THE NEW BRAND

With the launch of the “Go Round Rock” brand in 2019, Round Rock is now a contender for a variety of visitor experiences. The new brand has the flexibility to encompass not only sports tourism, but meetings and leisure tourism as well.

Both “Go Round Rock” and “Sports Capital of Texas” should reflect Round Rock Tourism’s brand promise to deliver an all-star experience for all visitors.

Our core values include: Family, Teamwork, Active Lifestyles, Simplicity

Imagery and messaging for all segments should connect back to the city’s history in sports by tying in encouraging sports terminology and metaphors.

Leisure brings forward the most playful and casual tone of our market segments. Meetings and Sports should lean toward a more professional tone.

CORE VALUES:

- ★ FAMILY
- ★ TEAMWORK
- ★ ACTIVE LIFESTYLES
- ★ SIMPLICITY

**WHEN TO USE
“SPORTS CAPITAL
OF TEXAS”
AND WHEN
TO USE “GO.”**

“GO”

This primary version of the new Round Rock logo includes “Go” and should be used when talking directly to meeting or leisure audiences.



“GO S.C.O.T.”

This primary version of the new Round Rock logo includes “Go” and “Sports Capital of Texas,” this version of the logo should be used when talking directly to sports audiences and NOT to meeting or leisure audiences.



Full Color



One-Color Versions



LOGO MARK

The primary logo should be used whenever possible, but we understand that scenarios will arise that can compromise the legibility of the logo or in which it is not compatible.

We offer these versions of the logo as a brand mark. **These are to be used only when the primary, secondary, and tertiary logos are ill-fitted to the situation.**

The mark is designed to be used in small spaces and will be a strong brand representative.

For Use on Light Backgrounds



For Use on Dark Backgrounds



PRIMARY LOGO

The Round Rock primary logo is composed of two elements: the logo “icon” or “mark” and the wordmark. The mark is a combination of the two letter R’s combined with a star. Round Rock has been lovingly referred to as the “Double R” as a term of endearment and as a destination for great sports events for many years before this rebrand. Using the “Double R” is a natural progression to more easily communicate our brand.

The evolved logo uses the “Double R” when we are only able to use the logo mark. It quickly identifies and communicates Round Rock’s identity. The new logo reflects the same bold red and blue color palette as well as the star of the old logo, while elevating the visual representation of the brand with a more modern, updated look that will appeal to a broader audience.

This is the primary version of the logo. It should be used in all cases possible, unless shape or length create an issue.

The second triangle by the lower R is a representation of the leg of the second R. This was done on purpose so when the mark is used solely without the Round Rock type, it will not be confused for a “P.”

The new logo also incorporates a new versatility that allows the logo to work with and without the Sports Capital of Texas tagline, depending on our market segment. If we are communicating primarily with a sports audience, we will use the Sports Capital of Texas tagline.

For Use on Light Backgrounds



For Use on Dark Backgrounds



SECONDARY LOGO

The vertical lock-up of the logo can be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented — as in vertical applications.

For Use on Light Backgrounds

GO ROUND ROCK
SPORTS CAPITAL OF TEXAS

GO ROUND ROCK

For Use on Dark Backgrounds



TERTIARY LOGO

The horizontal wordmark-only logo can be used when the main logo does not fit comfortably in the allotted space or cannot be clearly represented — as in very thin horizontal applications.



COMBINING LOGOS

When any of the logo versions are used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the Round Rock logo.



MINIMUM SIZE

To ensure legibility, clarity and brand consistency, the width of the main logo should never be reduced to less than .75 inches when in full or one color.

LOGO SCALING & SPACING

In the spirit of protecting the integrity of the Round Rock brand, we have created basic logo guidelines in regard to safe area, logo combinations and size restrictions.

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



Proper use of the logo



Don't add shadows, strokes or other effects



Don't rotate, make vertical or flip



Don't alter the proportions of the wordmark and icon



Don't change any color of the icon or wordmark



Don't change aspect ratio, stretch or squeeze

IMPROPER LOGO USAGE

To maintain a strong, consistent and successful brand, the logo should not be changed or modified in any way. The Round Rock Sports Management & Tourism Department logos must be kept in the original state in which they were designed.

It is of vital importance to Round Rock's brand consistency that all the logo designs remain the same across all messaging and applications.

These usage guidelines apply to all versions of the logo.

RED, WHITE AND BLUE

THE BRAND COLORS

**COLORS DEFINE
A MOOD
AND GIVE
A SENSE
OF CHARACTER
TO A BRAND.**

The logo is made up of two Pantone/PMS colors:
PMS 187C and PMS 281C

- 1 Primary/preferred colorway
- 2 For use on dark colors or photographs
- 3 Black and white (for reverse of black, use 2)
- 4 White, gray or reflective*




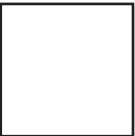

* A reflective silver or white may be used to enhance the logo for safety applications. However, you must ensure there is sufficient contrast when there is no light reflecting.

1 **GO ROUND ROCK**

2 **GO ROUND ROCK**

3 **GO ROUND ROCK**

4 **GO ROUND ROCK**

					
	RR BLUE	RR RED	RR BLACK	RR WHITE	RR* GRAY/REFLECTIVE
PANTONE/PMS	281CVC	187CVC	000	N/A	N/A
CMYK	100 72 0 38	0 91 72 23	0 0 0 100	0 0 0 0	0 0 0 50%
RGB	0 57 118	191 47 56	0 0 0	255 255 255	147 149 152
HTML	#003976	#BF2F38	#000000	#FFFFFF	#939598

PRIMARY COLORS

Always adhere to color specifications to ensure consistent presentation of our logo. For all print communications, refer to Pantone® or CMYK specifications.

For all digital communications (e.g., PowerPoint® presentations or on a website), refer to RGB or Hex specifications.

RULES

When reversing the logo out of a background or image, ensure there is sufficient color contrast.

The logo cannot be reproduced in any colors other than those specified in the color palette above.

For single-color applications, the logo should be reproduced in ONE of the primary colors: black, white or gray.

WHAT'S OUR TYPE?

INTERNAL, EXTERNAL & WEB FONT

TYPOGRAPHY

INTERNAL, EXTERNAL & WEB FONT

The Round Rock Tourism typeface is Josefin Sans. This typeface is not used in the Round Rock CVB logo, Round Rock Multipurpose Complex logo, or the Round Rock Sports Center logo. In fact, none of the fonts used in the Round Rock Tourism Brands logos are available for universal use, because each one incorporates custom typography and design. However Josefin Sans, closely resembles the “Sports Capital of Texas” typeface underneath the Go Round Rock Tourism Brand logo and is meant to be a unifying sans serif typeface that will work with all of the Round Rock Tourism brands.

JOSEFIN SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890!@#\$%^&*()-=+

HEADLINE

Bold

“Quote, Larger Text”

SUBHEADLINES

Semi Bold

Captions

Regular

Body Copy, Smaller Text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Integer mollis mattis tellus. Vivamus mattis risus sed convallis sollicitudin. Vestibulum feugiat efficitur sodales. Mauris et lectus non ligula ullamcorper molestie. Vivamus sagittis lobortis nunc at maximus. Nullam sit amet hendrerit sapien, et sagittis.

Regular



2022 BRAND GUIDELINES

HEADS UP FOR THE CITY OF ROUND ROCK TOURISM BRAND

GO ROUND ROCK

SPORTS CAPITAL OF TEXAS