

Mississippi Miss Hospitality Competition BRANDING STANDARDS AND LOGOS



ABOUT MISSISSIPPI MISS HOSPITALITY COMPETITION

The mission of the Mississippi Miss Hospitality Competition is to identify one young woman between the ages of 18 and 24 to serve as the state's goodwill ambassador for its economic development and tourism industries. During her yearlong reign, she will travel the state and region promoting Mississippi and its story to everyone she comes in contact with through organized speaking engagements, events, and appearances.

The competition is held annually in Hattiesburg, Mississippi. It is a program of VisitHATTIESBURG, the tourism commission for the city. Questions about the program or its brand standards can be directed to MSHosp@VisitHBURG.org.

BRAND INTEGRITY

Partners and organizations are encouraged to use Mississippi Miss Hospitality's logos to further promote the program as a scholarship and ambassador opportunity for young women.

Mississippi Miss Hospitality Competition may be represented using:

- Official HBURG logo in navy or white (with Miss Hospitality tagline)
 - *The crown should not be used alone except by official Mississippi Miss Hospitality marketing department.*
- Full Name – Mississippi Miss Hospitality
 - It should not be referred to as Miss Hospitality when referencing the State Competition or winner. Miss Hospitality may be used to refer to local contestants.



To ensure consistency and brand integrity, the following guidelines should be followed for Mississippi Miss Hospitality.

brand

SOCIAL MEDIA/DIGITAL BRANDING

Mississippi Miss Hospitality's marketing strategies include a highly visible social media presence in multiple markets. To fully capture and measure all conversations about the program, local contestant updates, and to keep up with the reigning Mississippi Miss Hospitality, the hashtags #MSHosp and #ExploreMS will be included in official communication. Tourism partners, visitors, residents, and contestants are encouraged to use the official hashtags in their social media posts and conversations to further promote Mississippi's economic development and tourism industries.

MISSISSIPPI MISS HOSPITALITY BRANDING STANDARDS AND LOGOS

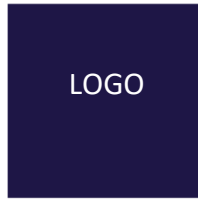
Official Social Media Channels:

- Facebook – Facebook.com/ MississippiMissHospitality
- Instagram – @MSMissHospitality
- Twitter – @MSMissHosp

IDENTITY GUIDELINES AND ACCEPTABLE USE VERSIONS

- I. Mississippi Miss Hospitality Colors
 - a. Official Brand Colors (Print & Digital)

Primary Colors



PANTONE 2765 C
HEX #1F1646



WHITE

Accent Color



PANTONE 427 C
HEX #C2C5C8

- b. Mississippi Miss Hospitality logos are available at <https://www.dropbox.com/sh/uwoy33p6lfhbtfe/AADQ1CsWeEmnoNiXWzI2xvita?dl=0>

- II. Mississippi Miss Hospitality Fonts/Typefaces
 - a. Primary – Avenir
 - i. Book – used in copy text
 - ii. Medium – used in copy text
 - iii. Black – used in titles and headings
 - iv. Heavy – used in titles and headings
 - b. Secondary – Arial
 - i. May be substituted in copy text.

- III. Application Guidelines: Area of Isolation and Minimum Size
 - a. To preserve legibility, the logo must be no smaller than 1.25" wide for printed use or 80 pixels wide in digital format.
 - b. Borders and/or other colors outside of those identified in the brand standards should not be used.
 - c. The clear space around the logo on all sides should be equal to ¼ inch on all sides for maximum legibility and impact.



- IV. Incorrect Uses
 - a. Do not crop, stretch, or skew the logo from its shape.
 - b. Do not publish a pixelated logo.
 - c. Do not use any outdated Mississippi Miss Hospitality logos or unapproved colors.
 - d. Do not use a drop shadow.



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V. T-shirts and Promotional Items

- a. Mississippi Miss Hospitality logos are not available for public use on promotional items and apparel without prior approval. An exception to this is contestant's hometown t-shirt worn during State Competition Week.
- b. Incorrect uses of the Mississippi Miss Hospitality visual and/or brand identity are not approved for any intended use.