The Louisiana Office of Tourism is the official travel marketing organization for the state of Louisiana. Marketing as Explore Louisiana, we promote Louisiana as a great place to play, visit, live and retire.
The Louisiana Office of Tourism (LOT) name is NOT used in consumer communications. Explore Louisiana is the correct name used for consumer communications and is the official identity of LOT.

ExploreLouisiana.com is the official travel website. Marketing initiatives are positioned around the Louisiana - Feed Your Soul brand.
Who We Are

The Louisiana Office of Tourism's vision is to market and promote the brand of Feed Your Soul showcasing Louisiana as a travel destination, increasing revenue generated by the tourism industry and contributing to the economic impact of tourism in all 64 parishes.

The Office of Tourism partners with tourism professionals and industry stakeholders in private and public sectors to extend and enhance their efforts to reach domestic and international consumers and travel trade.
Name Guidelines

- The Louisiana Office of Tourism name is *not* used in consumer communications.

- **Explore Louisiana** is the *correct* name used for consumer communications and is the official identity of LOT.

  [ExploreLouisiana.com](http://ExploreLouisiana.com) is the official travel website.
  Marketing initiatives are positioned around the Louisiana - Feed Your Soul brand.

Our Voice

**WE ARE**

Colorful
Genuine
Spirited
Neighborly
Host of the Party
Joie de vivre
EVERYTHING YOU NEED TO KNOW ABOUT THE LOGO
Brand Description

Louisiana has consistently drawn visitors to the state from across the country and around the world. This visitation has a critical impact on the economy of Louisiana, creating tax revenue and jobs in every corner of the state. Louisiana recognizes the importance of maintaining that visitation and continuing to drive it to new heights. The tourism brand, encompassing the logo and tagline, are designed to give a sense of the state's culture, lifestyle, and experience-driven attractions.

Louisiana is a land of contrasts. Its landscape varies from bayous and swamps to rolling hills and lush evergreen forests. Its food ranges from fresh seafood to German heritage sausage to north Louisiana barbecue. When it comes to music, Louisiana offers not only zydeco, jazz, and Cajun, but also country and rock. The state's culture is made up of French, Spanish, German, American Indian, African, and more. The history and culture of Louisiana's people is in turns somber and joyous, and through that a zest for life is threaded through every Louisiana day.

Set amongst this contrast, visitors to Louisiana can go beyond just sightseeing, and become a part of an experience unlike anywhere else. Dancing to zydeco or Cajun music where these unique genres were born. Fishing in one of the best bass lakes in the nation. Catching beads right off the float at Mardi Gras. Paddling through cypress trees dripping with Spanish moss. Louisiana isn't for spectators. It's for participants.

Like the state itself, the Louisiana logo is styled to demonstrate contrast. A classic elegance mixes with flowing curves that harken to iconic wrought iron fences and fleurs-de-lis. The “Feed Your Soul” tagline communicates with visitors that Louisiana's experiences are emotional and fulfilling, while serving as a call to action.

“Feed Your Soul” is woven into as much messaging as possible, with the focus of putting that challenge forward to visitors as they consider their next travel destination. Additionally, “Feed Your Soul” will be shared through industry partners as they promote their own locations throughout the state.
About Our Mark

The Louisiana logo is the defining graphic of the Louisiana Office of Tourism’s promotion and marketing efforts. Consistent use is required to uphold clear identification and brand integrity.

The Louisiana logo has been created with customized letterforms and cannot be reproduced with standard keystrokes. Always use the logo as a placed graphic.

The Louisiana logo is provided in EPS vector, PDF, SVG, JPEG and PNG.

Tagline

The “Feed Your Soul.” tagline communicates that Louisiana’s experiences are emotional and fulfilling. Serving as a call to action, the tagline invites readers to be active participants and satisfy their desires.

The “Feed Your Soul.” tagline is used in some international markets. See below for guidance.
**Tagline Guidelines**

- When the Louisiana logo is displayed within the United States, the “Feed Your Soul.” tagline must always be present.

- In international markets, the “Feed Your Soul.” tagline accompanies the Louisiana logo in UK, Canada, and Australia, as well as Germany in ONLY its English form.

- In international markets, the “Feed Your Soul.” tagline does not accompany the Louisiana logo in France, Italy, Netherlands, Latin America, China, Japan.

**Punctuation Guidelines**

- Always capitalize the state name of Louisiana.

- Always place one period after the tagline “Feed Your Soul.” No other punctuation exceptions can be used on the tagline.

- Do not use question marks and/or exclamation marks with the tagline.

- Do not place a period after each single word such as “Feed. Your. Soul.”
Explore Louisiana brand standards include detailed guidelines to ensure the best display of creative assets.
The Louisiana logo is primarily approved to for use in black, reverse white, or select colors.

- **PMS:** PANTONE BLACK
- **CMYK:** 0/0/0/100
- **RGB:** 0/0/0

® Registered mark must always be present

Minimum height is 1/2" (0.5") / 48px
These are the Primary brand colors.

Justice
#3D4168

Cajun Spice
#89423C

Bayou Blue
#134749

Powerful Gold
#E6B121

Fais-Do-Do
#A1C581

Roux
#F4F4F4

Oyster Bar
#E9F0F0

Voodoo Light
#808080

Voodoo
#000000

BRAND LIBRARY
BRAND STORY
BRAND GUIDE
BRAND FAMILY
BRAND FAMILY
These are the expanded brand colors.
The only exception is in rare instances where printing processes are available only in a specific color. For consumer-facing products and experiences, logo color variations may include primary brand colors at full opacity only. No other colors, tints or shades are permitted.

**LOGO IN PRIMARY COLORS AT FULL OPACITY AND TINT**

![Logo examples in primary colors and tints]

**IMPROPER USE OF THE LOUISIANA LOGO IN BRAND COLORS**

Do not use the Medium color variants of Bayou Blue, Justice, Cajun Spice, Powerful Gold or Fais Do-Do.

![Medium color variants of Bayou Blue, Justice, Cajun Spice, Powerful Gold or Fais Do-Do]

Do not use the Light color variants of Bayou Blue, Justice, Cajun Spice, Powerful Gold or Fais Do-Do.

![Light color variants of Bayou Blue, Justice, Cajun Spice, Powerful Gold or Fais Do-Do]
Typography

Opens Sans is the primary font family used for our global brand.
Explore Louisiana Channels

- **Social**: @ExploreLouisiana
  - Voodoo on white background.

- **Digital**: ExploreLouisiana.com
  - Bayou Blue on a linear gradient from Bayou

- **Print**: Explore Louisiana Publication
  - Knockout version on full-color photo.
For social media platforms, the Louisiana logo is provided in global black, on a white background to provide the highest contrast and display the best legibility.

Do *not* alter the background color or add any patterns in any way. Always use the icon as a placed graphic.

The Louisiana social media icon is provided in square format to meet social requirements.

Formats include EPS vector, JPEG and PNG.

@ExploreLouisiana
How We Write Social Handles

Our consumer-facing social brands are @ExploreLouisiana and #OnlyLouisiana.

- @ExploreLouisiana: Always use PascalCase.
- @louisianaExplore: Do not use camelCase.
- @LOUISIANAExplore: Do not capitalize the word “Louisiana.”
- @LouisianaEXPLORE: Do not capitalize the word “Explore.”
- @LOUisianaexplore: Do not capitalize a select group of letters in either Louisiana or “Explore.”
Social Media

Explore Louisiana connects with consumers through the following social media platforms:

INSTAGRAM

explore.louisiana

2,888 posts 95.3K followers 1,054 following

Explore Louisiana
Local & travel website
The official Instagram for the Louisiana Office of Tourism. 📸 Tag #OnlyLouisiana to share your photos with us! sprout.link/explore.louisiana

Rose Parade... Mardi Gras LA Civil Righ... Culinary Festivals Attractions Macy's Para...
Explore Louisiana
@ExploreLouisiana · Tourist Information Center

About
Looking for ideas and tips to make the most of your Louisiana visit? Check out Louisiana’s Official Tourism Source: http://www.explorelouisiana.com

We’re here to help you find your travel passion in Louisiana. If culinary pursuits whet your appetite, we’ll point you to delicious dining. If you can... See more

454,099 people like this
Louisiana Office of Tourism created ExploreLouisiana.com, the official authoritative source for travel and tourism to Louisiana and its parishes, showcasing the breadth and diversity of Louisiana’s tourism products.
Louisiana Office of Tourism

Department of Culture, Recreation & Tourism

Knockout version on DCRT Blue

Branding colors:
- CRT Gold: #DAB311
- CRT Dark Red: #6A041D
- CRT Blue: #318CC1
- White: #FFFFFF
Visit www.crt.state.la.us.

Louisiana Office of the Lieutenant Governor
Department of Culture, Recreation & Tourism

Travel Talks

Lt. Governor Billy Nungesser
Using the Explore Louisiana global brand, the website inspires and connects people to the unique travel experiences found in Louisiana.
Welcome to Louisiana
Come on down! We can’t wait to show you around.

Feed Your Soul

Culinary Experiences
Louisiana Recipes
Map & Trails
Restaurants Along The Trail
Things To Do
Culinary Experiences
Festivals & Events
Cities & Regions
Places to Stay

GLOBAL BRAND + SUB-BRAND LOGO
Colors

ExploreLouisiana.com utilizes the complete brand color palette.

Using the primary colors of our consumer-facing site

These are the neutral brand colors used throughout the site.
The Louisiana Office of Tourism's vision is to market Feed Your Soul

The Louisiana Office of Tourism’s vision is to market Feed Your Soul

Feed Your Soul
Buttons

**Primary**

![Primary Button](image)

**Inverted**

![Inverted Button](image)

**Default**

![Default Button](image)

**Hover**

![Hover Button](image)

**Labeled Text**

- Default
- Hover

**Social**

- Show More
- Show Less

**Arrows**

- ![Arrow](image)
- ![Hover Arrow](image)

**Icons**

- Facebook
- Twitter
- YouTube
- Flickr
- Pinterest
- Instagram
Welcome to the Lake Charles Area where a diverse Cajun culture offers everything from authentic culinary creations to glitzy casinos to abundant fishing and hunting grounds.

Read More

Featured Cities

Lake Charles // Sulphur // Westlake // Lake Arthur
From savory beginnings to sweet endings, Northeast Louisiana dishes up not-to-be-missed fare with a Southern focus.

Read More →

Featured Cities

Monroe // Ruston
PLACES MENTIONED

- **Jolly Inn**  
  City Houma
  
  Visit Website

- **Rita Mae's Kitchen**  
  City Morgan City
  
  Visit Website

- **A-Bear's Cafe**  
  City Houma
  
  Visit Website

- **New Orleans & Company**  
  City New Orleans
  
  Visit Website
New Orleans Mardi Gras

Take part in one of the biggest Mardi Gras celebrations. Mardi Gras 2020 in New Orleans schedules, parade routes and more!
New Orleans Mardi Gras Celebration 2020
Head to the Blue Moon Saloon for a Cajun dance party called Fais Do-Do.
Related Content

5 Ways to Spend the Day Around LSU's Tiger Stadium

Civil War Battle Re-Lived in Jackson, Louisiana

Gumbo Festivals in Louisiana

Read More ➔  
Read More ➔  
Read More ➔
Other Popular Content

How to Pack for Your Trip to Mardi Gras

Read More →
Components are added frequently. For more information see our UI Style Guide.
SUB-BRANDS

Team Louisiana
Feed Your Soul.
Logo est. 2016

Louisiana State Parks
Logo est. 2020
SAMPLE WORK EXECUTIONS

Explore Louisiana Campaigns

Campaign
Louisiana Sunshine | Logo est. 2020

Sunrise 
#FCD700

Sunset 
#FCB600

1-Color
Media Valet, also known as “The DAM,” short of Digital Asset Management, is a resource hub where you can be granted access to various brand assets and photography.
Digital Asset Management

Meet our Media Valet

Miles Partnership hosts and manages the DAM. All design, image, video and audio files owned by Explore Louisiana are housed on the DAM. Access to assets can be granted by either a Miles or Louisiana Office of Tourism team member and sent via lightbox for both browsing and downloading for use.
How to Access the DAM

To request assets, visit miles.mediavalet.com and register for an account.

How We Use the DAM

The primary use of the DAM is to curate and share requested assets with partners and media outlets. The secondary use is to house assets submitted by partners for use.
File Submission Guidelines

FILE NAMING – Year Month Day_Location_Number:

200617_The Myrtles_088.jpg

If submitting multiple files from multiple cities, please separate by city.

200617_StFrancisville_The Myrtles_088.jpg

METADATA – Creator, Description, Location City and State, Credit Line, Rights Usage Terms or Expiry Date.

John Doe, A scenic view at The Myrtles Plantation, St. Francisville, LA, Louisiana
Travel, In-Perpetuity, Unlimited

For more information on the DAM or assistance in submitting your assets contact Maggie.Heller@MilesPartnership.com
For more information on the Brand Manual or assistance with brand assets contact Maggie.Heller@MilesPartnership.com