

CLEARLY KOSCIUSKO

WHAT IS CLEARLY KOSCIUSKO?

Clearly Kosciusko is the official brand of the Kosciusko County Convention & Visitors Bureau (KCCVB). This brand was officially launched for KCCVB in February of 2024. It is designed to be the Kosciusko County brand and act as a unifying voice for the county.

WHAT IS THE HISTORY BEHIND CLEARLY KOSCIUSKO?

The Clearly Kosciusko brand was originally created by the Lilly Center for Lakes & Streams to promote the over 100 local lakes. In 2018, the Lilly Center applied for and was awarded its first grant to fund a billboard campaign introducing Clearly Kosciusko.

In 2020, Clearly Kosciusko became a Kosciusko Leadership Academy (KLA) whitepaper project. This project's goal was to expand the Clearly Kosciusko brand into a county-wide brand and voice. Clearly Kosciusko extended to become a partnership between Lilly Center for Lakes & Streams, Kosciusko County Convention and Visitors Bureau, Kosciusko Chamber of Commerce, and Kosciusko Economic Development Corporation. Since then, Clearly Kosciusko has been a county-wide, unifying voice meant to act as a megaphone promoting all Kosciusko has to offer and providing a first touch point for those new to the area.

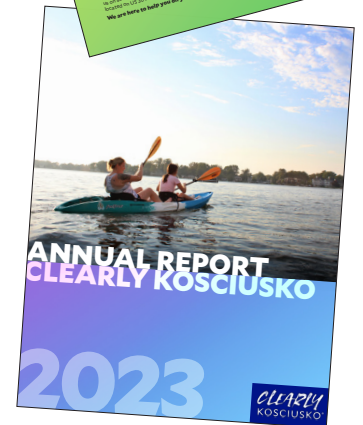
In Spring of 2023, Lilly Center for Lakes & Streams gave leadership of the Clearly Kosciusko brand to KCCVB. This transition opened up the opportunity for the Clearly Kosciusko brand to go farther than ever before. After extensive discussion with all four organizations involved in the Clearly Kosciusko partnership, KCCVB made the decision to make Clearly Kosciusko its new brand officially.

WHAT IS THE MISSION OF CLEARLY KOSCIUSKO?

KCCVB is the destination marketing organization that promotes and assists in the development of the visitor brand experience contributing to economic growth and quality of place. In a nutshell, the mission of Clearly Kosciusko is to show that the place to live, work, learn, and play is Clearly Kosciusko.

HOW CAN YOU BE A PART OF CLEARLY KOSCIUSKO?

The Clearly Kosciusko brand is still a partnership, and we want local businesses and organizations to be involved. We encourage local businesses and organizations to use the Clearly Kosciusko logo in their marketing alongside their own brand as a way to further amplify the Clearly Kosciusko message. Using the Clearly Kosciusko logo within your marketing shows connection to and pride in our community. It is also a way to connect with other like-minded local businesses and KCCVB.

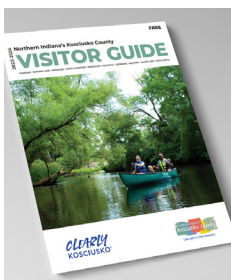
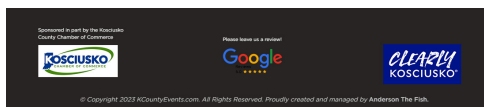


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**CLEARLY
KOSCIUSKO®**

EXAMPLES OF HOW TO USE THE CLEARLY KOSCIUSKO BRAND

Some ways to use the Clearly Kosciusko logo within your current brand and marketing material include putting the logo in the footer of your website and linking it our website, including your logo at the bottom of your print material, putting the Clearly Kosciusko window decals in the windows or doors of your business, and handing out the Kosciusko County Visitor Guide at your business or organization. Also, don't forget to use our fun Clearly Kosciusko stickers on your Instagram stories! Find them by searching 'Clearly Kosciusko' in the stickers tab while posting to your story.



Using the Clearly Kosciusko logo within your marketing shows connection to and pride in our community.

CLEARLY KOSCIUSKO BLUE

PMS REFLEX BLUE
 CMYK 100 89 0 0
 RGB 0 20 137
 HEX #001489

HOW TO CORRECTLY USE THE CLEARLY KOSCIUSKO BRAND?

We have a brand agreement form you must sign before using the brand. The brand is trademarked, and we expect it to be used appropriately. After you contact us and sign this, we can send you the logo files. Here are the visual guidelines for brand usage we expect our partners to follow.

To the right are logo variations we allow within the brand.

Here is what not to do with the logo (see examples to the right).

- 1 Only use specified colors
- 2 Do not edit the logo
- 3 Logo should stand out from background
- 4 Do not squish or stretch
- 5 Do not rotate
- 6 Do not skew
- 7 Do not use effects on the logo
- 8 Do not alter transparency of logo

CONTACT US TO GET STARTED

Contact us to sign the brand agreement form and for the logo files for Clearly Kosciusko.

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LOGO VARIATIONS



INCORRECT USE



SCAN ME

**CLEARLY
 KOSCIUSKO®**