



BRAND  
**NAVIGATOR**

# Index

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<b>INTRODUCTION</b> .....	3
<b>PHASE I: EXPLORE</b> .....	5
Research Highlights: In-Market Feedback.....	5
Research Highlights: Visitor AAP Study Feedback.....	6
Research Highlights: Digital Audit Feedback.....	6
<b>PHASE II: EVALUATE</b> .....	7
Brand Truths.....	7
Key Questions to Ask.....	8
Mission Statement/Elevator Speech.....	8
Renaming Calloway County Tourism.....	9
<b>PHASE III: EXPRESSIONS</b> .....	10
Creating a Brand Voice.....	10
Personality Traits and Tone.....	10
The Brand Story and Tagline.....	11
The Brand Logo.....	12
Color Palette.....	12
Destination Calloway Message Concepts and Examples.....	13
ExperienceKyLake.com Message Concepts and Examples.....	16
<b>PHASE IV: THE BRAND NAVIGATOR</b> .....	17
I. Branding Integration.....	19
II. Sharing the Story.....	27
III. Create a Sense of Place.....	30
IV. Empowering Others.....	32
V. Measuring the Branding Effort.....	36
<b>SUMMARY</b> .....	38
<b>APPENDIX</b>	

# Introduction

The Calloway County Tourism Commission, established in 2021, wanted to define a clear and compelling tourism brand. After launching with the initial tagline “Experience Kentucky Lake,” the Commission spent the past four years laying the groundwork, building resources, and recognizing the need for a more strategic identity.

This branding initiative aims to better understand what makes Calloway County distinctive — laying the foundation for stronger, more cohesive marketing. Desired outcomes include attracting more visitors and overnight stays, developing a graphic brand and unifying story, and supporting infrastructure improvements that strengthen the destination’s tourism assets.

In April 2025, Chandlerthinks, LLC, a leader in destination branding, was selected to lead this effort.

Several local community and tourism stakeholders participated in this process.

Calloway County Government	Kopperud Realty	Murray CVB
Calloway County Library	KY State Parks	Murray Independent Schools
Calloway County Magistrate	KY State Representative	Murray Main Street
Calloway County Schools	Land Between the Lakes	Murray Mold & Die
CFSB Bank	Lynnhurst Family Resort	Murray State University
City of Hazel Government	Marshall County CVB	Paducah Bank – Business Banking
City of Murray	M-CC Economic Development	Playhouse in the Park
City of Murray Government	M-CC Hospital	Rudolph Tire
Explorations Media Group	M-CC Senior Citizens Center	Short Term Rental Owner
Fort Donelson / Fort Heiman -	Markethouse Realty	Sirloin Stockade
National Park Service	MSU Arboretum	Springhill Suites
Friends of LBL	MSU Athletics	Taylor Bus Sales
Hampton Inn	MSU Lovett Auditorium &	The Keg & Yates Event Center
Head Start	Wrather Hall	The Murray Bank
Holiday Inn Express	Murray Art Guild	Thurmond Insurance
Kentucky Lake Glamping	Murray City Council	

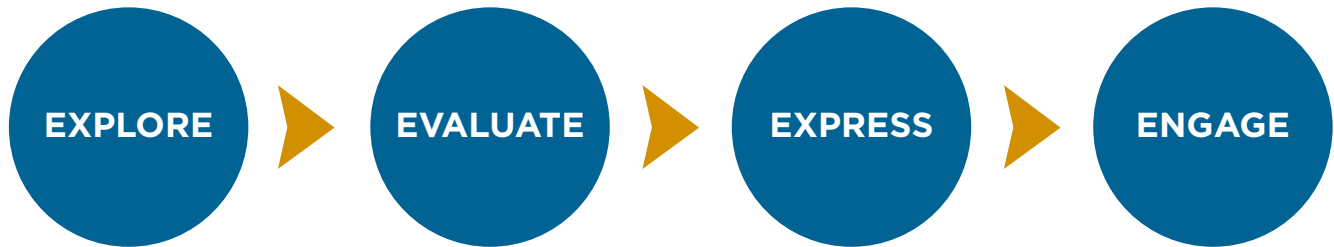
To briefly summarize the final deliverables that will assist Calloway County Tourism Commission in moving your organization forward, the Brand Navigator program was created to help organizations like yours navigate through the delicate process of discovering, exploring and promoting their strongest brand position. The Brand Navigator program creates a place of distinction and shows you how to create traction within the organization so your brand works harder and smarter for you.



# Introduction

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The stages of the Brand Navigator program for building the Calloway County tourism brand are:



**Phase I: Explore** — In this phase, we measured the pulse of the destination and strategic external audiences through research. This research is a building block from which brand truths emerge – the foundation for brand building.

*\*The research findings reports and a description of each’s methodology can be found in the Appendix.*

**Phase II: Evaluate** — What does all the research say and what’s the best brand positioning? After evaluating the research that was done, we were able to determine the best brand positioning for the destination. You will see the brand positioning that was developed based on the research in the following sections.

**Phase III: Express** — In this phase, we were able to turn your brand from a strategy into a story. We were able to materialize your brand creatively and develop your story into the expressions that will gain attention from others.

**Phase IV: Engage** — This phase covers how to integrate the elements of your brand into the fabric of the organization, so it creates traction. We call this the Brand Navigator because it gives you the navigational tools you need to actually put the plan to work rather than putting it on a shelf. You will see the full Brand Navigator in the sections that follow.

Let’s get started!

# Phase I

## Explore

The Appendix of this document provides individual reports for each piece of research. The following summary provides the key takeaways from the collective research that affects the branding of Calloway County tourism.

We received a lot of input from many people and organizations within Calloway County, as well as outside.

- ▶ Familiarization Tour
- ▶ 11 one-on-one interviews with community stakeholders.
- ▶ 3 focus groups (32 total people).
- ▶ 644 Kentucky Lake Visitor Study surveys completed online.
- ▶ Digital audit of websites, social media, search and reviews.



### RESEARCH HIGHLIGHTS: IN-MARKET FEEDBACK

- 1. Murray State University Is the Leading Tourism Driver:** Murray State was overwhelmingly cited as the top source of both visitors and tourism revenue — especially around events like graduation, sports tournaments, and student move-in weekends.
- 2. Kentucky Lake Is a Major Asset with Untapped Opportunity:** The lake was frequently mentioned as a unique feature, especially for its peaceful, less-developed shoreline. However, stakeholders noted a lack of access, marketing, and supporting infrastructure as barriers to realizing its full tourism potential.
- 3. Calloway County’s Friendly, Small-Town Character Stands Out:** Across multiple exercises, respondents emphasized the area’s friendliness, safety, and slower pace as major draws. The region’s welcoming feel and strong sense of community were seen as part of its unique identity.
- 4. Internal Divides and Infrastructure Gaps Limit Growth:** City/county division, zoning challenges, and limited tourism infrastructure were cited as obstacles to expanding tourism.



# Phase I

## Explore

### RESEARCH HIGHLIGHTS: VISITOR ATTITUDE AWARENESS & PERCEPTION STUDY FEEDBACK

#### 1. **Kentucky Lake is the primary driver of visitation:**

The lake itself remains the leading motivator for trips to the region, particularly for outdoor recreation, Land Between the Lakes, and time with family and friends.

**2. Murray serves as the main service hub for lake visitors:** Visitors frequently pair lake activities with dining, shopping, and overnight accommodations in Murray, which is the most familiar and most visited town in the study.

**3. Hazel plays a smaller, niche role:** Hazel appeals primarily for antiques and small-town charm, but generates significantly less visitor interest compared to Murray.

**4. Visitors perceive the lake and towns as geographically close but functionally separate:** Roughly one-third see Kentucky Lake and Murray as part of the same destination, while nearly half consider them distinct. Many describe visiting one or the other, but not both in a single trip.



### RESEARCH HIGHLIGHTS: DIGITAL AUDIT FEEDBACK

**Your site, [experiencekylake.com](http://experiencekylake.com) is not ranking well on search results where it matters most.**

Overall, the site is aimed at inspiring trip ideas and things to do for those interested in visiting Kentucky Lake. The biggest challenge is, although the site is well designed and built, it competes with other more established websites promoting the same thing.

[explorekylake.com](http://explorekylake.com)  
[kentuckylake.com](http://kentuckylake.com)  
[visitkentuckylake.com](http://visitkentuckylake.com)

**Kentucky Lake 'Places to Eat' Show Little to Nothing in Calloway County.**

**Kentucky Lake 'Places to Stay' Show Very Few in Calloway County Relative to Marshall County.**



# Phase II

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## Evaluate

This is where we take all that we've learned and bring it together. We look at how everyone is involved. We look at the themes of what everyone is saying. We look at what stands out the strongest.

### BRAND TRUTHS

Brand truths are undeniable facts about Calloway County tourism according to what was learned in Phase I. Brand truths cannot be ignored when developing a brand promise and a direction for branding efforts. Embracing these truths allows us to face what it takes to create a place of distinction that can truly be delivered well.

- 1) Calloway County tourism is largely generated by leisure and business travelers to Murray and Murray State University.
- 2) Calloway County Tourism Commission promotes Kentucky Lake, but is limited in its ability to generate lake-based revenue.
  - ▶ Its voice is distant among more established competitors and has very few lake-based assets.
- 3) Murray is well known and already being promoted as a destination by the Murray CVB and MSU.



# Phase II

## Evaluate

### Key questions to ask:

- ▶ Should we continue promoting the lake?  
Our tourism revenues are not from the lake. We lack lake tourism experiences. Lake revenues are largely not in Calloway County.
- ▶ Should we promote Murray?
- ▶ Why promote Murray when the Murray CVB already does it?

### Strategy - Solution

An organization pivot.

Since the lake is so heavily promoted by others, and Murray is also promoted well, let's refocus on where we are lacking.

*Let's be about developing more Calloway County tourism.*

### Developing More Calloway County Tourism

- ▶ Seek to fill the gaps on needed tourism infrastructure.
- ▶ Recruit more sports tournaments that generate overnight guests.
- ▶ Recruit tourism-related businesses to town just like economic development but focused on tourism.
- ▶ Continue your grant program awarding money for tourism-generating events. Be sure to require an ROI or expected ROI on your applications.
- ▶ Spur investment with incentives and partnerships.



### New Mission Statement

As a result of this renewed direction, the board went through an exercise of redefining its mission statement. With board approval, the following is the new mission statement for Calloway County Tourism Commission.

*To stimulate the Calloway County economy through the development, stewardship and promotion of tourism.*

The three pillars for this focus will be: Development; Stewardship; Promotion.

### Elevator Speech

This new direction for the organization requires learning the ability to rethink how we grow tourism. An elevator speech exercise allows us to put this into action and begin talking about it.



**Calloway County Tourism Commission is focused on connecting people to the natural beauty, outdoors and cultural heritage of Kentucky Lake, Murray and all Calloway County through the investment and stewardship of sustainable infrastructure and tourism assets that enhance the overall visitor experience and promote the water recreation, lodging, dining, sports and cultural events of a rising destination market.**

# Phase III

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## Expressions

There are a lot of ways a brand can tell its story. We call these various storytelling elements “expressions.” For this project, we developed the expressions of a brand story, a tagline, a logo and a visual platform for telling the Calloway County tourism story. The intent is a creative platform for consistent messaging that reinforces Calloway County’s strengths and points of differentiation.

### **ELEVATOR SPEECH (again)**

This was established to understand how to apply our mission statement to a conversation of what we do. It also allows us to continue into creating a voice for our organization brand. The Calloway County Elevator Speech follows:

**Calloway County Tourism Commission is focused on connecting people to the natural beauty, outdoors and cultural heritage of Kentucky Lake, Murray and all Calloway County through the investment and stewardship of sustainable infrastructure and tourism assets that enhance the overall visitor experience and promote the water recreation, lodging, dining, sports and cultural events of a rising destination market.**

### **RENAMING CALLOWAY COUNTY TOURISM**

Our new direction warrants making a statement to our community, leadership, and partners. It was decided to create a new name that can accurately reflect our mission and create strong recognition.

Considerations for the name:

- ▶ Needs to be easy to say and to remember.
- ▶ Includes the business you are in OR how you do it.
- ▶ Longer names create unintentional branded abbreviations.
- ▶ The name Calloway includes Murray and more. Not including Murray also avoids some confusion and overlap.
- ▶ A name is MORE important than the web address. Get the name right then figure out the website address not the other way around.

**After much review and consideration, the new chosen name for Calloway County Tourism is –**

**DESTINATION CALLOWAY.**

# Phase III

## Expressions

### CREATING A BRAND VOICE

Your brand voice refers to the overall personality, character and emotional tone Destination Calloway uses to speak with your audience. It encompasses the attitude behind your words and should be consistent across all communications, including advertising, social media posts, email, newsletters, video scripts, public relations and internal communications. A unified voice in how you talk about yourself will make Calloway County memorable and nurture connections with your audience. More than ever, the power of a strong brand voice is important in setting Destination Calloway apart.

The phrases and stylistic choices you use can make all the difference in building brand recognition. In distinguishing your unique brand voice, it's important to consider if the Destination Calloway brand was a person, what personality traits it would take on.

### Destination Calloway's Personality Traits and Tone

The destination of Calloway County is small town charm; welcoming; family oriented; relaxed; natural; active; and happy. When we promote the destination, these traits are to be remembered.

But the organization itself has a more serious responsible tone. Remember this in future language, marketing and social media efforts.

The personality of Destination Calloway is -

### Responsible

- ▶ Uses words like stewardship, sustainable, investment.  
Thinks long-term. Protects assets. Cares about balance.

### Strategic & Economically Savvy

- ▶ "Stimulate the economy" is straight business language.  
This is tourism as economic development, not just promotion.

### Grounded & Authentic

- ▶ Natural beauty. Outdoors. Cultural heritage.  
This isn't artificial. It's rooted.

### Confident but Not Flashy

- ▶ "Rising destination market" signals momentum — but not ego.

### Community-Minded

- ▶ Enhances visitor experience and local quality of life.

Your brand voice tone can be also tailored for different content and channels, such as

- ▶ Communicating with media: take on a more authoritative tone as the expert on all things Calloway County tourism.
- ▶ Communicating on social media: keep it more on the serious side of tourism.
- ▶ Communicating with visitors: emphasis on the great places to stay (short term rentals and your great hotels) and emphasize the natural relaxed feel on your side of the lake.

### Tone of Voice

Confident  
Responsible  
Vision-forward  
Economically literate  
Nature-rooted  
Calm authority



# Phase III

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## Expressions

### THE BRAND STORY AND TAGLINE

The brand story is more than a tagline – it is a story that tells where Destination Calloway has been, and more importantly, where it is going.

### DESTINATION CALLOWAY BRAND STORY

#### Destination Calloway Brand Story

From the rolling hills and shores of Kentucky Lake to downtown Murray, Murray State University and thousands of acres of agricultural land, Calloway County offers a rare blend of natural beauty, outdoor recreation opportunities, cultural richness and friendly hospitality. Murray, already recognized as one of the top college towns in the country, along with being named one of the friendliest small towns in America, is the largest city closest to Kentucky Lake. As one of the region's major tourist destinations for water sports, recreation and relaxation, Destination Calloway has tremendous potential for building its tourism business and economy.

Destination Calloway is tasked with attracting and promoting sustainable investments and developments of tourism assets that increase and elevate visitor experiences.

This includes championing existing tourism assets while developing and supporting new experiences. It also requires leveraging Murray's proximity to Kentucky Lake while improving and enhancing local access to the water.

From outdoor recreation, lodging and dining to sports and cultural experiences, events and historic locations, the opportunities for growing tourism's economic development are significant. Recreational and water tourism that includes world-class fishing, boating, wakeboarding and waterskiing, paddling and wildlife viewing at Kentucky Lake, sports facilities such as pickleball courts, disc golf course and athletic fields, along with nearby Land Between the Lakes are key existing assets to optimize and promote.

Strategic investments in infrastructure, such as improved public access points on the lake will help attract and encourage visitors to stay in Calloway County rather than venturing to more developed parts of the lake. Additionally, wayfinding signage for visitors is also crucial to accessing the lake and its offerings.

Recruitment of new tourism-related businesses from kayak, canoe and paddleboard rental outfitters to new attractions and events, and downtown Murray enhancement will spur revenue, build momentum and excitement and raise awareness for the county. Identifying significant opportunities and visionary projects that not only enhance visitor experiences but also enrich the quality of life for residents will help drive both public and private investment.

Integrating tourism development for Destination Calloway requires a multi-layered approach. Leveraging existing natural assets and cultural experiences, infrastructure upgrades and new developments, event planning and promotional efforts, as well as preserving the county's unique lakeside environment will all make the difference in achieving sustainable growth. Engaging stakeholders, community leaders and the public in a shared, collaborative vision as part of the Destination Calloway's efforts will ensure through tourism investment, the community enhancement and economic growth of Calloway County for years to come.

# Phase III

## Expressions

### ELEVATOR SPEECH

Destination Calloway is focused on connecting people to the natural beauty, outdoors and cultural heritage of Kentucky Lake, Murray and all Calloway County through investments, management and preservation of infrastructure and sustainable tourism assets that enhance the overall visitor experience and promote the outdoor recreation, lodging, dining, sports and cultural events of a rising destination market.

### POSITIONING LINE

Due to a new Mission Statement and new name, Destination Calloway, the decision was made to not use a positioning line (tagline) at this time. As the name strengthens a tagline could help in communicating the direction of the organization.

It is recommended to leverage the renewed focus and over communicate the three pillars of **DEVELOPMENT. STEWARDSHIP. PROMOTION.**

### DESTINATION CALLOWAY

Development. Stewardship. Promotion.

### THE BRAND LOGO



Destination Logo

### Behind the Logo:

The Destination Calloway logo emphasizes its name and uses a bit more serious tone than most tourism organizations. The corresponding icon is an interlocked “D” and “C”. This is intended to allow for future branding without use of the entire name. It is also symbolic of the entire tourism community working together.

A complete Brand Identity Standards Guide has been developed for Destination Calloway’s future use and reference. It has been provided. The Standards Guide will outline the proper use of the logo for Destination Calloway’s colors, brand voice/tone and family of fonts.

### Color Palette



# Phase III

## Expressions

### MESSAGE CONCEPTS

Following are graphic depictions of messages that will help tell this story for Destination Calloway. They are a foundation that can be built upon for further marketing, advertising, digital messaging, internal communications and much more. Messaging can be built from the brand story.

**IDEA** - When speaking on the area, emphasize the Calloway County side of Kentucky Lake. Research shows the Calloway side has less water activity, thus is more relaxed than the rest of Kentucky Lake. It is the Chill Side! This can be literal use, "The chill side of the lake:", or more casual "(insert activity here) side of the lake".

### Destination Calloway Dev One Sheet

The graphic is a vertical one-sheet with a dark teal background. At the top left is the Destination Calloway logo, which includes a stylized 'C' icon and the text 'Destination Calloway' with the tagline 'DEVELOPMENT · STEWARDSHIP · PROMOTION' below it. To the right of the logo is the text 'OUR MISSION: To stimulate the Calloway County economy through the development, stewardship and promotion of tourism.' Below this is a dark green horizontal bar with the text 'BOOSTING ECONOMIC DEVELOPMENT THROUGH TOURISM' in white. Underneath is a block of placeholder text. The next section is titled 'Owning Our Side of the Lake. The Chill Side.' and features a small image of a lake surrounded by trees. To the right of the image is another block of placeholder text. The bottom section is a dark green bar divided into four columns, each with a large number and a corresponding goal: '10 NEW TOURISM BUSINESS ONLINE IN 2026', '3 LAKE ACCESS IMPROVEMENT PROJECTS IN 2026', '25% INCREASE IN USE TAX COLLECTION', and '100K IN NEW DEV. GRANTS AWARDED IN 2026'. At the very bottom is a dark teal bar with the Destination Calloway logo on the left, contact information in the center, and the tagline 'ELEVATING THE CHILL SIDE OF THE LAKE' on the right.

**Destination Calloway**  
DEVELOPMENT · STEWARDSHIP · PROMOTION

**OUR MISSION:** To stimulate the Calloway County economy through the development, stewardship and promotion of tourism.

**BOOSTING ECONOMIC DEVELOPMENT THROUGH TOURISM**

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**Owning Our Side of the Lake. The Chill Side.**

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**10**  
NEW TOURISM  
BUSINESS  
ONLINE  
IN 2026

**3**  
LAKE ACCESS  
IMPROVEMENT  
PROJECTS  
IN 2026

**25%**  
INCREASE IN  
USE TAX  
COLLECTION

**100K**  
IN NEW DEV.  
GRANTS  
AWARDED  
IN 2026

**Destination Calloway**  
270-713-0100  
info@experiencekylake.com  
DestinationCalloway.com

ELEVATING THE  
CHILL SIDE OF THE LAKE

# Phase III

## Expressions

### Destination Calloway Dev One Sheet2

The graphic is a vertical rectangular layout with a dark green background. At the top left is the Destination Calloway logo, which includes a stylized 'C' icon and the text 'Destination Calloway' with 'DEVELOPMENT · STEWARDSHIP · PROMOTION' underneath. To the right of the logo is the text 'OUR MISSION: To stimulate the Calloway County economy through the development, stewardship and promotion of tourism.' Below this is a dark blue horizontal bar with the white text 'BOOSTING TOURISM THROUGH ECONOMIC DEVELOPMENT'. Underneath the bar is a paragraph of placeholder text. The next section has a light blue background and is titled 'Owning Our Side of the Lake. The Chill Side.' It features a small image of a cabin interior on the left and more placeholder text on the right. The bottom section has a dark blue background with four white boxes containing the following information: '10 NEW TOURISM BUSINESS ONLINE IN 2026', '3 LAKE ACCESS IMPROVEMENT PROJECTS IN 2026', '85% OCCUPANCY RATE IN 2026', and '100K IN NEW DEV. GRANTS AWARDED IN 2026'. At the very bottom, there is a dark green bar with the Destination Calloway logo, contact information (270-713-0110, info@experiencekylake.com, ExperienceKYlake.com), and the tagline 'ELEVATING THE CHILL SIDE OF THE LAKE'.

**Destination Calloway**  
DEVELOPMENT · STEWARDSHIP · PROMOTION

**OUR MISSION:** To stimulate the Calloway County economy through the development, stewardship and promotion of tourism.

**BOOSTING TOURISM THROUGH ECONOMIC DEVELOPMENT**

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**Owning Our Side of the Lake. The Chill Side.**

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**10**  
NEW TOURISM  
BUSINESS  
ONLINE  
IN 2026

**3**  
LAKE ACCESS  
IMPROVEMENT  
PROJECTS  
IN 2026

**85%**  
OCCUPANCY  
RATE IN 2026

**100K**  
IN NEW DEV.  
GRANTS  
AWARDED  
IN 2026

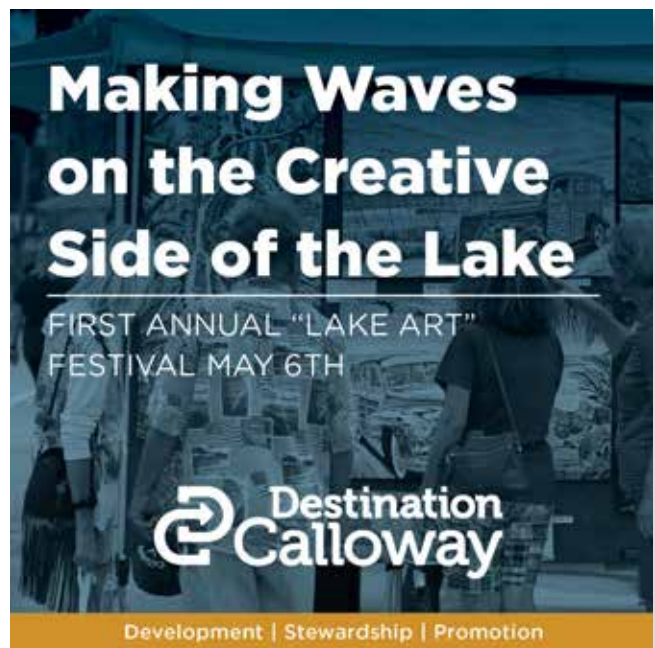
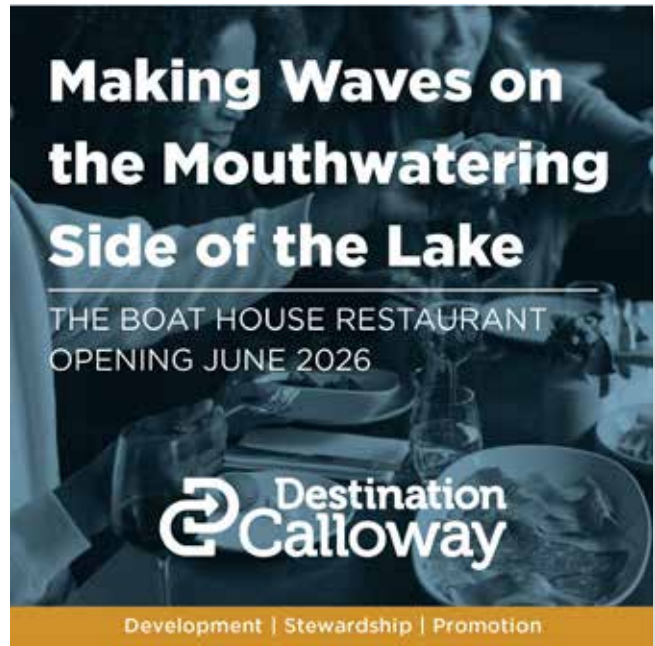
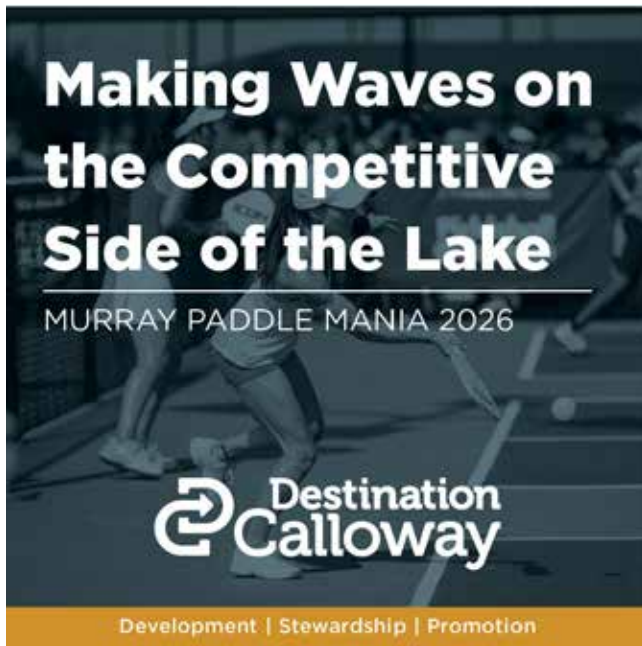
**Destination Calloway**  
270-713-0110  
info@experiencekylake.com  
ExperienceKYlake.com

ELEVATING THE  
CHILL SIDE OF THE LAKE

# Phase III

## Expressions

### Destination Calloway social campaign graphics



# Phase III

## Expressions

### WHAT ABOUT EXPERIENCEKYLAKE.COM?

Keep it going but change your emphasis to be where to stay around the lake and Calloway County. Murray does a strong job of promoting the Murray experience. The Calloway County (non Murray) lodging is where you should be providing stronger support.

A modified ExperienceKyLake.com logo was created to compliment the Destination Calloway logo.



Advertising for ExperienceKyLake.com can continue and shows this emphasis on a more relaxed side of the lake. Calloway County is the "Chill Side of the Lake".



# Phase IV

## The Brand Navigator

The Brand Navigator is designed to help Destination Calloway navigate through the process of organizing, seeding, launching, building, sustaining and extending the Destination Calloway brand as a powerful brand identity and reputation-building strategy.

There is considerable emphasis on building a strong foundation and organization from which to launch and sustain the brand. There is a simple reason for this – from practical experience, we know the reason place brands fail isn't because they haven't captured the essence of the organization or community, or because they lack appropriate funding or marketing expertise. Place brands fail because lead organizations and brand leadership do not invest the time, commitment, imagination and persistence necessary to properly seed and nurture the brand.

While the brand is intended to support the work of the Calloway County Tourism Commission (Destination Calloway), we know the ability to achieve the overall goal is largely dependent upon the ability to influence a compatible environment in which the existing industry clusters and businesses grow and prosper. This is why it is so important to rally others to your brand and to integrate it throughout the organization and into the public and private sector communities. This is how Destination Calloway can extend its capacity to cultivate a brand culture that delivers on the brand promise.

The strategies and tactics recommended here will provide Destination Calloway with the tools necessary to achieve its goals. The following Brand Navigator document could be interpreted as complex, but truly it is rather simple in approach and can be best understood by the following diagram:



# Phase IV

## The Brand Navigator

### BRAND NAVIGATOR OUTLINE

#### I. Brand Integration

1. Audit and organize your communication tools
2. Embed the Brand
3. Protect your logo and tagline through proper legal action
4. Brand merchandise
5. Destination Calloway Website and Social Media
6. Refocus ExperienceKyLake.com
7. Brand Beyond the logo – tell the brand story using the five senses
8. Pitch Destination Calloway to publications
9. Create a portfolio of Destination Calloway Infographic-Data Sheets
10. Attend Industry Trade Shows & Conferences (trade show booth)

#### II. Sharing the (Destination Calloway) Story

1. First Priority Brand Culturalization: Staff/Volunteers/Board members
2. Second Priority Sharing: community and tourism stakeholders
3. Targeting tourism growers
4. Targeting potential visitors for lodging

#### III. Creating a Sense of Place

1. Evaluate signage programs
2. Destination Pole Banners and Border Landscaping
3. Create new places!
4. Create a Photo-worthy “You Are Here” lake overlook signs
5. Lead Calloway Lake-side Clean Up Efforts

#### IV. Empowering Others:

1. Empowering others to tell the Calloway tourism story (using the five senses)
2. Recruit community storytellers
  - a. Business
  - b. Tourism-Stakeholder Partner Ideas
  - c. Arts, Food & Entertainment

#### V. Measuring the branding effort

#### SUMMARY



# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding (into your foundational communications)

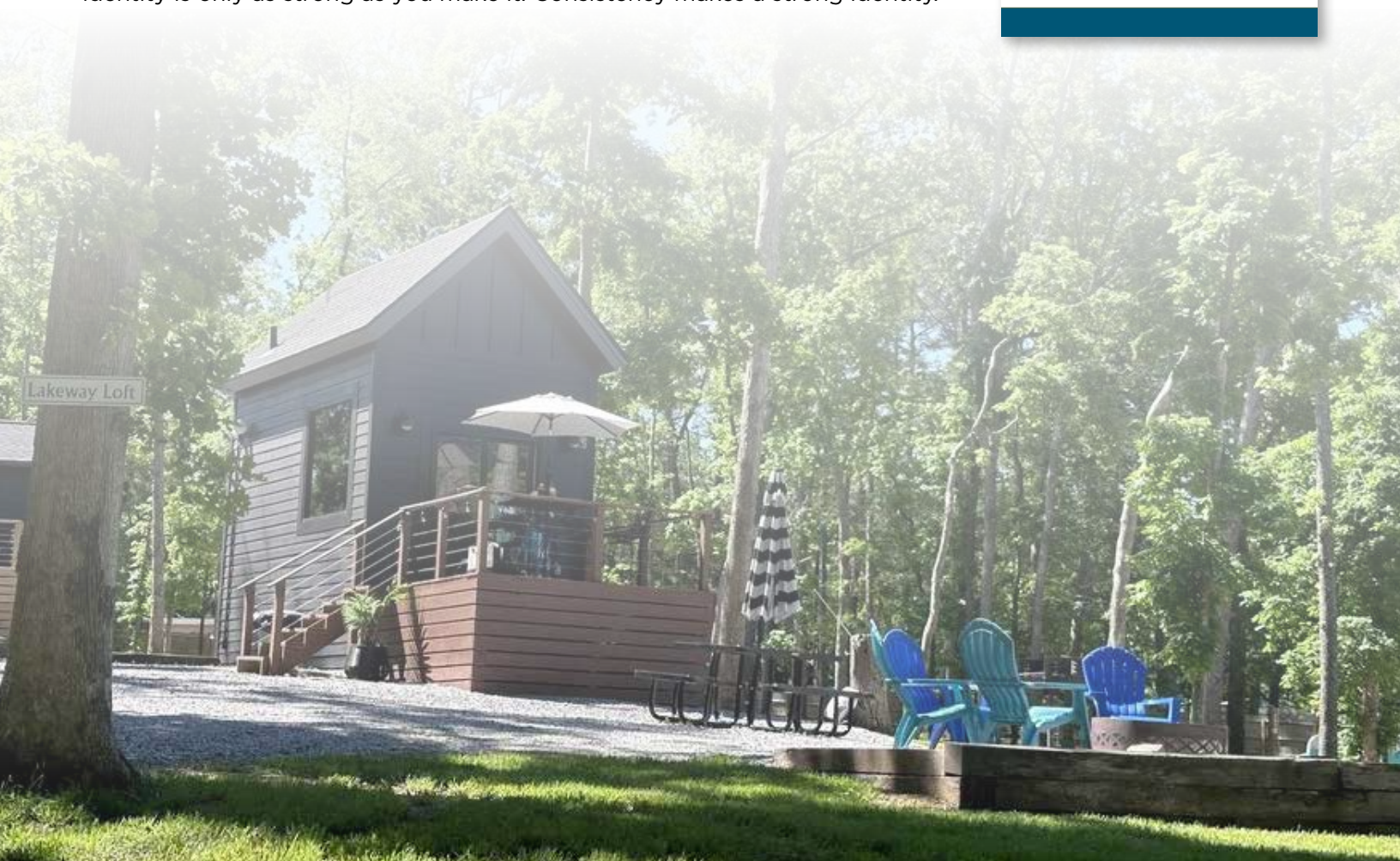
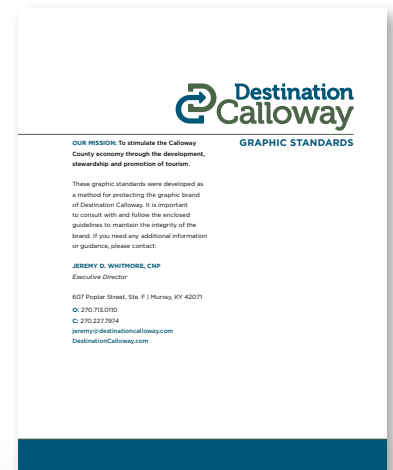
Implementation of the branding into Destination Calloway communication will require a lot of effort but don't let it seem overwhelming. It doesn't have to be. Take one step at a time and follow the direction below.

#### Think about branding as a Brand Voice

Destination Calloway has a voice, a specific tone. What you look like, talk about, how you present yourself – all of those things should reflect your brand voice. We have developed a Brand Story for you that portrays that voice. Use this. Moving forward, apply it to your communication and presentation. This is who you are.

#### Use your Brand identity to create consistency and familiarity

Now that you have a logo and color scheme, everything and everyone involved in the Destination Calloway organization should follow that direction. Your brand identity is only as strong as you make it. Consistency makes a strong identity.



# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding *continued*

#### 1. Audit and organize your communication tools

Everyone has an arsenal of marketing tools. Evaluate your entire communication mix by first conducting an audit of your current efforts. Your list may look similar to the one below.

Employees	Publications	Emails	Exhibits
Newsletters	Public Affairs	Voicemails	Mktg Partner Resources
Word of Mouth	Websites	Social Media	Sales Promotions
Business Forms	Member Experiences	Volunteer	Luncheons
Telephone	Packaging	Mailing Lists	Maps
Products	Sponsors	Presentations	Buttons/Pins
Stationery Package	Website Links	Gifts	Billboards
Public Relations	Environment	Decals/Magnets	Networking
Services	Signage	Marketing and Advertising	Posters/Banners
Proposals	Facilities	Vehicles	Direct Mail

Create a checklist of communication items which need a new design, or can incorporate branding. Prioritize and set goals and allocate resources to get this done. Telling the Destination Calloway story is easier when the power of the Destination Calloway brand and its compelling messaging is coupled with a checklist of “Communication Touch Points.” Using the checklist above to identify all your “storytelling” channels and vehicles is a convenient way to coordinate and optimize your resources.

Once you’ve created your communications list, challenge your Destination Calloway team (maybe even your board) to identify ways the Destination Calloway branding direction can be applied. Yes, even answering the phone (or the signature of an email) says something about your brand. Consider incorporating a branding story element into the way you greet others.

**This can be fun and get branding into everyone’s job beyond the marketing team!**

# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding *continued*

#### 2. Embed the brand

Below are priority items that will deliver consistency vital to the brand mission (and as of this document being prepared many of them have already been completed):

- ▶ **Brand Business Cards** – Destination Calloway business cards must reflect a singular focus on Destination Calloway brand building.
- ▶ **Brand Email Signatures** – Customize Destination Calloway’s email signatures with the brand logo and the tagline. Also consider a relevant quote or a “did you know” about Destination Calloway.
- ▶ **Organizational brand building signage** – This is a very easy and high-profile way to seed the brand locally. Ensure all new signage includes the new brand and logo. First, be sure to consider existing architecture and hardware rather than removal and starting from scratch.
- ▶ **Wrap your vehicles.** Should you choose to have a tourism vehicle, wrap it. Work with a local car dealership to secure a tourism vehicle, then wrap it in your branding. For Destination Calloway, a car wrap should be tasteful, versus other tourism car wraps filled with high-volume design and graphics. Sometimes subtlety is classier!



#### 3. Protect your logo (and lines) through proper legal application

Upon adopting Destination Calloway branding elements, be sure to go through the proper legal channels for protecting your intellectual property. You will want to register your logo. Securing related web addresses have proven to help in protecting copyrights. Using it (as you have already started to do) actually does much of the documentation to secure your proprietary ownership. But it doesn’t help to cover it officially.

#### 4. Create brand merchandise

Provide brand clings, bumper stickers, backpack, hats, mugs and other merchandise to employees. Reminder – a logo on a shirt doesn’t make a cool shirt. A cool shirt makes a cool shirt. Have a local t-shirt designer craft up something from the brand story that makes a cool shirt. Same for other items. Elements of the branding can be lifted in a number of ways.

We have a basic branding 101 merchandise hit list if you need help getting started. Let us know!



# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding *continued*

#### 5. New Destination Calloway website and social media

A new website is needed to present the new focus led by Destination Calloway. This is an organizational site intended for local audiences (leadership) and potential tourism investors (tournaments, government groups, film studios, investors, etc...). It is not a traditional consumer-facing tourism website. This is for selling Calloway County so Destination Calloway can grow tourism. In some ways, it's much like an economic development site for tourism.

#### 6. Refocus ExperienceKyLake.com, social media and advertising

ExperienceKyLake.com is one program of Destination Calloway. It should show emphasis on the Calloway County lodging options, especially for those seeking a place to stay near a more relaxing side of Kentucky Lake. This means the ExperienceKyLake.com voice spends more than a majority of its voice (content and money) on lodging. This allows the County's short-term rental, lodging and camping sites to get more attention. Plus it may make sense that allows for those seeking investment to learn more (redirecting them to Destination Calloway).

Digital ad spending and organic search should focus on keywords related to places to stay, hotels, campaign and lodging.

#### 7. Brand Beyond the Logo - tell the Calloway County story using the five senses

This applies for Destination Calloway or ExperienceKyLake.com. A destination is memorable because it has strong experiences. One way to emphasize the experience is to ignite the five senses. Collect these senses and emphasize them in your marketing and content creation.



# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding *continued*

#### SEE

- Murray State Arboretum
- Lakes, KY Lake
- Downtown
- Land Between the Lakes
- Sunsets
- Sports, MSU Basketball
- Parks
- Historic Hazel



#### SOUNDS

- Kids sports activities
- Ballgames & Sports,
- Cheering MSU, MSU games,
- Marching band
- Band competition
- Battle of the bands
- Quiet, Quiet evenings
- Birds, Nature, Frogs
- Arboretum



#### TASTE

- DQ
- BBQ
- Keg
- Friend fish, Fish, Catfish
- Hometown restaurants
- Local cuisine
- Homestyle cooking
- Matt B's Pizza
- Country Gravy
- Meat & 3
- Dumplings



#### FEEL

- Lake life, KY Lake, Lake
- Walking trails, Nature, Parks,
- Grass
- Arboretum
- Hospitality, Friendly
- Hometown, Small town
- Land Between the Lakes
- Relaxed pace
- Theatre
- Concerts
- Shoe tree
- Tobacco Barn Fire



#### SMELL/ FRAGRANCE

- Tobacco barns
- Outdoors, Trees
- Fresh cut grass
- Fresh clean air
- Roasters at lake
- Summer nights



Look at the list (above) and all the possibilities it creates for rich content that describes Destination Calloway's experiences. The goal is to use high-sensory words to empower potential visitors to envision the great Destination Calloway experience. Research proves that high sensory branding is more memorable.

# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding *continued*

#### 8. Pitch Destination Calloway to publications

This is not a pitch to travel writers like typical DMOs. This is getting the story out for coverage on Calloway County and Murray as a place for opportunity! Destination Calloway's press strategy should shift from "Come Visit Us" to: "Come Invest, Produce, Host, and Build Here." This is not leisure travel pitching. This is **B2B, institutional and industry-facing media.**

Primary Positioning Angle – Destination Calloway isn't pitching tourists. It's pitching:

- ▶ Tournament organizers
- ▶ Sports governing bodies
- ▶ Film producers
- ▶ Outdoor event promoters
- ▶ State and federal agencies
- ▶ Hospitality investors
- ▶ Developers
- ▶ Marina operators
- ▶ Outdoor recreation brands

So the earned media should position Calloway County as: **Kentucky's Emerging Outdoor Event & Investment Hub**



#### MEDIA TARGETS:

##### A. Sports & Tournament Industry Media

This is where you pitch facilities, lodging capacity, logistics, and regional access.

**Goal:** Attract tournaments, championships, and sports event planners.

##### Pitch angles:

- ▶ "Why Kentucky Lake is Primed for National Water Tournaments"
- ▶ "How Rural Communities Are Winning the Sports Tourism Arms Race"
- ▶ "Mid-South Destination Builds Infrastructure for Regional Sports Growth"

##### Target outlets:

- ▶ SportsTravel Magazine
- ▶ Connect Sports
- ▶ Team Travel Source
- ▶ Tournament Director Today
- ▶ Sports ETA publications
- ▶ NASC channels
- ▶ State athletic associations

# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding *continued*

#### B. Film & Production Industry Press

If Calloway County wants studios and content creators:

##### Pitch angles:

- ▶ “Untapped Filming Locations in the Mid-South”
- ▶ “Why Kentucky Lake Could Be the South’s Next Outdoor Film Hub”
- ▶ “Affordable, Scenic, Logistically Easy Production Zones”

##### Target outlets:

- ▶ ProductionHUB
- ▶ Film & Video Magazine
- ▶ Location Managers Guild publications
- ▶ Kentucky Film Office cross-promotion

Include:

- Natural assets
- Access to Nashville
- Incentive opportunities
- Infrastructure support

#### C. Outdoor Recreation & Industry Trade Media

This is where you elevate Kentucky Lake beyond fishing tourism. This elevates Calloway from “lake destination” to “outdoor economy.”

##### Pitch angles:

- ▶ “Why Kentucky Lake Is Becoming a Four-Season Outdoor Economy”
- ▶ “The Rise of Multi-Use Recreation Destinations in the Midwest”
- ▶ “How Destination Calloway Is Investing in Outdoor Infrastructure”

##### Target outlets:

- ▶ Outside Business Journal
- ▶ Boating Industry
- ▶ Marina Dock Age
- ▶ Trade Only Today
- ▶ RV Industry Association media
- ▶ Bassmaster industry coverage



# Phase IV

## The Brand Navigator

### I. Integrating the Destination Calloway Branding *continued*

#### D. Tourism Development & Economic Development Media

This is the most important category because the big picture of Destination Calloway is basically tourism economic development. This makes Destination Calloway look progressive and strategic.

##### Pitch angles:

- ▶ “How Rural Tourism Commissions Are Rebranding as Investment Engines”
- ▶ “The New Model: Tourism as Economic Development”
- ▶ “From Visitors to Venture Capital: Repositioning Destination Calloway”

##### Target outlets:

- ▶ Site Selection Magazine
- ▶ Business Facilities
- ▶ Development Counsellors International channels
- ▶ Travel Industry Today
- ▶ Tourism Economics blog
- ▶ Southeast Tourism Society channels
- ▶ Kentucky Chamber publications



#### 9. Create a portfolio of Destination Calloway Foundation Stats Infographic-Data Sheets

This is where you assemble the selling points of Calloway County. This can be created for focus areas: film industry, sports tourism, tourism developers, etc...

An example of such as this sheet:



#### 10. Attend Trade Show & Industry Conference Presence

Industry-facing shows (versus traditional DMO consumer travel shows) are a great way to get in front of the right audiences.

Examples:

- ▶ Sports ETA Symposium
- ▶ Connect Sports Marketplace
- ▶ IBTM (if meetings are a goal)
- ▶ American Sportfishing Association
- ▶ Outdoor Retailer (business side)

Registration and a booth are nice to create impact. This will require creation of a new Destination Calloway Trade Show booth.

As you learn more about the space, there may be opportunities to make a bigger impact and become a voice, or collaborator, for the industry as a host:

- ▶ Roundtables
- ▶ Panels
- ▶ Coffee receptions
- ▶ Invite-only networking events

# Phase IV

## The Brand Navigator

### II. Sharing the Destination Calloway Tourism Story

It is important to be intentional about communication to other tourism “insiders” and to those you depend on for creating a strong tourism story and experience. We suggest layering your communications to those on the inside first, then sharing with tourism and community stakeholders second.

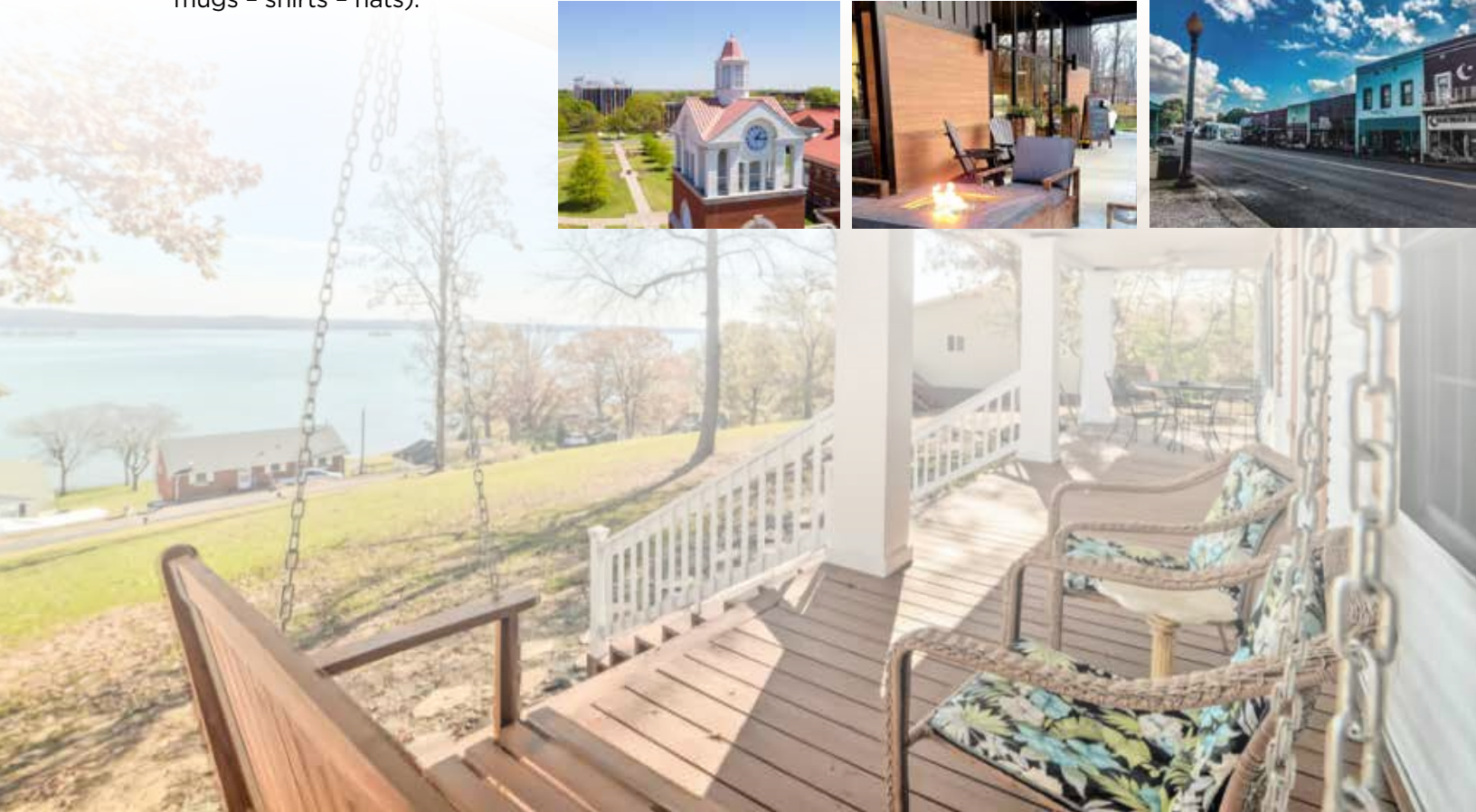
#### 1. First Priority Sharing - Destination Calloway: Staff, board members and elected leaders

This should be easy to manage since currently Calloway County tourism is a staff of one. But the board and elected leadership requires some intentional communications. Luckily, this project has seen some nice check-ins that have been keeping people informed (smart).

##### a. Board members culturalization

- ▶ Create board swag. Rally board members together with some cool gear (stickers - mugs - shirts - hats).

- ▶ Give them a copy of the final report (yes this one) and have them prepare 5 things they are inspired to move on based on this new direction. This is great for board retreats and planning.
- ▶ Create a Destination Calloway Tourism 101 playbook and Destination Calloway brand guide. Keep it simple but cover the Who/What/When/Where/Why of Destination Calloway tourism. This can be given to new board members as they “roll on”.



# Phase IV

## The Brand Navigator

### II. Sharing the Destination Calloway Tourism Story *continued*

#### b. Coach the Brand to Elected Leaders & Tourism Stakeholders (this is not an unveiling)

You've already introduced the new branding research and strategy to some invited stakeholders. But do not assume the assignment has been completed. Be tenacious with your closest stakeholders so it creates enthusiasm and understanding. The brand's reach and potential depend on the Destination Calloway brand team to understand, embrace and articulate the brand's implications and promise.

Present the branding direction as a part of the bigger direction for the organization. Updates on activities. Do not make it a reveal of the branding name and logo. Talk about a change in direction. This could be an annual tourism meeting or during the annual National Travel & Tourism Week (some celebrate month) in May.

- ▶ **Make it fun.** Use related trivia questions about Destination Calloway tourism in that will highlight the information discovered during the branding process. This would be a fun regular part of board meetings or stakeholder meetings.
- ▶ **Collect experiences.** Ask participants to share their most memorable Destination Calloway experience using the five senses; or while attending a community event or while volunteering in the community. These stories can be used through social media channels, websites and marketing materials. See the branding research that revealed the top senses of Destination Calloway.
- ▶ **Provide Destination Calloway brand swag.** Provide participants with brand swag, like lapel pins, t-shirts, pens, hats, or other branded merchandise. Get a jumpstart on building brand awareness visually through brand advocates.



# Phase IV

## The Brand Navigator

### II. Sharing the Destination Calloway Tourism Story *continued*

#### c. Create recognition for tourism brand ambassadors

Once a year give recognition to the tourism partners that assist in the delivery of branding Destination Calloway. You can call it, “Destination Calloway Champions” or some better name you create. The point is to give recognition and reinforce the branding.

#### d. Create a Destination Calloway brand image video

Storytelling is done in a number of ways, but none more compelling than when words, brand promise and an experience are brought to life on video. Videos can showcase the collaborative attitude and friendly, neighborly character that defines Destination Calloway. A series of short videos can become the heartbeat of your brand. and focus on niche areas such as film, outdoors, sports, etc... The Destination Calloway brand story is one direction for creating a video script.

#### e. Routine selling of Destination Calloway to Murray-Calloway County Leaders

Routine merchandising of tourism impact and Destination Calloway wins is important for building the brand locally. Be dogmatic about sending the message – Destination Calloway grows tourism!

Once a year develop one-sheet infographics that shows proof of your progress from the previous year. When the time is right, a local press release bragging about your positive results is what they care about. There’s no need to announce a new brand to the broader community (outside of stakeholders), but celebrating wins is always welcomed.

This can be done at requesting update time at City or County Commission meetings.

### 2. Second Priority Sharing - Regional and State

a. Take Destination Calloway on tour so your peers know your Mission. This could be helpful when future grant opportunities become available or a hot lead for development or tournament fits your product.

▶ Schedule state meetings with Kentucky Department of Tourism

▶ Schedule meetings with neighboring and regional economic development organizations.

▶ Schedule meetings with neighboring tourism organizations.



# Phase IV

## The Brand Navigator

### III. CREATE A SENSE OF PLACE

Part of building a strong destination is creating a strong sense of place. This is far more than logo application. It is about the feeling you get when you can see you are in some place special and a perhaps a little different than other places. This section focuses on how Destination Calloway can be a catalyst within the geo-political limits of Calloway County. It can include signage, but also attention to curbside cleanliness, landscaping and infrastructure enhancements. It requires knowing where you are and the ability to see where you are going. The way a place looks, is often its first and most lasting impression!

#### 1. Evaluate signage programs for creating an instant sense of place

Welcome signs and wayfinding are very important for communicating to travelers, and Calloway County is no different. This requires being attentive to local politics for both Calloway County and Murray. Be sure to keep signage on your radar screen and always look at it in the eyes of a first-time visitor. Here are some areas to consider for creating connection through signage:

- ▶ Better connection to Land Between the Lakes activities
- ▶ Downtown Murray
- ▶ Hazel antique district
- ▶ Sporting venues
- ▶ Golf courses
- ▶ Lakeside retail, dining, and recreation



#### 2. Destination Pole Banners and Border Landscaping

Pole banners are a common and an effective fixture for creating a sense of place and celebrating seasonal events, particularly in downtowns. Calloway County could also create a noticeable and welcoming message when entering into county lines. Branded (not overly commercial) banners along with carefully created landscaping could grab and demand attention. Consider working with County extension office and horticulturalist for a well-planned installation.



# Phase IV

## The Brand Navigator

### III. CREATE A SENSE OF PLACE *continued*

#### 3. Create new places!

Look for opportunities to create new places along the lake (such as trails and blueways). Aim to seek movement on projects through obtaining private investors or public funds (grants) such as:

- ▶ Bike trails
- ▶ Hiking trails
- ▶ Blueways or paddle trails
- ▶ Paddle access points
- ▶ Dock-style boardwalk sections in key pedestrian corridors
- ▶ Branded paddle racks or kayak storage at visible access points



#### 4. Create a Photo-worthy “You Are Here” lake overlook signs

Take advantage of the social moments people are seeking by using it to sell the Calloway side of the lake. A frame worthy photo spot with Welcome to Calloway County, KY -the Chill Side of the Lake!



*Sign example created by ChatGPT*

#### 5. Lead Calloway Lake-side Clean Up Efforts

Preserve the lake and be a leader for Calloway County in visitor (and resident) education. Create your own version of Leave No Trace - <https://Int.org/>. There are many other tourism organizations to pull examples on sustainable tourism efforts aimed at both residents-owners-visitors. It really puts Calloway County in the driver seat of community preservation of its greatest asset - the lake.



# Phase IV

## The Brand Navigator



### IV. Empowering Others to Create Community Storytelling

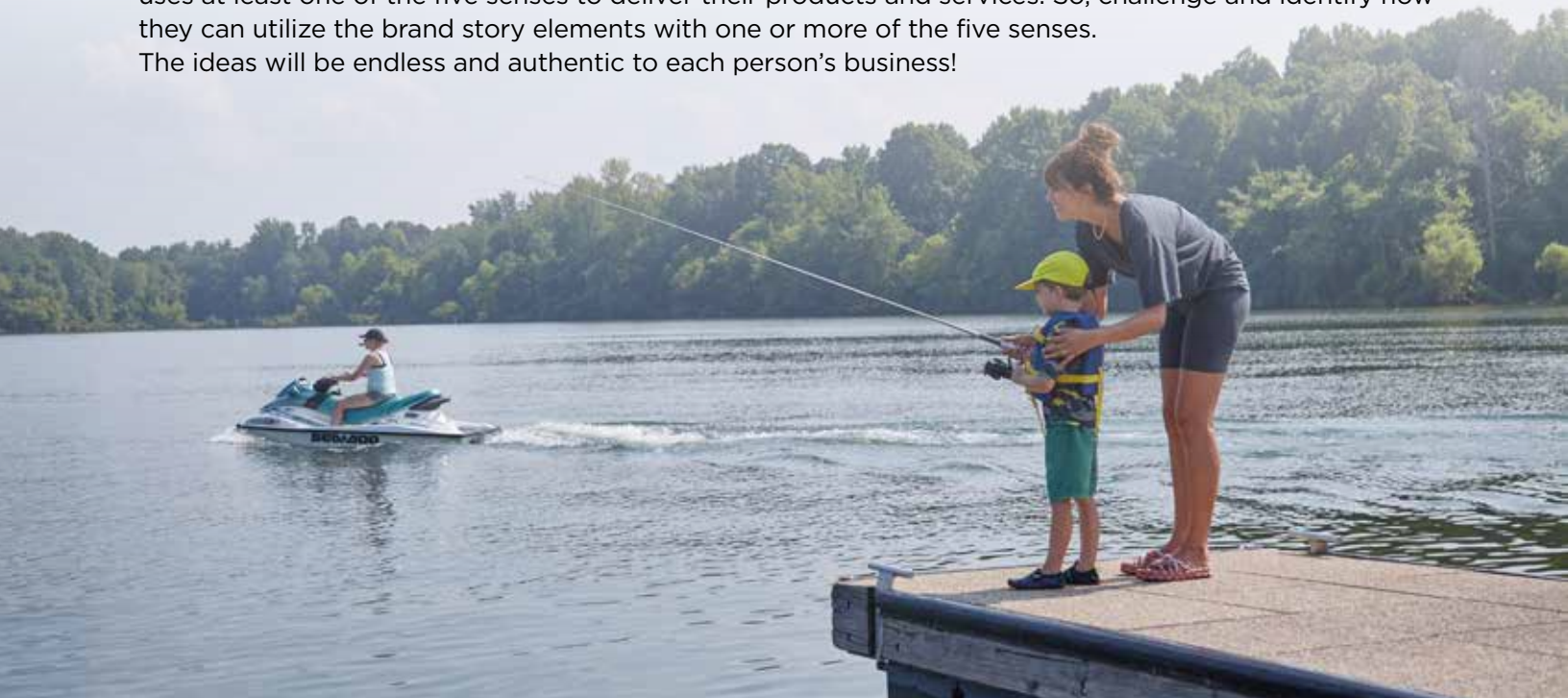
True community-wide destination branding occurs when more than one organization is purposefully involved in telling the story. This section is dedicated to getting others engaged in the branding process.

If Destination Calloway is going to be successful at creating a real branded place, it must create a new way of actively managing the destination's reputation and brand image. What follows next helps teach you how to make this happen. Look for opportunities for other businesses, nonprofits, education, etc. to be a part of telling the story of Calloway County tourism and encourage them to show their own way they are part of the Chill Side. Remember, others do not want to use the Destination Calloway logo, but the story is something they can exploit.

#### 1. Tell the branding story using the five senses

Your local stakeholders want to be a part of the branding, but they need ways they can do so beyond a logo. One way to emphasize the experience is to ignite the five senses. Most community stakeholders do not care about branding and marketing speak. They want to grow their business. Every single business uses at least one of the five senses to deliver their products and services. So, challenge and identify how they can utilize the brand story elements with one or more of the five senses.

The ideas will be endless and authentic to each person's business!



# Phase IV

## The Brand Navigator

### IV. Empowering Others to Create Community Storytelling *continued*

## THE 5 SENSES OF CALLOWAY COUNTY

### Emphasize what can be **SEEN**

This can be done easily with great photography, but words can just as easily allow anyone to envision the scenery for themselves. And images make great subject matter for merchandise such as mugs, picture frames, shirts and postcards.



**LOCAL SHOPS CAN CREATE** Destination Calloway apparel and merchandise.

### Emphasize what can be **HEARD**

This branding sense device can be a bit tough for many destinations. Calloway has some nice sounds of the outdoors from nature such as birds and frogs to quietness well as sounds from outdoor activities such as kids playing to ballgames and sports to name a few.



### Emphasize what can be **TOUCHED/FELT**

Activities and things that can be touched or felt are memorable. This includes any way a person can make physical contact or how a person feels. Feelings like patriotism and nostalgia can be created or shared (through advertising).



### Emphasize what can be **TASTED**

Eating is one of the most memorable impressions made by a destination. We highly recommend promoting your local eateries and bakeries that get visitors into Calloway County. Encourage some of Calloway's local restaurants to create menu items connecting to local tourism themes. Packaging local breweries and wineries is another effort for tourism.



### Emphasize what can be **SMELLED**

This is the most difficult branding sense to execute, but research shows that it leaves the strongest impact of all senses. Think about some of the great smells of Calloway County and find ways where it can work. Nature smells like fresh cut grass, flowers, and aromas from well-known local eateries can be easily incorporated in the scent of candles, soaps, lotions or air fresheners. Some local businesses might just be interested offering locally brewed coffee to their guests. This is great for artisans to create local interest in local shops.



Maybe a local artisan could create an official Calloway County scent just for Destination Calloway?

# Phase IV

## The Brand Navigator



### IV. Empowering Others to Create Community Storytelling *continued*

#### 2. Recruit destination storytelling.

Here are some ideas for taking your brand storytelling beyond your own marketing, but into experiences that can help business be more successful. The theme - The Chill Side of the Lake is a way of life.

##### a. BUSINESSES/ORGANIZATIONS

**Goal:** Help local businesses interpret “Chill” in their own voice.

##### 1. Chill Certified Window Decals

Create a simple “Official Chill Side Partner” badge businesses can display. Participation requires adopting one chill-inspired touch (music playlist, relaxed seating, local storytelling signage, etc.).

##### 2. “How We Chill” Mini-Story Series

Short video or social posts featuring business owners finishing this sentence:

“The Chill Side of the Lake means \_\_\_\_\_ to us.”

##### 3. Chill Hour Activation

Encourage retailers and restaurants to host a weekly “Chill Hour” — slower tempo music, sunset specials, relaxed community vibe.

##### 4. Lake Lifestyle Merch Collaboration

Partner with shops to produce co-branded “Chill Side” apparel and goods.

##### b. TOURISM-STAKEHOLDER PARTNER IDEAS

##### Tournament Welcome Kits

Give athletes and organizers a Chill Side postcard, lake map, and sunset recommendation card.

##### Cross-Promotion Pledge

Encourage stakeholders to commit to featuring at least one other partner monthly on social media.

##### Chill Calloway Ambassador Council

Quarterly meet-up of marina managers, hotel GMs, restaurateurs, and tourism partners to coordinate storytelling themes.

##### Visual Cohesion Program

Offer micro-grants for signage, banners, or small aesthetic upgrades aligned with the Chill aesthetic.

# Phase IV

## The Brand Navigator

### IV. Empowering Others to Create Community Storytelling *continued*

#### C. ARTS, FOOD & ENTERTAINMENT

##### 1. Chill Side Sunset Series

Live acoustic music events at lake overlooks or downtown.

##### 2. “Taste the Chill” Culinary Campaign

Highlight lake fish specials, slow-smoked BBQ, craft beverages — relaxed flavors, not rushed dining.

##### 3. Lake-Inspired Public Art

Commission art installations reflecting calm water, driftwood, sunsets.



#### HOW TO GO ABOUT ASKING OTHERS

How do you go about asking others to get involved in branding? It can be one-on-one meetings. It could be at your next tourism stakeholder meeting (which you should start an annual meeting where you share and inspire). It could be you creating a new Destination Calloway Storyteller Grant program. Yes, pay others if they use the branding in their own marketing. This could be a local grant application others complete to qualify for the program. Pick a winner a few times a year.

# Phase IV

## The Brand Navigator

### V. Measuring the Branding Effort

#### Create benchmarks for measurable results

How do you begin to measure this entire branding initiative? Should it result in increased business investment or higher generated sales tax dollars? It is really not fair to assign those areas of increase solely to better branding. But you can, and should, create new measurements for success. We are no longer focused on impressions and website traffic. Destination Calloway is now focused on economic impact and tangible results.

Calloway County tourism already does this but be sure the topline tourism results are part of your reporting.

#### 1. Tourism Economic Impact

- ▶ Total visitor spending (annual + % growth)
- ▶ Lodging tax collections
- ▶ Average daily rate (ADR)
- ▶ Occupancy rate
- ▶ Visitor-generated sales tax
- ▶ Tourism-supported jobs

#### DEVELOPMENT

#### 2. New Tourism Asset Investment

- ▶ Dollar value of new tourism-related development
- ▶ # of new tourism-related businesses opened
- ▶ # of new lodging units added

#### 3. Event & Tournament Recruitment

- ▶ # of new tournaments/events secured
- ▶ Estimated room nights generated
- ▶ Multi-year event contracts signed

#### 4. Infrastructure Improvements

- ▶ Public investment in tourism-related infrastructure
- ▶ Wayfinding/signage upgrades completed
- ▶ Public space enhancements tied to tourism

#### 5. Private Sector Leveraging

- ▶ Private dollars leveraged per public dollar invested



# Phase IV

## The Brand Navigator

### V. Measuring the Branding Effort *continued*

#### STEWARDSHIP

##### 1. Visitor Satisfaction

- ▶ Post-visit surveys
- ▶ Net Promoter Score (NPS)
- ▶ Online review sentiment tracking

##### 2. Resident Sentiment

- ▶ Annual (or very 3 years) resident perception survey
- ▶ % of residents who believe tourism benefits community
- ▶ % who support tourism growth

##### 3. Cleanliness & Aesthetic Indicators

- ▶ Gateway and public space audits
- ▶ Beautification participation rates
- ▶ Business participation in brand programs (e.g., Chill Side partners)



##### 4. Environmental Health

- ▶ Lake water quality indicators
- ▶ Conservation partnerships
- ▶ Participation in cleanup events

##### 5. Stakeholder Engagement

- ▶ Number of active tourism partners involved in a Destination Calloway program
- ▶ Attendance at stakeholder meetings
- ▶ Cross-promotion participation rates

#### PROMOTION

##### 1. Increase in County lodging properties occupancy

##### 2. Increase in lakeside sales receipts

#### DESTINATION CALLOWAY SCORECARD

You could create a quarterly “Destination Calloway Economic Scorecard” that shows:

1. Visitor Spending
2. Lodging Tax Growth
3. Room Nights Generated
4. New Tourism Investment
5. Resident Support Index
6. Visitor Satisfaction Score

# Phase IV

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## The Brand Navigator

### SUMMARY

Are you ready? Branding Destination Calloway begins now. It's about action and engagement from the entire organization and the community. Branding a place is about delivering a real authentic experience to employees, residents, businesses and visitors. And although we're very proud of the new Destination Calloway logo, the logo alone is not branding. It's only a tool for branding.

Branding a place requires long-term commitment. This process and action plan gives you the roadmap to get started in telling the Destination Calloway story. The story that is unfolding is a great one to tell. It can help you set yourselves apart from other communities when talking about economic development, living or tourism.

Now, it begins with you. Your enthusiasm to create a better place is contagious. It will be fun to see the transformation.

We look forward to watching your brand grow and expand.





**OUR MISSION:** To stimulate the Calloway County economy through the development, stewardship and promotion of tourism.

## GRAPHIC STANDARDS

These graphic standards were developed as a method for protecting the graphic brand of Destination Calloway. It is important to consult with and follow the enclosed guidelines to maintain the integrity of the brand. If you need any additional information or guidance, please contact:

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*Executive Director*

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**[DestinationCalloway.com](http://DestinationCalloway.com)**

## BRAND STORY

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From the rolling hills and shores of Kentucky Lake to downtown Murray, Murray State University and thousands of acres of agricultural land, Calloway County offers a rare blend of natural beauty, outdoor recreation opportunities, cultural richness and friendly hospitality. Murray, already recognized as one of the top college towns in the country, along with being named one of the friendliest small towns in America, is the largest city closest to Kentucky Lake. As one of the region's major tourist destinations for water sports, recreation and relaxation, Calloway County has tremendous potential for building its tourism business and economy.

Destination Calloway is tasked with attracting and promoting sustainable investments and developments of tourism assets that increase and elevate visitor experiences.

This includes championing existing tourism assets while developing and supporting new experiences. It also requires leveraging Murray's proximity to Kentucky Lake while improving and enhancing local access to the water.

From outdoor recreation, lodging and dining to sports and cultural experiences, events and historic locations, the opportunities for growing tourism's economic development are significant. Recreational and water tourism that includes world-class fishing, boating, wakeboarding and waterskiing, paddling and wildlife viewing at Kentucky Lake, sports facilities such as pickleball courts, disc golf course and athletic fields, along with nearby Land Between the Lakes are key existing assets to optimize and promote.

Strategic investments in infrastructure, such as improved public access points on the lake will help attract and encourage visitors to stay in Calloway County rather than venturing to more developed parts of the lake. Additionally, wayfinding signage for visitors is also crucial to accessing the lake and its offerings.

Recruitment of new tourism-related businesses from kayak, canoe and paddleboard rental outfitters to new attractions and events, and downtown Murray enhancement will spur revenue, build momentum and excitement and raise awareness for the county. Identifying significant opportunities and visionary projects that not only enhance visitor experiences but also enrich the quality of life for residents will help drive both public and private investment.

Integrating tourism development for Calloway County requires a multi-layered approach. Leveraging existing natural assets and cultural experiences, infrastructure upgrades and new developments, event planning and promotional efforts, as well as preserving the county's unique lakeside environment will all make the difference in achieving sustainable growth. Engaging stakeholders, community leaders and the public in a shared vision for tourism investment will ensure the enhancement and economic growth of Calloway County for years to come.

### Elevator Speech

**Destination Calloway is focused on connecting people to the natural beauty, outdoors and cultural heritage of Kentucky Lake, Murray and all of Calloway County through the investment and stewardship of sustainable infrastructure and tourism assets that enhance the overall visitor experience and promote the water recreation, lodging, dining, sports and cultural events of a rising destination market.**

## LOGO USAGE

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### FULL COLOR LOGO

The logo may be represented in full color using either spot color or 4-color process printing techniques. The spot colors are PMS 7701, and PMS 2409.



### ONE COLOR LOGO

The logo may be represented in a single color using Black, PMS 7701, or PMS 2409 in either spot color or 4-color process printing techniques.



### LOGO ON COLOR

The contrast must be at least a 2:1 ratio when printing a color version of the logo on a photo or color background.



### REVERSE LOGO

The contrast must be sufficient when reversing the logo on a photo or color background.



**ALTERNATE LOGO USAGE**

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**KENTUCKY**



**3 PILLARS**



## TOURISM LOGO

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### VISITOR-FACING TOURISM LOGO

This logo is intended for use in advertising and communications directed toward visitors. Its primary purpose is to promote travel and overnight stays within Calloway County. Use this logo on materials that encourage visitors to explore, experience, and book lodging in the area.



### ONE COLOR LOGO

The logo may be represented in a single color using Black, PMS 7701, or PMS 2409 in either spot color or 4-color process printing techniques. There are two variations available – solid and screened.



### REVERSE LOGO

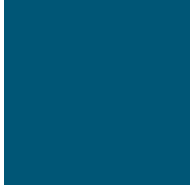
The contrast must be sufficient when reversing the logo on a photo or color background. Two options are available – solid and with reverse text with color graphics.



# FONTS AND COLORS

## RECOMMENDED COLOR PALETTE

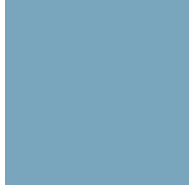
The color palette provides a guide for keeping a consistent color scheme within the tourism organization's communications.



**PMS 7701**  
#005676

R: 0  
G: 86  
B: 118

C: 100  
M: 62  
Y: 36  
K: 16



**PMS 7695**  
#79A6BC

R: 121  
G: 166  
B: 188

C: 54  
M: 24  
Y: 19  
K: 0



**PMS 2409**  
#4B6547

R: 75  
G: 101  
B: 71

C: 69  
M: 41  
Y: 76  
K: 29



**PMS 7550**  
#D29000

R: 210  
G: 144  
B: 0

C: 18  
M: 45  
Y: 100  
K: 1



**PMS 6115**  
#58737E

R: 88  
G: 115  
B: 126

C: 69  
M: 45  
Y: 41  
K: 11

## RECOMMENDED TYPEFACE

The following typeface families should be used on all materials.

**HEADLINE/DISPLAY:** Gotham Bold / Fairplex Wide OT

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz 1234567890**

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz 1234567890**

**BODY COPY:** Gotham

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890**

**OFFICE OR WHEN PREFERRED FONTS ARE NOT AVAILABLE:** Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 1234567890

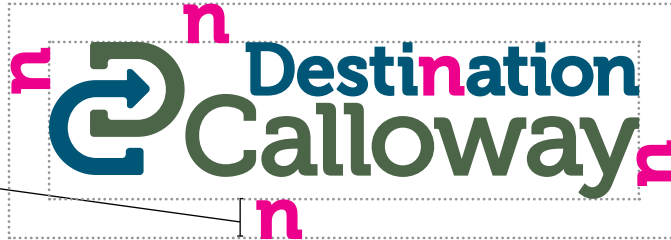
**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890**

# LOGO SPACING

## RECOMMENDED SPACING

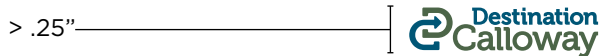
No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the height of the “n”/”N” in the name of the logo. (See examples)



## MINIMUM LOGO SIZE

Do not use the logo smaller than the recommended size in order to maintain readability.



## UNACCEPTABLE LOGO USE

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**DO NOT** use any unofficial colors or any combination of colors different than the official logo colors.



**DO NOT** add unofficial copy or graphics covering any part of the logo.



**DO NOT** delete, add or adjust any element of the logo.



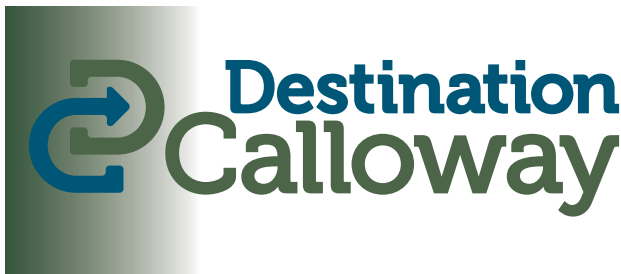
**DO NOT** change the proportions of the logo.



**DO NOT** rotate or flip the logo.



**DO NOT** try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



**DO NOT** print the logo on a dark background or image without sufficient contrast.



**DO NOT** alter the logo for any other unapproved entity or event.