

BRAND STYLE GUIDE



Discover Wickenburg Brand Guidelines



OUR STORY

Wickenburg is one of the oldest towns in Arizona, established in 1863 by Henry Wickenburg, a pioneer whose discovery of rich gold deposits in the area sparked the town's initial growth. This find transformed Wickenburg from a remote desert outpost into a bustling mining town, attracting fortune-seekers from far and wide. The town quickly became a hub of activity, with its wealth of resources laying the foundation for a vibrant and enduring community.

As the gold began to dwindle, Wickenburg didn't fade away; instead, it evolved. The town embraced its western heritage, becoming a place where the cowboy lifestyle was not only preserved but celebrated. Today, Wickenburg is renowned for its authentic cowboy culture, where equestrian activities are a way of life at local dude ranches, and the spirit of the Old West is alive and well. The annual Gold Rush Days, a nod to its origins, continues to draw visitors eager to experience rodeos, parades, and the excitement of gold panning.

Art and culture also thrive in Wickenburg, with the Desert Caballeros Western Museum showcasing the richness of western art and history, and the Del E. Webb Center for the Performing Arts bringing diverse and world-class performances to the desert landscape. These cultural institutions, along with the town's historic charm and public art create a unique blend of tradition and sophistication.

Looking ahead, Wickenburg is on a path to becoming a refined western town, similar to Jackson, Wyoming, or Santa Ynez, California. While staying true to its cowboy roots, Wickenburg is embracing a more polished side, with luxury accommodations, fine dining, and a growing arts scene. This fusion of rugged heritage and modern refinement is setting Wickenburg apart as a premier destination for those seeking an authentic, yet elevated, western experience.

In Wickenburg, every moment is a story waiting to be told, a memory waiting to be made.



ELEVATOR PITCH

DISCOVER WICKENBURG: THE WEST'S ENDURING SPIRIT

In the heart of Arizona, Wickenburg stands as a testament to the untamed spirit of the West. Born from the promise of gold, this town weaves together the grit of cowboy life with the beauty of its rugged landscapes. Ride the trails of pioneers, feel the rush of the rodeo, or lose yourself in the artistry that echoes through the desert. Wickenburg isn't just a place to visit—it's a land where the legends of the frontier still breathe. Come, hang your hat, and let the stories of the West unfold around you as you Discover Wickenburg.

TAGLINE

Where Cowboys Roam and Artists Reign

CATCH PHRASES OR HEADLINES

- Saddle Your Dreams
- Cowboys. Canyons. Constellations
- Roam. Explore. Play. Stay.
- Wickenburg: Where History Meets Harmony
- Feel the Pulse of the Past, Live the Rhythm of Today
- Wickenburg: Cowboy Chic
- Wickenburg Unbridled
- Grit and Grace in Every Grain
- Echoes of Gold and Glory
- Canvas of Cacti and Cowboys
- (A) Western Canvas
- Brushstrokes of the West
- Tales on Canvas
- Ride the Trails, Live the Legend
- Gold Rush Roots, Cowboy Boots
- Saddle Up for Wickenburg
- Wickenburg: Where Legends Linger
- Dusty Trails and Desert Tales
- Wickenburg: The Heartbeat of the West
- Your Digital Detox Destination



LOGO COMPOSITIONS & USAGE



Wordmark + Logo Mark

The logo features the word "Discover" in a large, white, sans-serif font, with the letter "D" stylized to include a horseshoe shape. Above the "i" in "Discover" is a small, white, stylized sun or star symbol. Below "Discover" is the word "WICKENBURG" in a smaller, white, serif font, all caps.

Our logo is a tapestry of symbolism, reflecting the essence and heritage of Wickenburg. The harvest gold hue pays homage to the town's origins in gold mining. The horseshoe embedded in the "D" subtly signifies the enduring cowboy culture, a cornerstone of our community's identity. Above the 'i,' a unique symbol elegantly combines the form of a compass and a boot spur, with a central sun, evoking notions of direction, adventure, and the warm, ever-present Arizona sun. The western-style font used for "Wickenburg" further emphasizes our deep-rooted ties to the Old West, while the Keppel turquoise color injects a sense of vibrancy, capturing the spirit and energy of our desert landscape. This refined design not only honors our rich heritage but also tips its hat to the thriving arts culture that permeates the fabric of our town, seamlessly blending tradition with creative expression.

Together, these elements create a cohesive and sophisticated visual identity that the town of Wickenburg can proudly call its own.

The logo features the word "Discover" in a large, orange, sans-serif font, with the letter "D" stylized to include a horseshoe shape. Above the "i" in "Discover" is a small, orange, stylized sun or star symbol. Below "Discover" is the word "WICKENBURG" in a smaller, teal, serif font, all caps.

Logo Mark



The logo mark is responsive simplified version of the logo and should be used in smaller spaces such as social media profile images, brand patches, avatar and favicons, where the full wordmark may be unreadable.

Watermark

The Watermark has a 80% transparency and can be used as background where text or elements may be added on top.



Clear Space

A clear space is defined to maintain the wordmark and logo mark integrity. If the minimum clear space is not applied, the logo impact will be compromised.

Do not allow any graphic elements, such as copy, other logos, or background patterns, to clutter up the clear space.



The X space is determined by the width of the "s" letter in Discover.

Logo Best Practices

- Use the iconmark for smaller spaces
- Keep the clear space when using the logo with other elements or texts
- Use the full color wordmark or iconmark logo on Oatmeal background and full Oatmeal color logo on Kepple background
- Use the full color logo on Oatmeal background and full Oatmeal color logo on Kepple and dark background to ensure contrast
- Use black and white version for monotone and one tint usage
- Send the .AI .SVG and .PDF formats for scalable and large scale printing

Logo Don't's

- Don't rotate the logo
- Don't use other colors out of the brand established colors
- Don't change the logo's proportions
- Don't use the color version on coloured backgrounds
- Don't use shadows or visual effects
- Don't outline the logo
- Don't use the wordmark without the iconmark
- Don't use the wordmark in small spaces



BRAND COLOR PALETTE





Oatmeal



Hex Code
#DADDD7

R 218
G 221
B 215

Harvest Gold



Hex Code
#D59728

R 213
G 151
B 40

Keppel



Hex Code
#25AD9F

R 37
G 173
B 159

Use for main backgrounds or for text and elements when Keppel or Harvest Gold is the background.

70% Black

Use for complementary formal texts

The Discover Wickenburg brand is defined by its distinctive color palette: Harvest Gold, Keppel, and Oatmeal. Harvest Gold evokes the rich history of gold mining in the region, symbolizing prosperity and the town's enduring connection to its past. Keppel, a vibrant yet soothing turquoise, represents the desert's unique beauty and the refreshing spirit of exploration that Wickenburg embodies. Oatmeal, a soft, neutral tone, grounds the palette, reflecting the timeless and natural qualities of the surrounding desert landscape. Together, these colors create a cohesive and inviting visual identity that captures the essence of Wickenburg's heritage and spirit.

BRAND TYPOGRAPHY



Logo & Header Font

Montserrat
Bold



Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Tagline & Complementary

KLEADER



AA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Body Font

Montserrat



aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Styles

Light

Regular

Bold



aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



aA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



WHERE COWBOYS ROAM AND ARTISTS REIGN

A place where the timeless spirit of the West meets the allure of discovery, woven from the threads of history and adventure. Here, the past and present dance together, inviting every visitor to become part of the story.



Discover WICKENBURG

Questions?

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Brand Book Developed by:

