

BRAND TOOLKIT



**THIS BOOK IS
HOW WE SHARE
THE POWERFUL
ENERGY AND
WELCOMING
AUTHENTICITY OF
DALLAS WHEREVER
AND WHENEVER
OUR STORY IS TOLD.**

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WELCOME TO DALLAS!

This is a guide to the Dallas destination brand. Much more than a logo, tagline or advertising campaign, this unified brand provides City of Dallas leaders, community stakeholders, local businesses and Dallas residents the ability to speak from one voice.

This toolkit is the first step in how we share our Maverick, Can-Do Spirit, powerful energy and welcoming authenticity wherever and whenever the Dallas story is told.

It contains the brand's essence, philosophy, and promise—as well as the pillars of experience that reflect the brand's shared values. Yes, it is a set of guidelines, but also suggestions for bringing the brand to life.

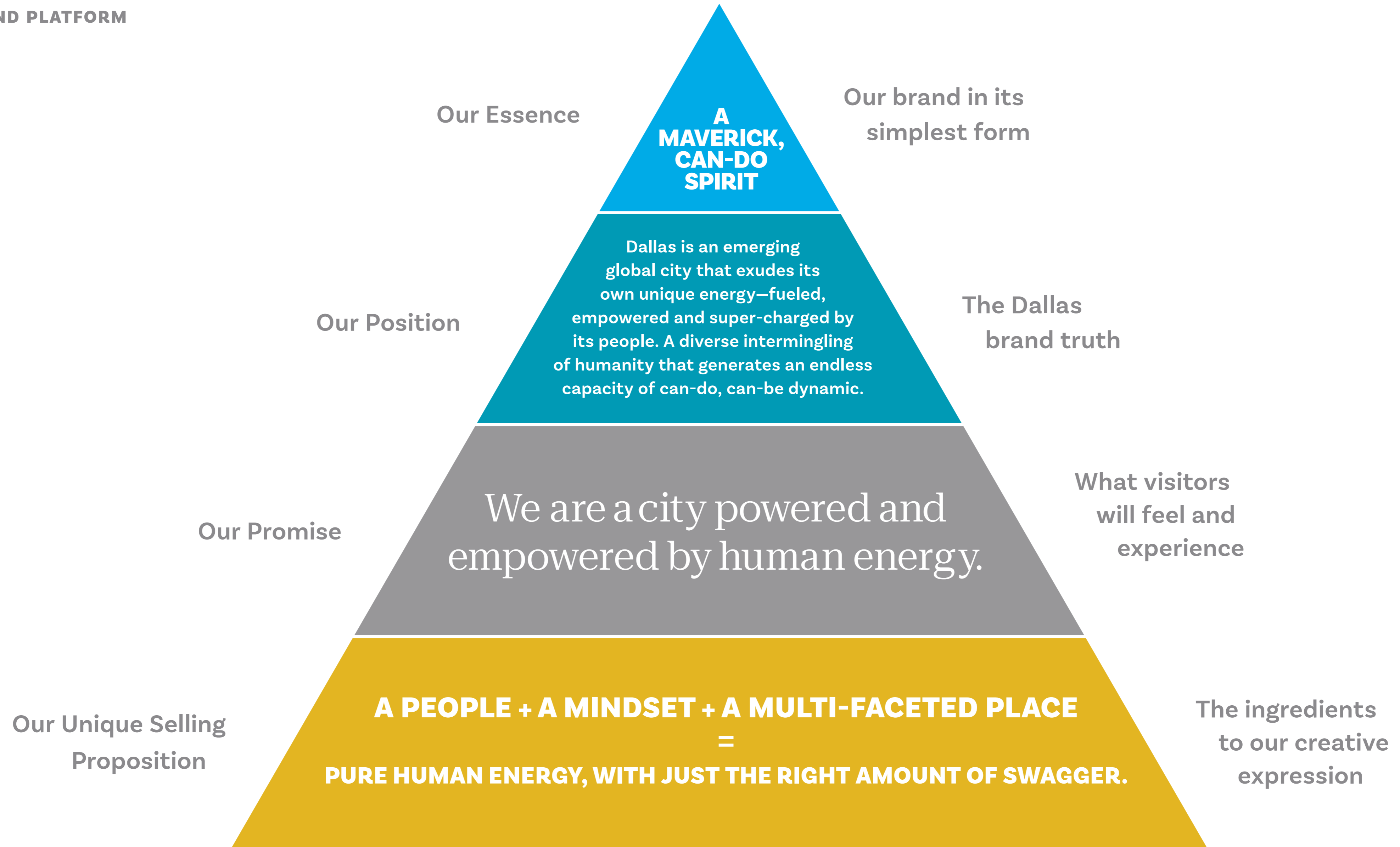
We encourage you to get involved, connect and partner with us, engage and inspire your teams and customers to have fun sharing the powerful Dallas story.

Most importantly, we ask that you use the local expression of the Brand, “We Do Can-Do,” as a guide for your own content creation and marketing campaigns and as a rallying cry to unite our collective efforts.



**THE DALLAS
BRAND IS:**

**A MAVERICK,
CAN-DO
SPIRIT.**



OUR PILLARS

Our Diverse Community of People

Creative Culinary Influence

Arts & Entertainment

Future-Facing Innovative Audacity

Iconic Sports Culture

What gives us our swagger

[VIEW OUR BRAND GUIDELINES](#)

BRAND PILLARS: CORE VALUES

OUR DIVERSE COMMUNITY OF PEOPLE

A rich
tapestry of
cultures

CREATIVE CULINARY INFLUENCE

Our
unique
recipe

ARTS AND ENTERTAINMENT

An
unwavering
commitment

FUTURE-FACING INNOVATIVE AUDACITY

A bold city
that takes big
swings

ICONIC SPORTS CULTURE

Locally revered,
globally
recognized





THE GOOD LIFE.

There's an emotional element to the Dallas visitor experience that is very real and unique to our city's brand, but perhaps doesn't fall squarely into one of our 5 specific pillars. It's about feeling your brightest, boldest, most confident self. It's about rewarding yourself, indulging yourself, and making your star shine a little brighter just by being here.

It's in experiences like the city's stylish urban rooftop pool scene, having access to haute couture and high end luxury shopping, enjoying unique hospitality amenities and creatively styled and designed spaces. It's being a part of big time events, performances, happenings and "be seen" social activities. It's how this city proudly carries itself, and you along with it, to another level.

Each of these experiences have a halo effect on our brand, are integral to the Dallas landscape, and will be included in the brand's creative expression.



THE DALLAS BRAND EXPRESSION

The creative expression of a Maverick, Can-Do spirit is just the right amount of swagger.

OUR BRAND PERSONALITY: TONE OF VOICE

We are audacious, confident, welcoming, and full of can-do, can-be energy. In copy it's sometimes easy to get caught up in the hype. We offer a few reminders to help you stay true to Dallas' brand, while showing just the right amount of swagger. What's the "right amount" of swagger? Think of it like hot sauce, a little bit can really make your TexMex sing. Too much and you get tears.

DO:

- Be confident and proud
- Be friendly and welcoming
- Try to inspire
- Write the way people talk
- Project an elevated experience

DON'T:

- Brag or act arrogant
- Overdo the "y'alls"
- Take ourselves too seriously
- Use hokey colloquialisms or slang
- Be snobby or exclusive

TOOLKIT ASSETS

Here is the way we talk about Dallas:

ABOUT DALLAS

Dallas, Texas, is an emerging global city that proudly anchors the North Texas region, the nation's 4th largest metropolitan area. This diverse and vibrant destination offers a unique combination of future-facing, innovative audacity and rich cultural heritage. Dallas radiates a Maverick, Can-Do Spirit, expressed in a thriving arts and culture scene, iconic sports, creative culinary experiences, and warm and welcoming hospitality.

ONE SENTENCE:

Dallas is more than a city, it's a state of mind—a Maverick, Can-Do spirit.

25-ISH WORDS:

Dallas exudes a unique energy, which is fueled, empowered and super-charged by its diverse people. Dallasites embody a Maverick Can-Do Spirit, expressed through a thriving arts scene, iconic sports culture, creative culinary influence, and warm hospitality.

50-ISH WORDS:

Dallas exudes its own unique energy, which is fueled, empowered and super-charged by its diverse people. Dallasites embody a Maverick Can-Do Spirit, expressed through a thriving arts scene, iconic sports culture, creative culinary influence, and warm hospitality. Dallas is a rising star—a signature combination of future-facing, innovative audacity and rich cultural and urban heritage.

100-ISH WORDS:

Dallas, an emerging global city, exudes its own unique energy, which is fueled, empowered and super-charged by its diverse people. Dallasites embody a Maverick Can-Do Spirit, expressed in the city's thriving arts and entertainment scene, iconic sports culture, creative culinary influence, and warm, welcoming hospitality. Dallas is a rising star—a bold city that takes big swings with a signature combination of future-facing, innovative audacity and rich cultural and urban heritage. Welcome to Dallas, a city brimming with a hyper-original can-do, can-be vibe, where we invite you to be your best, boldest and most fearless self.

TO LEARN MORE, VISIT [VISITDALLAS.COM/BRAND](https://www.visitdallas.com/brand)

BRAND PILLARS

OUR DIVERSE COMMUNITY OF PEOPLE

Dallas is the 9th most diverse city in America, a rich tapestry of cultures that people from all walks of life call home.

As the sixth largest LGBTQ+ community in the nation, Dallas has consistently earned a perfect score on the Human Rights Campaign (HRC) Foundation's Municipal Equality Index.

CREATIVE CULINARY INFLUENCE

Named the Restaurant City of the Year by Bon Appetit magazine, Dallas' dining scene offers diverse tastes tailored to every palate, and later this year, Dallas will be featured in the MICHELIN Guide Texas.

Known worldwide for barbecue and Tex-Mex, Dallas' culinary scene is much more complex. Beginning with chefs who pioneered the rise of Southwestern cuisine in the 1990s, today, the city's landscape is home to restaurants and chefs inspired by a mosaic of culinary traditions.

ARTS AND ENTERTAINMENT

Recently named the No. 1 Arts District in the country by USA Today, Dallas is home to the nation's largest arts district, filled with museums, galleries and performing arts spaces offering opera, theater, music and dance.

Outside of museums and concert halls, Dallas offers a vibrant and prolific collection of public art, including hundreds of murals, iconic pieces like Traveling Man and the Eye, as well as 300 pieces of public art maintained by the City of Dallas.

FUTURE-FACING INNOVATIVE AUDACITY

This year, the city broke ground on a new and expanded Kay Bailey Hutchison Convention Center Dallas. The new, state-of-the-art center will drastically improve Dallas' urban landscape, ushering in a new era of possibilities and opportunities.

With two international airports, innovative forethought paved the way for Dallas to be one of America's most connected cities. Looking to the future, Dallas Fort Worth International Airport has several projects in the works, including a \$1.6 billion new Terminal F.

ICONIC SPORTS CULTURE

In Dallas, sports are locally revered, but internationally, the Rangers are the reigning World Series Champions, and the Dallas Cowboys are the most valuable sports franchise in the world.

Dallas, recently named the No. 1 Sports Business City in America according to the Sports Business Journal, is a host city of the 2026 FIFA World Cup™, with nine matches to be held at AT&T Stadium - more than any other city.

FIFA WORLD CUP 26™ GUIDE

As one of 16 host cities for FIFA World Cup 26™ across Canada, Mexico and the United States, Dallas is at the epicenter of the excitement and anticipation for the biggest sport and entertainment event in history.

Dallas is set to host 9 FIFA World Cup 26™ matches, including a semifinal, more than any other host city.

In addition to the matches, Dallas is still aiming to host fan fest locations, team base camps, and the International Broadcast Center.

Local fans can engage in the excitement at dallasfwc26.com. Fans interacting on social media platforms can navigate to [@FWC26Dallas](https://twitter.com/FWC26Dallas) and use the hashtags [#WeAreDallas](https://twitter.com/WeAreDallas) and [#WeAre26](https://twitter.com/WeAre26).

MICHELIN GUIDE

The MICHELIN Guide is coming to Dallas.

Michelin inspectors are already visiting and have visited Dallas restaurants. The inaugural edition of the MICHELIN Guide Texas will be announced later this year.

For the initial selection, inspectors will visit restaurants in five cities, Austin, Dallas, Fort Worth, Houston and San Antonio, making the MICHELIN Guide Texas one of the largest inaugural statewide Guides in the United States.

The MICHELIN Guide Texas will be the eighth Michelin destination in the United States. Other U.S. destinations with MICHELIN Guides are California, Chicago, New York, Florida (Miami, Tampa and Orlando), Washington, D.C., Atlanta and Colorado.

Dallas has incredible and diverse culinary offerings. But MICHELIN Guide is an internationally recognized brand and the gold standard in culinary tourism. This guide provides Dallas visibility on a truly global stage, along with significant potential economic impacts. It is a wonderful opportunity to share with our visitors the Dallas culinary story of today and highlight our unique restaurants and talented chefs.

Creative culinary influence is one of five core pillars at the foundation of Dallas' new unified destination brand identity. The MICHELIN Guide is a wonderful complement to showcasing our existing offerings, as well as expanding and enhancing them in the future.

Dallas' cuisine goes far beyond its renowned Tex-Mex and barbecue offerings, with chefs across Dallas pushing boundaries with innovative techniques, creative ingredients and outstanding hospitality.



OUR BRAND ON SOCIAL MEDIA

We welcome you to interact with Visit Dallas by sharing content posted by our official social media pages. You may also create your own content and tag Visit Dallas.

WHERE TO FIND VISIT DALLAS ON SOCIAL MEDIA:

Instagram: @visit_dallas

Facebook: /visitdallas

X: @visit_dallas

TikTok: @VisitDallas

LinkedIn: /company/visit-dallas

YouTube: @visitdallas

Pinterest: @VisitDallas

TAGGING VISIT DALLAS:

Use your organization or business social media pages to follow and connect with us. Tag us in your posts where you're showing, recognizing or displaying a Maverick, Can-Do Spirit.

SHARING VISIT DALLAS:

Share our pages and posts to your business or organization's pages to amplify the message that Dallasites all share the same can-do, can-be energy.

USE OUR VISIT DALLAS HASHTAGS:

#VisitDallas

#DallasCanDo

#WeDoCanDo

LINK BACK TO OUR WEBSITE

VisitDallas.com &

DallasCanDo.com

POST SUGGESTIONS

GENERAL

This is Dallas.

We do our own recipe, our own way.

We do innovations that change the world.

We do arts districts that color outside the lines.

We do it bigger, brighter, bolder and with just the right amount of swagger.

@Visit_Dallas #WeDoCanDo

ARTS & CULTURE

This is Dallas.

We do arts districts that color outside the lines.

We do colorful culture and close community.

We do art bigger, bolder, and with just the right amount of swagger.

@Visit_Dallas #WeDoCanDo

MEETINGS & TRADE

This is Dallas.

We do events that exceed expectations.

We do convention centers that redefine the community.

We do more hotel construction than any city in the country.

We do meetings bigger, bolder, and with just the right amount of swagger.

@Visit_Dallas #WeDoCanDo

SPORTS

This is Dallas.

We do superfans and stunning stadiums.

We do champions, legends and icons.

We do sports bigger, bolder, and with just the right amount of swagger.

@Visit_Dallas #WeDoCanDo

HOTELIERS

This is Dallas.

We do more hotel construction than any city in the country.

We do room service that's anything but standard.

We do southern hospitality with global flair.

We do hotels bigger, bolder, and with just the right amount of swagger.

@Visit_Dallas #WeDoCanDo

CULINARY

This is Dallas.

We do our own recipe, our own way.

We do margaritas by the mile.

We do 20+ neighborhoods of culinary diversity.

We do flavor bigger, bolder, and with just the right amount of swagger.

@Visit_Dallas #WeDoCanDo

CHAMBERS, ECONOMIC DEVELOPMENT & CIVIC LEADERS

This is Dallas.

We do the impossible.

We do innovations that change the world.

We do developments that make a difference.

We do just about everything bigger, bolder, and with just the right amount of swagger.

@Visit_Dallas #WeDoCanDo

**PHOTO
STYLE:**

**IT'S WELCOMING, INVITING, INCLUSIVE,
ATTRACTIVE, GENEROUS, AMBITIOUS,
AUDACIOUS, BOLD, BRAVE.**



[PHOTOS & VIDEOS GALLERY >](#)

PHOTO STYLE: CREATING & SELECTING PHOTOGRAPHY TO REPRESENT OUR BRAND.

LOOK FOR:

SWAGGER WITH A SMILE

Energy and moments that exude a range from quiet confidence to absolutely owning the moment.

STARS BEING STARS

Camera awareness and confidence communicates our spirit. A wink, a tip of the hat, a knowing nod. The camera is a participant in the action.

WHAT Y'ALL LOOKS LIKE

When people are gathered. Everyone belongs, is included, is valued. Genuine warmth, welcoming and Texas hospitality.

CREATE:

WARDROBE

Stylish, on-trend, thoughtfully and carefully crafted for the setting. Brands don't pop—attitude, confidence and someone feeling their true self does. Details matter.

CASTING

Diversity and inclusion with expressive, confident, real-feeling intermingling of characters who are 'up to something' and down for anything.

COMPOSITION & LIGHTING

Find unique and visually intriguing groupings of people and features to generate energy and curiosity. Lighting style adds a palpable electricity and "star power" to subjects. Vibrant colors convey confidence and an energy that's impossible to ignore.

OUR BRAND LOGO

We use our logo with pride and fill it with meaning. It is the primary visual icon of our identity.

The typefaces exude a blend of relaxed, friendly confidence and ambitious worldliness. A larger than life place with a Maverick, Can-Do personality and just the right amount of swagger.

Pure, simple and powerful, by design.

[Request Logo](#)

V I S I T
DALLAS

V I S I T  DALLAS

Nexa Black Regular
typeface used for VISIT

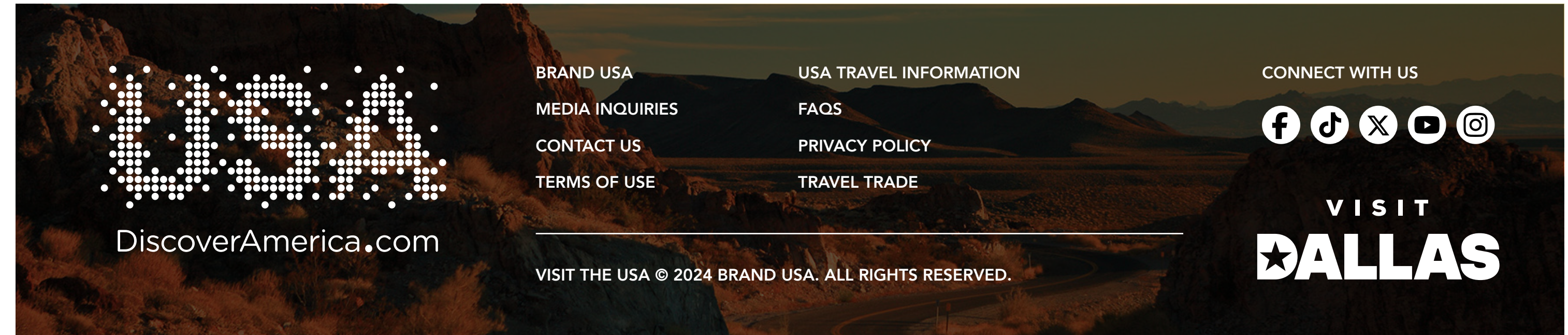
TT Hoves Pro Black
typeface used for DALLAS

horizontal format

When displaying the Visit Dallas logo alongside other brands, it is crucial to maintain its integrity to avoid brand dilution. This requires ensuring that the logo is visually comparable in size to other logos in any co-branding context. A vertical line should be used to separate the logos when placed next to each other. Additionally, avoid using versions of the Visit Dallas logo that include the tagline or website details in co-branding scenarios.



When the Visit Dallas logo appears on a property or digital application owned by a partner, it is not necessary for the logos to be of the same size or prominence. An illustration of how our logo could be displayed in the footer of a partner brand's website is provided here.



PRIMARY COLORS

Can-Do Blue is our hero color. It's the distillation of a city powered and empowered by human energy.

The hue itself is pure in its elements—a flood of cyan with a touch of magenta.

Stardust and Twilight Grey serve as accents for the star in the two versions of the brand mark.

CAN-DO Blue

Pantone 299 C
C86 M8 Y0 K0
R0 G170 B231
HEX #00A9E7

Stardust

C72 M16 Y0 K30
R18 G127 B170
HEX #127faa

Twilight Grey

C0 M0 Y0 K20
R209 G211 B212
HEX #d1d2d4

SECONDARY COLORS

Our expanded palette is a vibrant reflection of the collective electricity of Dallas—greater than the sum of its sparks.

A diverse intermingling of energies and colors.

Keep things fresh and relevant, coupling hues and messages with intent—employing the emotional values of color.

Pegasus

C7 M95 Y66 K.5
R222 G48 B77
HEX #de304d

Deep Yellum

C12 M27 Y100 K0
R228 G181 B17
HEX #e4b511

Victory

C100 M0 Y21 K12
R0 G155 B183
HEX #009ab6

Swagger

C87 M40 Y47 K14
R20 G112 B119
HEX #147077

Fuchsia Looks Bright

C32 M84 Y0 K0
R204 G54 B195
HEX #cc36c3

Tajin

C3 M71 Y100 K0
R235 G109 B36
HEX #eb6c23

Fletch

C0 M9 Y87 K0
R255 G224 B57
HEX #ffdf39

Trinity

C36 M10 Y23 K0
R165 G200 B196
HEX #a5c8c4

Rooftop Pool

C63 M0 Y27 K0
R63 G203 B202
HEX #3fcbca

Traveling Man

C48 M40 Y38 K3.5
R139 G138 B141
HEX #8a8a8c

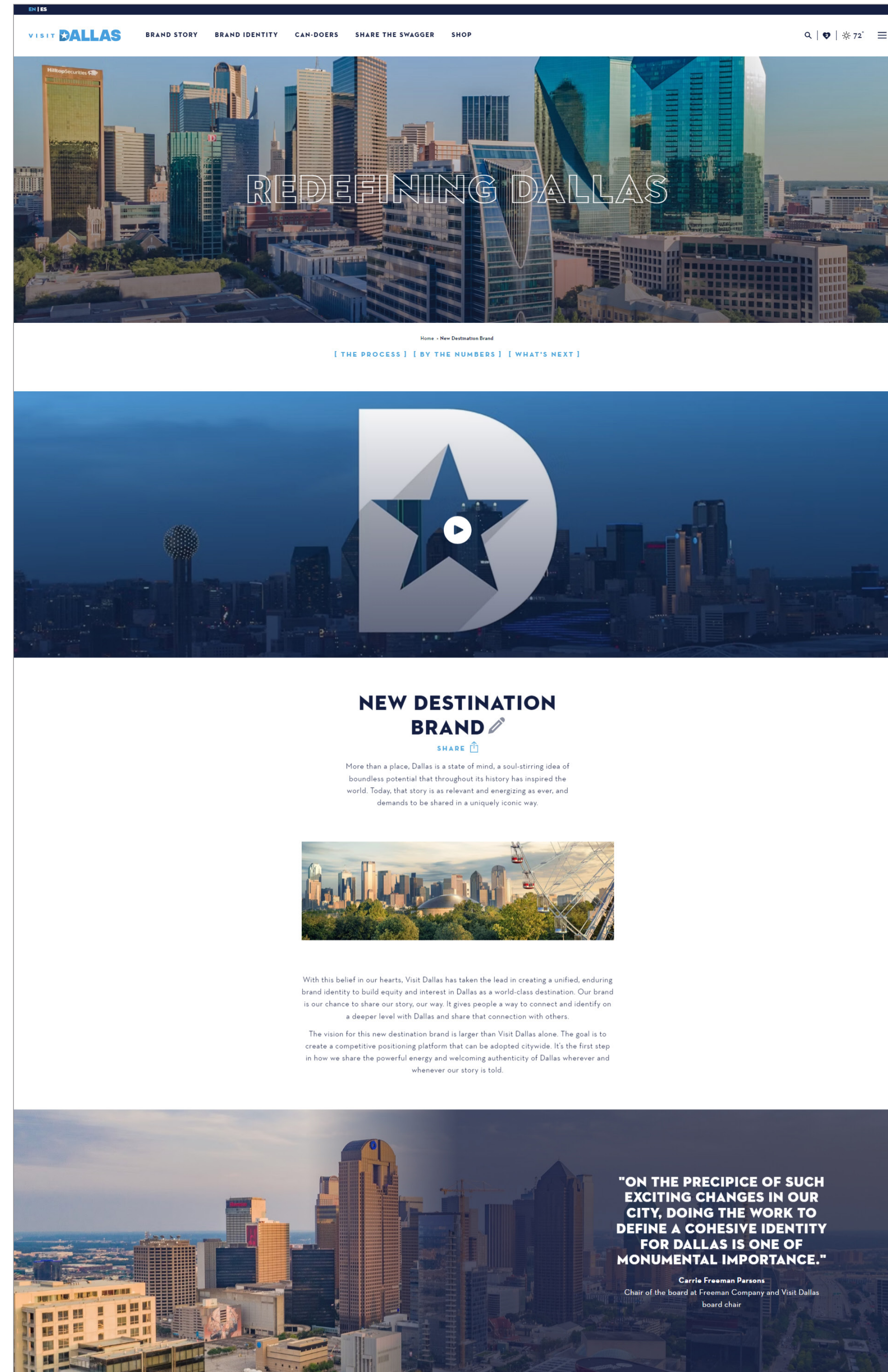
D IS FOR DOING

Net proceeds from T-shirt sales will be donated to Big Thought. **Big Thought** is a Dallas nonprofit dedicated to equipping youth in marginalized communities with the skills and tools they need to imagine and create their best lives and a better world.

shop.visitdallas.com



**CLICK THE LINK
BELOW TO VISIT
OUR WEBSITE:
DALLASCANDO.COM**



PARTNER ENGAGEMENT

Visit Dallas has been fortunate to collaborate with amazing partners who played a crucial role in launching the new brand. Their generous placements have beautifully showcased our brand throughout the city, making this launch a resounding success.

FEATURED PLACEMENTS: (PICTURED BELOW)

Deep Ellum Mural

Downtown Dallas Inc. Wall Wrap

Dallas Love Field Welcome Signage

DFW International Airport Digital Placements

ADDITIONAL PLACEMENTS:

AT&T Discovery District Takeover

Dallas Black Business Directory Digital Signage

Dallas Farmers Market



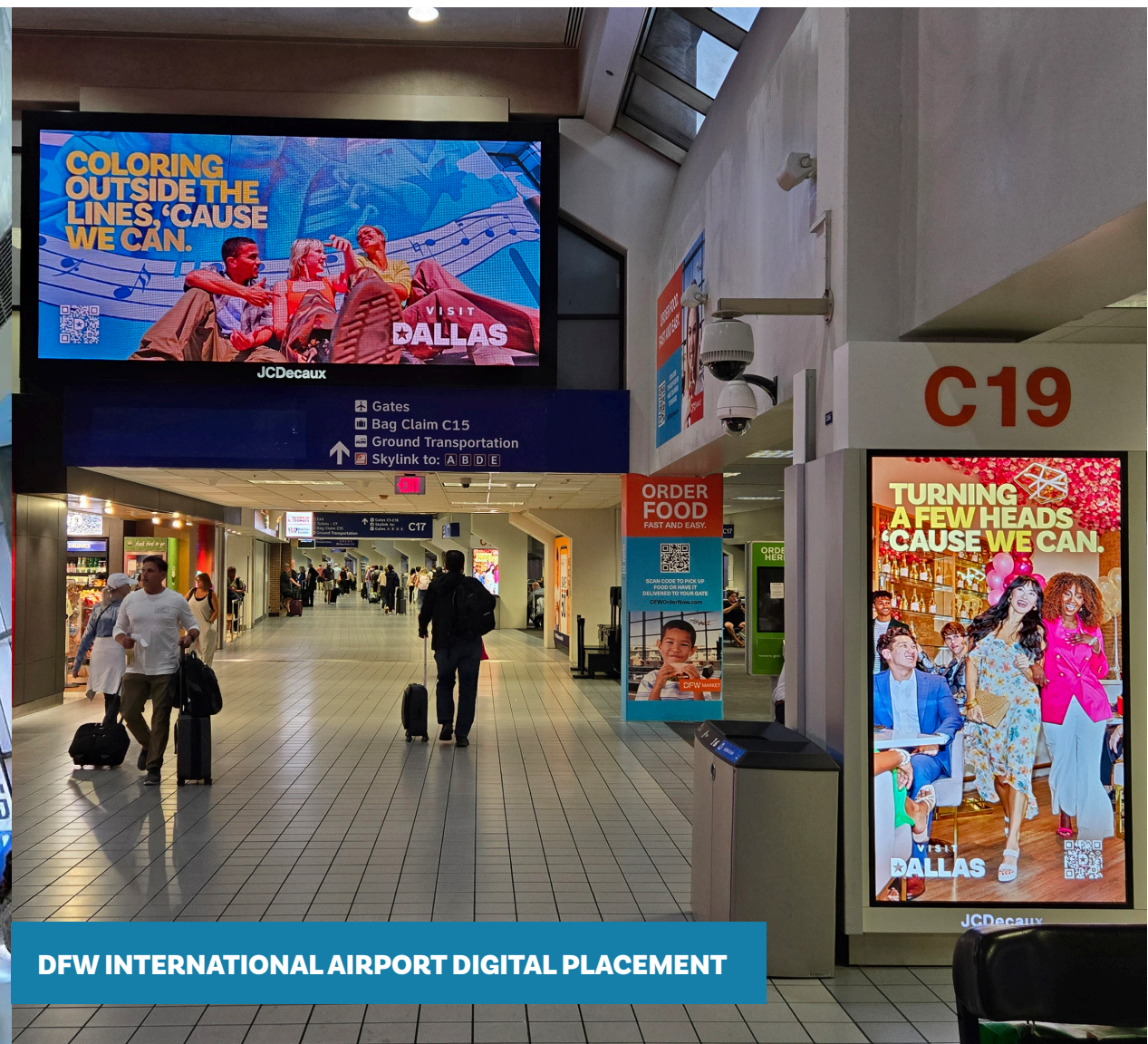
DEEP ELLUM MURAL



DOWNTOWN DALLAS INC. WALL WRAP



DALLAS LOVEFIELD WELCOME SIGNAGE



DFW INTERNATIONAL AIRPORT DIGITAL PLACEMENT

For inquiries or opportunities to feature Dallas and promote our Maverick, Can-Do Spirit contact:

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