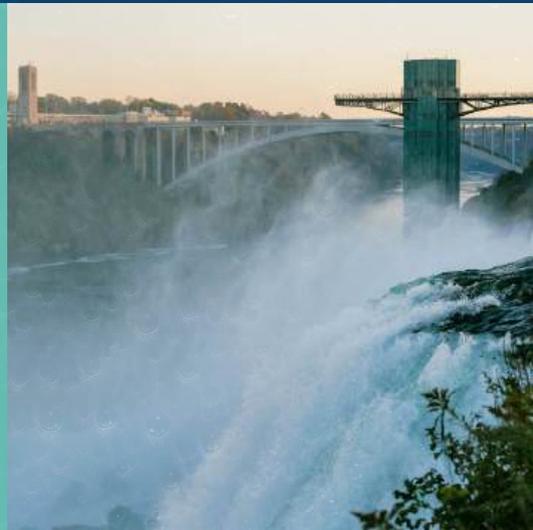




# Niagara Falls USA Brand Guide

Defining the Vision, Voice, and  
Experience of Niagara Falls USA





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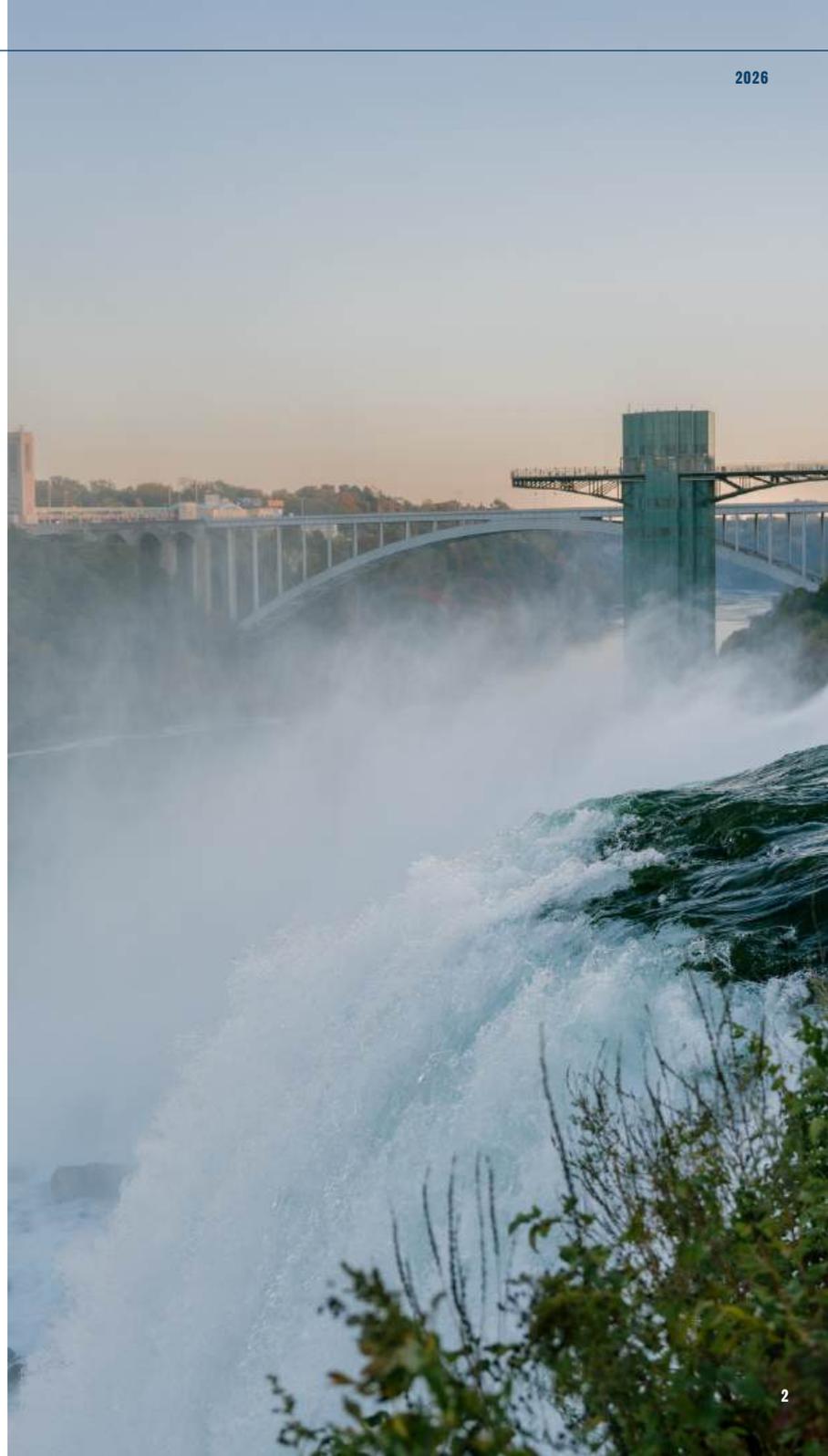
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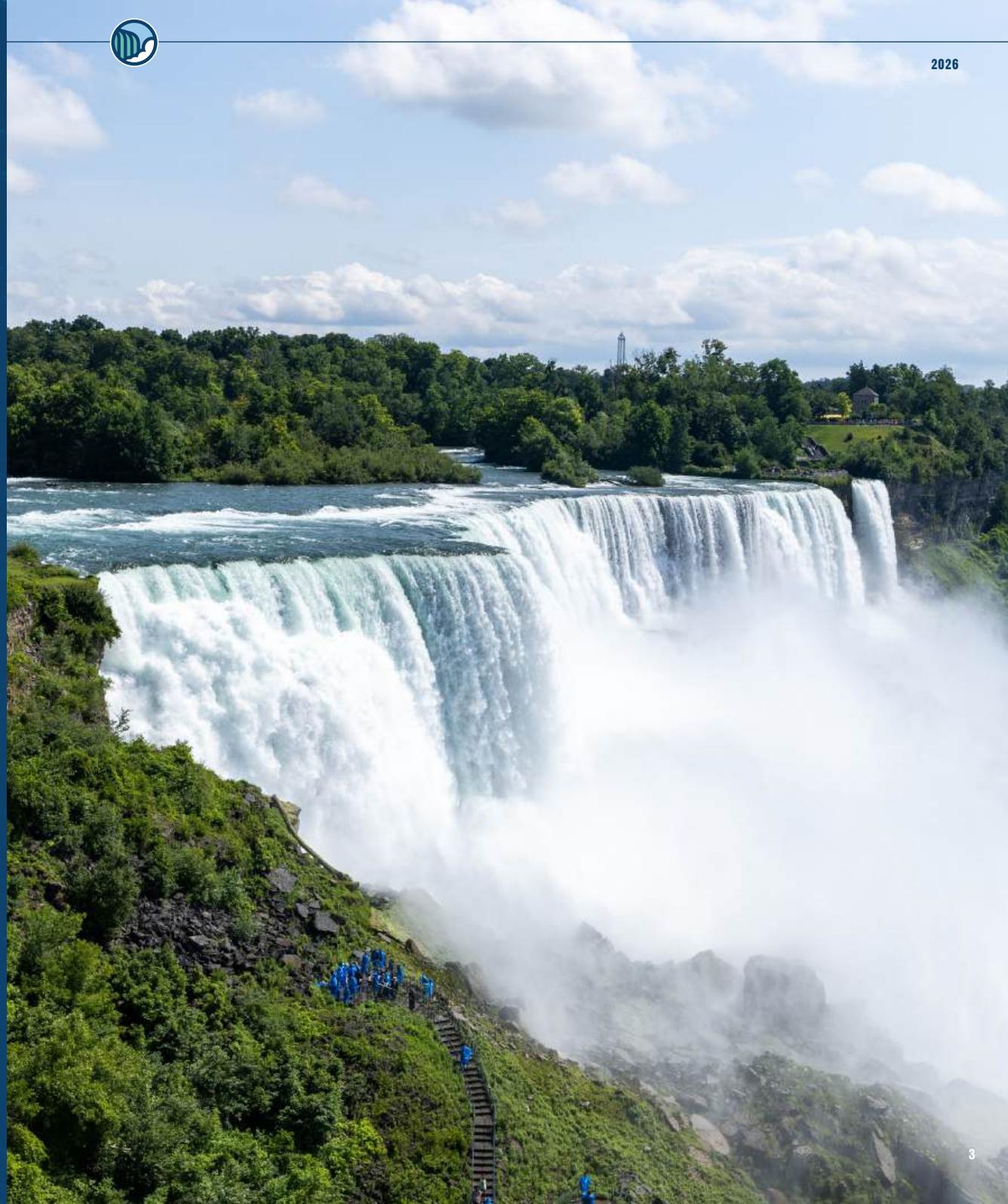
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# Mission

To promote Niagara Falls USA as an ideal overnight travel destination through unique local experiences and engaging marketing, while expanding the economic prosperity of Niagara Falls USA communities by generating individual and group visitation.





# Core Values

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## RESPECT FOR NATURE

The Falls are not a backdrop—they are a force. We honor its grandeur by approaching it with humility, responsibility, and care.

We do not diminish nature into spectacle; we let it lead.

## AN ADVENTURER'S SOUL

Niagara Falls USA embodies a distinctly American sense of exploration—open, optimistic, and driven by curiosity. We celebrate movement, discovery, and the freedom to explore on one's own terms.

We champion exploration that is bold, accessible, and inclusive.

## AUTHENTICITY OF PLACE

Niagara Falls USA is a real place with a living community, history, and rhythm of daily life. We value honesty, local pride, and realness—presenting the destination as it truly is.

We show up as lived-in, not staged.

## CONNECTION

The most powerful moments here are often shared—across generations, perspectives, and backgrounds. We value experiences that bring people together through wonder, challenge, and discovery.

We create space for connection, memory-making, and return visits.

## INSPIRATION WITH SUBSTANCE

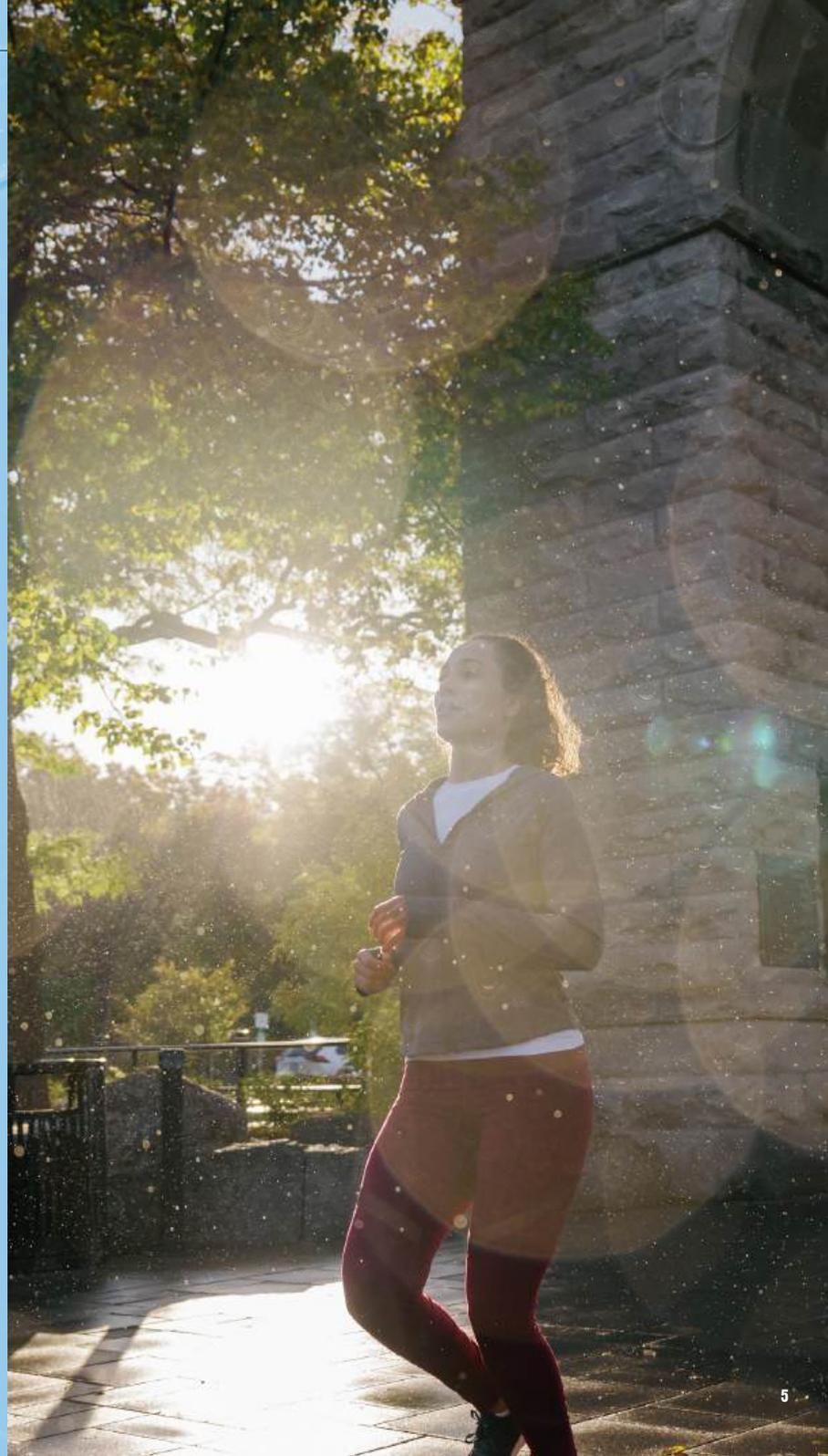
Inspiration matters—but only when it's grounded in real experience. We believe awe should be earned, emotion should feel genuine, and inspiration should lead to action.

We move people—not with hype, but with truth.



# Our Brand Position Statement

For those who prefer to go and do, rather than just see, Niagara Falls USA is the embodiment of America's adventurous spirit, connecting people to nature through immersive experiences that move, challenge and inspire them.

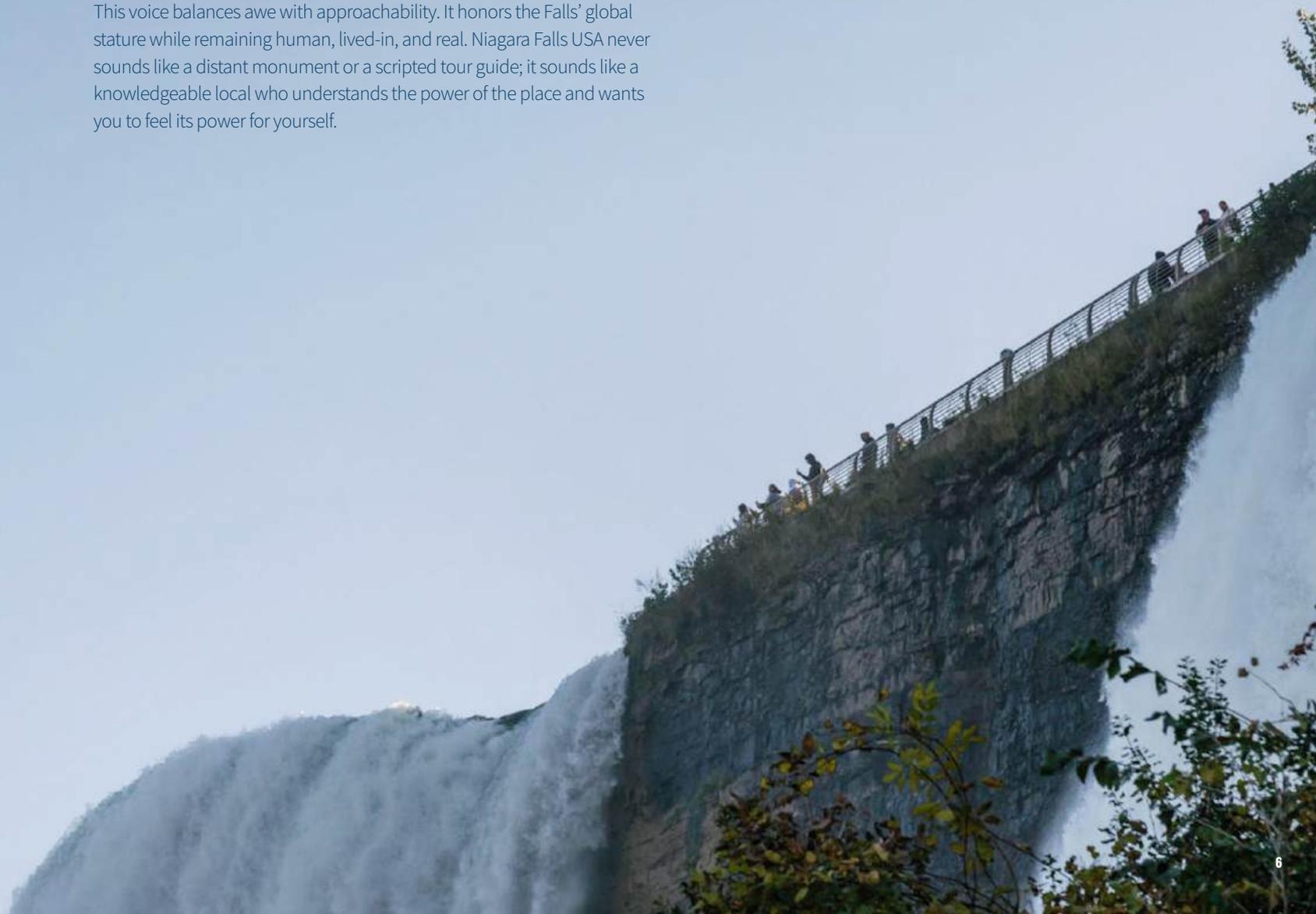




# What to Say. How to Say it.

Niagara Falls USA speaks with the confidence of something timeless—and the energy of something always in motion. The voice is grounded, active, and emotionally resonant, inviting people not just to witness a world wonder, but to engage with it. It reflects America's adventurous spirit—forward-moving, experiential, and open.

This voice balances awe with approachability. It honors the Falls' global stature while remaining human, lived-in, and real. Niagara Falls USA never sounds like a distant monument or a scripted tour guide; it sounds like a knowledgeable local who understands the power of the place and wants you to feel its power for yourself.





# Brand Voice Pillars

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## ICONIC, YET HUMAN

Niagara Falls USA is one of the world’s most recognizable natural wonders—but its voice never talks down or places itself beyond reach. This pillar ensures the brand acknowledges its global significance while remaining approachable, relatable, and grounded in real experience.

**Tone** Confident and assured, without reverence or exaggeration.

**Language** Plainspoken, elevated, and specific. Avoid sweeping claims or inflated superlatives; let meaning emerge through clarity and detail.

**Visitor Takeaway** Visitors should feel awe without intimidation. The destination feels legendary, but welcoming—something to step into, not stand back from.

## DEFINED BY MOTION

Niagara Falls USA is defined by movement—of water, people, energy, and experience. This pillar ensures the voice reflects a destination meant to be engaged, explored, and felt, not passively observed.

**Tone** Energetic, purposeful, and forward-moving.

**Language** Verb-driven and active. Language should suggest motion, choice, and participation rather than stillness or sightseeing.

**Visitor Takeaway** Visitors feel compelled to act. The destination feels immersive and alive, sparking a sense of momentum and curiosity.

## EMOTIONALLY CHARGED, NOT OVERSTATED

Emotion is central to the Niagara Falls USA experience, but it must feel genuine and earned. This pillar keeps the brand from slipping into melodrama or generic inspiration, favoring honesty over hype.

**Tone** Sincere, grounded, and confident in its own impact.

**Language** Sensory and specific, using concrete details over abstract ideas. Emotion is implied through experience, not declared outright.

**Visitor Takeaway** Visitors anticipate something powerful and personal—an experience that feels real, and in the moment.



# Brand Voice Pillars

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## LOCAL PRIDE

Niagara Falls USA is more than a landmark—it is a living place shaped by community, history, and daily life. This pillar ensures the voice reflects authentic local pride without nostalgia or cliché.

**Tone** Warm, knowledgeable, and welcoming.

**Language** Concrete, experiential, and grounded in real places, seasons, and rhythms. Avoid generic destination language that lacks specificity.

**Visitor Takeaway** Visitors feel invited into a real place, not sold a packaged attraction—building trust and emotional connection.

## SENSORY & IMMERSIVE

Niagara Falls USA is not just seen—it is felt. This pillar ensures the brand language consistently evokes physical presence and full-body experience, reinforcing the destination’s power through sensation rather than spectacle.

**Tone** Vivid, present, and experiential—never abstract or overly poetic.

**Language** Sensory-forward and concrete, drawing on sound, movement, mist, scale, and proximity. Favor language that places the reader inside the moment rather than describing it from afar.

**Visitor Takeaway** Visitors can imagine themselves there before they arrive. The experience feels immediate, visceral, and real—something to step into, not simply admire.

## FAMILY-FORWARD

Niagara Falls USA welcomes travelers of all ages, making shared experiences central to the destination’s appeal. This pillar ensures the voice reflects togetherness, discovery, and ease without sounding juvenile or generic.

**Tone** Warm, reassuring, and inclusive—never childish or overly simplified.

**Language** Clear, friendly, and accessible. Emphasize shared moments, discovery across generations, and experiences that invite participation from everyone.

**Visitor Takeaway** Families feel confident, welcomed, and excited—assured that Niagara Falls USA is a place where meaningful memories can be made together without stress or compromise.



*Our Tagline:*  
**Where Adventure Comes Naturally**

Niagara Falls USA—anchored by one of the world’s most astonishing natural wonders—is a land of stunning vistas and waterways. From the majesty and power of Niagara Falls, to scenic river gorges, lakes, beaches, streams and the historic Erie Canal—the area will inspire you with extraordinary landscapes and activities. Experience living history, arts and culture or trek pristine hiking trails—and discover the local flavors when you shop, dine and explore. The region is dotted with the simple goodness of orchards, wineries and breweries offering agri-tourism that will delight nature lovers and foodies alike. Niagara Falls USA offers a remarkable blend of natural beauty and outdoor adventure—visit us and then you will understand why this is where adventure comes naturally.



# Our Logo Suite

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**NIAGARA FALLS**<sup>®</sup>  
USA



# Primary Logo

---



3 COLOR



1 COLOR





# Primary Logo Color Versions





# Vertical Logo

---



3 COLOR



1 COLOR



NEGATIVE





# Horizontal Logo

---

3 COLOR



1 COLOR



NEGATIVE





# Logo Clear Zone

## CLEAR ZONE >>

Whenever the logo is used, a clear zone must surround it to ensure visibility and impact. The clear zone is defined by the height of the letter N in “Niagara.” No graphic elements should invade the clear zone.





# Logo Tagline Lockup

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PRIMARY



VERTICAL



HORIZONTAL





# Icon Logo

PRIMARY



3-COLOR DARK

3-COLOR LIGHT

KNOCKOUT

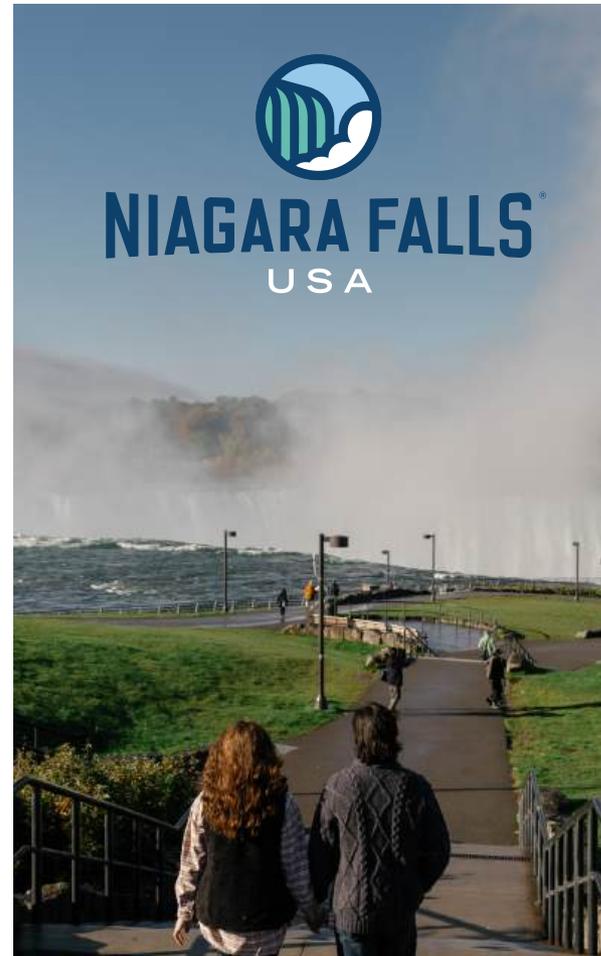




# Logo Use with Images

## BEST PRACTICES >>

The Niagara Falls USA logo may be used on photographs when such usage does not interfere with the clarity of the logo or the photography. The logo should be situated outside of the main display area of the photo, providing a clear, unobstructed view of the person, object, or image featured in the photo. The logo should be used against a background color that allows for the logo to be easily legible.





# Color Palette

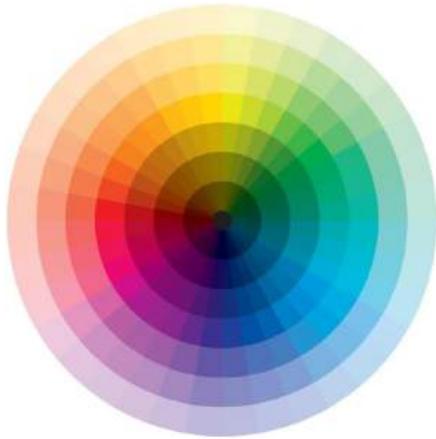
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## Primary Color Palette

<p><b>NAVY BLUE</b></p> <p>PMS 7694 C C: 100    R: 0 M: 77    G: 65 Y: 34    B: 106 K: 20</p> <p>Hex: #00416b</p>	<p><b>SEAFOAM GREEN</b></p> <p>PMS 563 C C: 59    R: 103 M: 6    G: 186 Y: 36    B: 175 K: 0</p> <p>Hex: #65baaf</p>	<p><b>LIGHT BLUE</b></p> <p>PMS 291 C C: 37    R: 154 M: 8    G: 202 Y: 1    B: 235 K: 0</p> <p>Hex: #97caeb</p>
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# Secondary Color Palette



## ADDING A SECONDARY COLOR PALETTE >>

A secondary color palette adds depth, flexibility, and visual interest to a brand while still supporting the primary colors. A complementary secondary palette allows designers to create hierarchy, highlight key elements, and adapt the brand across different platforms and materials without overusing or diluting the primary palette. They reinforce brand consistency, improve readability, and help the brand feel more dynamic and versatile while maintaining a cohesive visual identity.

## Secondary Color Palette



C: 88 R: 0  
M: 34 G: 115  
Y: 62 B: 104  
K: 16  
Hex: #007368

C: 29 R: 189  
M: 6 G: 207  
Y: 60 B: 133  
K: 0  
Hex: #bdcf85

C: 35 R: 155  
M: 0 G: 234  
Y: 23 B: 214  
K: 0  
Hex: #9bead6

C: 4 R: 245  
M: 20 G: 202  
Y: 67 B: 109  
K: 0  
Hex: #f5ca6d



# Typography

Headline/Display

## Montserrat Bold

A geometric sans with a sturdy, urban-meets-outdoor feel, good for bold, action-oriented headlines. Used with a tighter leading for a more confident, compact look on social and digital ads.

Subheadline

## Montserrat Regular

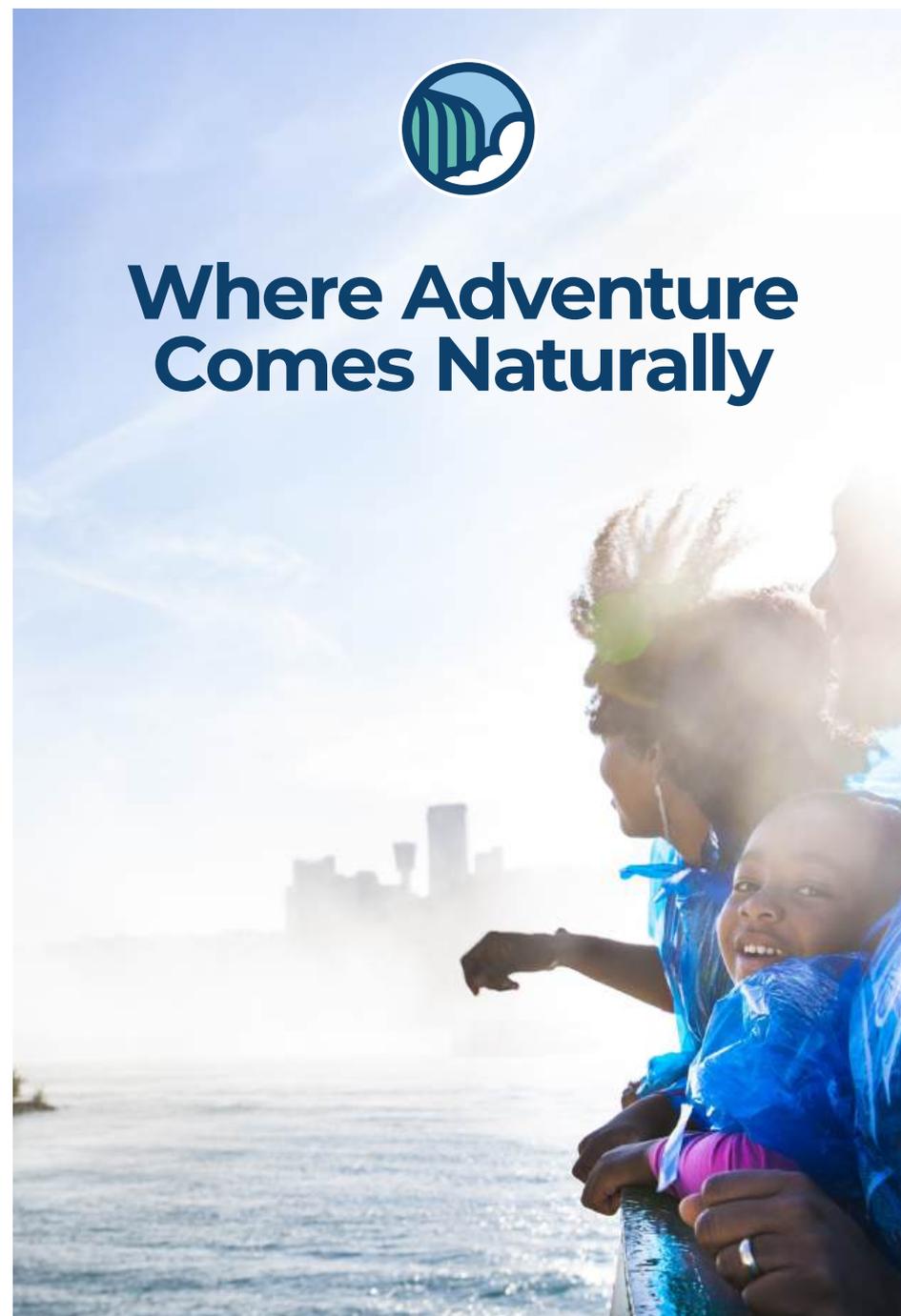
Body Copy

Source Sans Pro Light

Pairs well with Montserrat, offering excellent readability and a neutral tone across complex content like FAQs and booking flows.

Captions

## Montserrat Medium





# Photo/Video Direction

## TIGHT, EMOTIONAL, AND CINEMATIC VISTAS >>

Photography is key to capturing the adventurous spirit of Niagara Falls USA. When selecting imagery, use tight, emotional, and cinematic vistas that showcase Niagara Falls USA locations and scenes. Photo editing should be limited to general retouching and cropping only.

## CAPTURING THE NATURAL SIDE OF NIAGARA >>

Beyond the Falls, photography should showcase the small towns and wineries throughout Niagara County. Local farmstands offer beautiful shots of fresh produce and quiet orchards during the afternoon sun.

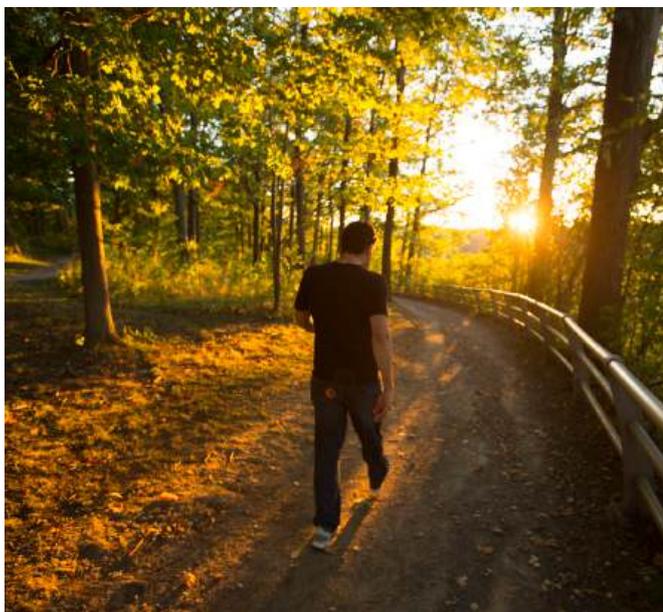
When selecting photos from the Niagara Falls USA media library, credit “Destination Niagara USA.” To download photos of Niagara Falls USA, visit [niagarafallsusa.com/media/](https://niagarafallsusa.com/media/) and select “Photo Requests.”



### Note:

Raw images/video should be color graded to balance richness of detail with sense of authenticity.







# Building Out the Brand

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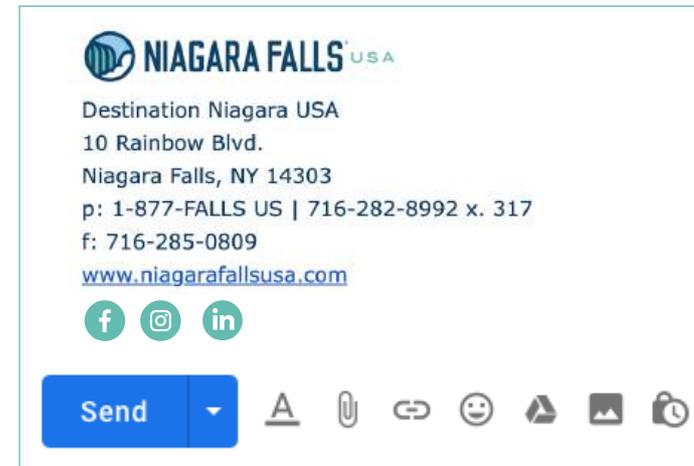
The brand extends beyond paid media, digital, print, and video executions.

The following pages illustrate how the brand identity system can be leveraged across touchpoints to strengthen and unify the overall identity and marketing communications suite.



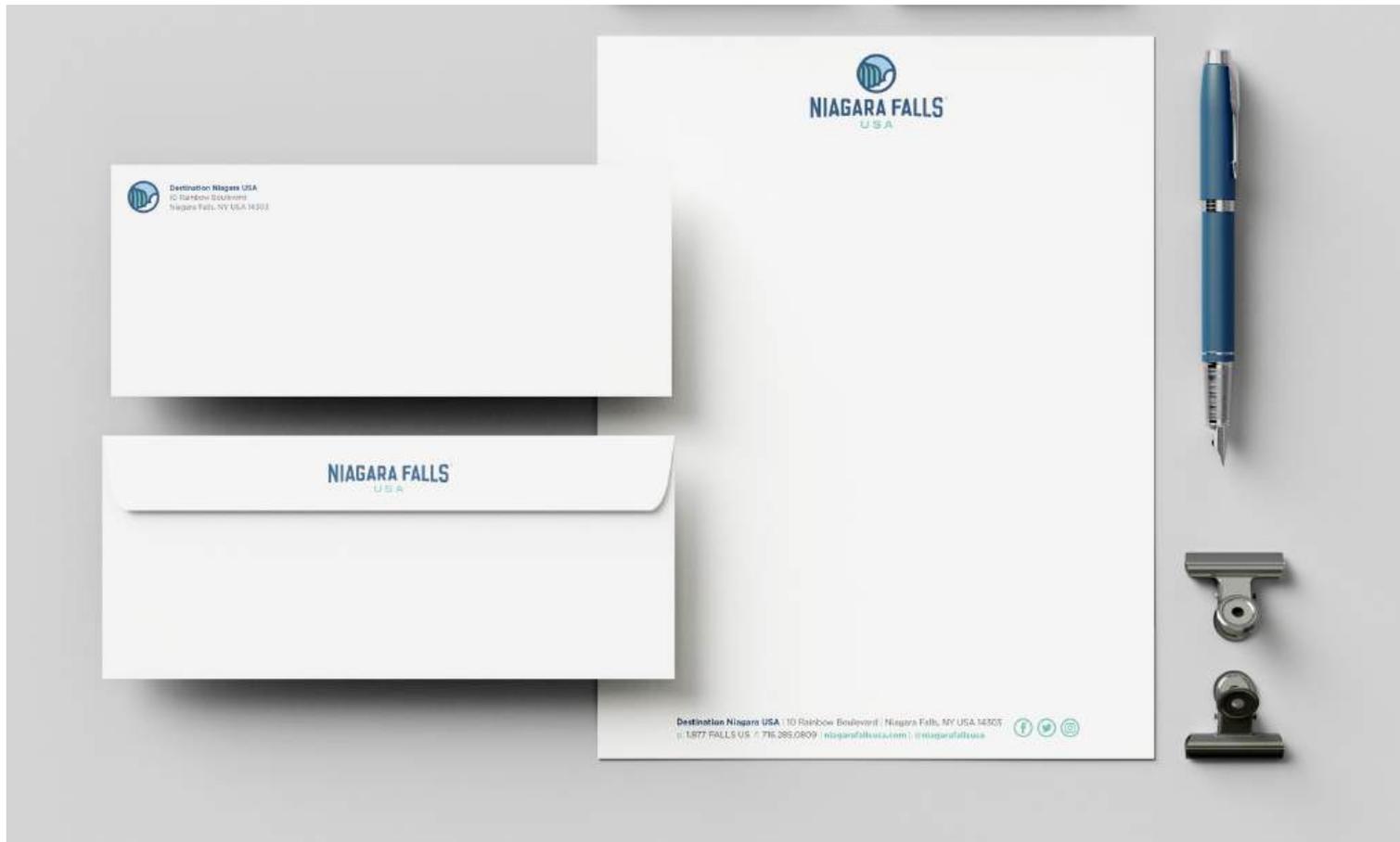


# Business Cards + Email Signature





# Stationery



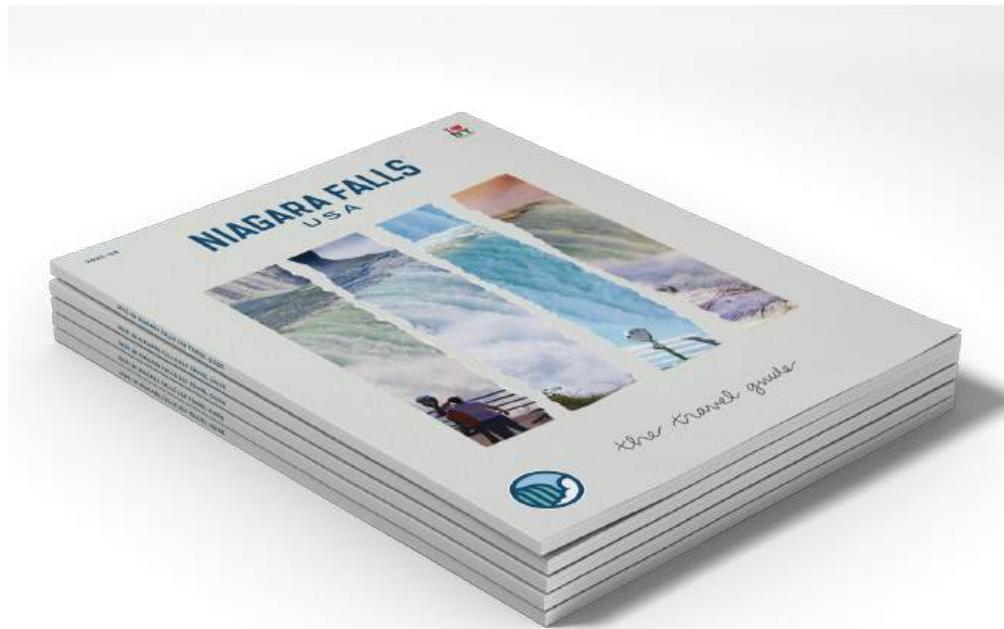


# Merchandise





# Travel Guide





# Environmental Signage





# Tradeshows Signage





# Brand Voice on Social Media

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Social media is where Niagara Falls USA feels most immediate and alive. The brand voice becomes more conversational and agile here, but never loses its grounding, confidence, or emotional credibility. Posts should feel like an open invitation into the experience—they should be in the moment, encourage participation, and reflect the energy of being here.

On social platforms, the voice leans active, sensory, and human. Language is active, concise, and approachable. Emotion is conveyed through specificity—sound, motion, shared moments—rather than hype or hyperbole.

Content should prioritize connection over promotion. Posts should invite response, curiosity, and movement, reinforcing that Niagara Falls USA is a place to engage with, not just admire from afar.





# Subject Matter + Content Directions

## 1. The Experience of Being There

- The physical, emotional, and sensory reality of Niagara Falls USA.
- Focus on immediacy and immersion. Describe moments as they unfold—movement, sound, proximity, weather, time of day.

## 2. Things You Don't Just See—You Do

- Highlight active experiences, attractions, outdoor exploration, and hands-on moments.
- Frame activities as invitations, not itineraries. Emphasize choice, variety, and personal pacing.
- Building itineraries or guides.

## 3. Shared Moments & Memory-Making

- Talk to families.
- Feature family experiences, multigenerational travelers.
- Show how experiences bring people together across generations.
- Promote seasonal or signature experiences.
- Reinforce emotional connection.

## 4. Local Life & Living Context

- Feature neighborhoods, local culture, food, seasonal rhythms, and everyday experiences.
- Present Niagara Falls USA as a real place people live, work, and return to—not just a landmark.

## 5. Ease, Access & Confidence

- Provide planning information, logistics, and tools.
- Make planning feel effortless and empowering, without draining the sense of excitement.
- When possible, link posts back to Niagara Falls USA website content or blogs to drive traffic and encourage deeper engagement.

## 6. Natural Majesty

- Show the Falls as a living natural force—its scale, power, rhythm, and presence—along with the surrounding river, gorge, and natural landscape.
- Approach natural grandeur with restraint and respect. Let nature lead the narrative.
- Focus on what makes Niagara Falls USA powerful in real, physical terms rather than symbolic or mythic language.
- Emphasize proximity and perspective—how close visitors can get, how the environment changes by season, light, and weather.

### Referencing Other Accounts:

Frequently reference/tag other accounts when appropriate or available. When possible, reference the account mid-message as opposed to at the end of the post.



# Platform Guide

## **FACEBOOK**

Facebook.com/NiagaraFallsUSA

### **Purpose:**

Inspire visitation, share updates, and strengthen community pride.

### **Best Practices:**

- Keep posts concise (under 100 words).
- Use strong, vertical or square images (1080×1080 or 1080×1350).
- Post 3–5 times per week.
- Feature event recaps, park updates, or seasonal highlights.
- Use hashtags to categorize conversations and topics.
- Album or carousel-style posts are most engaging.
- Incorporate approved user-generated content (UGC) when possible.

### **Specs:**

- Image: 1080×1080 px (square) or 1200×630 px (horizontal).
- Video: 1080×1080 or 1080×1350 px; max length 240 min (ideal 15–60 sec).
- Stories: 1080×1920 px (vertical).
- Reels: 1080×1920 px; 5–90 seconds.
- Copy Limit: Primary text ≤125 characters before truncation; headline ≤40 characters.

## **INSTAGRAM**

@NiagaraFallsUSA

### **Purpose:**

Capture the visual and emotional essence of Niagara Falls USA.

### **Best Practices:**

- Maintain a warm, cohesive aesthetic—natural light, earthy tones, authentic expressions.
- Use captions that sound conversational and encourage exploration.
- Include hashtag #NiagaraFallsUSA
- Tag partners, attractions, and creators to increase reach.
- Post 4–6 times per week; Stories daily when possible.
- Album or carousel-style posts are most engaging.
- Incorporate approved user-generated content (UGC) when possible.

### **Specs:**

- Feed Photos: 1080×1080 (square), 1080×1350 (portrait), or 1080×566 (landscape).
- Reels: 1080×1920 px, up to 90 seconds.
- Stories: 1080×1920 px.
- Carousel: Up to 10 images, each 1080×1080 px.
- Copy Limit: 2,200 characters max; optimal ≤125 for engagement.

## **LINKEDIN**

LinkedIn.com/Company/NiagaraFallsUSA

### **Purpose:**

Share organizational milestones, media coverage, partnerships, and industry thought leadership.

### **Best Practices:**

- Maintain a polished, professional tone.
- Highlight collaboration, sustainability, and innovation.
- Include strong visuals or infographics.
- Encourage staff resharing to expand reach.
- Posting Frequency: 1-2 times per week.
- Incorporate approved user-generated content (UGC) when possible.

### **Specs:**

- Image: 1200×627 px (horizontal).
- Video: 1080×1080 or 1920×1080 px; max 10 min (optimal ≤60 sec).
- Copy Limit: 700 characters for posts; 150 characters for headlines.

### **Note:**

Instagram and Facebook are the best social media outlets for sharing video.



# Platform Guide



@NiagaraFallsUSA



@NiagaraFallsUSA

## Purpose:

House long-form brand storytelling, hero videos, and educational content.

## Best Practices:

- Use branded intro/outro animation.
- Add subtitles, tags, and keyword-rich descriptions.
- Posting Frequency: 1–2 per month or per campaign.
- Add title thumbnails to any videos.
- Incorporate approved user-generated content (UGC) when possible.

## Specs:

- Video Size: 1920×1080 px (16:9).
- Thumbnail: 1280×720 px.
- Length: 15 sec–3 min for promo videos; longer content up to 10 min for storytelling.
- Title Limit: 60 characters.
- Description Limit: 5,000 characters.

## Purpose:

A visual discovery and inspiration platform for sharing ideas through digital pinboards.

## Content Mix:

- Idea Pins: Step-by-step, educational, or story-driven formats (no external link).
- Standard Pins: Strong visuals linked to blog posts, landing pages, or products.
- Seasonal/Trend-Based Boards: Aligned with holidays, lifestyle moments, or campaign themes.
- Evergreen Inspiration: Aspirational imagery tied to brand values and lifestyle positioning.
- Lead Magnets & Guides: Downloadable checklists, itineraries, recipes, etc.

## Best Practices:

- Treat Pinterest as a search engine—use keywords in titles, descriptions, and alt text.
- Design Pins with text overlays for instant context and clarity.
- Maintain a consistent visual style—brand color palette, tone, fonts, and photography.
- Create content 3–6 months ahead of seasonal moments (Pinterest users plan early).
- Use vertical orientation for 80% of posts—best performance and visibility.

- Link every Standard Pin to a high-value destination (blog, landing page, lead form).
- Refresh top-performing Pins with new creative vs. reposting duplicates.

## Specs:

- Standard Pin: 1000 x 1500 px (2:3 ratio).
- Idea Pin: Multiple 1080 x 1920 px pages (9:16 ratio).
- File Types: .PNG or .JPG for static, .MP4 for video.
- Title Length: Up to 100 characters (first 40–60 display).
- Description Length: 1–2 sentences, up to 500 characters with keywords.
- Max File Size: Static 20MB / Video 2GB.



# Consistency Transforms a Place People Recognize into a Brand They *Feel*.

A strong brand is not built in a single campaign or moment—it is built through consistent expression over time. Every marketing initiative, from art direction to copy, either strengthens Niagara Falls USA's brand or dilutes it.

Consistency does not mean repetition. It means showing up with the same confidence, clarity, and point of view across every channel and touchpoint. When the voice, tone, and subject matter align—whether on social media, the website, a travel guide, or TV—the brand becomes recognizable, trustworthy, and emotionally resonant.

Niagara Falls USA carries the rare responsibility of representing both a global icon and a living destination. By using these guidelines as a shared framework, all partners help ensure the brand feels cohesive, credible, and unmistakably itself—inviting visitors to engage, return, and remember the experience long after they've left.

For questions regarding brand implementation, file usage, or any aspect of brand usage, contact **Libby Tonellato, Vice President of Marketing** at [lwoock@niagarafallsusa.com](mailto:lwoock@niagarafallsusa.com).



[niagarafallsusa.com](https://niagarafallsusa.com)