

Fort Worth Convention & Visitors Bureau
Logo / Brand Development

Rationale and Recommendations

The Mark of History.

In the past, logos for the Fort Worth CVB have included a variety of images related to Fort Worth's Western heritage, including horses, stars, and the silhouetted longhorn nicknamed Molly. In some executions – especially when the logo was printed in a small size – these images distracted viewers from the city name.

Our current mark has been used since 1996. While effective, the logo's shape often created challenges when designing marketing collateral materials.



The Way You Want Texas To Be.



Convention & Visitors Bureau

In addition, the typeface and graphic style felt old-fashioned
– and not in a good way.

After a decade of use, the Fort Worth CVB logo needed a fresh look...

Seeing Stars.

Fort Worth was one of the first to incorporate a star into its logo. However, many other cities have now “hitched their wagons to a star.” Amarillo, Waco, Abilene, Dallas, and other cities have all used stars to promote their brands.

Of course, literally hundreds of Texas businesses also use star graphics in their marketing efforts.

WACO
TEXAS 

Abilene

The Friendly Frontier


ARLINGTON

LUBBOCK


BRYAN COLLEGE STATION
CONVENTION AND VISITORS BUREAU


AMARILLO
Step Into The Real Texas

FORTWORTH
 **CHAMBER**

Dallas! 

Clearly, the star has become so common that its use can blur
Fort Worth's image and hamper our branding efforts.

It's time to differentiate and rise above...

Back to the drawing board.

The process begins for developing a new mark, starting with a pencil and blank piece of paper. The only requirements were to keep the likeness of Molly, the longhorn and the full spelling of “Fort Worth.”

Many sketches, research, late nights, and tons of caffeine later...

~~1/2/19/10~~

FORT WORTH

NO STARS
MOVING FORWARD
POWER



SHAPES

FW

FW FW

FORT WORTH

FW

FW FORT WORTH

Fort Worth

CON. TOP?



FORT WORTH

FW



PICTURE YOURSELF IN FORT WORTH.

FORT WORTH

Reference: Morning News. Separate the horns - attach to the ends of the word - change up most of the middle of the 'F' to make more of the 'M' - project. The top horns with 'I' inside, 'W' under fort worth - all capital letters.

Keep Red & White



FW

WORTH

FORT WORTH

FORT WORTH

WORTH EVERY MINUTE.



FW

FORT WORTH

FORT WORTH

FORT WORTH

Fort Worth

FW

FW

FW

FW
FORT WORTH

FW

FW
FORT WORTH

FORT WORTH

FORT WORTH

FORT WORTH



FORT WORTH

FORT WORTH

FW

FORT WORTH

FORT WORTH


FORT WORTH



The mark of a great city.

After many refinements, the result was met with great enthusiasm and respect for its evolution. The new logo presented a new, artistically rendered Molly with the bold words “Fort Worth.”

It retains what makes Fort Worth different – its Western heritage – while using an artistic style to subtly convey Fort Worth’s focus on culture. The shape of the logo allows flexibility with a wide range of marketing materials, from print collateral to broadcast to outdoor.



FORT WORTH

Confident. Unified. Balanced.

It's a whole new look for a city seeking to rise above...

Now just apply color.

Metallic PMS 8602 (Gun Metal) + PMS 485 (Red)



FORT WORTH

Tag, you're it.

Coming up with a tagline was the next big step. A new and sophisticated logo needed a strong accompanying statement. After researching and reviewing the many aspects of our city with industry partners, attractions, media, committees and the CVB board, the one phrase that survived all the clutter was already a defining statement of Fort Worth.

Resulting in a perfect marriage...



FORT WORTH

CITY OF COWBOYS AND CULTURE

Creative make over.

With the feedback from our local tourism and convention partners, the mission was clear. New photography, collateral and advertising coupled with a fresh creative vision was needed in order to continue to stand out in the competitive convention and leisure markets.

After receiving necessary approval and funding from the board, the first step was scouting for sleek, new photography that caught the appeal of Fort Worth's downtown, nightlife, cultural attractions and western heritage.

The result is photography that is rich, vibrant and diverse...

Say Cheese!













8.00 HAPPY HOUR Mon, Tues, Fri 4pm - 7pm
\$2.00 Well
\$3.00 Thi
\$5.00 M
HALF PRICE APPET
Live J & S MUSIC
ROBERT CRAGAR
MICK MANNING
WED
MRS PRIVATE PARTY
SPAZ MATZ
E & DADDY
N/A









"Fort Worth... it's the reason to go to North Texas."
- National Geographic Traveler



2002

WESTERN BEGINS

PROGRESS

COMMITMENT

6749















Looking back.

The “Meet The New Fort Worth” and “Cowboys and Culture. Only In Fort Worth” campaigns served their purpose in that these ads initiated the new branding for Fort Worth with a bold, to-the-point direct sell. The ads were consistent in delivering the message to niche audiences that Fort Worth was evolving.

Convention Trade

Direct destination sell

★ MEET THE NEW **FORT WORTH**



★ THE FORT WORTH CONVENTION CENTER is now open and ready to host your meeting! A \$75 million renovation and expansion project has completely transformed this facility. Inside and out, you'll find all the ingredients for a productive event:



- 253,226 square feet of exhibit space
- Beautiful 28,160-square-foot ballroom
- 41 breakout rooms for maximum flexibility
- 25,960-square-foot arena with 13,500 seats

Plus, everything you need is within walking distance of the Fort Worth Convention Center. Fine hotels. Restaurants. Entertainment. And unique meeting spaces. Only a few blocks away, attendees can visit Sundance Square, "the hottest downtown in Texas." Fort Worth also offers a spectacular variety of cultural and historical attractions, just 2.5 miles from downtown.

Find out more about Fort Worth. Call or visit our website today.

★
"The redbrick and history-rich city center has been revitalized with a vengeance..."

— National Geographic Traveler

FORT WORTH



THE DESTINATION
WITH EVERYTHING.

American Airlines
GROUP & MEETING TRAVEL
www.aatexas.com

Leisure Trade

Balance of Western
and cultural attractions

COWBOYS AND CULTURE. ONLY IN FORT WORTH.



★ NOW'S THE TIME FOR AN UNFORGETTABLE TRIP TO FORT WORTH. From cowboys to culture, from race cars to rhinos, Fort Worth is the destination with everything. Spend an afternoon exploring some of the world's great museums in the Cultural District. Watch the West come to life in the historic Stockyards. Shop and dine in Sundance Square, the most exciting downtown in Texas. Go on safari at the top-ranked Fort Worth Zoo. Or experience the thrills of Texas Motor Speedway. That's only the beginning of the fun waiting for you in Fort Worth. Call or visit our website today.



WWW.FORTWORTH.COM
415 THROCKMORTON ★ FORT WORTH, TEXAS 76102-7410 ★ 800.433.5747 ★ 817.336.8791

Making arrangements.

The next step was to bridge design elements from our previous advertising campaigns and marry them with new creative that combines new photography, fresh colors, a strong layout and creative copy.

Conventions first.

For the meetings and conventions market, the major messages are the revitalization of downtown and the convenience of holding a convention in Fort Worth.

Adios "Meet The New Fort Worth."

Convention Trade

Convenience



**Three hours in a session.
Three minutes to lunch.**



• **For major convenience, meet in Fort Worth.**

It offers one of the most pedestrian-friendly downtown areas in America. From the Fort Worth Convention Center, you can walk to gourmet restaurants or outdoor cafes. Unique shops or colorful galleries. Fun nightspots or fabulous performance spaces. All in a safe, exciting, and historic atmosphere. Only a short drive away, you can explore the spectacular Fort Worth Cultural District and legendary Fort Worth Stockyards.

Visit our Web site now for more reasons why Fort Worth is **worth every minute.**

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Nightlife



Something you usually don't find
downtown after dark. People.



- **Some cities roll up the sidewalks at night. Not Fort Worth.**

After business hours, downtown is filled with locals, tourists, and conventioners. Our revitalized downtown has helped make Fort Worth one of the finest meeting destinations in the Southwest. From the Fort Worth Convention Center, it's an easy walk to great restaurants, shops, galleries, nightspots, and live performances. And with new and renovated hotels opening, downtown just keeps getting better.

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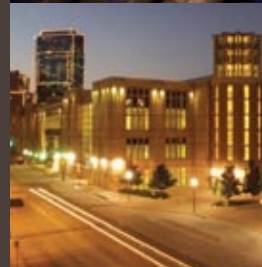
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Convention Trade.

Downtown / Convention Center



Book a meeting in Fort Worth.
Get an entire downtown free.



- **Have you seen downtown Fort Worth lately?**

If not, prepare to be amazed. Practically the entire downtown area has been totally transformed, creating an urban oasis that's both dazzling and delightful. Everything your attendees need is within walking distance of the Fort Worth Convention Center, from food to fun to entertainment. And with new and renovated hotels opening, the best is yet to come.

Visit our Web site now for more reasons why Fort Worth is **worth every minute.**

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At your leisure.

For the leisure markets, the following ads let the underlying message of “cowboys and culture” take the lead, along with the appeal of Fort Worth for couples and the city’s variety of performances.

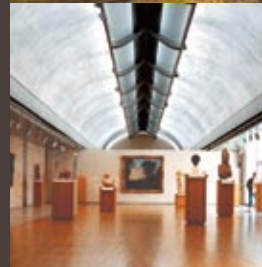
Keep ‘em coming back for more...

Leisure Trade

Cowboys & Culture



Who says cowboys and Caravaggio
are mutually exclusive?



• **You can experience both in Fort Worth, Texas.**

The Stockyards National Historic District, one of the most popular attractions in Texas, features a real cattle drive, great shopping and restaurants, authentic saloons, plus Billy Bob's Texas, the world's largest honky-tonk. In the Fort Worth Cultural District, you can walk to five spectacular museums in a beautiful, park-like setting. You'll find plenty to admire – from priceless antiquities to amazing architecture, from modern masterpieces to IMAX movies.

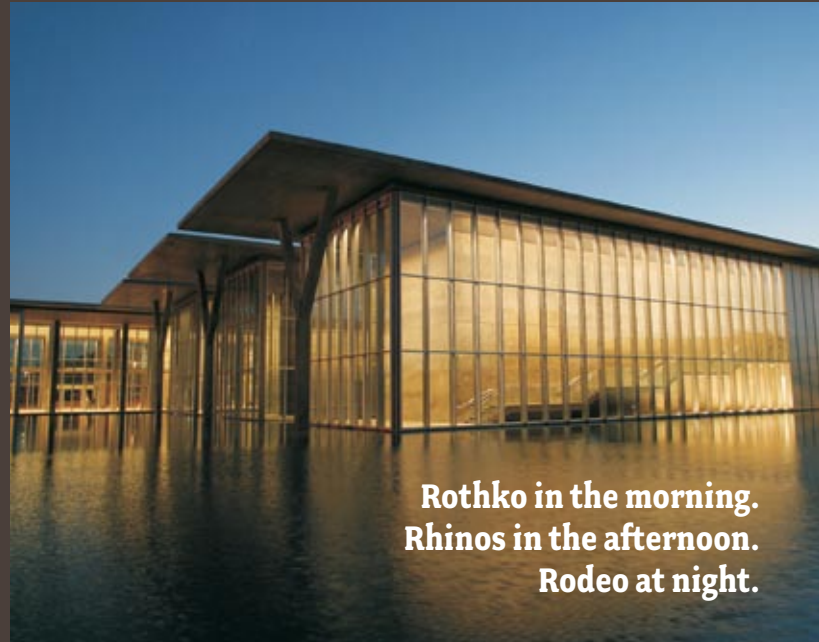
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Leisure Trade

Cowboys & Culture



**Rothko in the morning.
Rhinos in the afternoon.
Rodeo at night.**



• **You can experience them all in Fort Worth, Texas.**

In one weekend, you can enjoy an enormous range of experiences – from art to animals, from fashion to family fun. See the artistic treasures in the Fort Worth Cultural District. Enter the wild world of animals at the Fort Worth Zoo. Discover the American West in the Fort Worth Stockyards. Get into auto racing at Texas Motor Speedway. Or shop and dine in downtown's historic Sundance Square. The choice is totally up to you.

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Leisure Trade

Performance



One visit and you'll demand an encore.



• **Fort Worth always delivers a memorable performance.**

During a single weekend visit, you can enjoy an incredible variety of wonderful shows. Take a seat at Bass Performance Hall, one of the world's most beautiful and acoustically perfect concert venues. Catch a great concert at Billy Bob's Texas in the Fort Worth Stockyards. Watch great drama or comedy at a live theatre. Or step inside an exciting nightclub to hear blues, rock, and country music.

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Leisure Trade

Romantic Getaway



The official destination of
incurable romantics.



- ◆ **Get closer to someone special in Fort Worth.**

Once you check into your downtown hotel room, one of the most dazzling cities in Texas is at your feet. Dine in elegant restaurants, browse fashionable shops, discover fun nightspots, or see an extraordinary show at Bass Performance Hall. Then, explore your artistic side in the spectacular Fort Worth Cultural District. Or experience the best of the American West in the legendary Fort Worth Stockyards.

Visit our Web site now for more reasons why Fort Worth is **worth every minute.**

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Ready for takeoff.

With a strong foundation, an attractive product and a clear message, Fort Worth is poised to become a trendsetter for meetings and conventions in the Southwest and a favorite destination for leisure travel.

That's the end of the presentation. But the beginning of a new level of success...