



CONNER PRAIRIE

STEP INTO THE STORY

BRAND STANDARDS

Version 02 | 07.2021



WELCOME

BEFORE YOU EXPLORE

The newly established guidelines will serve as the foundation for building and maintaining appropriate brand awareness and recognition for Conner Prairie through all forms of communication.

The guide that follows outlines the parts and pieces that make up the new Conner Prairie brand. From logos and graphic treatments to mission and proper tone of voice, we have detailed the appropriate use of the visual and verbal elements that make up and support, the Conner Prairie brand.

This guide will constantly evolve. The primary brand standards will remain intact for the foreseeable future, but other guidelines may need to be changed or updated for a variety of reasons.

We are very excited to have this comprehensive brand standards guide, and look forward to helping the entire staff become strong brand managers and ambassadors.



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FOUNDATIONAL WORDS

MISSION

CONNER PRAIRIE IS...

a unique historic place
that inspires curiosity and
fosters learning by providing
engaging and individualized
experiences for everyone.



VISION

CONNER PRAIRIE WILL...

expand the boundaries of our historical and natural resources by exploring, celebrating, and improving the human experience.



VALUES

HEART FOR THE PAST

- Create meaningful connections
- Reflect the makeup of the wider world in our stories
- Preserve and respect our grounds, gifts, and assets

HEAD FOR THE PRESENT

- Take ownership and trust others to do the same
- Be curious and share what you know
- Identify and adapt to change by taking smart risks

EYE FOR THE FUTURE

- Evolve to fit the needs of the community
- Improve and grow Conner Prairie to be better than you found it
- Establish/support a culture of diversity, equity, accessibility, and inclusion



DEAI PROMISE

CONNER PRAIRIE IS...

a place where the doors are
always open to a diversity of
voices and limitless experiences.





BRAND DESIGN ELEMENTS

While it's the most easily identifiable trait embodying our brand, a visual identity requires a more holistic approach than a new logo design. It's an entire graphic experience that resonates with the rest of the Conner Prairie brand. When it's done right, our visual identity convey our purpose, values and culture.

To maximize brand effectiveness, however, it has to be adopted by everyone and used consistently. These guidelines help maintain the brand's integrity, regardless of how it's being communicated.

LOGO & TAGLINE

The Primary Logo

The strength of the Conner Prairie logo is its simplicity. The design is inspired hand-drawn type styles popular during the mid-1800's. It's been combined with a geometric retro twist, to transform Conner Prairie stylized lettering into a stand-alone icon. The unexpected offset alignment creates movement and balances within the wordmark. This bold design creates a strong and memorable brand presence.

The Sunburst-orange color of the wordmark reflects the confidence, strength, and passion of the early pioneer and is a vibrant color commonly found in wildflowers.

Preferred Logo Format

The two-tiered wordmark (shown right) is the primary logo format to be used for the Conner Prairie brand. This type design is the foundation for a series of variable logos (see page 12) This version (without an icon) is the preferred logo to be used in all marketing communication materials. It is suitable for both print and digital applications.

Logo Components

The logo consists of wordmark and tagline. These components have been designed to complement one another. Therefore, when using the logo, the size ratios and spatial relationships of the elements should not be altered.



Primary logo: two-tiered wordmark with tagline

LOGO & TAGLINE

The Brand Positioning Tagline

"Step Into The Story" is the most immediate way we can describe a trip to Conner Prairie. It equates history to the fun and relatable concept of a story told for entertainment, while inviting guests to not just listen, but enter into and explore the story for a day.

Our unique Opening Doors approach has empowered us to see our work in fundamentally different ways. We've become active engagers — not stage actors. Adapting our interactions based on guest's interests, we're now ambassadors to the past and facilitators of accelerated learning experiences. This pivot allow our guest to truly "step into the story". Resulting in impressive increases in learning and satisfaction among guests according to recent research.

We never stop looking for new ways to engage our guests and deliver hands-on, interactive experiences that open up dialogue and start larger discussions about the world around us.

"Step Into The Story" will appear in most of our marketing materials alongside the logo, so it's important not to use variations of it as a headline. Instead, create headlines that capture the concept of it — entertaining, interactive, and educational. Examples are listed in the "Voice Examples" section (see page 53).

All logo files have been created with and without the tagline.



Primary logo: two-tiered wordmark with tagline

LOGO VARIATION

There may be situations where application or size limitations do not allow for use of the two-tiered primary logo (shown on the previous page). To allow for proper brand representation in these situations, a streamlined, horizontal format has been created. This is a secondary version of the logo and should be judiciously applied.



Horizontal wordmark with tagline

VARIABLE LOGOS

Understanding Variable Logos

A set of variable logos have been designed to highlight specific aspects of the Conner Prairie experience. Iconic symbols designed with modern, geometric flair have been developed to represent five key areas:

- Science & Innovation
- Nature
- The River
- History

The two-tiered wordmark is the foundation for the series of variable logo. It is the consistent unifying element within the branding system.

The main variable logo is Science & Innovation which features a iconic treatment of the 1859 Balloon Voyage experience. This is a symbol that most external audiences will associate with Conner Prairie.

Variable Logos Are Not Icons

It may be tempting to use the variable logo icons as individual graphics but that would dilute the brand equity. These icons are only to be used within the variable logo lockup. DO NOT USE THE ICONS AS INDEPENDENT GRAPHIC. Doing so undermines their impact and meaning with the public.



Primary variable two-tiered wordmark with tagline

VARIABLE LOGOS

Variable “How To’s”

Understanding the purpose, audience, and engagement of the item you are designing will help determine which logo to use. For example, if you are promoting riverfront development, you would use the River Variable Logo. If content is a general overview of Conner Prairie, the primary wordmark would be used, not a variable logo.

Variable logos are not to be used in conjunction with the primary Conner Prairie wordmark, but instead to replace it. Use one or the other, but not both. Never mix variable logos within a piece.

The five aspects depicted in the variable logos are:

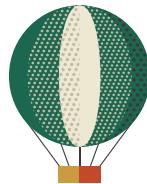
- **Science & Innovation:** Iconic depiction of the 1859 Balloon Voyage
- **Nature:** Graphic leaves to illustrate the lushness of the land
- **History:** Recognizes our namesake with a stylized rendering of the Conner House
- **The River:** A Lenape Indian dugout canoe in honor of the Indiana's indigenous tribe

Preferred Format

The “stacked” two-tiered wordmark design (shown right) is the preferred format when using variable logos. Whenever possible, it should include the “Step Into The Story” tagline to reinforce Conner Prairie’s brand positioning.



VARIABLE LOGOS



CONNER PRAIRIE

Science & innovation
horizontal variable logo



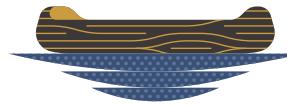
CONNER PRAIRIE

Nature
horizontal variable logo



CONNER PRAIRIE

History
Horizontal Variable Logo



CONNER PRAIRIE

River
horizontal variable logo

FESTIVAL & EVENTS

Major Events & Festivals

Conner Prairie's major events and festivals include Headless Horseman, A Merry Prairie Holiday, and History on Tap. As we build out these major festivals branding, they will have dedicated section in this brand book.

These major events and festivals will have their own logo and color palette but will need to be compatible with the Conner Prairie word mark since it will need to be displayed next to or near it.

History on Tap will have a deliberately different look, every year, and will not need to follow absolute brand standards. This strategy is inspired by collectable posters, with a unique poster being created each year. This approach will appeal to the young professional audience, and position the event as a yearly tradition. All History on Tap designs should be undertaken by a designer who is familiar enough with the Conner Prairie brand to make smart decisions that break rules without feeling totally detached from the parent brand.

Small Events & Festivals

All non-major events and festivals will not receive a unique logo. A simple type treatment using the Conner Prairie brand fonts and color palette will be used to promote these smaller events and festivals. The type treatment should always be paired with the Conner Prairie logo. These marks will be created by Conner Prairie's internal Brand Manager.

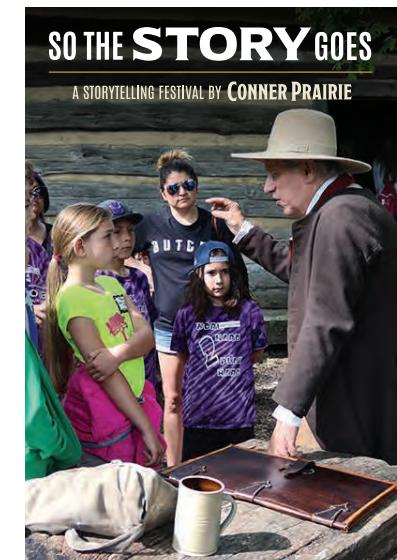
It is important that potential visitors know what to expect at each event or festival, so it is recommended that whenever possible, the type treatment is paired with a photo of the experience itself or represents the theme.

CONNER PRAIRIE FESTIVAL OF MACHINES

Examples of smaller event and festival type treatments

SO THE STORY GOES

A STORYTELLING FESTIVAL BY CONNER PRAIRIE



EXPERIENCE AREAS

Experience Areas are the unique “places” Conner Prairie offers to its guests - segments of the museum that focus on a specific historic time or mission-driven activity.

The experience areas include:

- 1836 Prairietown
- 1859 Balloon Voyage
- 1863 Civil War Journey
- Lenape Indian Camp
- Animal Encounters
- William Conner House
- Treetop Outpost
- Discovery Station
- Create.Connect
- Makesmith Workshop
- Nature Walk
- River Crossing
- Ag Adventures

The look of these areas on the ground (wayfinding signage excluded) is handled by exhibit designers, and does not need to connect to the brand.

However, when these areas are depicted visually for wayfinding purposes, they should feel connected to the brand.

Due to the wayfinding importance of these experience area depictions, standards will be developed in conjunction with a map redesign, scheduled for 2021.

CLEAR SPACE

A minimum unobstructed area, known as the clear space or area of isolation, must surround the logo on all sides to separate it from any other visual material. This space gives the logo prominence and makes it easier to see. No graphic elements of any kind should be placed inside this zone. This clear space applies to all version of the logo and includes the tagline within its boundaries.

The clear space is equal to the half the height of the "O" letter in the Conner Prairie wordmark.

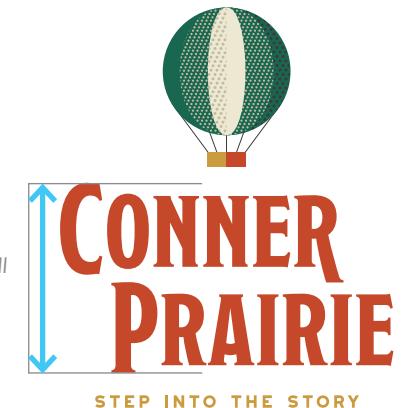


MINIMUM SIZING

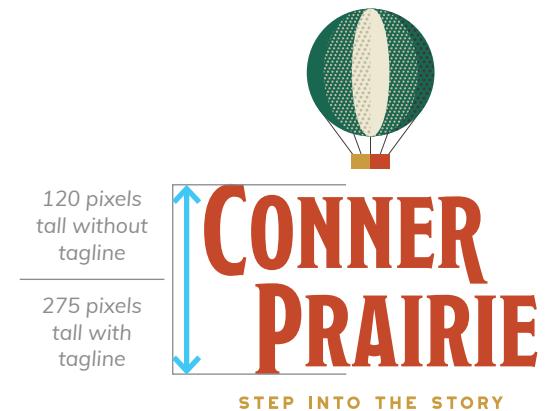
The logo should not be reproduced smaller than the specified minimum size, doing so compromises its readability. The minimum size is measured by the height of the wordmark (see illustrations right). Just as the logo should not be shown smaller than the minimum size, it should also not be made proportionally too large for its intended usage. As a general rule, the logo should not be wider than one-third of the page width. These guidelines apply to all versions of the logo.



Print Applications



Digital Applications



Note: Due to space limitation, not all items are shown at actual size.

LOGO COLOR PROFILES

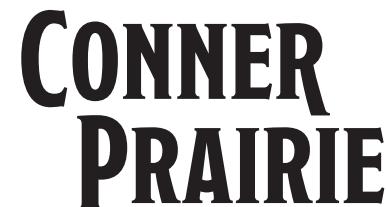
Primary Logo Color Profiles

Digital logo files of the primary two-tiered and horizontal wordmark have been created for a variety of anticipated formats, including black-and-white and one-color profiles, as well as PMS, CMYK and RGB color profiles.

Versions of the logo with and without the tagline have also been created. Although not every version/format of the Conner Prairie logo is pictured here, each version/format of the logo has been created in the color profiles listed above.

Using Reverse Logo

You will notice that there are two versions of the “reverse” logo; a one-color, white version design for using with limited color reproduction. And an alternative, “Reverse Type” logo has been created for use in full-color reproduction. This Tree Pulp cream from the Conner Prairie secondary color pallet provides a softer reverse look and is a nod to our historic past.



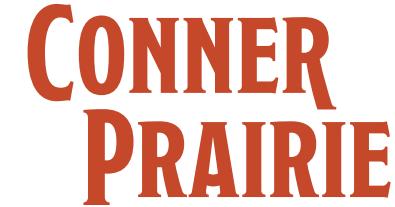
Black & white (one-color)



Two-color (PMS### & PMS###)



One-color (PMS###)



Full color (CMYK & RGB)



One-color reverse (white)



Full color “reverse type”

LOGO COLOR PROFILES

Variable Logo Color Profiles

The design of the icons used in the variable logos are complex illustrations and don't translate well to one- and two-color reproduction. These logo are only available in RGB & CMYK color formats.

Versions of the logo with and without the tagline have also been created. Although not every version/format of the variable logo is pictured here, each version/format of the logo has been created in the color profiles listed above.

Limited Reproduction

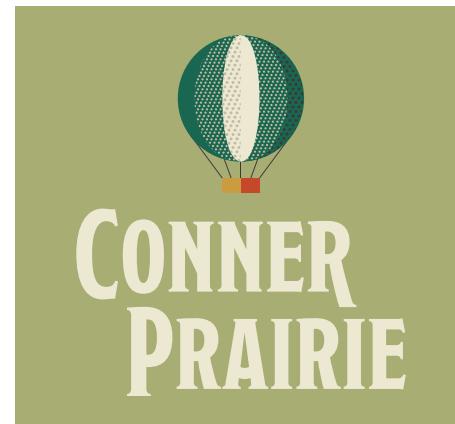
The variable logo icons contain a great amount of detail. This makes them unsuitable for certain applications, such as embroidery and one- and two-color reproduction.



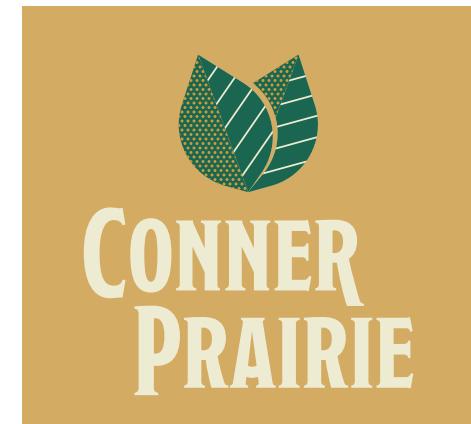
Full color (CMYK & RGB) logo
variable logo



Full color (CMYK & RGB) logo
Variable logo



Full color (CMYK & RGB) logo
"reverse type" variable logo



Full color (cmyk & rgb) logo
"reverse type" variable logo

APPLYING THE LOGO

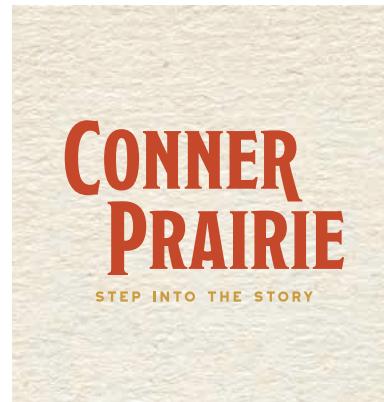
The logo may be used without the tagline but whenever possible, it should include the "Step Into The Story" tagline to reinforce Conner Prairie's brand positioning.

Designed with contrast in mind to ensure the logo always "pops" and/or is easily visible and legible from background colors or patterns.

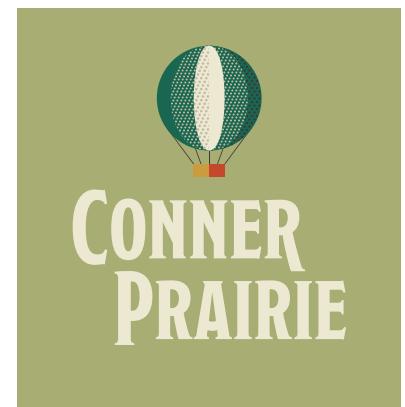
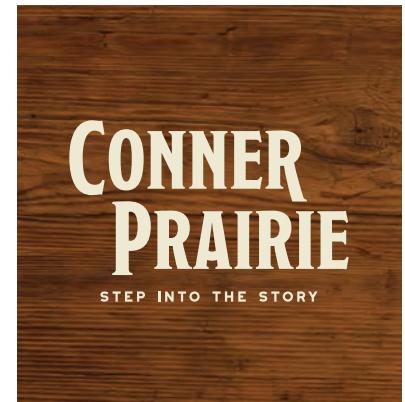
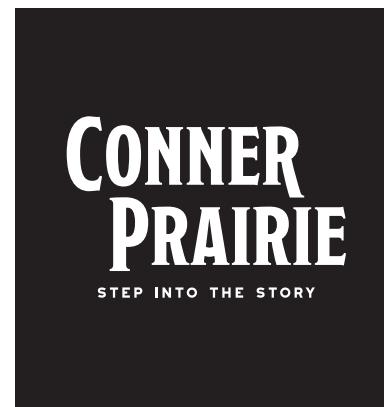
To ensure the effective and consistent application of the logo, allow sufficient clear space on all sides of the elements.

Make sure there is sufficient contrast between the logo and the surrounding background and that a background image or texture is not too complex or "busy".

Digital logo files have been created for a variety of anticipated applications, including black-and-white and one-color formats, as well as PMS, CMYK and RGB color profiles.



Correct Usage

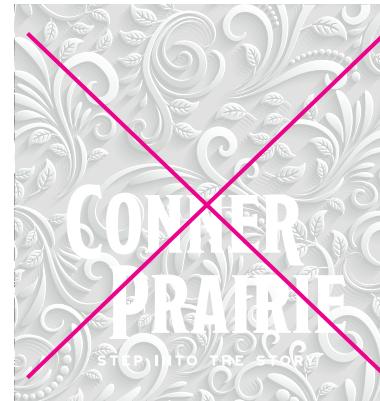
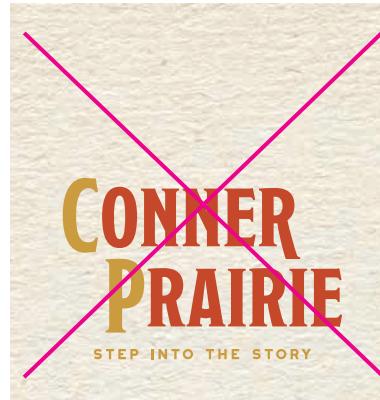


Use the logo on white or light-colored backgrounds where there is significant contrast between the Conner Prairie logo colors and the background. Use the reverse white or "Reverse Type" logo on dark color backgrounds.

APPLYING THE LOGO

- Don't place the logo on backgrounds or images where it is hard to distinguish or where there is not enough contrast for the logo to be legible or noticeable.
- Don't modify or reconfigure the logo, or change the colors or fonts in any manner.
- No other words or graphics should be added to the logo design. No attempt should be made to re-create the logo or alter the colors in any way.
- Variable logos are not to be used in conjunction with the primary Conner Prairie wordmark, but instead to replace it. Use one or the other, but not both. Never mix variable logos within a piece.
- When you scale the logo make sure you keep the original proportions and do not stretch or distort it.
- When scaling logos in Microsoft Word, press and hold the SHIFT key while you drag a corner sizing handle to resize it proportionality.

Incorrect Usage



BRAND COLOR PALETTES

The Conner Prairie brand palette helps audiences identify us at a glance, and the way we use colors sets the mood for each of our branded items. The palette is diverse and flexible. To maintain visual consistency across all communications, only use the colors outlined in this guide.

Primary Color Palette

The colors used in the Conner Prairie logo design are the foundation for the brand's primary color palette. Understanding the purpose and meaning behind each color will better help you understand how to apply them in branded materials.

- Sunburst orange:** represents the confidence, strength, and passion of the early pioneers.
- Great Plains gold:** embodies the hopefulness and promise of something better beyond the horizon.
- River blue:** this represents the rich heritage and traditions we celebrated and demonstrate daily.
- Pulp cream:** represents the records, writings, and storytelling we share with our guest.

The Conner Prairie color palette was inspired by nature and chosen to be bold, inviting and versatile. Layouts should lean heavily on these primary colors, especially the bright and energetic Sunburst and Great Plains colors. Balance these color with River, Pulp and the other palettes for color schemes that are appealing and recognizable.

Primary Color Palette



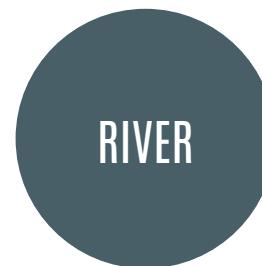
SUNBURST*

CMYK	17 85 98 6
RGB	196 72 41
HEX	C44829
PMS	7598C
PMS	7597U



GREAT PLAINS

CMYK	21 39 89 1
RGB	203 154 63
HEX	cb9a3f
PMS	1245C
PMS	1245U



RIVER

CMYK	74 53 47 22
RGB	73 95 104
HEX	495f68
PMS	5405C
PMS	5405U



PULP

CMYK	7 6 18 0
RGB	236 230 209
HEX	ece6d1
PMS	65% 9143C
PMS	65% 9143U

*Revised 5/26/21

BRAND COLOR PALETTES

Conner Prairie's color palette is made up of three layers: primary, secondary, and accent palette option. Communications should lean heavily on the primary palette, but may use the palettes to keep layouts from becoming too stale or one-dimensional.

Secondary Color Palette

The colors in Conner Prairie supporting palette were chosen to complement our primary palette of Sunburst, Great Plains, River, and Pulp, providing additional range to the brand experience. They work well as accent colors or as backgrounds behind typography or graphics, but should never replace the primary palette as the main color(s) of a design.

Preferred Font Color

Ash (86% black) is the preferred color to use for text in printed and digital communications. The shade is not as harsh as 100% black and provided good contrast to ensure easy readability.



GRASS

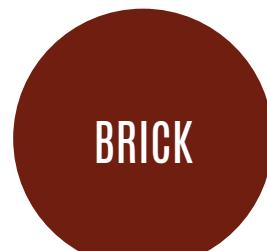
CMYK	42 26 76 3
RGB	157 161 94
HEX	9da15e
PMS	5777C
PMS	5777U

Secondary Color Palette



EVERGREEN

CMYK	85 37 73 26
RGB	33 103 81
HEX	216751
PMS	626C
PMS	626U



BRICK

CMYK	32 92 100 45
RGB	112 33 18
HEX	702112
PMS	1815C
PMS	7624U



OAT

CMYK	25 22 37 0
RGB	194 186 162
HEX	c2baa2
PMS	454C
PMS	454U



ASH

CMYK	0 0 0 86
RGB	74 75 76
HEX	4a4b4c
PMS	Cool Gray 11C
PMS	432U

Used primarily as text color

BRAND COLOR PALETTES

Tertiary Color Palette

Tertiary colors are intended to be accent colors that provide visual interest. Our primary and secondary palettes should drive most materials, in certain instances, other colors need to be used. For those circumstances, we have developed this tertiary palette. Do not use these colors for full-color backgrounds or as the main color with a design. They should be used occasionally and sparingly.



CMYK	28 100 100 0
RGB	188 40 46
HEX	bb282e
PMS	1797C
PMS	1797U

Tertiary Color Palette



CMYK	51 13 23 0
RGB	126 183 191
HEX	7eb7bf
PMS	550C
PMS	550U



CMYK	50 13 76 0
RGB	140 180 104
HEX	8cb368
PMS	7486C
PMS	7486U



CMYK	92 55 51 32
RGB	11 80 90
HEX	0b505a
PMS	7708C
PMS	308U



CMYK	52 81 42 25
RGB	113 63 91
HEX	713f5b
PMS	5135C
PMS	7657U

COLOR BALANCE

Beyond our logo, color is one of the most recognizable aspects of our brand identity. Using color appropriately is one of the easiest ways to make sure our materials reflect a cohesive Conner Prairie brand.

Clean & Balanced

The Conner Prairie brand is a premium brand that is warm and welcoming. To achieve this, remember to balance photos, colors, and design elements with white space, especially in printed materials. It is the unofficial fifth color in our primary color palette.

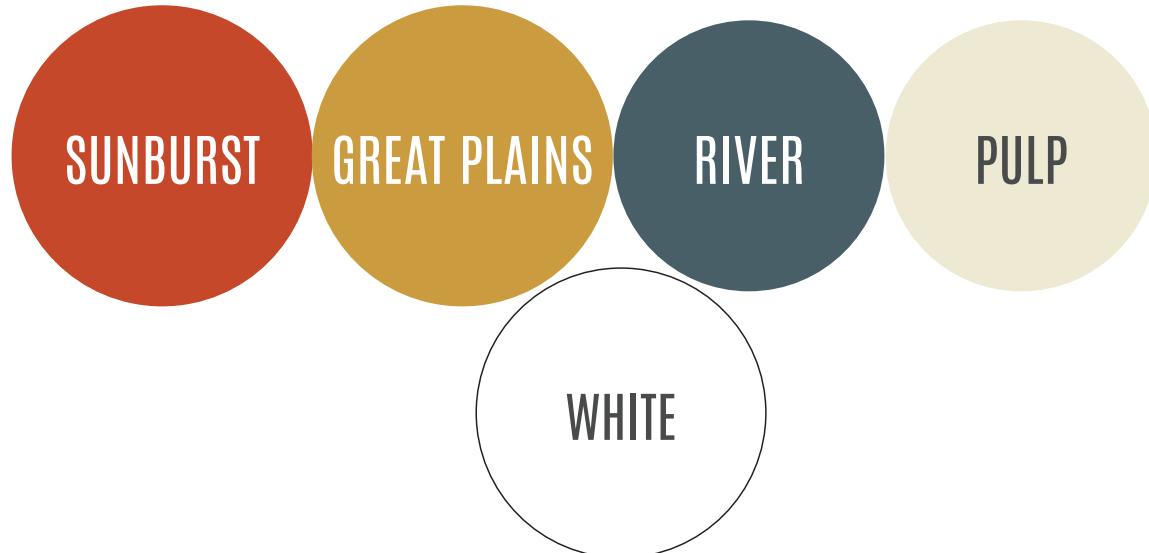
Color Usage

A robust color palette provides many design options, but we must exercise thoughtful consideration and restraint to make sure we don't lose our visual identity.

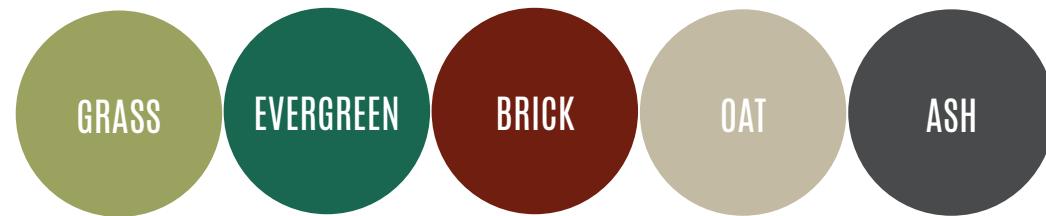
Layouts should lean heavily on the primary colors, especially the bright and energetic Sunburst and Great Plains colors. Balance these colors with River, Pulp and the other palettes for color schemes that are appealing and recognizable.

Here is a general guide for making effective choices as you use color in compositions. This isn't meant to imply a strict mathematical distribution of the colors on the page; rather, these ratios should help your layout pass a squint test. Although individual pieces may vary, notice that the cumulative effect keeps the overall brand color balance.

Primary Color Palette



Secondary Color Palette



Used primarily
as text color

Tertiary Color Palette



COLOR PROFILES AND REPRODUCTION

To understand which color profile to use and when, you need to understand the basics of paper, ink, computer monitors and color theory.

PMS

PMS stands for Pantone Matching System. The Pantone Matching System is a system of thousands of numbered swatches. Most corporate colors, in a logo, for example, are identified with a number from this system. It is referred to as a PMS number. Pantone colors are also called "spot" colors.

This is similar to picking paint at the hardware store for your walls: You refer to swatches and choose by number, and then the color is premixed before application. This is good for applications that are predominantly one color (or two), such as an envelope or notepad.

Printing a one- or two-color job can be less expensive than a four-color (CMYK) piece because there are fewer printing plates required. This system creates the most accurate color match for logos and graphics.

Note: Not all PMS colors can be reproduced accurately in four-color (CMYK) reproduction.

Coated Vs. Uncoated

Pantone colors are listed by number. Colors also have a "C" or a "U." The "C" stands for coated paper, the "U" for uncoated paper.

Coated papers have a smooth finish, where the paper is pressed and polished during the manufacturing process. This coating makes the paper less absorbent and takes ink better. Since the ink sits on top of the surface, it remains rich and vibrant. Think of it as the coat of primer you'd use before painting your walls.

Uncoated paper is just that: paper without the coated layer. It is more absorbent than coated paper. Minerals in the inks affect the way the color is absorbed. As a result, coated and uncoated versions of the same PMS color will look different. To compensate for this, we recommend different PMS colors for "C" versus "U" applications.

CMYK

CMYK is the abbreviation for the four ink colors that are used in commercial process color printing: cyan, magenta, yellow and black. It is often referred to as full-color printing. While using PMS colors is best for something that prints in limited colors, it is not suitable for reproducing photographic images or multicolor projects. Instead, the four-color (CMYK) process is used. Process color uses a percentage of each of the four colors (CMYK) to create a color.

CMYK is used whenever there are full-color images or when the number of colors/inks makes it more practical than using just PMS colors. Commercial offset or web printing is always CMYK. Additional spot or PMS colors can be added for color-matching purposes. CMYK color reproduction can produce a

close and accurate match to most PMS colors, but not all PMS colors may translate to CMYK printing.

Commercial inks used for offset printing are transparent; the color of the paper stock will show through the ink and affect the appearance of the printed color.

RGB and HEX

RGB stands for red, green and blue. RGB is the color system for computer monitors, video, etc. It is critical to understand that PMS and CMYK colors are for printed pieces and that RGB is for computer applications such as Microsoft Word, PowerPoint, websites, emails and other digital applications.

A HEX triplet is a six-digit, three-byte hexadecimal number used in HTML, CSS, SVG and other computing applications to represent colors. The bytes represent the red, green and blue components of the color. One byte represents a number in the range 00 to FF in hexadecimal notation or 0 to 255 in decimal notation.

Finally, it's important to note: Colors may vary from one monitor to the next as well as from one printer to the next. Variables such as screen brightness, pixel depth, lighting conditions, hue and contrast settings will render the exact same color differently from one computer monitor to the next. The same is true for an in-house printer, based on the paper stock, humidity, toner level, quality of the printer and how often the machine is calibrated.

INTERNAL TYPOGRAPHY

Fonts for Internally Produced Branded Materials

Not all of the External Conner Prairie brand fonts are flexible enough to work for the wide variety of materials created in-house. This includes but is not limited to:

- Word documents and PowerPoint presentations
- Flyers and short-run promotional materials
- Temporary or limited-use signage
- Other short-run items produced in-house

Arpona Font Replaces Universal Serif Font

For internally produced branded materials, Arpona font replaces Universal Serif font. Arpona may be styled with all caps or in title case (initial caps). The length of the headlines or phrase should be your guide — all capital letters should be reserved for shorter headlines or phrases (under 12-16 characters). Longer headlines or phrases should be styled using title case (initial caps). The bold weight of the fonts should be used.

The guidelines on the following sections External Typography and Typography (pages 30-37) outline how to apply and style these fonts. Using Arpona font instead of Universal Serif font is the only exception to these standards.

Primary Display Serif Typeface Use for “highlighted sections” of main stylized headlines only

Arpona

Primary Display Sans-Serif Typeface Use for main headlines, section headers, and call outs

ANTONIO

Sans-Serif Typeface Use for secondary headlines, text subheads, and highlighted text items

Muli Black

Sans-Serif Typeface Use for body copy

Muli Regular

EXTERNAL TYPOGRAPHY

Fonts for Public Facing Printed Marketing Materials

The Conner Prairie brand uses a handful of typefaces that offer flexibility and balance across all public facing communications. The combination of these fonts create a unique brand look. Every effort should be made to use them on external public facing marketing materials. These items include, but are not limited to:

- Print and digital ads
- Billboards and permanent signage
- Video graphics
- Brochures and promotional materials
- Branded premium items (such as t-shirts)

This section highlights the appropriate uses, sizes, weights and combinations as well as examples of how to properly apply various instances of type and type treatments.

Primary Display Serif Typeface Use for “highlighted sections” of main stylized headlines only

UNIVERSAL SERIF

Primary Display Sans-Serif Typeface Use for main headlines, section headers, and call outs

ANTONIO

Sans-Serif Typeface Use for secondary headlines, text subheads, and highlighted text items

Muli Black

Sans-Serif Typeface Use for body copy

Muli Regular

EXTERNAL TYPOGRAPHY

Primary Display Serif Typeface

Universal Serif acts as our primary display serif typeface with its bold, extended nature, and acute serifs to give it a historic yet contemporary feel. This typeface works best for bold headlines and pairs well with Antonio (our primary display sans-serif typeface) for print and non-digital applications.

This font is available from Dafont.com:
Dafont.com/universal-serif.font

Online/Web Font Alternative

This brand font may not always be available to everyone or in certain programs. For web and online applications we recommend using Modesto Expanded Regular, uppercase characters only, for headline fonts in place of Universal Serif.

This font is available from Adobe Fonts.

Email Font Alternative

There is no match for Universal Serif or Modesto Expanded Regular within the limited selection for email-friendly fonts. To convey a similar appearance, please us Arial Black.

Primary Display Serif Typeface

UNIVERSAL SERIF

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

Weights

REGULAR

Web/Online Alternative Headline fonts

MODESTO EXPANDED REGULAR

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9 ! @ # \$ % & * ()

Weights

REGULAR

TYPOGRAPHY

Primary Display

Sans-Serif Typeface

Antonio acts as our primary display sans-serif typeface with its tall, slender shape that provides yet another case of historic and contemporary embodiment. This is best used for main headlines when paired with the primary display typeface Universal Serif for print and non-digital applications. Use Antonio independently as section headers and call out. This font is used in uppercase only.

To install this font for free, go to
1001fonts.com/antonio-font.html

Online/Web Font Alternative

Antonio is a suitable font to use for web and digital online applications.

Email Font Alternative

There is no match for Antonio within the limited selection for email-friendly fonts. Unfortunately, you will be unable to achieve the same design aesthetic in email. For headlines, section headers and call outs use Arial Black.

Primary Display San-Serif Typeface

ANTONIO

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9 a b c d e f g h i j k l m n o p q r s t u v w x y z ! @ # \$ % & * ()

Weights

LIGHT | REGULAR | BOLD

TYPOGRAPHY

Secondary Headlines, Subheads and highlighted Text Items

Muli Black acts as our sans-serif typeface with its round, geometric shape that complements the display typefaces. This is best used for secondary headlines, text subheads, and highlighted text items.

This font is available from Adobe Fonts and Google Fonts: fonts.adobe.com/fonts/muli
fonts.google.com/specimen/Muli

Online/Web Font Alternative

Muli Black is a suitable font to use for web and digital online applications.

Email Font Alternative

Use Arial bold for secondary headlines, text subheads, and highlighted text items.

San-Serif Typeface

Muli Black

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y ! @ # \$ % & * ()

Weights

Black | Black Italic

TYPOGRAPHY

Body Copy Font

Muli regular acts as another of our sans-serif typefaces from the Muli font family. It is a lighter version of Muli Black and is best used for text/body copy. The supporting weights of Muli may also be used, but usually for emphasis in smaller applications such as captions, tables, charts and folios.

This font is available from Adobe Fonts and Google Fonts: fonts.adobe.com/fonts/muli
fonts.google.com/specimen/Muli

Online/Web Font Alternative

Muli regular is a suitable font to use for web and digital online applications.

Email Font Alternative

Use Arial for text in emails.

Sans-Serif Typeface

Muli Regular

Characters

A B C D E F G H I J K L M N O P Q R S T U V W X Y 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y ! @ # \$ % & * ()

Weights

Light | Regular | Semibold | Bold
Light Italic | Italic | Simibold Italic | Bold Italic

TYPOGRAPHY

Headline Construction

This page shows an how to create the two-part main stylized display headline treatment developed specifically for the brand. This uses the Universal Serif and Antonio fonts in all upper case. Generally, the short word segment is in Universal Serif (Modesto Expanded Regular for digital applications), with the longer section in Antonio. The example shown on this page is the preferred headline treatment. There may be occasions when the styling flips to fit the needs of the layout or length of the headline (see page 35).

Basic guidelines are provided regarding usage, size, color and proportions. We can not anticipate every situation or need, so please be mindful of these recommendations and apply the brand with an artful eye.

Rule line accent is used to create graphic interest and help balance the component of the two-part main stylized headline. The horizontal alignment is always half the height of the Antonio font.

The weight of the line is generally 0.8-1.0 pt depending on the size of the headline. If using the headline as themain graphic, the rule line scales in proportion with the headline

The rule line is always an element of the two-part main stylize headline.

The gap between the rule line accent and the (Antonio font) headline is equal to the stroke width of the Antonio letter shape

The rule line accent always aligns with the start or end of the letter shape.

The section of the headline using Universal Serif is generally just slightly less than twice as large as the remaining section that uses the Antonio font. Actual font proportions will vary based on the length of the headline, application, and space considerations.

Depending on layout, main headlines should be constructed using the brand's primary colors. Depending on how materials are going to be reproduced, recommend using at least a 35% difference in opacity.

JOIN US IN THE EXPERIENCE

Two-part main stylized headline consists of two parts; the “highlighted section/words” and the balance of the headline which is set in Antonio all uppercase only.

The two parts of the main stylized headline are always offset from one another.

The overlap area between the two fonts should not be more than the thickness of the stroke of the letter.

TYPOGRAPHY

Styling Text

To keep the look of the Conner Prairie brand clean and uniform, do not stylize the selected brand fonts. Unless otherwise specified, for all fonts and font styling used in the Conner Prairie brand, the letter spacing/tracking should be zero. If it is necessary to eliminate a widow or orphan from a line of body copy, the tracking may be adjusted up to -10. No horizontal or vertical scaling should be applied to the fonts.

Main subhead are Muli Black title case
Depending on the application the subhead can be assigned one of the primary colors, or be the same color as the text.

Muli Regular is used for body copy
Depending on the background color and application, the color of the text should be either 86% black, 100% Pulp or reversed to solid white.

JOIN US IN THE EXPERIENCE

• What Our Members Value Most

- Nulla porttitor accumsan tincidunt. Praesent sapien massa, convallis a pellentesque nec, egestas non nisi. Donec sollicitudin molestie malesuada.
- Pellentesque in ipsum id orci porta dapibus. Nulla porttitor accumsan tincidunt. Sed porttitor lectus nibh.
- Pellentesque in ipsum id orci porta dapibus. Vivamus suscipit tortor eget felis porttitor volutpat. Praesent sapien massa, convallis a pellentesque nec, egestas non nisi.
- Vesibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Donec velit neque, auctor sit amet aliquam vel, ullamcorper sit amet ligula. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor lectus nibh.
- Vivamus magna justo, lacinia eget consectetur sed, convallis at tellus. Vivamus suscipit tortor eget felis porttitor volutpat. Praesent sapien massa, convallis a pellentesque nec, egestas non nisi.

TYPOGRAPHY

Here is another example of how using the typography components correctly, combined with color, can be used to create energy and provide a clear hierarchy for information. On pages 45 you will find more visual examples to reference for the Conner Prairie brand.



The image shows a page from the Conner Prairie Brand Standards manual. The page is titled "MEMBERSHIP BENEFITS" in a large, stylized, two-part headline. A dragonfly illustration is positioned to the right of the headline. Below the headline, there is a section titled "MEMBERSHIP LEVELS" in red. This section includes descriptions for three membership levels: "Individual + Guest | \$90", "Family or Grandparent Plus | \$145", and "Family or Grandparent Basic | \$115". Each level has a list of benefits. At the bottom of the page is a callout box with the text "ENJOYED YOUR VISIT?" and a descriptive paragraph about applying general admission costs towards new memberships. The page is annotated with labels pointing to specific typographic elements:

- Two-part main stylized headline
- Section header
Antonio bold
upper case only
- Subhead
Muli black
title case
- Body text
Muli regular
- Call out
Antonio bold
upper case only
- MEMBERSHIP LEVELS
- Individual + Guest | \$90
- Includes all membership benefits for (1) adult
 - Includes one (1) guest for daytime general admission (carholder must accompany guest)
- Family or Grandparent Basic | \$115
- Includes all membership benefits for up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger
- Family or Grandparent Plus | \$145
- Includes all membership benefits for up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger
- TWO (2) GUESTS for daytime general admission ONLY (carholder must accompany guests)
- FREE admission to Headless Horseman any night (does not include 2 guest or caregiver admissions)
- PRIORITY REGISTRATION for summer day camps and other select programs
- DESIGNATED CAREGIVER
 - Benefit for Plus and Donor Club levels only
 - Member may have only one designated caregiver at a time
 - Caregiver is a "named guest." Caregiver does **not** receive member benefits and may **not** bring a guest
 - Caregiver will receive free **daytime** general admission only when accompanying member children
- ENJOYED YOUR VISIT?
- Apply the cost of today's general admission toward the purchase of a new membership! Restrictions apply. Stop at the member desk for details.

DESIGN ELEMENTS

Understanding The Curve

The curve is a key design element in the Conner Prairie brand. The basic shape of the curve was inspired by the oxbow in the White River which borders the property. The several variation of the curve shape have been created to represent the land, river, and to create graphic interest and movement in any design piece. Here are some examples of how the curve design element has been applied to layouts to create a recognizable brand look.

This curve element may be used to frame an image as a colorful background to add interest to text or a headline, or as a simple horizon line representing the land. This element may be used horizontally or vertically. It is a bold element and typically becomes the focal point, so this design element should not be overused with a layout.

BECOME A MEMBER

CONNER PRAIRIE
STEP INTO THE STORY

JOIN US IN THE EXPERIENCE

What Our Members Value Most

- Nulla porttitor occumus incidunt. Prosent sapien massa, convallis a pellentesque nec, egestas non nisi. Donec sollicitudin molestie malesuada.
- Pellentesque in iaculis ante porta duiplis. Nulla porttitor accumsan tincidunt. Sed porttitor lectus nibh.
- Pellentesque in ipsum id onto porta duiplis. Vivamus suscipit tortor eget felis porttitor volutpat. Prosent sapien massa, convallis a pellentesque nec, egestas non nisi.
- Vesibulum ante ipsum primis in foudibus orci luctus et atrices posuere cubili Curor. Donec vel neque, porttitor sit amet aliquet id, ullamcorper sit amet. Lorries quis dolor sit omitt, consectetur adipiscing elit. Sed porttitor lectus nibh.
- Vivamus magna justo, laoreet eget consectetur sed, convallis a tellus. Vivamus suscipit tortor eget felis porttitor volutpat. Prosent sapien massa, convallis a pellentesque nec, egestas non nisi.

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By Phone Call us at 317.776.6000
In Person Visit the member desk or guest services
By Mail Fill out form on back page & return with payment

MEMBERSHIP BENEFITS

MEMBERSHIP LEVELS

Individual + Guest | \$90
Includes all membership benefits for (1) adult

- Includes one (1) guest for daytime general admission (careholder must accompany guest)

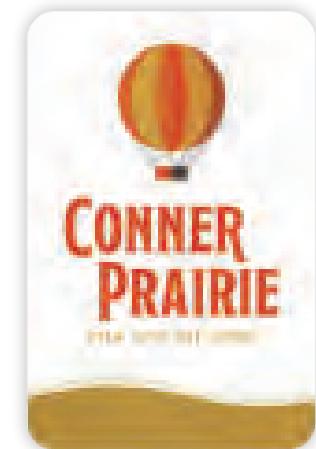
Family or Grandparent Plus | \$145
Includes all membership benefits for up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger

- **TWO (2) GUESTS** for daytime general admission (careholder must accompany guest)
- **FREE** admission to Headless Horseman any night (does not include 2 guests or careiver admissions)
- **PRIORITY REGISTRATION** for summer day camps and other select programs
- **DESIGNATED CAREGIVER***
 - Benefits for Plus and Donor Club levels only
 - Member may have only one designated caregiver at a time
 - Caregiver is a named guest. Caregiver does not receive member benefits and may not bring a guest
 - Caregiver will receive free daytime general admission only when accompanying member children

All basic level and above memberships include up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger

- **FREE** parking and unlimited daytime general admission
- **FREE** admission to Headless Horseman on select nights
- **FREE** admission to daytime special events like Passport to Hi-Tech, Curiosity Fair and Festival of Machines
- **FREE** admission to select Smithsonian affiliated museums
- **10% SAVINGS** at the Conner Prairie Store and Café on the Conner Prairie campus
- **FREE** admission to camps and programs, and 1859 Balloon Voyage tickets
- **DISCOUNTS** at 260+ travel-related affiliated museums across the country
- **FREE** Fun Guides to help plan your visits

ENJOYED YOUR VISIT? Apply the cost of today's general admission toward the purchase of a new membership! Restrictions apply. Stop at the member desk for details.



DESIGN ELEMENTS

Applying The Curve

The curve design element is composed of three components: overall shape, border, and either a colored texture or photo. Digital master files have been provided with several different shaped curve design elements for use.

- **Overall shape:** the general shape should be rounded and fluid; with a “high point” and “low point” to create a sense of movement and flow. It does not need to be symmetrical.

- **Border:**

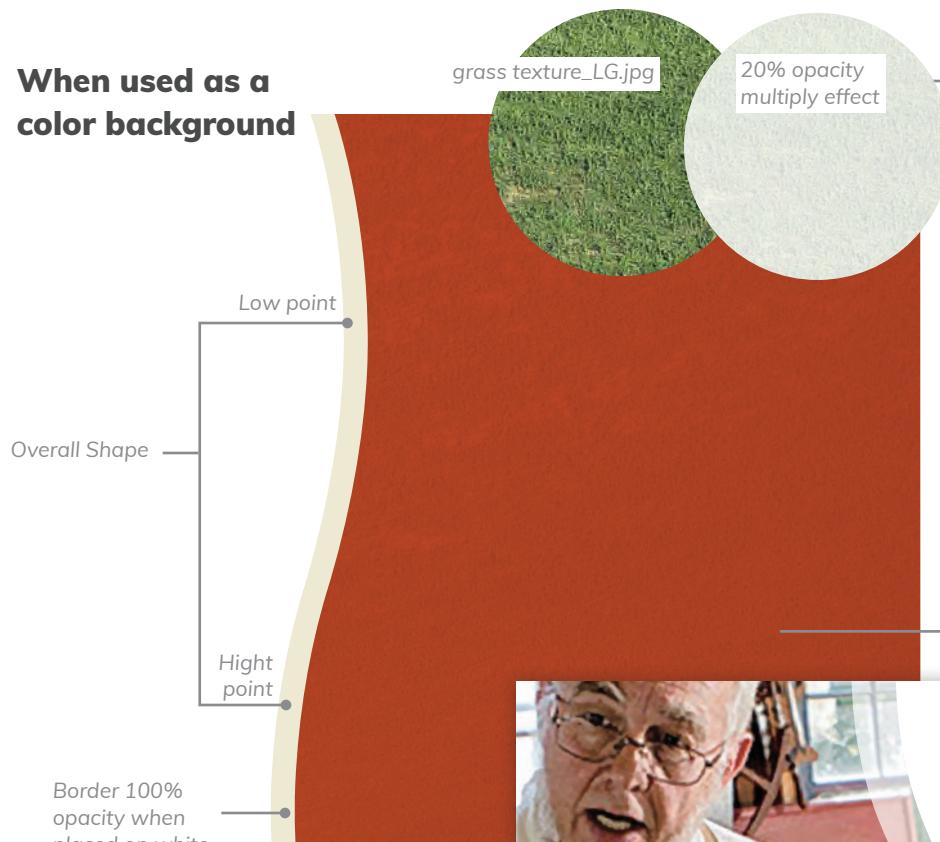
When used as a color background the border is assigned the Pulp color with 100% opacity.

When used as a photo frame, or when placed over a photographic image the border is assigned either the Pulp color or white (depending on the image contrast) with 65% opacity (effect > normal > 65%).

- **Texture with color:** to enrich the look of our brand, subtle textures have been introduced. This texture adds understated color variation to the palette without actually altering the overall color value. The shape may be assigned any of the brand colors, but please be conscientious so as to create separation between the border and shape color field.

- **As a photo frame:** place the image at 100% opacity into the shaped photo frame. Use the curve design shape to accent the desired elements of the photo, or mask-out undesirable areas.

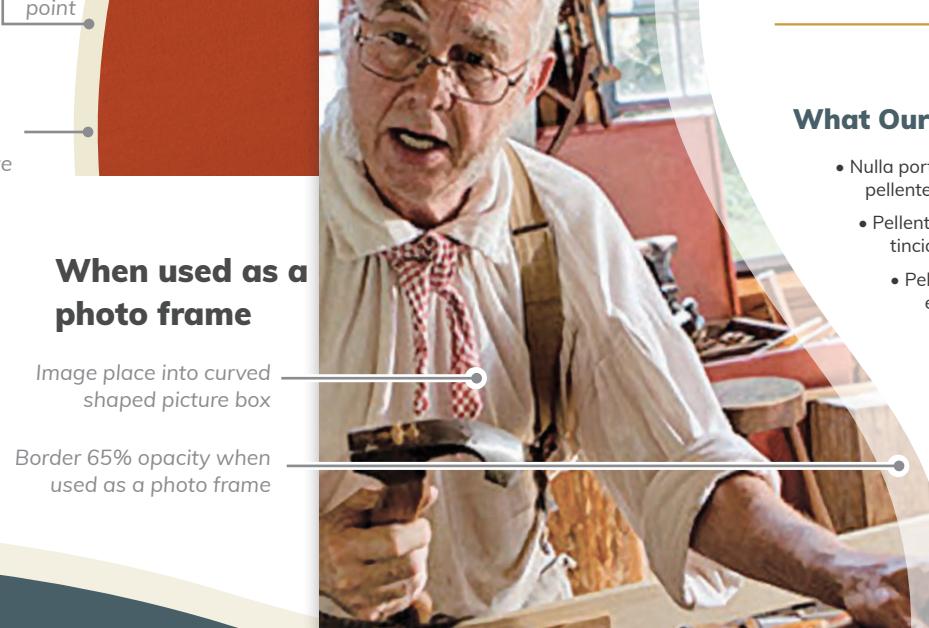
When used as a color background



To create texture inside the curve design shape:

- In InDesign using the Effect menu, change the opacity of the “grass texture_LG.jpg” image to 20% multiply effect
- Using the direct select arrow to copy and “Paste Into” the curved shape picture box.
- Select curved shape picture box and assign the shape a color at 100% opacity.

When used as a photo frame



What Our Members Say

- Nulla porttitor accumsen pellentesque nec, eg
- Pellentesque in ipsu tincidunt. Sed por
- Pellentesque in eget felis port pellentesqu
- Vesibulum posuer aliqu sit c niti
- Vi

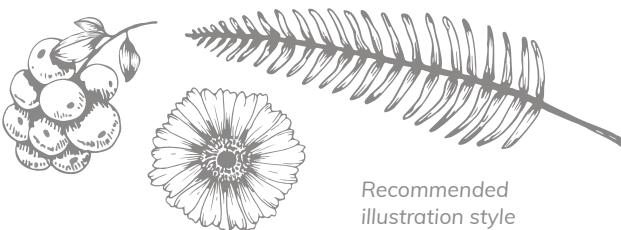
DESIGN ELEMENTS

Using The Etching Illustrations

The etching illustrations is a nod to our pasts, when craftsmen made things carefully by hand. These graphics provide a contrast to bold font shapes and rolling curves. There delicate lines and subject matter literally bring nature into our brand.

The subject for these etching is always an element from nature — wildflowers, butterflies, or a simple leaf. They should have the appearance of a hand-drawn pencil or inked sketch with texture and line-work. They are not streamlined, modern icons.

To reinforce the artistic roots of the etching, they are typically applied using a 20% - 40% tint of Ash or reversed use of Pulp color.



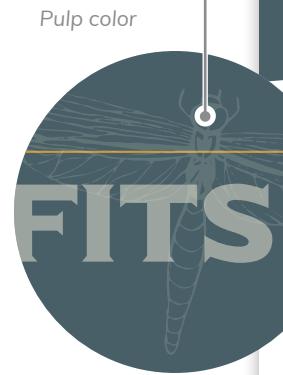
Recommended illustration style

Use these etching illustrations sparingly in a layout as subtle accent. When selecting an etching, think about how it related to the content of the piece and how it can help convey the message. Etching graphics are not always required. Be cautious not to overlay a layout with too many elements. Use your artistic eye to find the right balance.

Etching illustration applied with Effect > Normal > 30% of Ash



Etching illustration applied with Effect > Normal > 15% of Pulp color



A collage of images illustrating design elements. At the top right is a circular graphic with the text "JOIN US IN THE EXPERIENCE" in large, bold, gold and red letters. Below it is a section titled "What Our Members Value Most" with several paragraphs of placeholder text. To the left is a photograph of a man with glasses and a tie, working on a piece of wood in a workshop. At the bottom left is a graphic for "MEMBERSHIP BENEFITS" featuring a large dragonfly illustration and a list of benefits. On the far right is a photograph of two young boys playing with wooden blocks.

BECOMING A MEMBER IS EASY

- Online** Sign up at [connerprairie.org](#)
- By Phone** Call us at 317.776.6000
- In Person** Visit the member desk or guest services
- By Mail** Fill out form on back page & return with payment

A collage of images illustrating design elements. At the top is a graphic for "MEMBERSHIP BENEFITS" featuring a large dragonfly illustration and a list of benefits. In the center is a graphic for "MEMBERSHIP LEVELS" with a hot air balloon illustration. At the bottom is a photograph of two young boys playing with wooden blocks. A vertical line with a dot at the bottom points from the text above to the center of the dragonfly on the membership benefits page.

DESIGN ELEMENTS

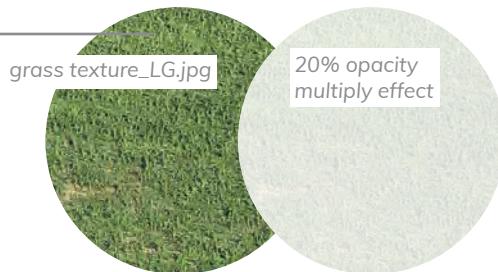
Using The Travel Tag Element

The travel tag element is typically a rectangular shaped area with one, usually upper rounded corner. This design shape is reminiscent of paper punch tickets used during the early days of train travel and reinforces our explorer archetype. The one rounded corner elevates the shape and reflects the organic curved element used in the our brand.

This travel tag element is used to separate and call attention to key information that might be overlooked if not highlighted. The tag may be combined with, or used to overlap other designs used in the brand. The travel tag should never be the focal point of a design. It is a secondary device that supports primary design elements like the curve.

Always apply texture to the travel tag shape. Texture will add understated color variation to the palette without actual altering the overall color value. The shape may be assigned to any of the brand colors.

- To create texture inside the travel tag shape:
 - In InDesign using the Effect menu, change the opacity of the "grass texture_LG.jpg" image to 20% multiply effect
 - Using the direct select arrow to copy and "Paste Into" the curved shape picture box.
 - Select curved shape picture box and assign the shape a color at 100% opacity.



JOIN US IN THE EXPERIENCE

What Our Members Value Most

- Nihil portitor ornare non nisi. Prosent sapien massa, convallis a pellentesque nec, egestas non nisi. Donec sollicitudin molestie malesuada.
- Pellentesque in ipsum id orci porta dapibus. Nulla porttitor occumus tricidunt. Sed porttitor lectus nibh.
- Pellentesque in ipsum id orci porta dapibus. Vivamus suscipit tortor eget felis porttitor voluptatum. Prosent sapien massa, convallis a pellentesque nec, egestas non nisi.
- Vestibulum dñe, quam primis in faubus sed luctus et ultrices posuere cubilia Curae; Donec velit neque, euuctor sit amet aliquam vel, ullamcorper sit amet ligula. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor lectus.
- Vivamus magna justo. Iacintia eget consectetur sed, convallis at felis. Vivamus suscipit tortor eget felis porttitor voluptatum. Prosent sapien massa, convallis a pellentesque nec, egestas non nisi.

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Travel ticket element

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In Person Visit the member desk or guest services
By Mail Fill out form on back page & return with payment



This travel tag was created with the 20% opacity multiply effect of the "grass texture_LG.jpg" pasted into the shape, then 100% Pulp color was assigned to the shape picture box

DESIGN ELEMENTS

Using Icons

Icons are primarily used in the Conner Prairie brand as visual support for call to actions. They serve as landmarks for individual who glance at a page before reading all of its content. Icons help convey “this is important” without having to make the text bold and bright blinking red.

Icons could also be used to support a list or underscore a key element. For example a “what to bring to camp list” might include icons of gym shoes and swim suit. A crafting handout may have icons for the required crafting supplies or time icon to illustrate how long the craft may take to create.

The style of the icons uses are flat, solid, simple shaped graphics. This look does not distract from other brand element. Icons are never the centerpiece of a design, but rather a supporting character emphasis key data.



Don't mix and match icons with the travel tag. These design elements are intended to streamline communications and direct the reader's eye. Included both design element within a single page/spread layout will cause them to compete for attention and yield an unpleasant, busy look.

**JOIN US
IN THE EXPERIENCE**

What Our Members Value Most

- Nam porttitor arcu sit amet non nisi. Donec sollicitudin molestie malesuada.
- Pellentesque in ipsum id orci porta dapibus. Nulla porttitor occumus bimodum. Sed porttitor lectus nibh.
- Pellentesque in ipsum id orci porta dapibus. Vivamus suscipit tortor eget felis porttitor voluptatum. Proesent sapien massa, convallis a pellentesque enim, euismod ut.
- Vestibulum dñe, quam primis in feugiat sed luctus et ultrices posuere cubilia Curas. Donec veli reque, euctor sit amet aliquam vel, ullamcorper sit amet ligula. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed porttitor lectus.
- Vivamus magna justo. Inscia eget consectetur sed, convallis at felis. Vivamus suscipit tortor eget felis porttitor voluptatum. Proesent sapien massa, convallis a pellentesque nec, egestas non nisi.

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Icons used in layout

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Visit the member desk or guest services | Fill out form on back page & return with payment

Icons shown here, are assigned 20% opacity Ash, and then using the multiply effect at 100% opacity.

DESIGN ELEMENTS

Using the Rule Line Accent

The rule line accent is a key design element in the Conner Prairie brand. The simplicity and understated elegance of this rule line helps place a finishing touch to simple graphics and text treatment. It helps create a signature look to our brand when applied to two-part stylized headline (see page 33). It creates balance on a page when extend from a headline to fill vacant space. It can highlight a call out or quote on a text-heavy page.

The weight of the rule line shown in the example here, is solid, 1 pt. strokes. If used larger, the rule line accent scales in proportion to the text.

The space between the word (usual set in the Antonio font) and the rule line is equal to the stroke width of the letter. The rule line is vertically centered to the height of the letter shapes.

A vertical rule may be used to highlight call outs or accent quotes.

Where appropriate, use a pipe (|) instead of standard punctuation to separate and organize information.

Use a pipe
to graphic
separate
content
in text
applications

Use vertical
rules in
call outs



Rule Line Accent

MEMBERSHIP BENEFITS

MEMBERSHIP LEVELS

Individual + Guest | \$90
Includes all membership benefits for (1) adult

- Includes one (1) guest for daytime general admission (cardholder must accompany guest)

Family or Grandparent Plus | \$145
Includes all membership benefits for up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger

- TWO (2) GUESTS FREE daytime general admission ONLY (cardholder must accompany guests)**
- FREE admission to Headless Horsemen on select nights**
- FREE admission to Headless Horsemen any night (does not include a guest or caregiver admissions)**
- PROVIDED TRANSPORTATION** for summer day camp and other select programs
- *DESIGNATED CAREGIVER***
 - Benefit for Plus and Donor Club levels only
 - Member may have only one designated caregiver at a time
 - Caregiver is a "named guest" and receives member benefits and may not bring a guest
 - Caregiver will receive free **daytime** general admission only when accompanying member children

Family or Grandparent Basic | \$115
Includes all membership benefits for up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger

- Includes one (1) guest for daytime general admission (cardholder must accompany guest)
- FREE admission to Headless Horsemen on select nights**
- FREE admission to Headless Horsemen any night (does not include a guest or caregiver admissions)**
- PROVIDED TRANSPORTATION** for summer day camp and other select programs
- *DESIGNATED CAREGIVER***
 - Benefit for Plus and Donor Club levels only
 - Member may have only one designated caregiver at a time
 - Caregiver is a "named guest" and receives member benefits and may not bring a guest
 - Caregiver will receive free **daytime** general admission only when accompanying member children

ENJOYED YOUR VISIT?

Apply the cost of today's general admission toward the purchase of a new membership. Restrictions apply. Stop at the member desk for details.

Rule Line Accent

DESIGN ELEMENTS

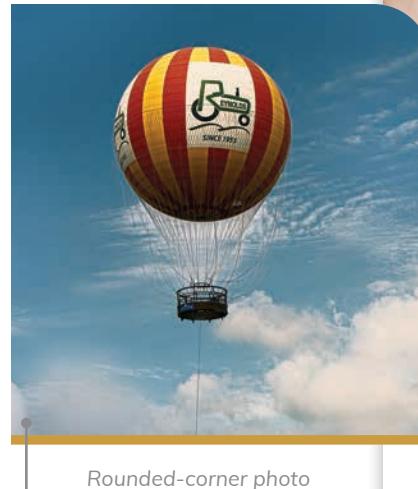
Using Photo Frames

Unique photo frames are foundational element of the Conner Prairie brand. The curve design element can be used as a photo frame to showcase key imagery. This treatment is always used as the main design element with a layout. It is never used for secondary or text-embedded images. For direction on how to create this treatment, see page 37.

Secondary Photo Frames

To elevate and support our premium brand, secondary or supporting images are treated with a photo frame that has one rounded-corner. This rounded shape echoes the curve and travel tag design elements. Typically, an upper corner of the photo frame is rounded. The image is anchored by a thin, rule-line which complements both the image and the page layout.

The curve can be used as a photo frame



Rounded-corner photo frame with thin rule-line anchor. Rule shown above is 4 pt. tall.

Rounded-corner photo frame



**JOIN US
IN THE EXPERIENCE**

What Our Members Value Most

- Nulla porttitor accumsan tincidunt. Prosent sapien massa, convallis a pellentesque nec, egestas non nisi. Donec sollicitudin molestie malesuada.
- Pellentesque in ipsum id ornata dapibus. Nulla porttitor accumsan tincidunt. Sed porttitor lectus nibh.
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BECOMING A MEMBER IS EASY

Sign up at connerprairie.org

Call us at 317.776.6000

Visit the member desk or guest services

Fill out form on back page & return with payment

MEMBERSHIP BENEFITS

MEMBERSHIP LEVELS

Individual + Guest | \$90

- Includes all membership benefits for (1) adult
 - Includes one (1) guest for daytime general admission (careholder must accompany guest)

Family or Grandparent Plus | \$145

- Includes all membership benefits for up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger
 - **TWO (2) GUESTS** for daytime general admission (careholder must accompany guest)
 - **FREE** admission to Headless Horseman on select nights

Family or Grandparent Basic | \$115

- Includes all membership benefits for up to two (2) named adults within the same household and all dependent children or grandchildren ages 21 and younger

PRIORITY RESTRICTION

- For adults 50+ years old and other select programs

DESIGNATED CAREGIVER

- Benefit for Plus and Donor Club levels only
- Member may have only one designated caregiver at a time
- Caregiver is a "Member" and does not receive member benefits and may not bring a guest
- Caregiver will receive free daytime general admission only when accompanying member children

ENJOYED YOUR VISIT?

Apply the cost of today's general admission toward the purchase of a new membership. Restrictions apply. Stop at the member desk for details.

- **FREE** parking and unlimited day time general admission
- **FREE** admission to Headless Horseman on select nights
- **FREE** admission to daytime special events, Passport to Hi-Tech, Curiosity Fair and Festival of Machines
- **FREE** Fun Guides to help plan your visits
- **FREE** admission to select professional offices
- **10% SAVINGS** on Headless Horseman Store and Cafe on the Common
- **DISCOUNTS** on camps and programs, and 1859 Balloon Voyage tickets
- **DISCOUNTS** at 250+ Time Traveler certified master artisans across the country



DESIGN ELEMENTS

Storytelling with Photography

Photography should do more than just document the Conner Prairie experience. It should showcase the land, illustrate the adventure that awaits, and invite our guest to "step into the story".

Images should show curious, engaged, and spirited interactions with our interpreters, experiences, and exhibits. This is more than showing people on the grounds, it's showing them actively exploring, learning, and participating in activities. Demonstrating that they can come and explore history that is alive in a unique, hands-on nature experiences that only Conner Prairie can provide.

Show big and small stories. Create a blend of big experience moment with one-on-one exploration photos that capture wonder and joy. Photos should connect emotionally. Imagery of our interpreters and the natural beauty of our property demonstrate that we are a different kind of museum experience with lots to explore. A place where you can interact with history and curate your own experience.

Be aware of spoilers when selecting imagery. A brightly colored shirt can become the unintentional focal point and ruin a dynamic photo. When possible, retouch imagery to remove distractions that will reduce the storytelling effectiveness of the image. Do not use imagery that is drastically altered with filters. Our imagery should appear to authentic and current.

Whenever possible, use imagery that includes diversity of all kinds to demonstrate our inclusive nature.



DESIGN ELEMENTS

Imagery Do's and Don'ts

- **Do:** Show curious, engaged, and spirited interactions with our interpreters, experiences, and exhibits.
- **Do:** Show active learning and hand's-on experiences.
- **Do:** Show tender moments involving families, interpreters and/or joyful experiences that communicate emotionally.
- **Do:** Show diversity of all kinds to demonstrate our inclusive nature.
- **Do:** Use portraits of our interpreters to show we are a different kind of museum experience where you can interact with history.
- **Do:** Show the beauty and bounty of our land. Including nature (land, farm, and animal) imagery which reinforces that we are a different kind of museum experience with lots to explore.
- **Do:** Retouch images to remove unwanted distractions like brightly colored guest apparel or inappropriate novelty tee-shirts.
- **Do:** Be sure to correct images that appear artificially vivid or overly saturated.
- **Do:** Know your target audience and your purpose of the communication tool you are selecting imagery for to ensure you tell the appropriate story.

- **Don't:** Use artificial photo filters or photo treatments that make images feel overly produced or disingenuous.
- **Don't:** Apply sepia (aged yellow-brown color) photo filters. Our experience is current and alive, not dated and old. The exception is if you are using imagery of an actual aged and discolored artifact or document. Be authentic.
- **Don't:** Use images that feel staged or unnatural. Audiences can tell if something is not right. So if an image feels fake, leave it out.
- **Don't:** Only show small children enjoying our grounds. Conner Prairie is meant to be explored and enjoyed by all ages.
- **Don't:** Limit imagery to planned or prepared experiences. The heart of Conner Prairie is exploration, including imagery that depicts discovery, wonder and amazement will illustrate our "Step into the story" positioning.



Portraits of our interpreters illustrate the essence of Conner Prairie while demonstrating we are a different kind of museum experience; one where you can "step into the story" and interact with history.

THE BRAND LOOK

Here are some of the designs created to explore and express the Conner Prairie brand look and feel.



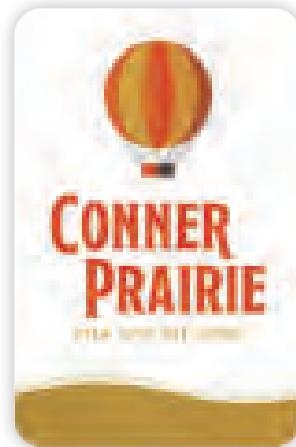
JOIN US IN THE EXPERIENCE

What Our Members Value Most

- Nulla porttitor accumsan tincidunt. Proseint sapien massa, convallis a pellentesque nec, egestas non nisi. Donec sollicitudin molestie malesuada.
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A photograph of an older man with grey hair, wearing a dark vest over a white shirt and a yellow and white striped tie. He is leaning forward with his arms on a dark wooden counter. To his left, a stack of straw hats sits on the counter. The background shows a room with light-colored paneled walls and a window on the right.

BRAND VOICE —& POSITIONING

WHAT WE ARE / WHAT WE AREN'T



WE ARE storytellers.

But beyond purely telling, we invite guests into our world and show them how our stories are connected. We meet guests where they are, and find a way to bring the story to life for each of them.



WE ARE adventurers.

This is not a “look, don’t touch” environment. While we pride ourselves on historical accuracy, we welcome and appeal to those who want something beyond a traditional, staid museum experience. We are hands-on learning for guests of all ages, because we believe that doing is the fastest path to understanding.



WE ARE for the curious.

We encourage guests to explore and learn by questioning. We pride ourselves on creating ah-ha moments of self-discovery at every turn and providing knowledgeable guidance as we celebrate the journey.

WE AREN'T stuck in the past.

We educate not just on history, but its relation to the present and future. By showing guests where they came from, and reconnecting them with nature, we help them understand the modern world and appreciate the importance of preserving it for the future. We work everyday to celebrate and improve the human experience.

WE AREN'T your typical museum.

While we're history-oriented, we value the impact we can make on the future by broadening perspectives today. By reconnecting people to each other, to their roots, and to the earth, we work to explore, celebrate, and improve the human experience everyday. We are changing the way people view and use museums.

WE AREN'T on autopilot.

We put our guests at the center of the action by creating interactive, individualized experiences for each person with every visit. We don't recite prescribed facts, allowing our guests to make the interaction their own. There is always something new to experience at Conner Prairie.

BRAND VOICE

It's important to remember that the voice of Conner Prairie is a storyteller. Creative copy, especially headlines, should paint a picture and transport audiences rather than purely inform and promote. When creating higher level copy, craft language that embodies these characteristics:

Adventure-Seeking

Joyful

Fearless

Exciting

Authentic

Independent

Curious

Friendly

Inviting



TONE

The Conner Prairie voice has a lust for life, an adventurous spirit, and inspires people to tap into their own. It challenges the audience to seize the day, try something different, and ask questions about the surrounding world. While the language is exciting, it's also purposeful. Much like a passionate and engaging history professor, the voice is wise and knowledgeable, educating not just about the past, but its impact on the present — utilizing clever, sophisticated language to create meaningful connections.



MANIFESTO

We are pioneering a new breed of museum. Where guests learn by stepping out of the ordinary and into the past and the natural world. We inspire connections everyday — connecting guests to each other, to their roots, to the earth, and to the interconnectedness of the three. And we're working to expand those connections by representing all those who contributed to the settling of this unique historic place.

We inspire guests to question, to learn about the origins of their own interests, and to celebrate the journey. By showing guests where they come from, we instill a desire to care for the land that provides for them.

We are championing our past as we look to the future.



VOICE EXAMPLES

Evocative Language

WEBSITE HOMEPAGE

Old: Enjoy the Perfect Weather at Conner Prairie
(August 2019)

Experience Springtime on the Prairie
(April 2019)

Nothing Beats a Sunny Day
at Conner Prairie
(June 2019)

New: Explore history's natural habitat
Adventure is calling

Creative Direction: Opt for more evocative words that inspire curiosity, action, and a sense of adventure.

VIDEO EXAMPLE:

Old: Year Round Fun on the Prairie

New: Beyond the everyday
Let curiosity lead you

Shift The Focus Onto The Guest

Old: Inspiring Curiosity
(April 2019)

New: Run away with your imagination
Turn every stone
Ignite your curiosity

Creative Direction: Instead of telling guests what Conner Prairie does, try a headline that paints a picture of what it feels like to be here. Directives that begin with action words put the experience in the guests' hands, making it easier to imagine themselves in the story.

EXAMPLES FROM 'EXPERIENCES' PAGES

Old: Welcome to 1836 Prairietown

New: 1836 Prairietown: You shape the story
1836 Prairietown: Be a part of it

Old: 1859 Balloon Voyage

New: 1859 Balloon Voyage:
Adventurers wanted
1859 Balloon Voyage:
Change your perspective

Inform On Brand

Old: Overnight Camping for Adults!
(August 2019)

Visit Conner Prairie for Indoor Play!
(March 2019)

New: EXPERIENCE HISTORY IN THE WILD:
Get back to nature and sample some brews at our overnight camping event for adults, Plants & Pints

EXPLORE THE GREAT INDOORS:
There's always more to discover at Conner Prairie with our x, y, z indoor attractions open year-round.

Creative Direction: Convey excitement with words instead of exclamation points. When promotional information needs to be conveyed, try including it as a subhead following a more evocative headline.

CONNER PRAIRIE

STEP INTO THE STORY

