



**experience
waterloo**

B R A N D G U I D E L I N E S

Our Updated Brand

The revitalized Experience Waterloo brand reflects a bold evolution—embracing progress, celebrating modern creativity, and elevating the city’s identity as a hub for live performance and cultural energy. With a renewed visual style and messaging that captures the spirit of movement and innovation, the brand shines a spotlight on Waterloo’s vibrant music, theater, and arts scene.

It positions the city as a destination where creativity is not just seen, but experienced—where modernist values meet Midwestern grit, and where every stage, mural, and gathering becomes part of a dynamic cultural lift.



Best Case Clear Space

Primary Logo Options



Mark Only



Stacked



Wide

Secondary Logo Options



The Seal



Brand Shorthand

Logo Color Options



Full Color



4-Color



Greyscale



Solid Black



Black Outline



Reverse (White)

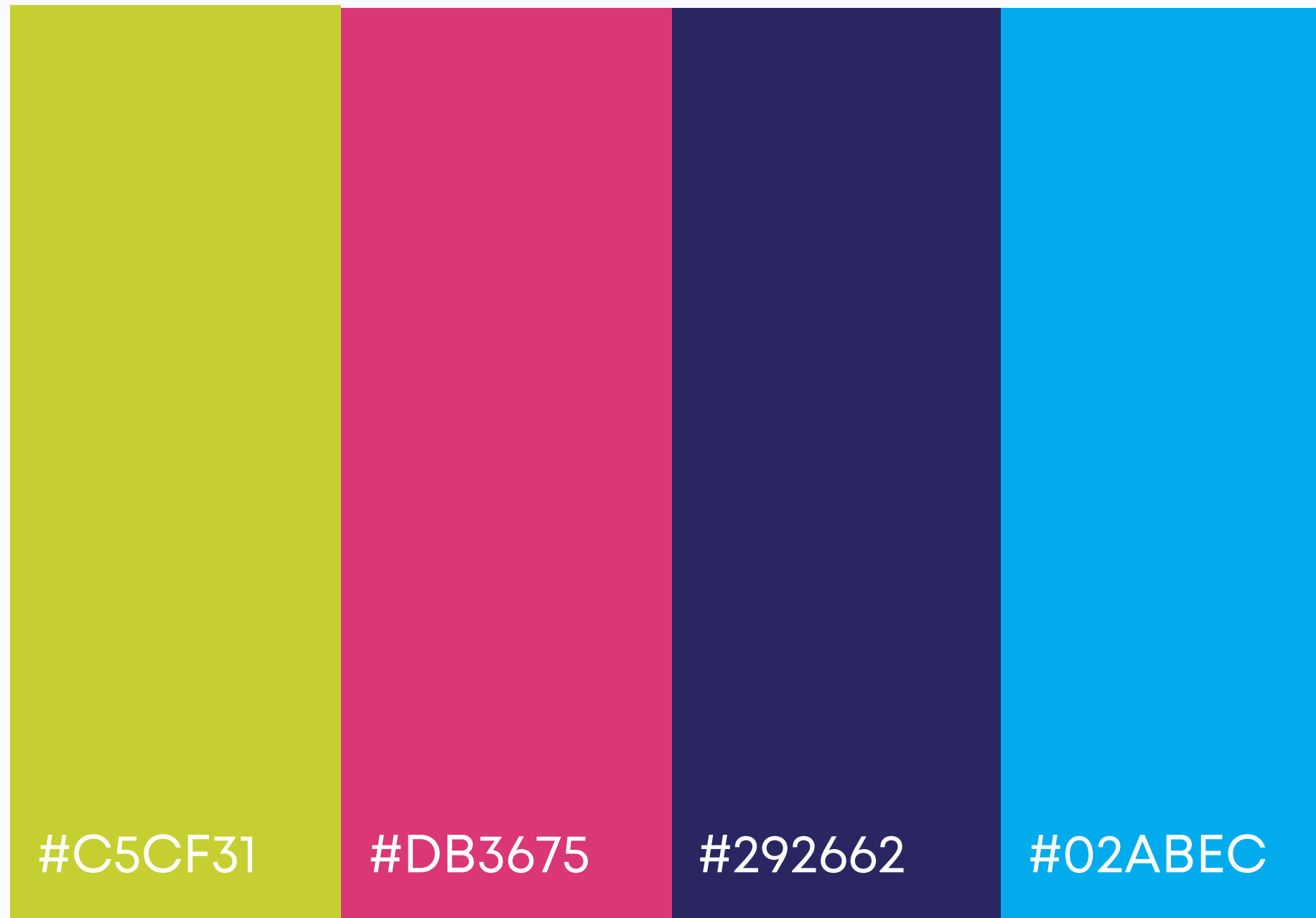
Logo Color Options

Alternative Reverse Examples



Brand Colors

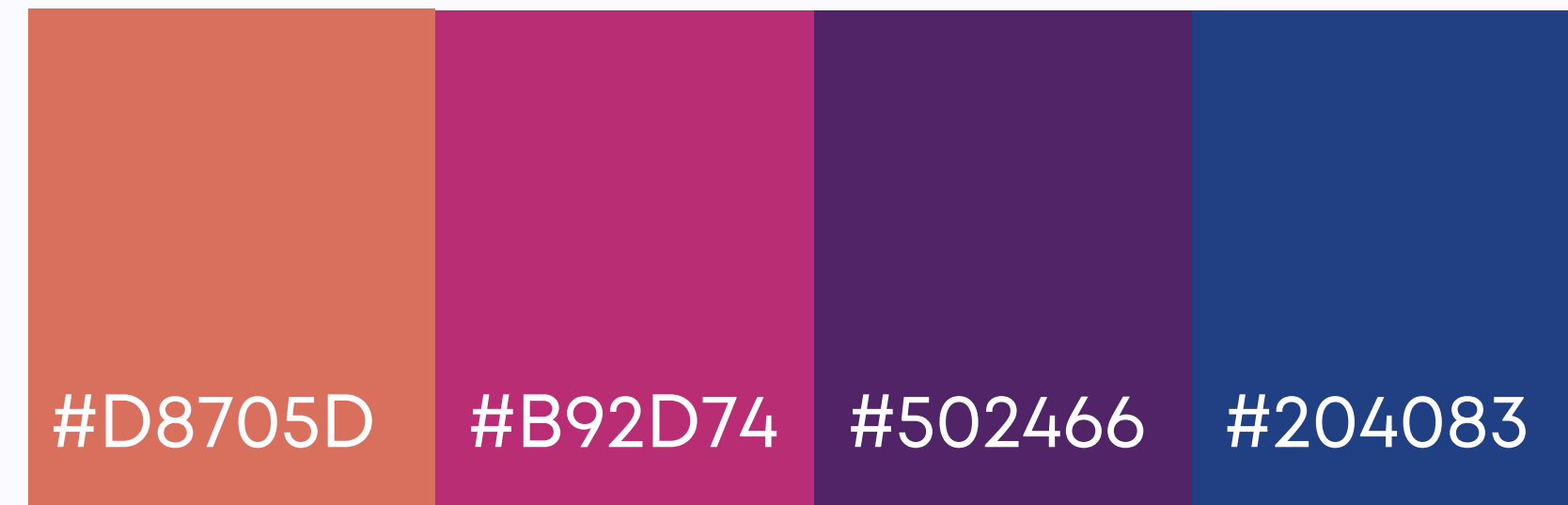
Primary



Gradient Elements A



Gradient Elements B



Primary Font

Mont Regular
Mont Bold
Mont Black

Headline: Mont Bold

Body: Mont Regular *Mont Italic*

Footnote: Mont Regular

Aa Bb Cc

Dd Ee Ff

Gg Hh Ii

Jj Kk Ll

1 2 3 4 5 6 7 8 9 0

! @ # \$ % * " & ()

Secondary & Alternate Fonts

Merriweather

- Regular & *Italic*
- **Bold** & **Italic**

Aa

Bb

Cc

1 2 3 4 5 6

Dd

Ee

Ff

7 8 9 0

! @ # \$ %

Gg

Hh

Ii

* " & ()

Jj

Kk

Ll

Whenever Mont or Merriweather are unavailable
please use Arial as the default platform alternative.

Arial (all styles)



319-233-8350



experiencewaterloo.com



716 Commercial Street,
Waterloo, Iowa 50701