

# THE ROUNDABOUT

Project Focus: Utah Tourism Strategy & Design

An Introduction

**The Roundabout is an adventure destination route in Utah. Our goals:**

Increase tourism to off-the-beaten-path destinations in Southeast Utah without overwhelming these areas.

Concentrate visitors to sites and activities without overloading the landscape or leading to adverse environmental outcomes.

Create a sense of identity for communities along US-6 and SR-10. Build a sense of anticipation as visitors move from one community to the next, articulating why someone should make a stop in each rural town.

Balancing tourism dollars spent in both Carbon and Emery Counties.

Offer a diversity of experiences for all adventurers: high adventure, relaxing weekend, golfers, boulderers, history seekers, etc...

Process & Approach

*A collaborative effort with the HUB strategy team's specialties and skills.*

**Determine Why It's Needed:**  
The Roundabout is a different way to see and experience the amazing sites and recreational opportunities across Carbon and Emery Counties. With so much to see and do, new visitors can get overwhelmed with where to start. The Roundabout provides a little structure, keeps visitors on track, and provides them with plenty of opportunities to leave the beaten path in search of the perfect adventure for them.

**Understand Our Audience:**  
The beauty of The Roundabout is you can make it an experience that's all your own. To help new visitors get started, four possible loops emphasize different experiences and attractions on or just off The Roundabout.

**Research Locations:**  
After creating a list of major sites and areas to visit along The Roundabout,

we identified what drew visitors to each location. This allowed us to put ourselves in these adventurers' shoes and create messaging, branding, and the tone of voice with them in mind.

The Roundabout itself is just the beginning of adventure after adventure. Just off the beaten path you'll find amazing geology and recreation in the Swell and surrounding recreational areas, beautiful state parks, intriguing museums, and so much more.

**Establish Messaging:**

- 180 miles of road, 360 degrees of adventure.
- Get back to the basics as you wander

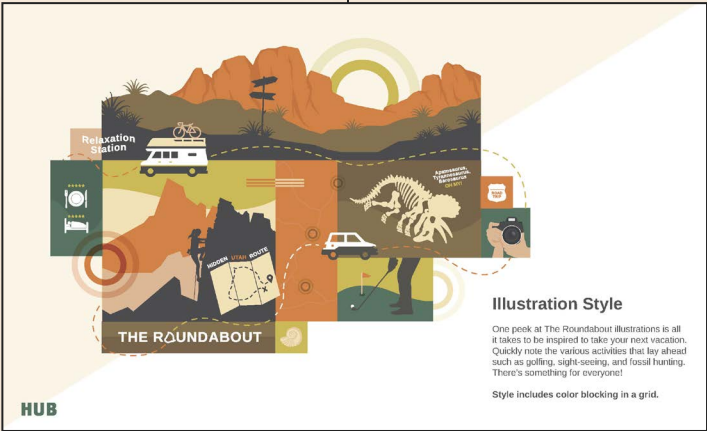
The Roundabout, the hidden Utah loop full of heartstopping adventure, geologic wonders, and regional flavor to suit those looking for a slice of rural Utah away from the crowds. The Roundabout is perfect for a weekend of exploring or a fun-filled family vacation destination.

- This 180-mile driving loop will take you around the region and highlights the many attractions and destinations hidden in the hills, valleys, and historic towns of a less-traveled Utah. It's full of centuries-old rock art, a storied past of coal and uranium mining, rocky summits, slot canyons, dinosaur fossils, and premier golf courses.
- As you make your way round, stop and enjoy the small towns too where you can dine with the locals, pick up souvenirs, and get a sense of rural life. Whichever stops you prioritize, be mindful of how you interact with the natural environment and local communities you visit.

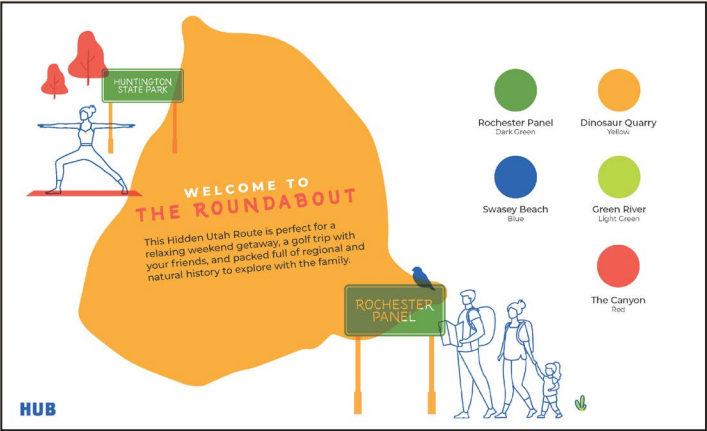
**Design & Apply Brand:**  
Absorbing the information and details established throughout this project, I created a recognizable, cohesive brand and its guidelines including how the brand would be applied across various print and digital media – focusing on how the map systems were meant to look and function.

# Style Exploration

Style 1



Style 2



## Step One: Style Exploration

After a few discussions with the client and my team, I narrowed in on the look and feel the client was interested in pursuing.

These two directions were debated at the end of the style exploration stage.

The client voiced that they preferred the illustrations in Style 1 but were more drawn to the bright, saturated tones in the colors of Style 2.



## Style Refinement



### Step Two: Style Refinement

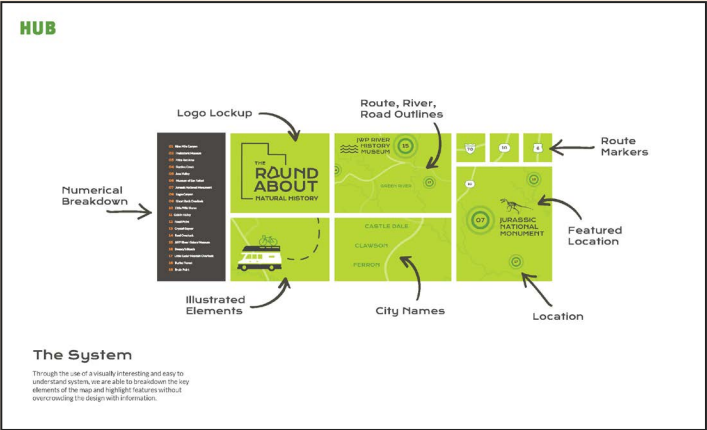
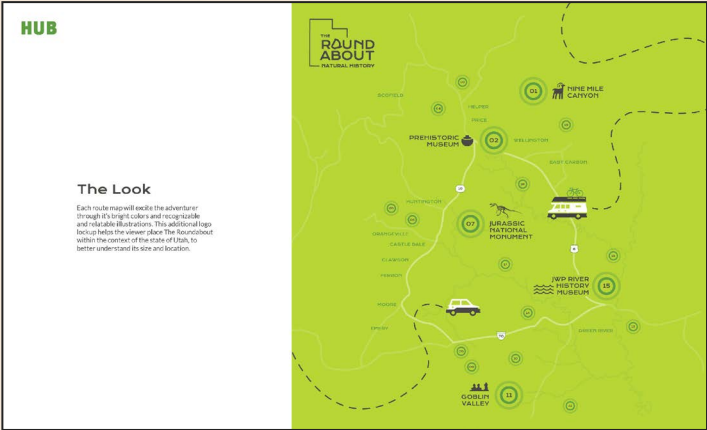
Applying the client's feedback to the style as well as pushing the design further, I made a couple intentional tweaks and additions.

The colors in Style 1 were boosted to be more similar to the colors in Style 2.

I added photographs to the style to demonstrate how imagery may be incorporated into the developing style.

A few illustrations and locations were also swapped out or added for a design more relevant to the area. *For example, exchanging the Triceratops fossil for a Utahraptor fossil and adding in areas like The Great Hunt.*

# Application: Maps



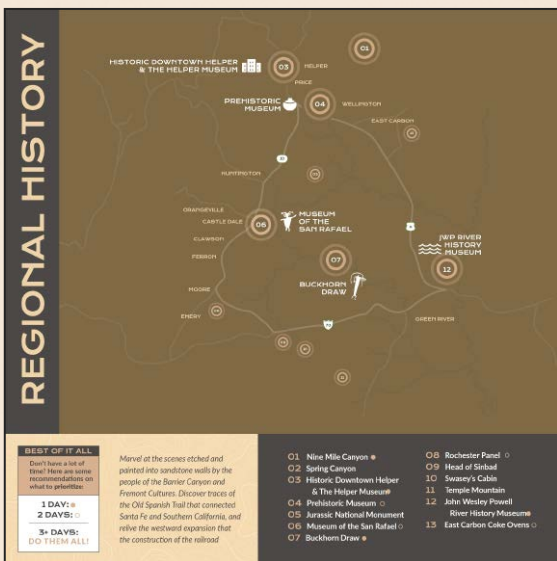
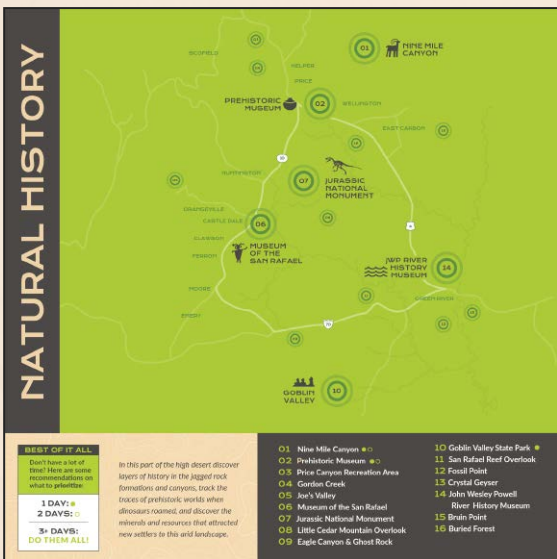
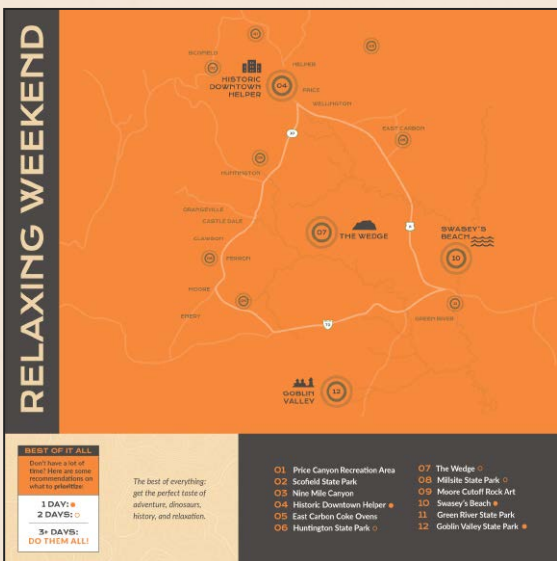
## Step Three: Application: Maps

After the style direction received it's stamp of approval, I translated how the look and feel would be incorporated in a map system.

After determining the system seen here, I expanded the design into a series of color-coded maps – focusing on the four loops we laid out in the early stages of the project listed on the next page.



# Application: Maps



## Relaxing Weekend

The best of it all: get the perfect taste of adventure, dinosaurs, history, and relaxation.

## Regional History

Rock are of indigenous peoples, remnants of settler cabins and communities, railroad and mining history, plus the local color of those who call The Roundabout home.

## Natural History

Narrow slot canyons, knife-edge cliffs, prehistoric fossils, sandstone pinnacles, and sweeping views of layers of history.

## Golf Day Away

Three great golf courses with stunning desert backdrops.

# Brand Guidelines



**03 Background What is The Roundabout?**

**The Roundabout 4 Ways**

The beauty of The Roundabout is you can make it an experience that's all your own. To help new visitors get started, four possible loops emphasize different experiences and attractions we've put off The Roundabout.

**Relaxing Weekend**  
The best of all get the perfect taste of adventure, outdoors history, and relaxation.

**Regional History**  
Track out of indigenous peoples, remnants of settler culture and communities, railroad and mining history's place for the role of those who call The Roundabout home.

**Natural History**  
Narrow slot canyons, soft-edge cliffs, prehistoric fossils, landforms, animals, and varying views of types of history.

**Golf**  
Three great golf courses with stunning desert backdrops.

**Experience Goals**

Increase tourism to off-the-beaten-path destinations in Southeast Utah without overwhelming these areas.

Concentrate visitors to sites and activities without overloading the landscape or leading to adverse environmental outcomes.

Create a sense of identity for communities along US-63 and US-89. Build a sense of participation as visitors roam from one community to the next, utilizing only services already made available to them.

Balance tourism dollars spent in both Carbon and Emery Counties.

Offer a diversity of experiences for all adventurers: high adventure, relaxing weekend, golfers, hikers, history seekers, etc..

**180 miles of road, 360 degrees of Adventure**  
History  
Heritage  
Golf

**07 Voice The Roundabout Messaging**

**Messaging Hierarchy**

**01 | Attract**  
POP! Catch the audience's attention.

**02 | Engage**  
Quickly establish how you relate to the audience

**03 | Connect**  
Provide details and craft a personal connection.

**04 | Act**  
Call audience to a particular action

**Messaging Focus**

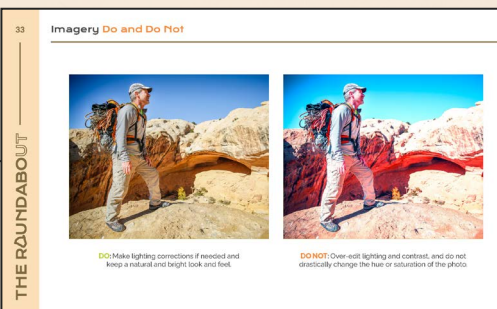
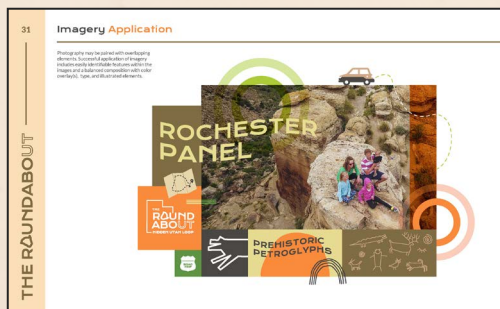
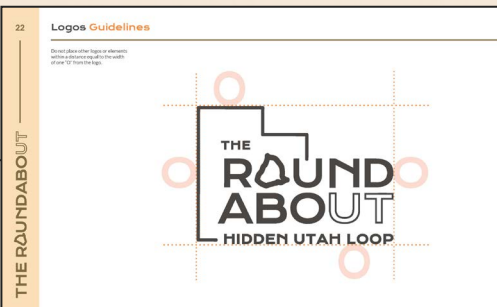
**Letting you in on a secret**

**Amazed at the diversity of landscape and activity**

**Focused on your interests**

**Conservation-minded**

**Authentic Utah**



**37 Color Codes**

<b>PANTONE Neutral Black</b> #000000	<b>PANTONE 369</b> #008000	<b>PANTONE 381</b> #000080
R: 74 C: 64 G: 71 M: 39 B: 69 Y: 60 K: 42	R: 84 C: 69 G: 100 M: 17 B: 66 Y: 100 K: 2	R: 184 C: 33 G: 214 M: 0 B: 56 Y: 97 K: 0
<b>PANTONE 607</b> #000080	<b>PANTONE 140</b> #000080	<b>PANTONE 144</b> #000080
R: 242 C: 5 G: 222 M: 4 B: 156 Y: 48 K: 0	R: 127 C: 44 G: 100 M: 50 B: 69 Y: 78 K: 22	R: 249 C: 0 G: 138 M: 55 B: 66 Y: 85 K: 0
<b>PANTONE 727</b> #000080	<b>PANTONE 7506</b> #000080	
R: 219 C: 14 G: 181 M: 39 B: 148 Y: 42 K: 0	R: 250 C: 2 G: 224 M: 11 B: 181 Y: 31 K: 0	

## Step Four: Brand Guidelines

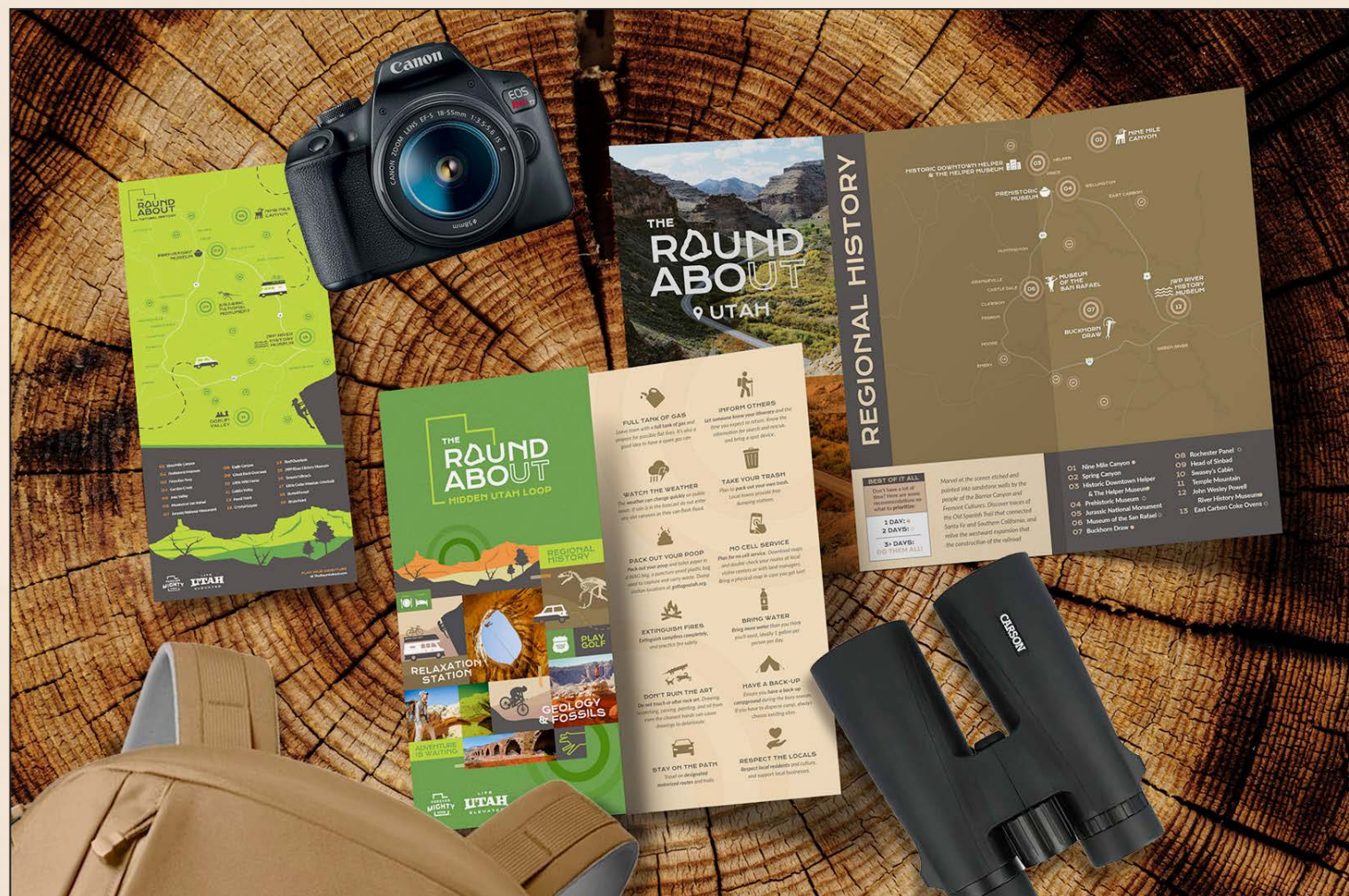
To set up the client's in-house design team I created a list of brand guidelines for them to follow. This ensures their new look is executed the way it is intended as well as giving them a structure to run with.

The Roundabout Brand Guidelines include rules and info about:

- Background
- Voice & Messaging
- Style & Elements
- Logos
- Illustrations
- Imagery
- Color Palette
- Typography
- Map System



## Deliverables



## Step Five: Deliverables

Once the guidelines were established I demonstrated how it should be applied across a range of requested deliverables.

These included rack cards, brochures, and maps for travel centers around the area. Files for print were included as well as recommended paper types.

What did I love most about this project?

The sense of adventure! And a client excited to push the brand into something new for this community.