



THRIVE
INDY

Brand Messaging and Visual Brand Guidelines



BRAND MESSAGING



About this Guide

Strong, consistent messaging and visual identity help audiences clearly understand what Thrive Indy stands for and why it matters. When Thrive Indy is represented clearly and consistently, through both words and visuals, visitors more easily recognize Indianapolis's commitment to care, and partners feel more connected to the shared values and vision behind the work. By using Thrive Indy messaging and visual assets across communications, partners help create a coordinated, citywide presence. Together, we reinforce a clear message to visitors and the community: caring for our city is part of the Indy experience, and it's something we do best when we do it together.



Tips for Consistent Communication

- Use clear, simple language that's easy for visitors to understand at a glance.
- Lead with care and pride. Emphasize welcoming, community, and shared responsibility.
- Keep instructions short and specific (e.g., *clean, dry, and simple*).
- Use a positive, encouraging tone rather than rules or warnings.
- Repeat core phrases to reinforce habits (e.g., *care for our city, help Indy thrive*).
- Match the setting. Friendly for hotels, direct for bins, celebratory for events.
- Reflect shared ownership by using “we” and “together” where appropriate.

Quick Checklist

- Is this message clear in under 5 seconds?**
- Does it sound like Indy: friendly, proud, and welcoming?**
- Does it invite participation, not just compliance?**
- Does it reinforce that small choices make a big difference?**



Internal Positioning



Thrive Indy is a shared commitment to make sustainability part of every Indy experience. Rooted in our city's hospitality and pride, the initiative empowers partners across hotels, venues, attractions, and events to take simple, consistent actions that create meaningful impact. Together, we're building a unified message, that caring for our city isn't just the right thing to do, it's part of what makes Indianapolis a world-class destination. By joining the Thrive Indy movement, every organization helps our community and our visitors thrive, ensuring our city is vibrant and welcoming for generations to come.

External Positioning



Welcome to Indianapolis! From the way we welcome visitors to the pride we feel for our hometown, we're a city that truly cares. **Thrive Indy** is our way of turning small, everyday choices into something meaningful. When you recycle, reduce waste, and make mindful choices during your visit, you help keep our city vibrant, clean, and welcoming to all. It's part of what makes Indy such a special place. Join us, and play your role in helping our city thrive for generations.

Key Message

General

Small Choices. Lasting Impact.

Every small choice adds up to something bigger. By taking a moment to recycle properly, you help keep our city vibrant, clean, and welcoming to all. It's part of what makes Indy such a special place.

It's simple: clean, dry, and only what belongs.

Choose the right bin and help Indy win!



Key Message

Sports Venues/Events

Small Plays. Big Wins.

In Indy, teamwork drives everything we do on the *field/court/track* and in our community. When fans recycle and reduce waste, we all score a point for our city.

It's simple: clean, dry, and only what belongs.
Choose the right bin and help Indy win!



Key Message

Destinations/Hotels

Small choices. Lasting Impressions.

In Indy, the little things matter. That's what makes us special. When you take a moment to recycle and reduce waste, you help keep our city vibrant, welcoming, and looking its best for generations to come.

It's simple: clean, dry, and only what belongs.
Choose the right bin and help Indy win!



Know Before You Go

email and website



Thrive Indy is our community's way of turning small choices into lasting impact. During your visit, you'll see clearly marked recycling and trash bins throughout our venue and the city. Please take a moment to recycle and reduce waste. It's easy. Just keep recyclables clean, dry, and simple: bottles, cans, paper, and cardboard only. Everything else goes in the trash.

Your small choices help keep Indy vibrant, welcoming, and looking its best for generations to come.

Choose the right bin and help Indy win!

About this Visual Brand Guidelines

These visual brand guidelines help ensure Thrive Indy shows up clearly, consistently, and with care across the city. When partners use the same visual elements, from logos and colors to layout and imagery, visitors can quickly recognize the message and understand how to engage, no matter where they are. Consistent visuals build trust, reduce confusion, and reinforce the sense that Thrive Indy is a shared, citywide effort working together to keep Indianapolis vibrant, welcoming, and thriving.



VISUAL BRAND GUIDELINES



MAIN LOGO



THRIVE
INDY

SECONDARY LOGO



THRIVE
INDIANAPOLIS

BADGE



HORIZONTAL LOCKUP



THRIVEINDY

TYPOGRAPHY

Aa

**BRANDON
GROTESQUE**

Aa

Montserrat

**HEADER 1 BRANDON
GROTESQUE BLACK**

**HEADER 2 BRANDON
GROTESQUE BOLD**

Body copy Montserrat Regular.
Lorem ipsum dolor sit amet,
consectetur adipiscing elit. Aenean
 eget est vestibulum, rhoncus libero
pellentesque, posuere nibh. Nullam
dui purus, fermentum ac massa at,
 eget est vestibulum, commodo
ultrices urna.

COLOR



#F16893



#F8EDA1



#02B3A3



#EE6F09



#9ECF7D



#1CC0DC



#F9B91A



#4DA052



#0D5397



THRIVE
INDY

Additional tools, brand assets, and design files can be found online at www.visitindy.com/thrive-indy/.



Questions?

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