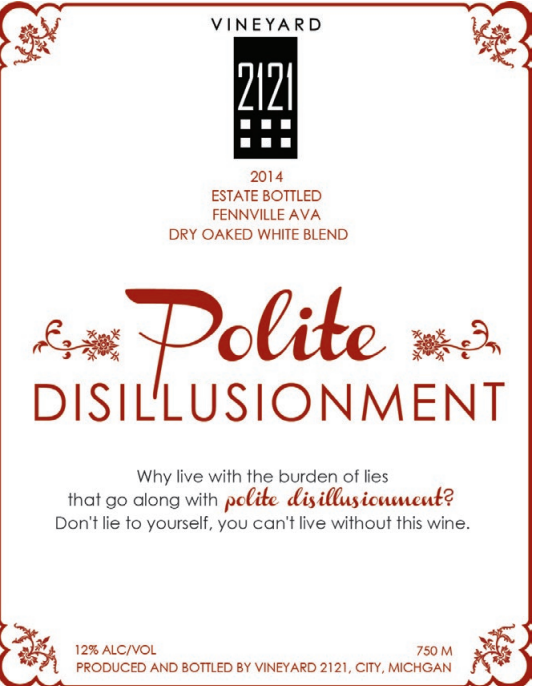
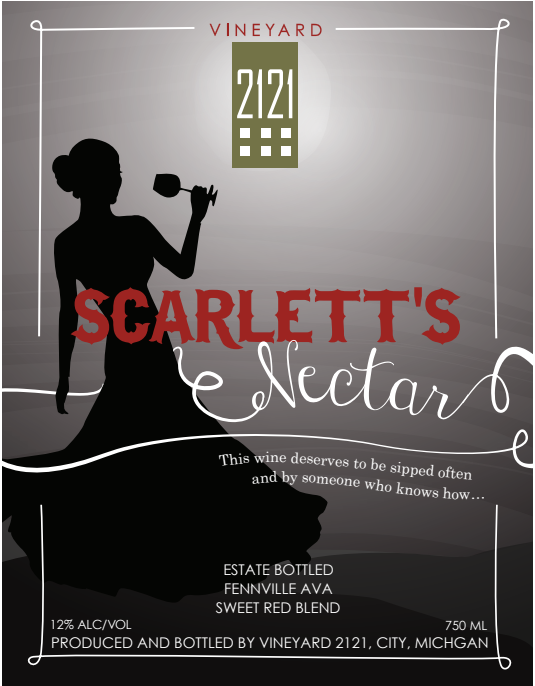
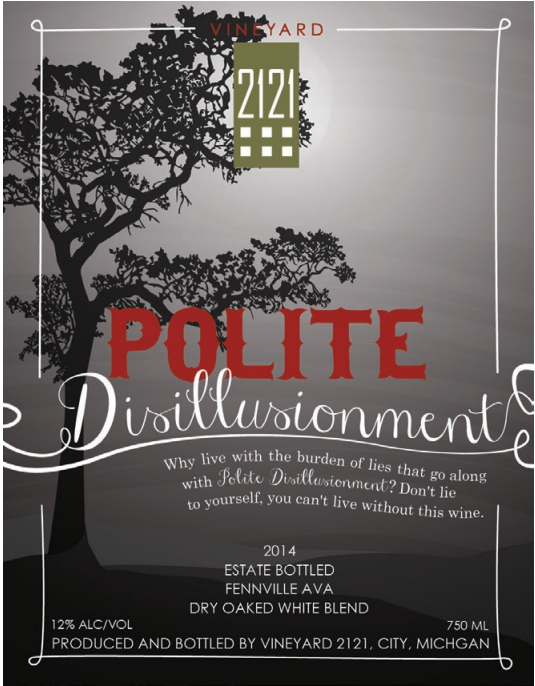




Bens Soft Pretzels x Cheetos
Art Direction

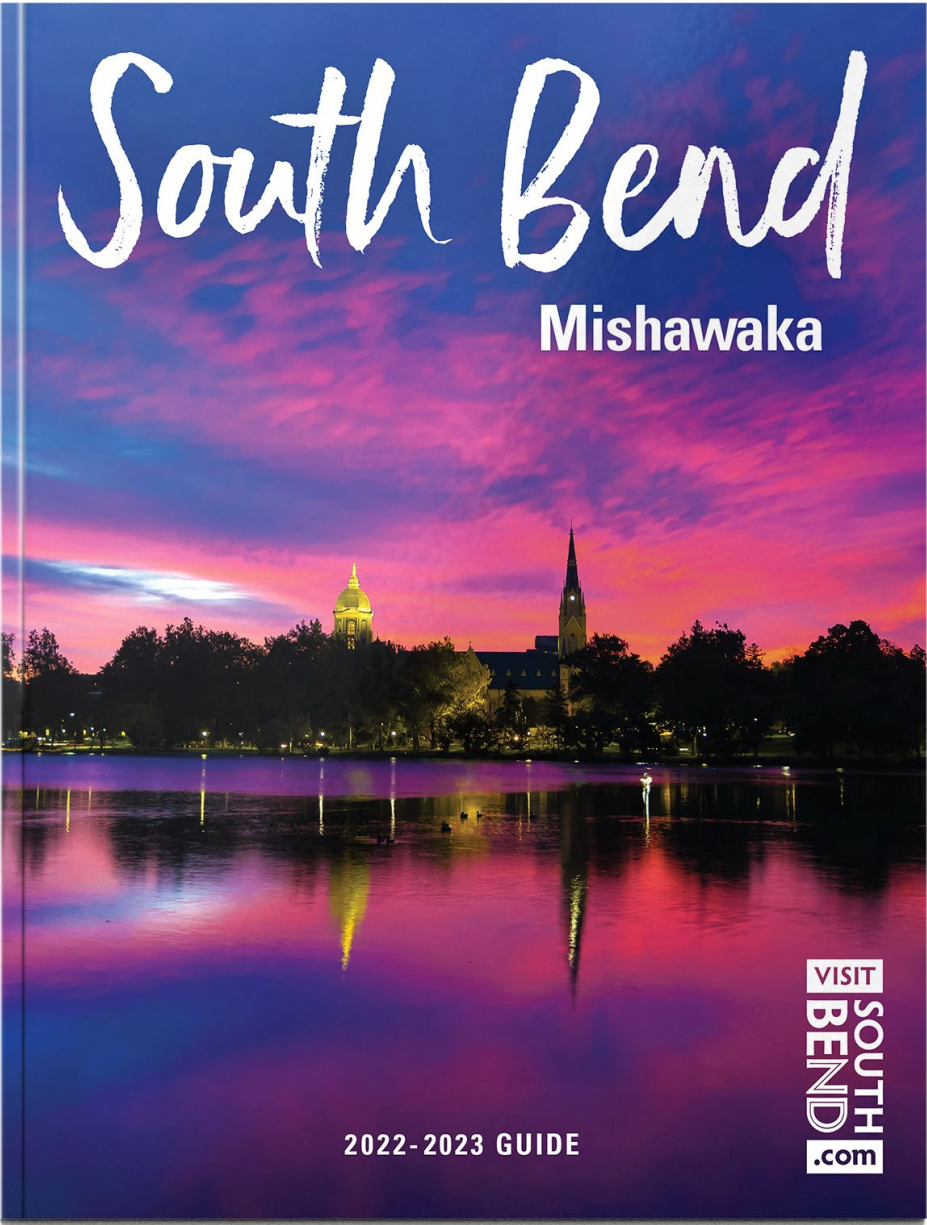


Bens Soft Pretzels x Cheetos
Final Deliverables



Bens Soft Pretzels x Cheetos
Employee T-shirt & Stickers







Eat+Drink DOWNTOWN SOUTH BEND

- BAKER'S BAR + GRILL
- BARBARY'S SOUTH BEND
- BRUNO'S PIZZA
- CAFE NIMBLE
- CARDUCCI'S
- CARMELO'S + MACY'S DELI
- THE CELLAR WINE BAR + KITCHEN
- CHICKORY CAFE
- CHIMICHURRI
- CINCO'S INTERNATIONAL
- CJ'S PUB
- CORBY'S IRISH PUB

- THE EXCHANGE WHISKEY BAR
- FABRIO
- FISHER'S HEARTH
- THE GARAGE BAR
- THE GENERAL DELI + CAFE
- THE HAMMER + GRILL
- THE HIDEAWAY AT THE LASALLE
- HOWARD PARK PUBLIC HOUSE
- JACK'S DONUTS
- JANE CAFE
- LASALLE GRILL + BISTRO
- LASALLE KITCHEN + BISTRO

- THE LAUBER
- LEONARD GRILL
- L STREET
- MADISON OYSTERS BAR
- MICHIGAN SUPERMARKET
- NOM NOM PIZZA
- THE BAKERY
- THE BAKERY + COFFEE
- THE BREAD HOUSE
- ROCK'S RESTAURANT
- ROCK'S RESTAURANT
- ROCK'S RESTAURANT
- ROCK'S RESTAURANT
- ROCK'S RESTAURANT

- SOUTH BEND CHOCOLATE CAFE
- SOUTH BEND CAFE
- SUNNY ITALY CAFE
- THE CAFE
- THE CAFE
- THE CAFE
- THE CAFE
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- THE CAFE
- THE CAFE
- THE CAFE
- THE CAFE

IMMERSE YOURSELF IN CULINARY EXPERIENCES

Attending a convention in downtown South Bend puts you in the middle of Northern Indiana's best dining scene.

Pizza? Fine dining? Burgers? Whatever your style, there are dozens of options within walking distance to explore.

Welcome to South Bend

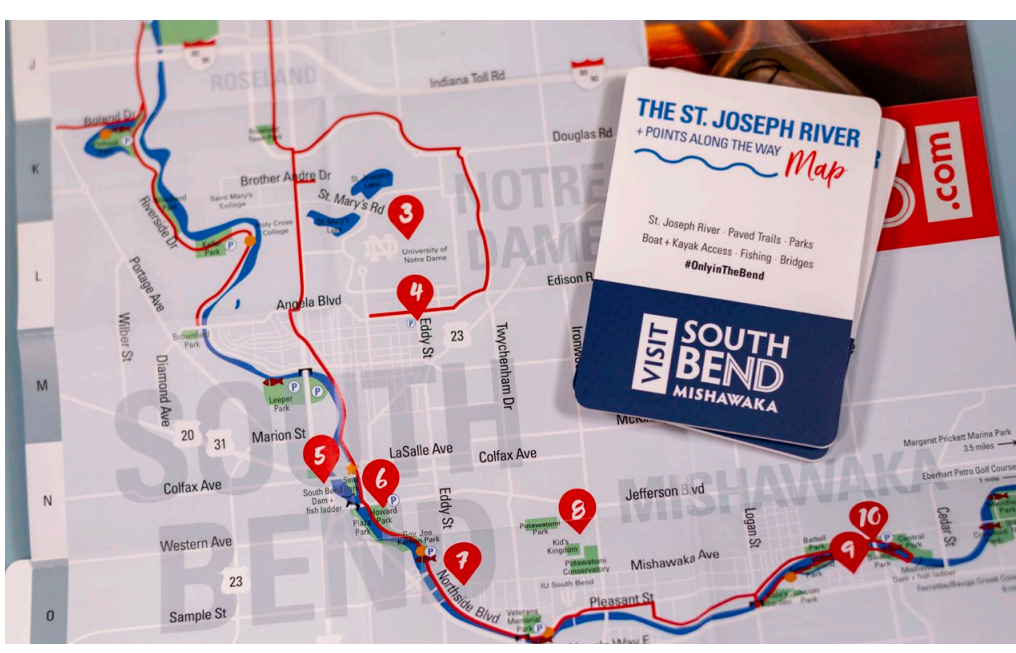
Eat+Drink

DOWNTOWN SOUTH BEND

2022

VISIT SOUTH BEND .com





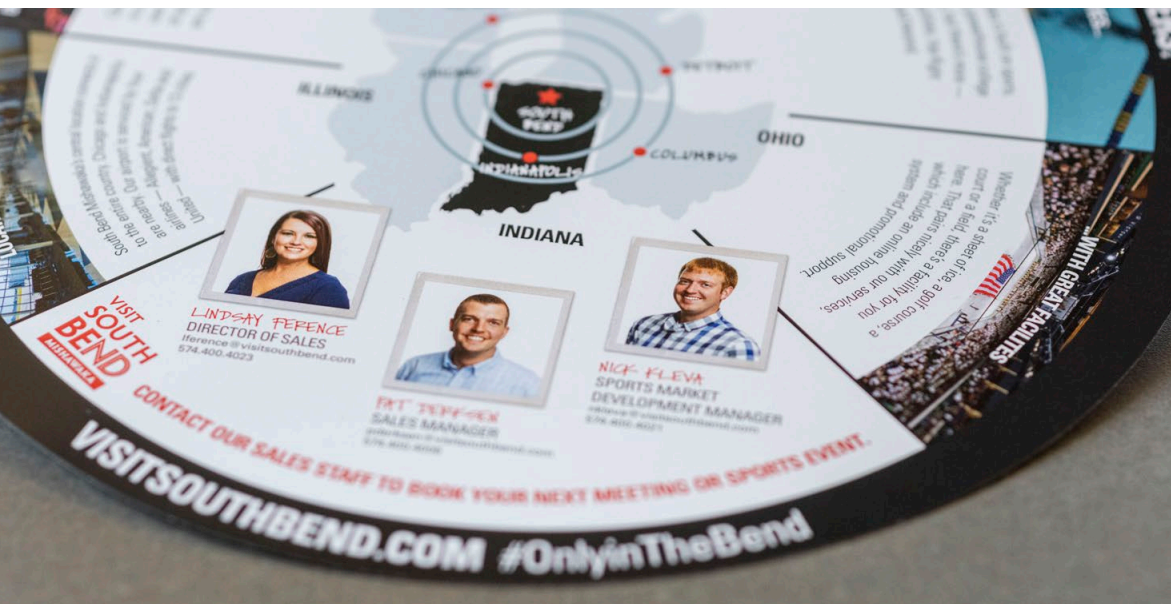
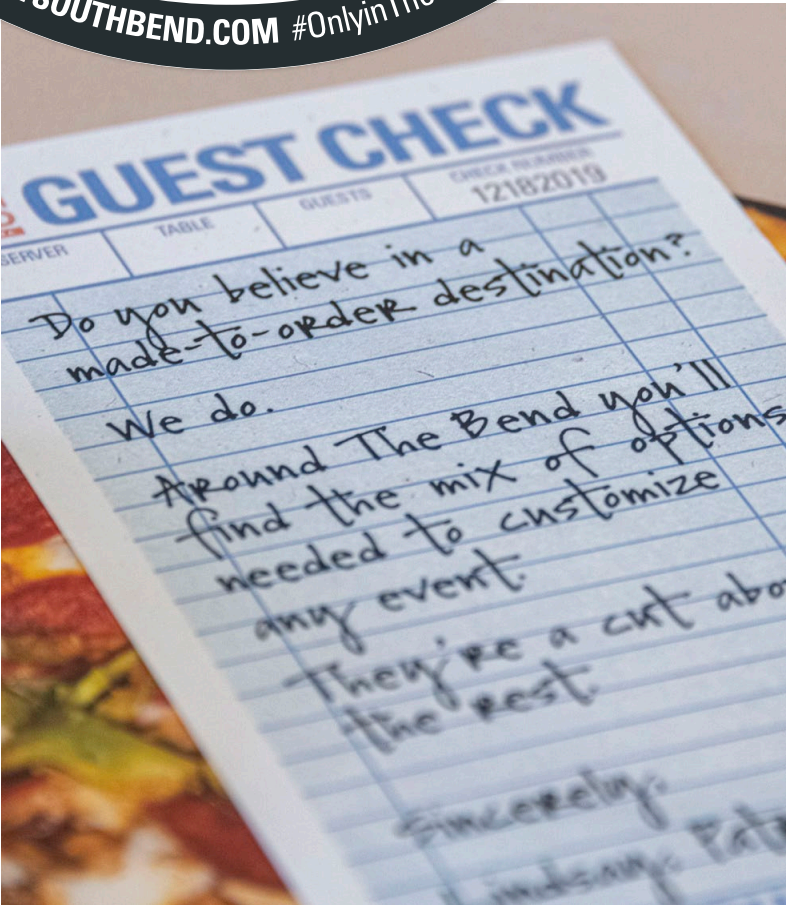
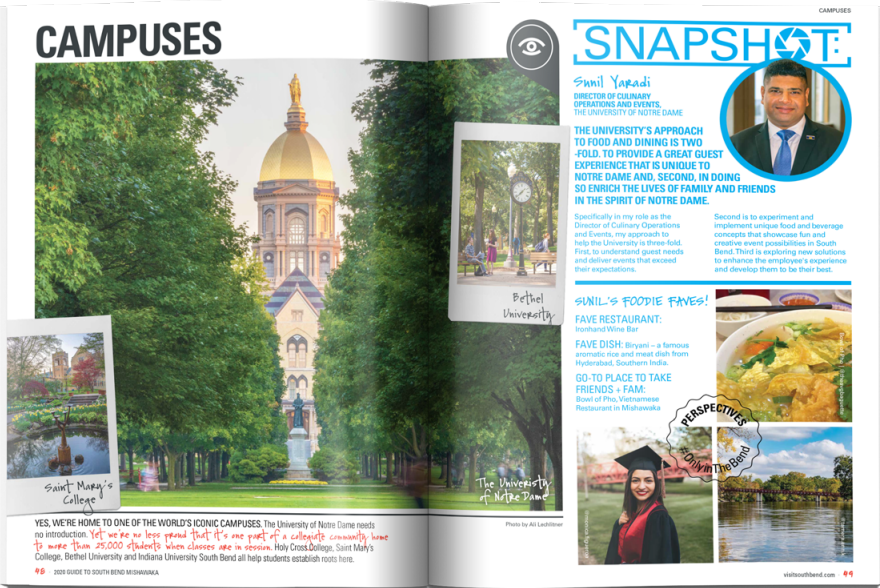
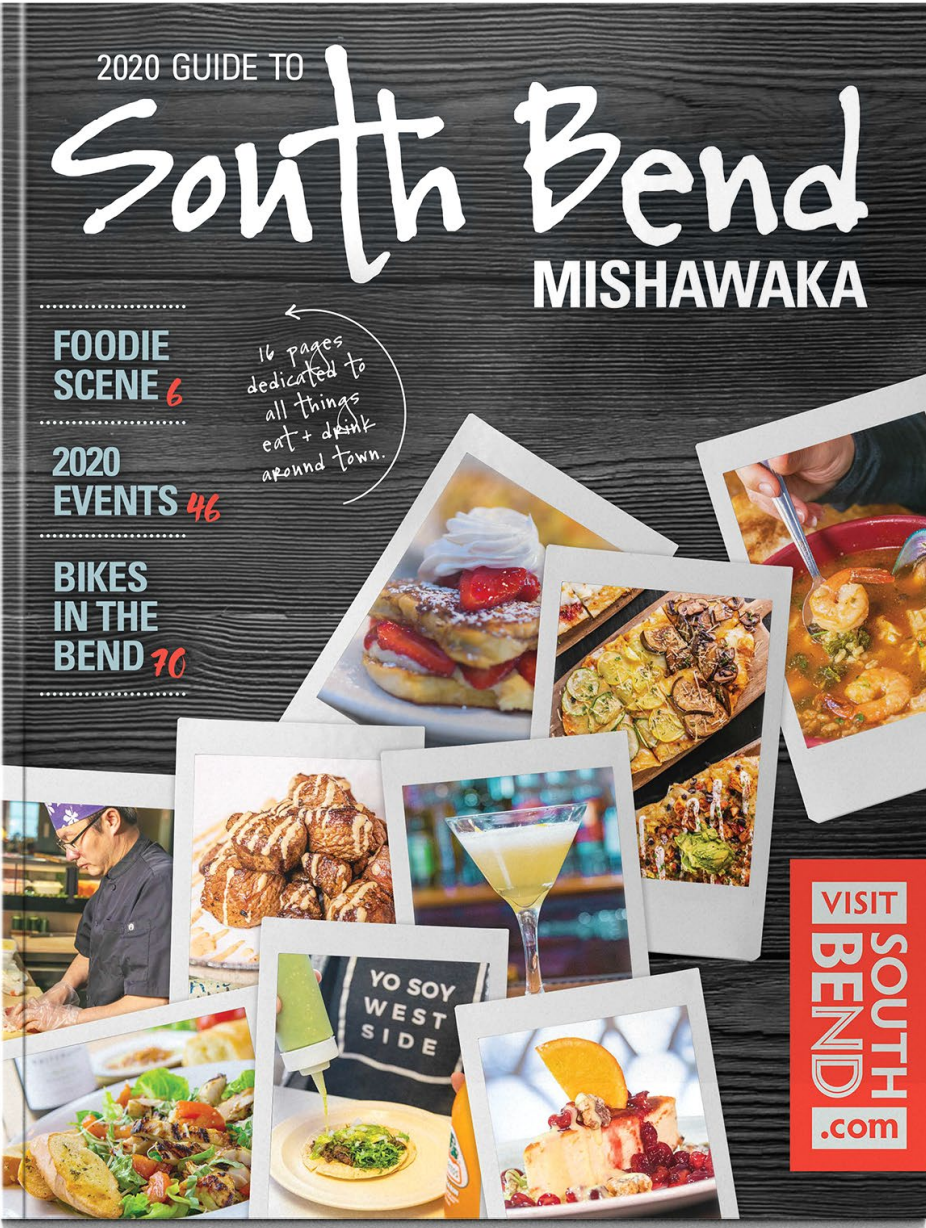




SCAN TO VIEW
DIGITAL FLIPBOOK







A person wearing a red life vest and a blue helmet is paddling a blue kayak on a river. The person is seen from the back, with their arms extended holding a yellow paddle. The water is slightly choppy. In the background, another person in a blue helmet is visible. The overall scene is outdoors and recreational.

2019

SOUTH BEND MISHAWAKA TOURISM

// A **destination organization** is responsible for promoting a **community** as an attractive travel destination and enhancing its **public** image as a dynamic **place to live and work**.

Through the impact of travel, they strengthen the economic position and **provide opportunity** for **people** in their **community**."

- Destinations International

VISIT **SOUTH BEND MISHAWAKA**

The East Race Waterway

A Polaroid photograph is the central focus, showing a bartender in a blue shirt pouring a clear liquid from a metal shaker through a fine-mesh strainer into a glass filled with ice and a lime wedge. The background of the Polaroid shows a bar with various bottles. The entire scene is set against a background of a real bar with shelves of liquor bottles and a decorative metal screen.

Mondays Can Wait

Taste the heat in the Soledad Fire margarita at Livery in South Bend.

CHEERS!

Ready to unwind after a day at the course?
Kick back with a cocktail at one of The Bend's best local spots.
Find them at visitsouthbend.com/craft-cocktails

VISIT SOUTH BEND [.com](https://visitsouthbend.com)

[illegible][illegible]

Through the impact of travel, they...

SPORTS SALES

\$26,896,358

BASEBALL

MAJOR LEAGUE

MAJOR LEAGUE

MLB GAMES

STADIUMS

MLB REVENUES

MLB REVENUES

MLB REVENUES

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MLB REVENUES

If you build a place people want to visit, you build a place where people want to live.

COMMUNITY TOURISM

TOURISM is the development of a local tourism industry that can generate economic development. It's a process that involves creating a vision for the local tourism industry and will often involve the participation of the community.

JOHN C. DOWNING

CHAIRMAN
OF THE
COUNTY BOARD
OF SUPERVISORS
+ LAFAYETTE

Marionville, Missouri, USA

TOURISM MARKETING + HOSTING GREAT TRIPS

Local events designed to promote the local tourism industry and to attract visitors to the local tourism industry. It's a process that involves creating a vision for the local tourism industry and will often involve the participation of the community.

TOTAL DOLLARS

\$125K + 40% OF LOCAL + 40% OF NATIONAL

2nd Place, 2014 USA Today Best Small Towns List

The Best of the Best Small Towns List

Small Towns List

Small Towns List

Small Towns List

Small Towns List

Small Towns List

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TOURISM COUNCIL OF LAFAYETTE COUNTY

The Tourism Council of Lafayette County is a non-profit organization that promotes the local tourism industry and to attract visitors to the local tourism industry. It's a process that involves creating a vision for the local tourism industry and will often involve the participation of the community.

TOTAL DOLLARS

\$100K + 40% OF LOCAL + 40% OF NATIONAL

APPROXIMATELY 4,000 VISITORS PER YEAR

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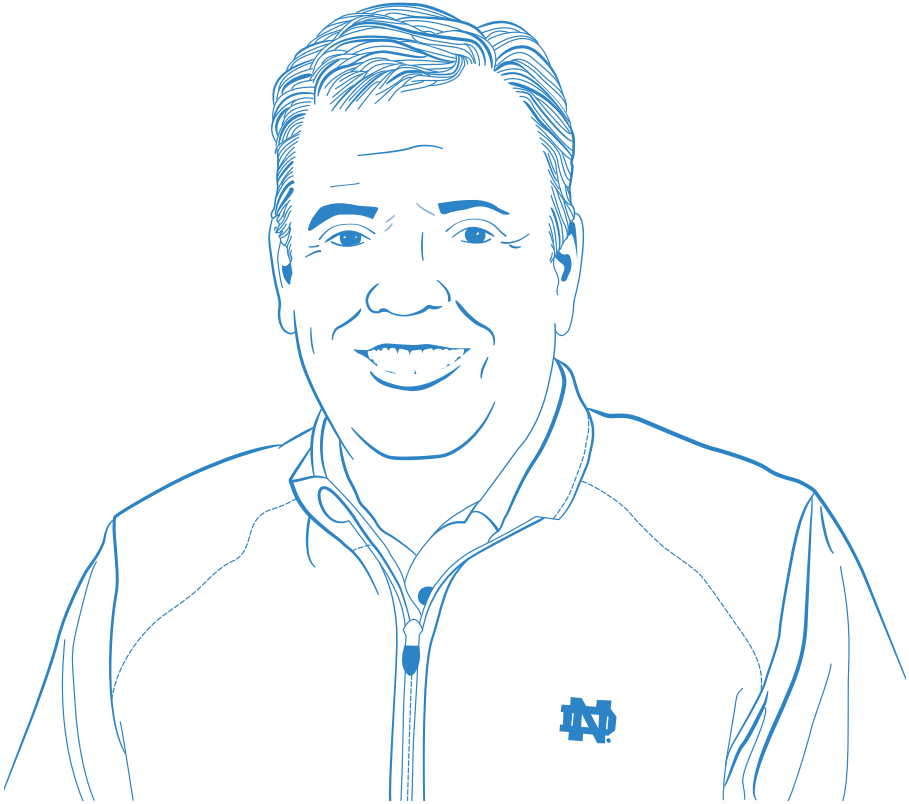
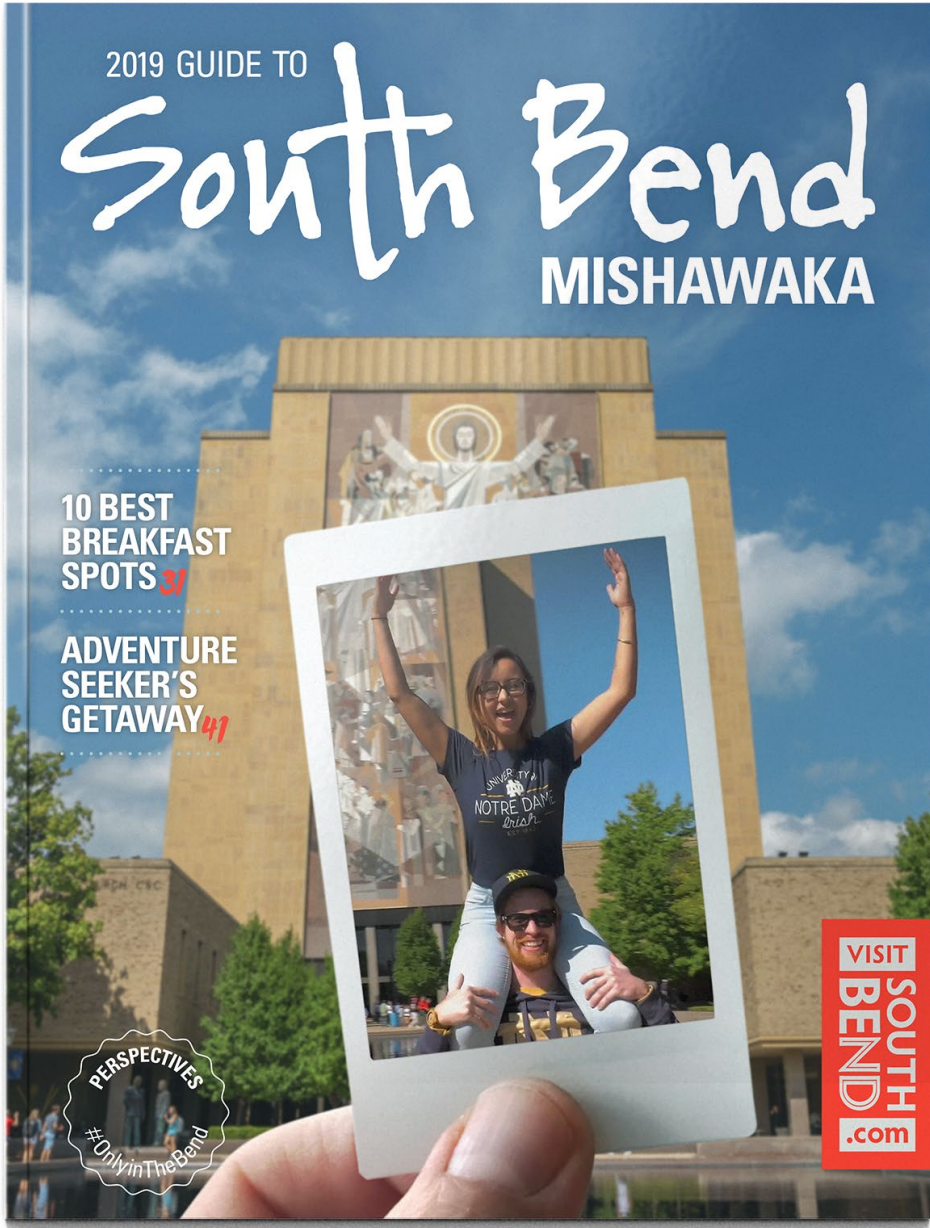
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Tipsy Biscuit Logo & Menu



primary logotype+mark



primary logotype+mark
background removed



social media profiles



alternate logotype
wacky palette



alt logotype gray



alt logotype black

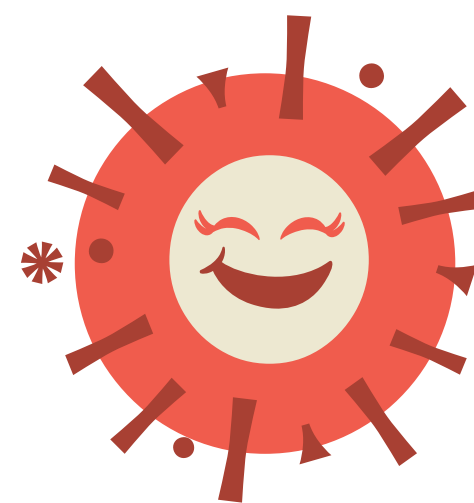
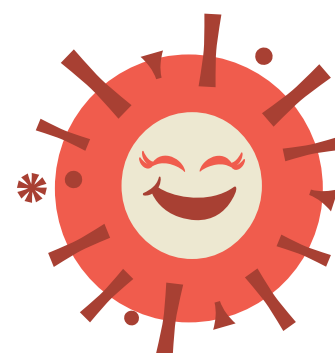


alternate logotype
green palette

alt logotype cream



alt logotype white





TOW NATION COLOR GUIDE

	PMS 7626	PMS 2024	PMS 2016	PMS 116	PROCESS BLACK
C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX: FFFFFFFF	C:0 M:93 Y:95 K:2 R:198 G:53 B:39 HEX: C63527	C:0 M:58 Y:65 K:0 R:248 G:124 B:86 HEX: F87C56	C:0 M:33 Y:57 K:0 R:255 G:182 B:115 HEX: FB673	C:0 M:14 Y:100 K:0 R:255 G:205 B:0 HEX: FFC000	C:0 M:0 Y:0 K:100 R:0 G:0 B:0 HEX: 000000

TREDIT
TIRE & WHEEL

