



PFLUGERVILLE REBRAND

BRAND GUIDELINE

BRAND PRESENTATION

# EXPLORE PFLUGERVILLE







# STRATEGIC CAMPAIGNS MARKETING



## BRANDING REFRESH

In December 2023, we made the strategic decision to rebrand Pfun TX into Explore Pflugerville. This new identity reflects our commitment to showcasing the diverse and sophisticated offerings of our city, including its trails, cuisine, shopping, art, and more. We believe this rebrand will better capture the essence of Pflugerville and attract a wider audience to explore all that our vibrant city has to offer.





# REBRAND SUMMARY



Explore Pflugerville is proud to unveil its newly redesigned and rebranded tourism website, marking a significant milestone in our efforts to showcase the culture, diverse attractions, and boundless opportunities that our city has to offer.

Formally known as PFunTX, the new website boasts a sleek and intuitive design, providing users with an engaging and user-friendly browsing experience. With streamlined navigation and visually appealing layouts, visitors can easily find the information they need to plan their visit to Pflugerville.

Explore Pflugerville serves as a hub for community engagement, featuring a calendar of events, opportunities for user-generated content, and interactive features that encourage visitors to share their experiences and connect with fellow travelers.

Recognizing the importance of mobile accessibility, we have optimized the website for seamless viewing and functionality across all devices, including smartphones and tablets. Whether users are planning their trip on the go or researching from the comfort of their homes, they can access the website effortlessly from any device.

Overall, the launch of Explore Pflugerville's tourism website represents a significant step forward in our efforts to promote tourism and economic development in our city. By providing visitors with an immersive and informative online experience, we aim to inspire curiosity, foster connections, and drive tourism growth for the benefit of our community and local businesses.





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# INTRO.

Brand —————>

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Creative Design —————>

# 01





# WELCOME.



Embark on a journey of rediscovery with the unveiling of **Explore Pflugerville**, the dynamic rebrand of the City of Pflugerville's tourism sector. This initiative is not merely a transformation but a bold declaration that invites visitors to experience the authentic essence of Pflugerville, nestled right in the heart of Central Texas.

Brand —————>

Guideline —————>

Creative Design —————>





# CONTENTS.

Welcome to a vision for the future—a future where Pflugerville, Texas, transcends its current status and emerges as a premier destination through a meticulously crafted strategic tourism plan. With a strategic focus on operations and marketing, our vision is to establish Pflugerville as a thriving Destination Marketing Organization (DMO), laying the groundwork for sustainable tourism growth.

WHERE CENTRAL TEXAS UNFOLDS

- BRAND LOGO
- COLOR
- TYPOGRAPHY
- LOGOMARK
- APPLICATION







# BRAND LOGO.

Pflugerville, with its rich history, cultural diversity, and flourishing parks and trail systems, holds the potential to attract visitors seeking an authentic and memorable experience at the heart of Central Texas. Together, we aspire to create diverse experiences that beckon travelers, ensuring that the dividends of our strategic tourism plan reverberate for years to come.

Brand —————>

Guideline —————>

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# BRAND LOGO.

Explore Pflugerville is not just a rebrand; it's a promise. A promise to showcase Pflugerville, Texas as a destination that goes beyond the ordinary, inviting visitors to explore the charm, culture, and natural wonders that make our city unique.

Brand [—————>](#)

Guideline [—————>](#)

Creative Design [—————>](#)







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EXPLORE  
**PFLUGERVILLE**

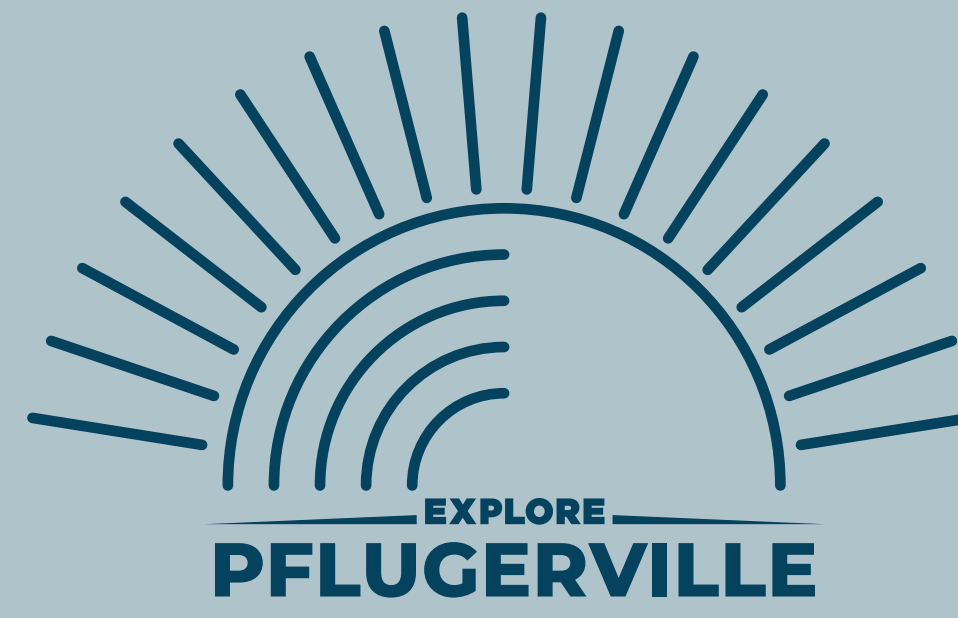






# LOGO USE.

Versatility of a logo design must be ensured so that it appears as an impressive design in all conditions. It should be scalable, meaning that it must keep its proportion of elements in big and small sizes. Such a logo must also look equally good on black and white surfaces such as newspapers and in colors as well.







# TAGLINE.

*What is a tagline?* A tagline is a brief phrase used to relay a brand's value. Companies use taglines in marketing campaigns to create a lasting impression on consumers. Taglines tell consumers about the overall company without mentioning the product or service they offer.

**Descriptive:** A *descriptive tagline* is a succinct statement about the business, product, or service. It is designed to summarize the business's mission or vision in a way that's memorable to customers.

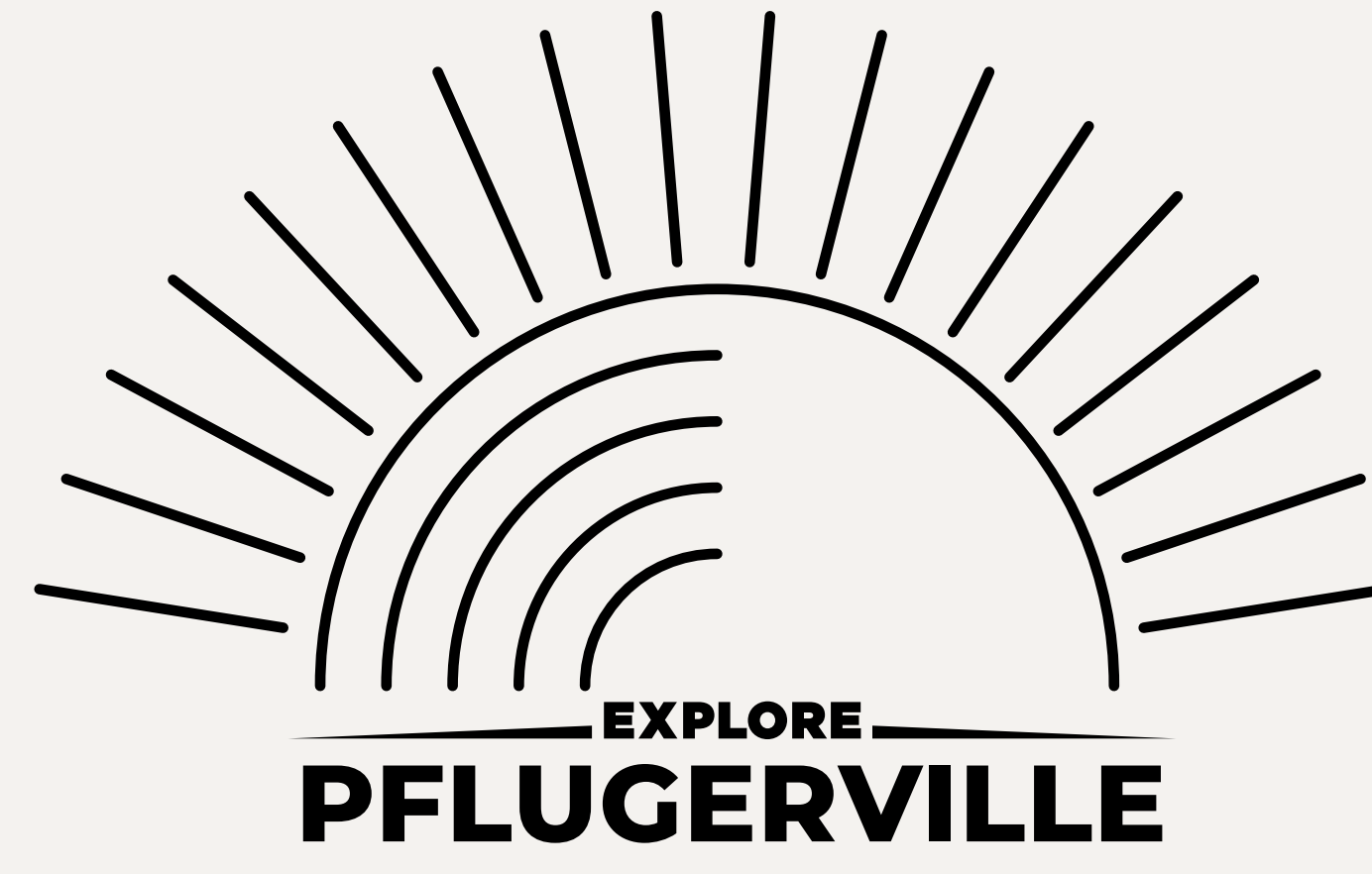
WHERE CENTRAL TEXAS UNFOLDS

**EXPLORE**  
**PFLUGERVILLE**  
*WHERE CENTRAL TEXAS UNFOLDS*

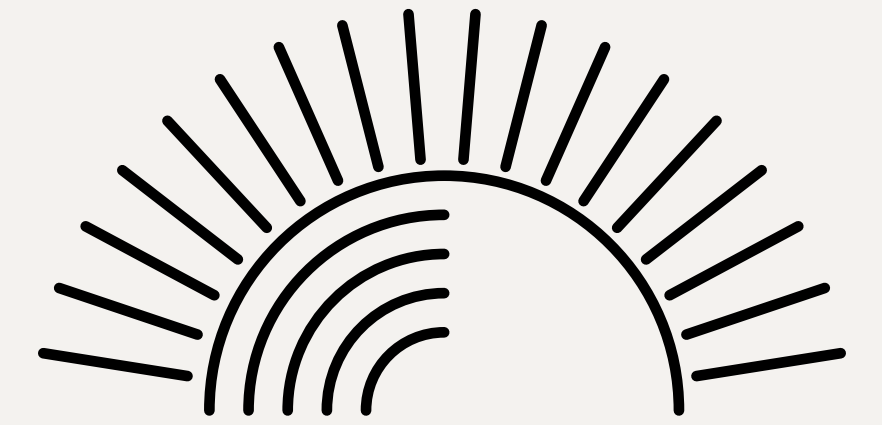




# LOGOMARK.



SUN







# COLOR.

A brand color palette includes a set of colors that represent your brand personality. The colors in your brand color palette will be used in your logo, on your website, in your business cards, etc. Hence, it is important to choose your brand color palette with the utmost attention.

Brand 

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# BRAND COLOR INSPIRATION.

## EXPLORE PFLUGERVILLE

Sunset —————>

Sky —————>

Iconic Water Tank —————>



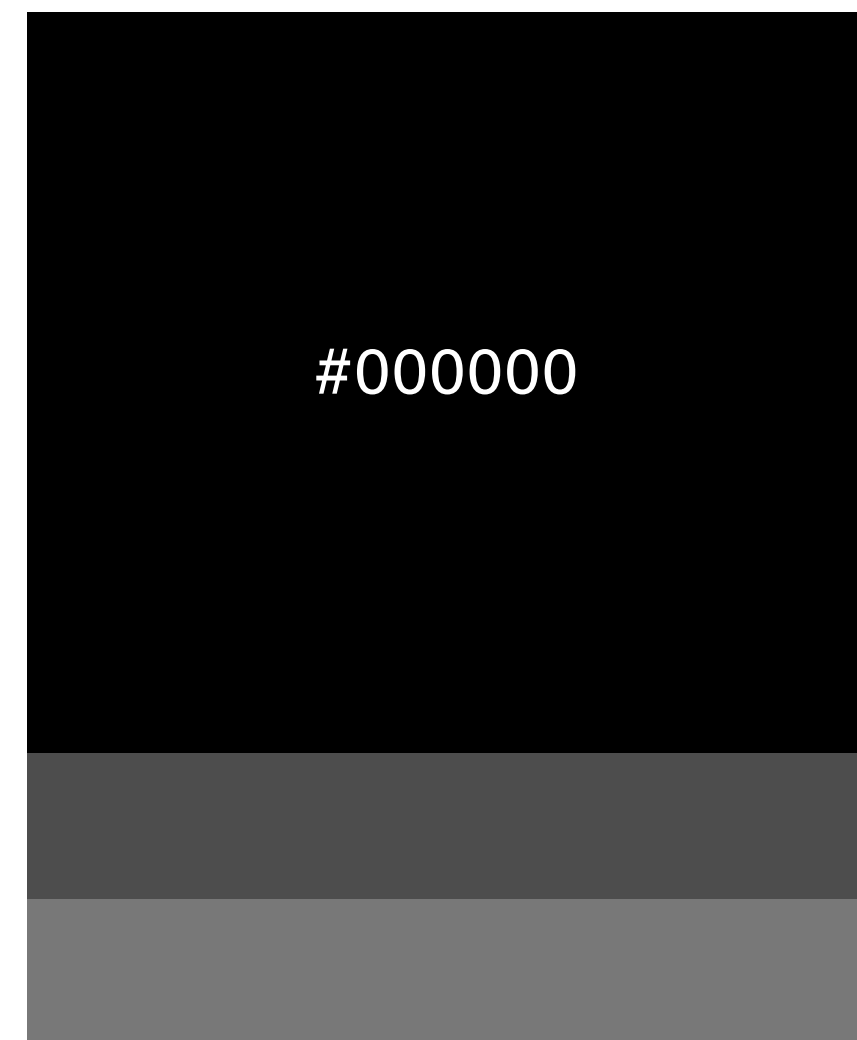




# BRAND COLOR PALETTE.

## Brand Versatile Color Palette

A brand color palette includes a set of colors that represent your brand personality. The colors in your brand color palette will be used in your logo, on your website, in your business cards, etc. Hence, it is important to choose your brand color palette with the utmost attention.



**MONOCHROMATIC**



**BLUE SKY**



**SUNNY DAY**





# SECONDARY COLOR PALETTE.

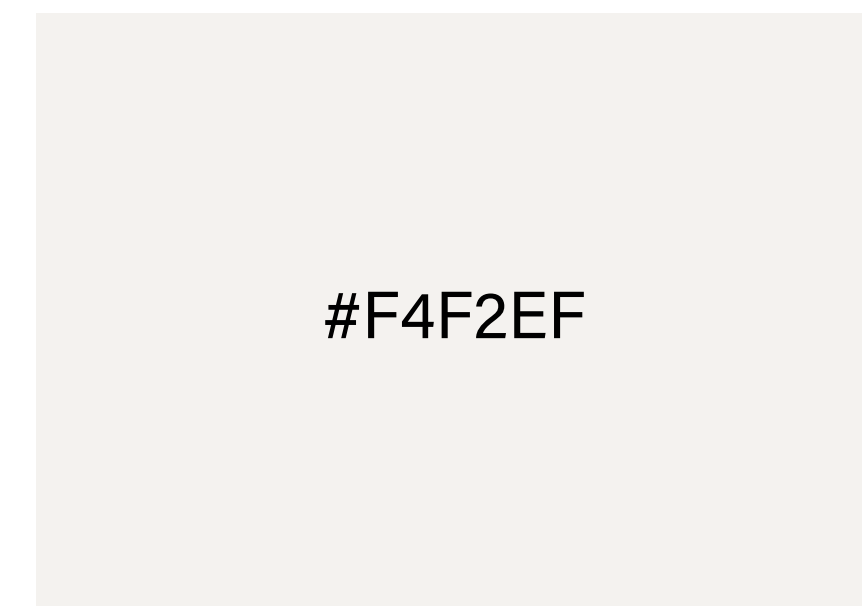
## Secondary Brand Versatile Color Palette

Secondary colors blend in and complement your primary brand color without taking center stage (*like a best friend*). The easiest way to choose a secondary color is to take your primary color a shade or two lighter or darker.

Brand →

Guideline →

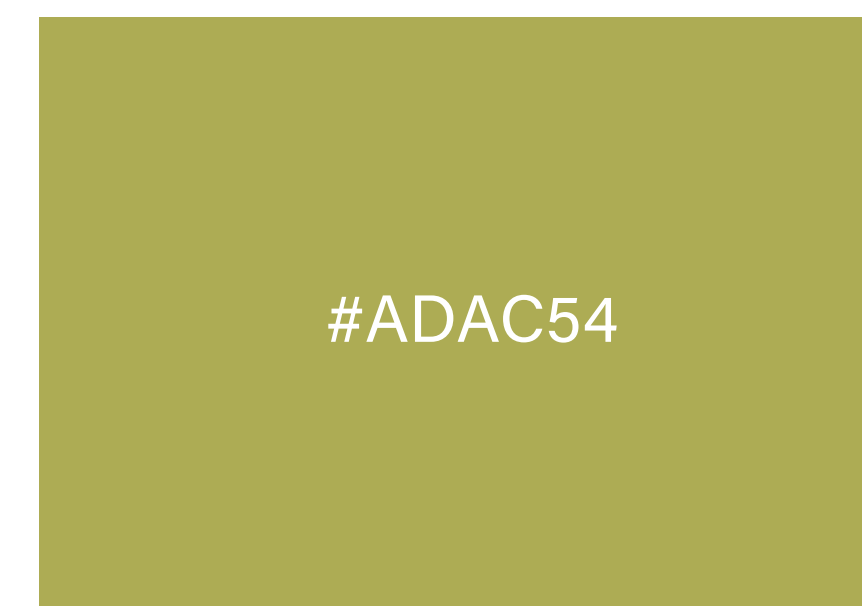
Creative Design →



**TRAIL ROAD**



**BLUE SKY II**



**FOREST TREE**





# TYPOGRAPHY.

Brand typography is a key visual element of a brand style guide, is the set of characteristics that enhance a company's design, brand voice, and personality across both digital and traditional channels.

Brand —————>

Guideline —————>

Creative Design —————>







# TYPEFACE.

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century.

As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique.

The letters that inspired this project have work, dedication, care, color, contrast, light and life, day and night! *These are the types that make the city look so beautiful.*

# ABC

AaBbCcDdEeFfGgHhIiJjKkLlMmNn

OoPpQqRrSsTtUu

---

# 123

1234567890#@\$%^&

\*!~90=+-}]

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# TYPEFACE.

Aa Bb

## Montserrat

Google Fonts

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This isn't legal advice, please consider consulting a lawyer and see the full license for all details.

## REGULAR

Explore Pflugerville is not just a rebrand; it's a promise. A promise to showcase Pflugerville, Texas as a destination that goes beyond the ordinary, inviting visitors to explore the charm, culture, and natural wonders that make our city unique.

## MEDIUM

Explore Pflugerville is not just a rebrand; it's a promise. A promise to showcase Pflugerville, Texas as a destination that goes beyond the ordinary, inviting visitors to explore the charm, culture, and natural wonders that make our city unique.

## Bold

**Explore Pflugerville is not just a rebrand; it's a promise. A promise to showcase Pflugerville, Texas as a destination that goes beyond the ordinary, inviting visitors to explore the charm, culture, and natural wonders that make our city unique.**





# BRAND APPLICATION.

Brand application is simply the rollout of your brand on your marketing materials and customer touchpoints. Interacting with consumers through a consistent brand voice and aesthetic is a significant step towards letting consumers get to know you as an organization.

Brand —————>

Guideline —————>

Creative Design —————>







# DIGITAL MEDIA.

## Vision for the Future...

**Explore Pflugerville** is not just a rebrand; it's a promise. A promise to showcase Pflugerville, Texas as a destination that goes beyond the ordinary, inviting visitors to explore the charm, culture, and natural wonders that make our city unique.

As we launch this exciting chapter, we invite travelers, adventurers, and seekers of authentic experiences to rediscover Central Texas charm in the heart of Pflugerville. Join us on a journey where every trail, event, and downtown discovery is an opportunity to explore the true essence of our remarkable city.







**EXPLORE**  
**PFLUGERVILLE**  
*WHERE CENTRAL TEXAS UNFOLDS*

WHERE CENTRAL TEXAS UNFOLDS







# IMAGE DIRECTION.

Brand —————>

Guideline —————>

Creative Design —————>







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**PFLUGERVILLE**

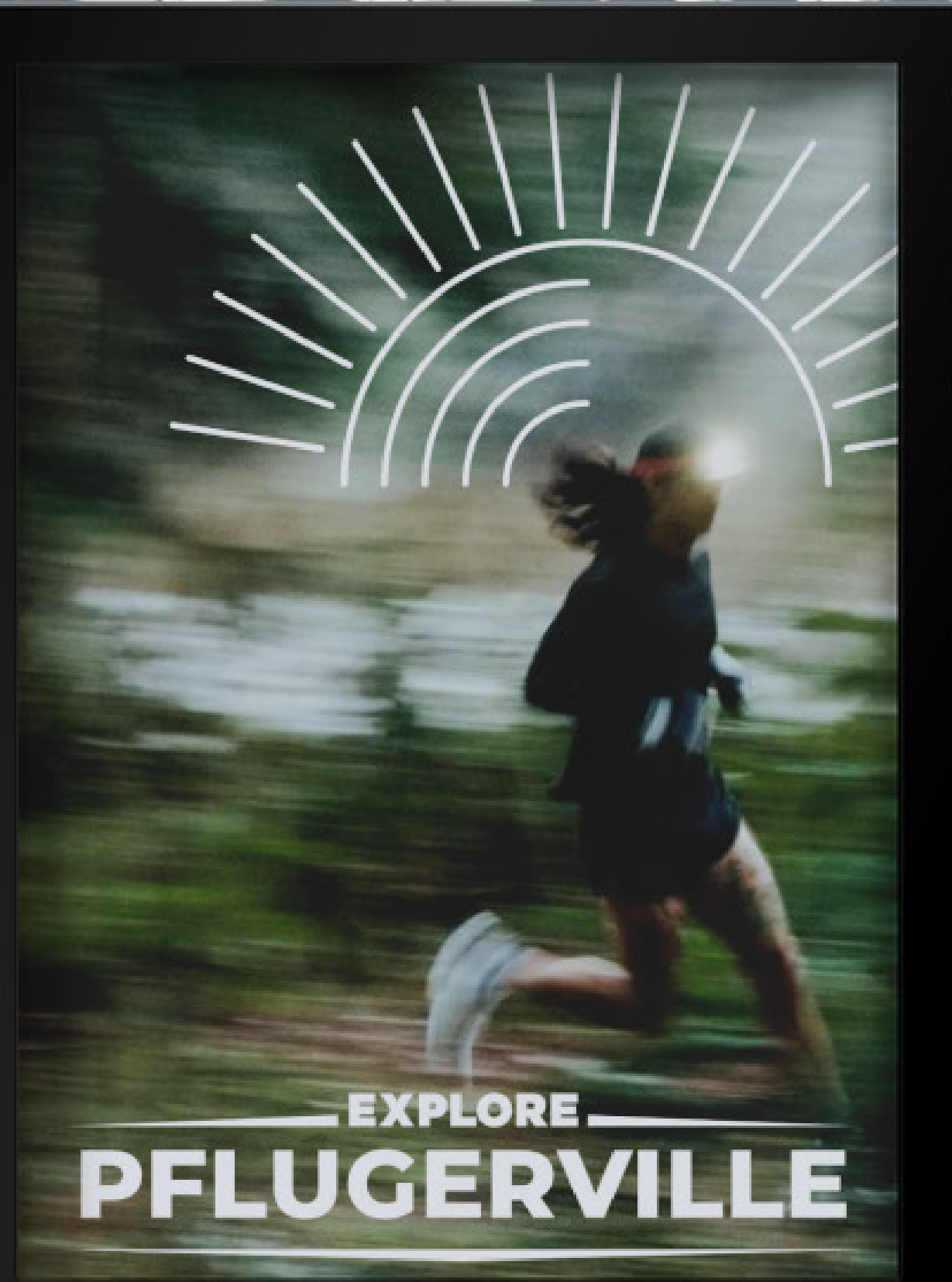




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# EXPLORE PFLUGERVILLE







**Your Adventure Awaits!**



# Your Adventure Awaits!

Explore Pflugerville's diverse trail system and experience the best parks and trails in Central Texas, perfect for a great outdoor adventure. The city hosts vibrant festivals that celebrate diverse cultures, adding to the lively atmosphere. Kids can have a blast at the waterpark, while Lake Pflugerville is a great spot for kayaking and fishing. Don't forget to indulge in the delicious local cuisine and uncover the cultural gems that this charming city has to offer. With all these amazing features, it's no wonder that Pflugerville is known as the Trail Capital of Texas.

[EXPLORE OUR TRAILS](#)



**THINGS TO SEE**



**THINGS TO DO**



**PLACES TO EAT**

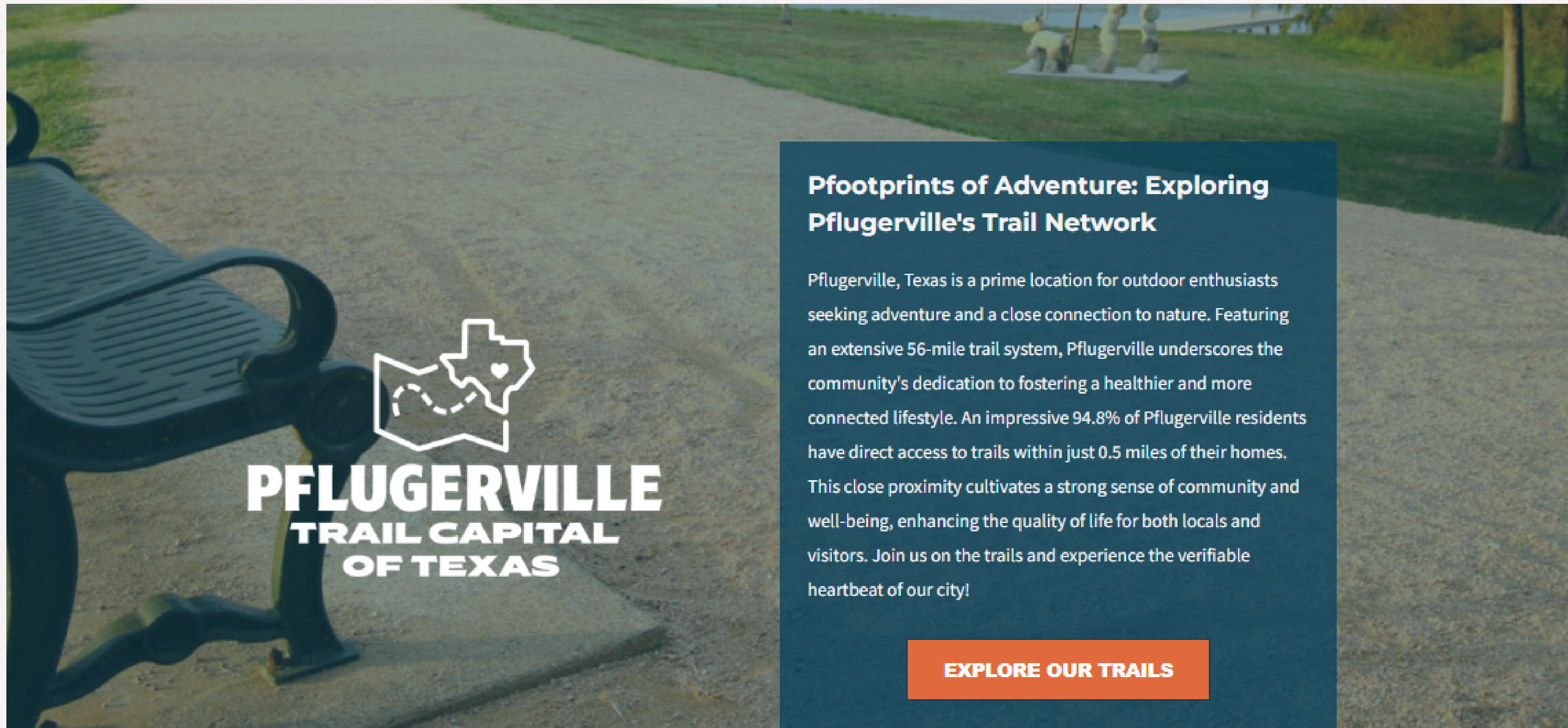


## UPCOMING EVENTS

<b>23</b> MAR	<b>PFLUGERVILLE JOB PFAIR</b> 📍 Pflugerville High School	<b>23</b> MAR	<b>FARM DAY AT HERITAGE HOUSE MUSEUM</b> 📍 Heritage House Museum	<b>06</b> APR	<b>COFFEE &amp; PFUEL CAR MEETUP</b> 📍 Downtown Pflugerville (100 E. Main St)
<b>12</b> APR	<b>WILD WEST BREW FEST</b> 📍 Typhoon Texas	<b>27</b> APR	<b>SLICE OF PFLUGERVILLE</b> 📍 Downtown Pflugerville (100 E. Main St)	<b>27</b> APR	<b>SLICE OF PFLUGERVILLE</b> 📍 Downtown Pflugerville (100 E. Main St)

[LOAD MORE](#)

[VIEW ALL EVENTS](#)



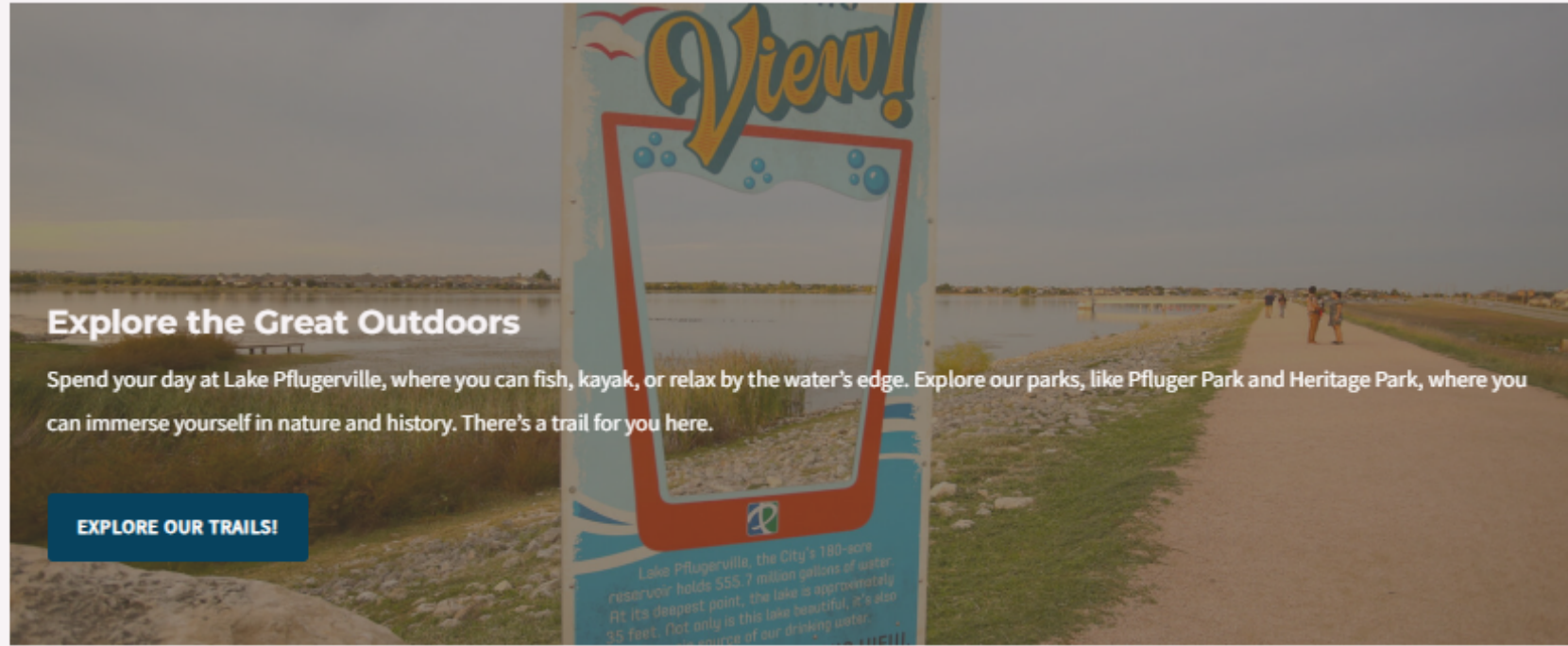
  
**PFLUGERVILLE**  
**TRAIL CAPITAL**  
**OF TEXAS**

### Pfootprints of Adventure: Exploring Pflugerville's Trail Network

Pflugerville, Texas is a prime location for outdoor enthusiasts seeking adventure and a close connection to nature. Featuring an extensive 56-mile trail system, Pflugerville underscores the community's dedication to fostering a healthier and more connected lifestyle. An impressive 94.8% of Pflugerville residents have direct access to trails within just 0.5 miles of their homes. This close proximity cultivates a strong sense of community and well-being, enhancing the quality of life for both locals and visitors. Join us on the trails and experience the verifiable heartbeat of our city!

[EXPLORE OUR TRAILS](#)



**Explore the Great Outdoors**

Spend your day at Lake Pflugerville, where you can fish, kayak, or relax by the water's edge. Explore our parks, like Pfluger Park and Heritage Park, where you can immerse yourself in nature and history. There's a trail for you here.

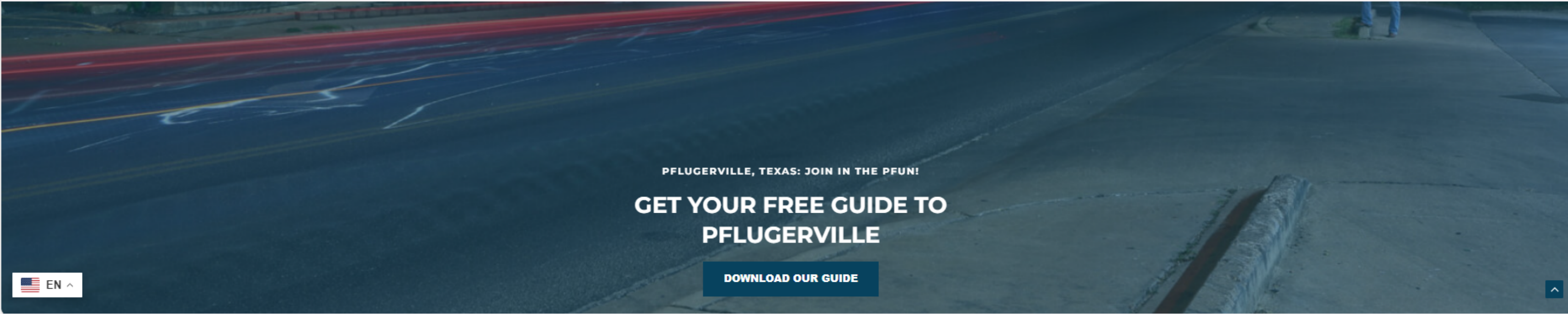
[EXPLORE OUR TRAILS!](#)



**Have Pfun in Pflugerville!**

Enjoy the Stone Hill splash pad, visit the playground at Pfluger Park, check out Spare Time or plan a trip to the exciting Typhoon Texas water park. If you're here in October, don't miss Deutschen Pfest, our lively German-themed festival.


[EXPLORE THE PFUN!](#)



PFLUGERVILLE, TEXAS: JOIN IN THE PFUN!

**GET YOUR FREE GUIDE TO PFLUGERVILLE**

[DOWNLOAD OUR GUIDE](#)

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**PFLUGERVILLE**



**Quick Links**

- Contact Us
- Our Partners
- Digital Brochure
- Submit Event



**Explore**

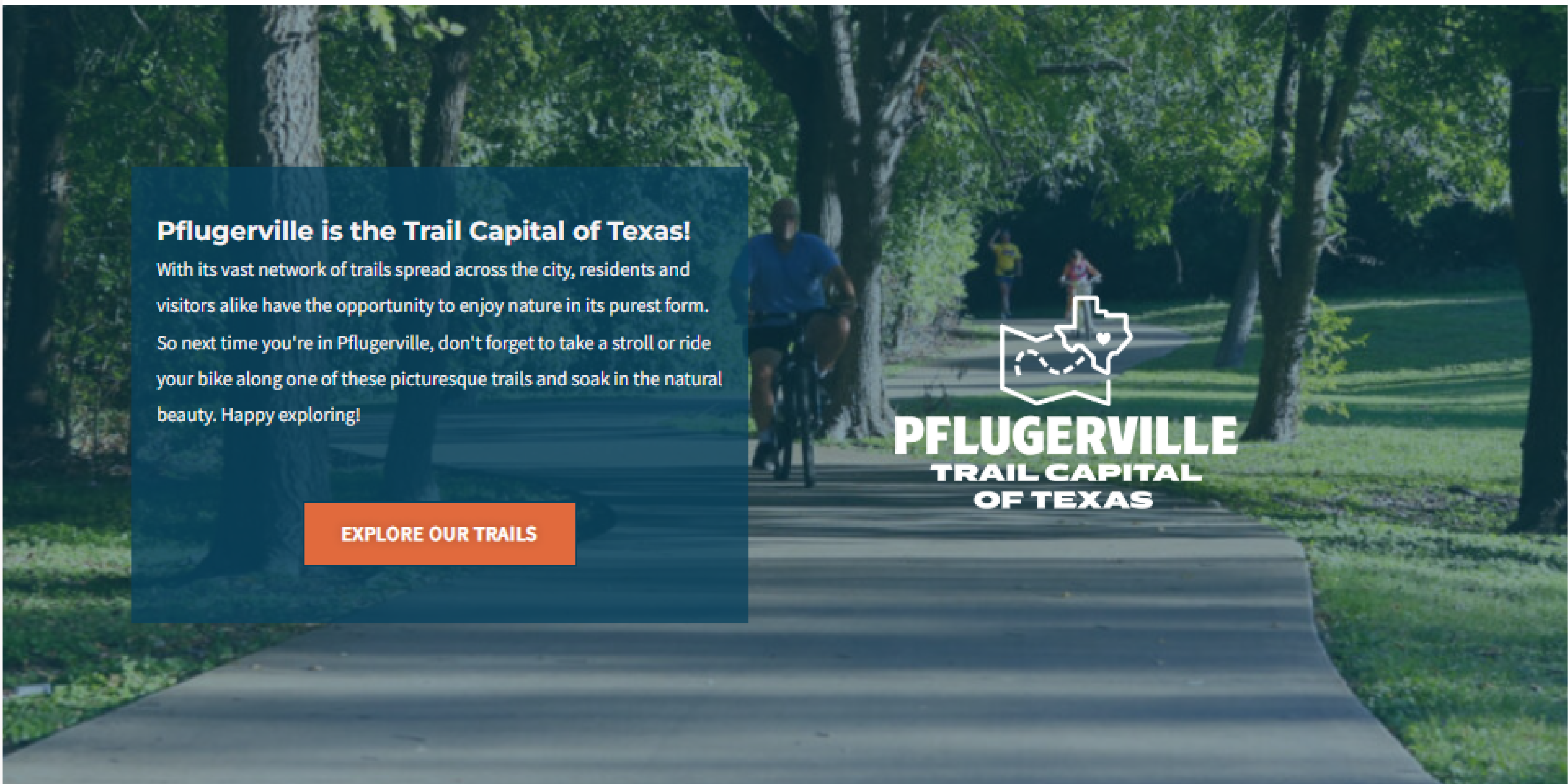
- Parks & Trails
- Pfestivals
- Upcoming Events
- Maps



**Services**

- For City Government
- For Residents
- For Business
- For Online Services
- City Sponsored Events





### **Pflugerville is the Trail Capital of Texas!**

With its vast network of trails spread across the city, residents and visitors alike have the opportunity to enjoy nature in its purest form. So next time you're in Pflugerville, don't forget to take a stroll or ride your bike along one of these picturesque trails and soak in the natural beauty. Happy exploring!



## **PFLUGERVILLE TRAIL CAPITAL OF TEXAS**

**EXPLORE OUR TRAILS**



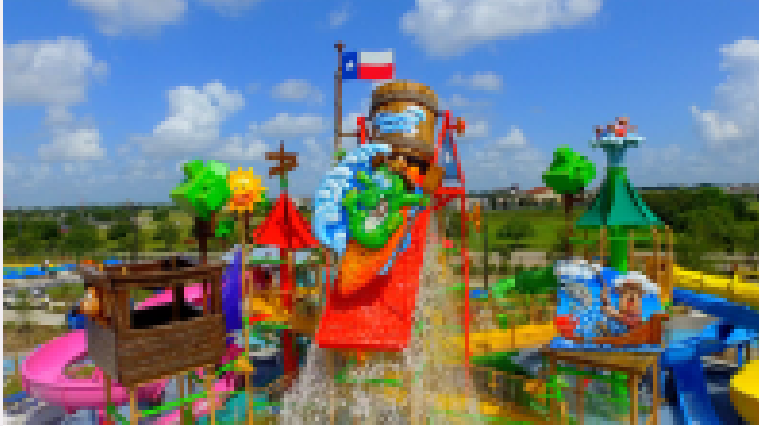
### **Enjoy The Outdoors On Our Trails**

**THINGS TO SEE**



### **Exploring Identity: A Tour Of Pflugerville's Artistic Landscape**

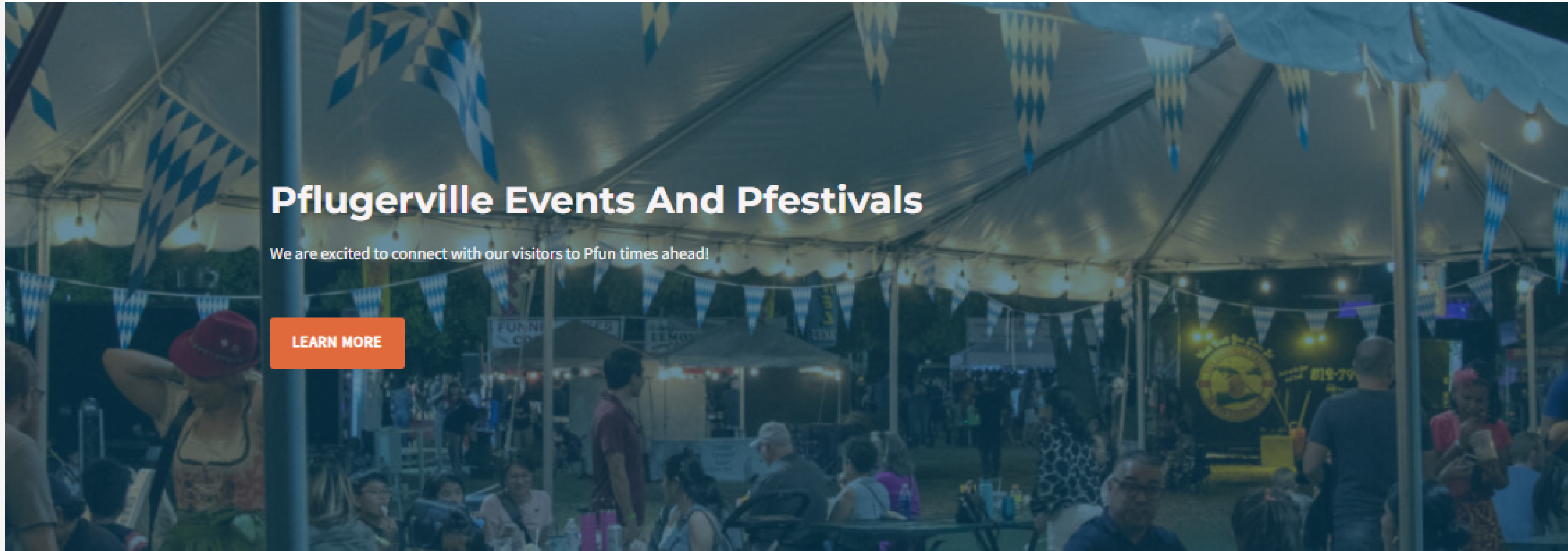
**THINGS TO SEE**



### **Make A Splash At Typhoon Texas Waterpark**

**THINGS TO SEE**





# Pflugerville Events And Pfestivals

We are excited to connect with our visitors to Pfun times ahead!

[LEARN MORE](#)

## Upcoming Events

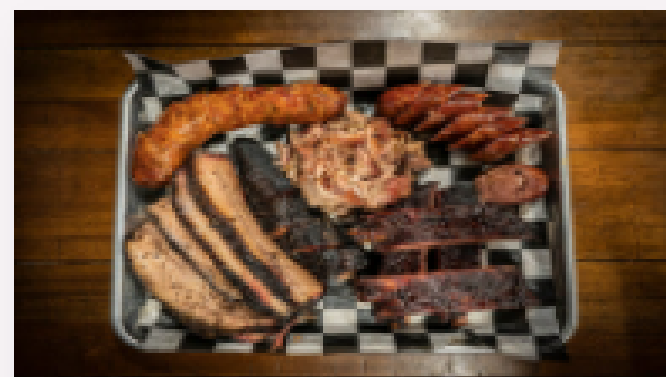
<b>23</b> <b>MAR</b>	<b>PFLUGERVILLE JOB PFAIR</b> 📍 Pflugerville High School	<b>23</b> <b>MAR</b>	<b>FARM DAY AT HERITAGE HOUSE MUSEUM</b> 📍 Heritage House Museum	<b>06</b> <b>APR</b>	<b>COFFEE &amp; PFUEL CAR MEETUP</b> 📍 Downtown Pflugerville (100 E. Main St)	<b>12</b> <b>APR</b>	<b>WILD WEST BREW FEST</b> 📍 Typhoon Texas
<b>27</b> <b>APR</b>	<b>SLICE OF PFLUGERVILLE</b> 📍 Downtown Pflugerville (100 E. Main St)	<b>27</b> <b>APR</b>	<b>SLICE OF PFLUGERVILLE</b> 📍 Downtown Pflugerville (100 E. Main St)	<b>04</b> <b>MAY</b>	<b>COFFEE &amp; PFUEL CAR MEETUP</b> 📍 Downtown Pflugerville (100 E. Main St)	<b>01</b> <b>JUN</b>	<b>COFFEE &amp; PFUEL CAR MEETUP</b> 📍 Downtown Pflugerville (100 E. Main St)
<b>10</b> <b>JUN</b>	<b>PFLUGERVILLE PRIDE</b> 📍 Downtown Pflugerville (100 E. Main St)	<b>23</b> <b>JUN</b>	<b>LAKE PFLUGERVILLE TRIATHLON</b> 📍 Pfluger Park	<b>06</b> <b>JUL</b>	<b>COFFEE &amp; PFUEL CAR MEETUP</b> 📍 Downtown Pflugerville (100 E. Main St)	<b>03</b> <b>AUG</b>	<b>COFFEE &amp; PFUEL CAR MEETUP</b> 📍 Downtown Pflugerville (100 E. Main St)



## EXPLORE PFLUGERVILLE'S BEST PFOOD PFINDS

Explore our handpicked list of the best restaurants in the city and embark on a culinary adventure that will tantalize your taste buds.

GET LISTED



### Brothertons BBQ

LOCAL EATS

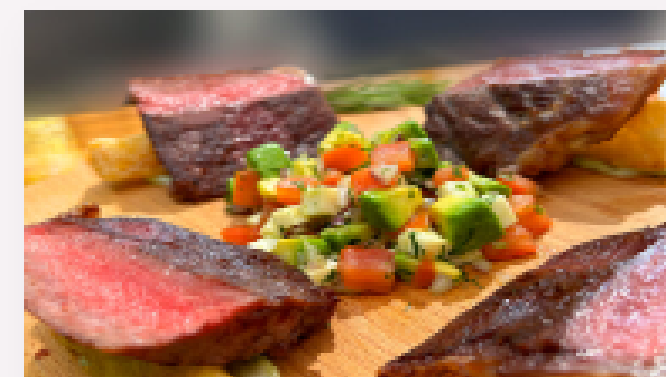
In our exploration of the city's top dining spots, one establishment stands out as a



### Casa Garcia's Pflugerville

LOCAL EATS

Looking for an authentic Mexican dining experience that



### Fogonero

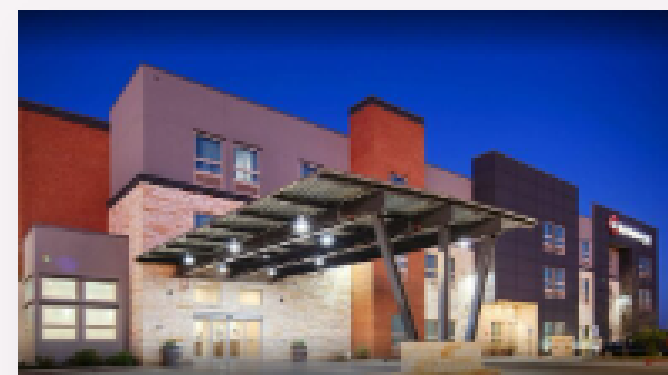
LOCAL EATS

Embark on a culinary adventure to Venezuela at Fogonero, where every bite tells a flavorful





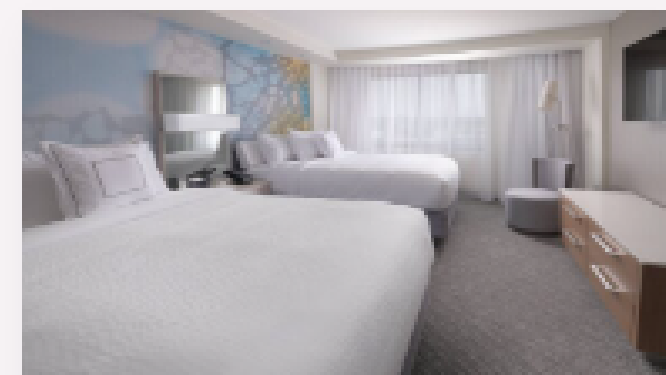
Experience the perfect getaway in Pflugerville! Our charming city offers beautiful scenery and warm hospitality that will make your stay unforgettable. You can relax in our comfortable accommodations and enjoy the peace and tranquility that Pflugerville provides. Whether you're seeking adventure or just looking to unwind, Pflugerville is the ideal destination for you! Book your stay today and start creating memories that will last a lifetime.



### Best Western Plus Pflugerville

PLACES TO STAY

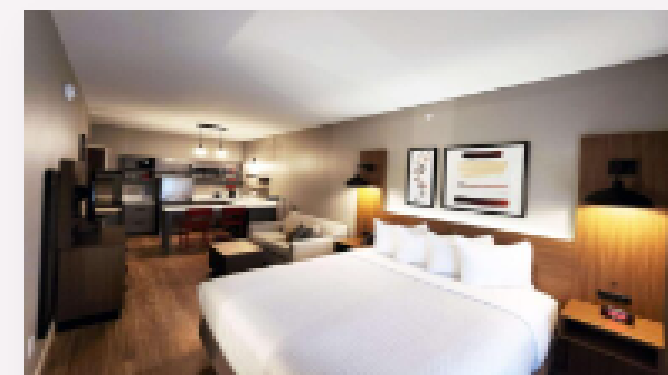
The Best Western Plus®  
Pflugerville Inn & Suites is a  
great pick for business travelers



### Courtyard By Marriott

PLACES TO STAY

The Courtyard by Marriott hotel  
and conference center has more  
than 150 rooms, a restaurant



### Hawthorn Suites By Wyndham Pflugerville

PLACES TO STAY

Zip down waterslides at  
Pflugerville's Typhoon Texas



## Discover The Hidden Gems Of Pflugerville, Texas!

Looking for a vibrant cultural experience that will leave you captivated? Look no further than Pflugerville, Texas! Let Explore Pflugerville be your guide to discovering the hidden gems of this incredible Texan city. With lively festivals, captivating live performances, and local markets featuring incredible art and cuisine, Pflugerville has something for everyone. Join us and immerse yourself in the rich fusion of this city's arts, music, and culinary scene. You'll be blown away by the warm hospitality and unique charm that sets Pflugerville apart. Don't miss out on the experience of a lifetime – **contact Explore Pflugerville today!**

### DOWNLOAD OUR DIGITAL BROCHURE

Discover the hidden gems of Pflugerville, Texas with our digital travel brochure, available for download now.

DOWNLOAD