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Chickasaw Country Tourism launches a new look and vision

This is the first rebrand since the department's inception

Chickasaw Country, OK— Chickasaw Country, located in south-central Oklahoma, is excited to unveil a new logo, refreshed visual identity, vision and mission. This is the first rebrand since the Chickasaw Nation Department of Tourism's inception in 2008.

"We want this new branding to convey a feeling to visitors that they are visiting an exciting, welcoming and approachable destination full of culture and diverse topography," said Shepherd, director of tourism for the Chickasaw Nation. "Our goal is to create an emotional connection between the land, water, mountains and the experiences visitors can have while in Chickasaw Country."

Chickasaw Country representatives spent months researching and collaborating with Oklahoma City based creative agency Cooper House to design the new brand. The guiding principles of the new brand are welcoming, proud and engaging to Chickasaw Country visitors. The vision is to become the leading tourism destination by sharing resourceful information and encouraging travel to the region.

Chickasaw Country attracts millions of visitors each year and encompasses more than 7,600 square miles. Notable attractions in the area include 120,000 miles of shoreline at several state lakes, the state's largest waterfall at Turner Falls Park, The Chickasaw National Recreation Area and many more unique outdoor experiences.

The inspiration in the new logo and color scheme includes subtle connections to the many areas of nature found in the region from the mountains to the rivers.

The symbolism of the new branding:

- The new Chickasaw Country logo simplifies the brand icon to a wordmark of Chickasaw Country with Chickasaw in the script, communicating the visual connection to the Arbuckle Mountains and the waterways throughout the 13 counties.
- The colors for the new brand reflect the natural landscapes of Chickasaw Country, conveying the visuals of River, Moss, Sunshine, Sandstone, Autumn Leaves and Sky.
- The iconography is derived from the word "COUNTRY" and will be used to support the elements found in Chickasaw Country to "learn," "relax," "connect" and "explore."

Together the new logo and colors relay the brand promise that every visit to Chickasaw Country is an easy, versatile, friendly and beautiful escape.

Chickasaw Country is the official destination marketing organization for the Chickasaw Nation. Chickasaw Country's mission is to enhance the overall quality of life of the Chickasaw People by promoting compelling cultural experiences.

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About Chickasaw Country

Nestled in the south-central region of Oklahoma, Chickasaw Country is a regional tourism organization representing 13 of Oklahoma's 77 counties. A division of the Chickasaw Nation, Chickasaw Country is a tourism resource for visitors and communities in the region, promoting local attractions, experiences and events. South-central Oklahoma is an easy, versatile, friendly and beautiful escape packed with First American and Western culture, outdoor recreation, local dining, breathtaking landscapes and one-of-a-kind festivals. For adventure-seekers, cultural lovers and everything in between, Chickasaw Country is uniquely positioned as a go-to, spur of the moment, easy-to-get-to, ever-changing vacation, for a day, a weekend, a week or longer.

Logo Assets:

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