



**Kamgrounds of America, Inc.**  
BRAND QUICK GUIDE



OUR VISION

**KOA, Inc. is the world leader in defining and enhancing the business and experience of outdoor hospitality.**

OUR MISSION

**Connecting people to the outdoors and each other.**



## CORE VALUES

### **Family-Oriented**

Family is at our core. We are family-owned and families work alongside each other in many of our operations. We recognize the importance of spending time with loved ones and make it a priority for ourselves and our guests.

### **Passionate**

We are motivated by what we do individually and collectively to connect people to the outdoors and each other. We create an infectious energy through our work and teams.

### **Entrepreneurial**

We embrace an entrepreneurial/intrapreneurial mindset. We possess a strong sense of pride and ownership which drives and inspires us to improve and excel.

### **Customer-Focused**

We are service-minded. We anticipate needs and elevate the experience of our guests and team.

### **Innovative**

We strive to continually modernize and advance outdoor hospitality.



## KOA LOGO

The KOA logo is an important expression of our brand identity. Applying it consistently strengthens the recognition and visibility of our brand. The KOA logo must always appear as shown. Colors and proportions should never change.

**Primary KOA Logo**

The Primary KOA Logo honors the tradition of the original design and remains the most recognizable format.

**Border KOA Logo**

The Border KOA Logo adds a border to accommodate situations where there is not sufficient contrast between the logo and the background it sits above.

**Simple KOA Logo**

This minimal rendition is typically reserved for special applications only, such as embroidery or product imprinting.

**Logo Clear Space**

No text, nor any other design element, shall encroach upon the clear space indicated by the guides below. To measure clear space, the lower section of the KOA mark is used as a guide so that the clear space scales with the size of the logo.





BRAND TYPOGRAPHY

**Gibson** is the primary typeface for Kamground of America, Inc. It is used for all KOA communications. It is a web-friendly font that should be used consistently across digital applications for headlines, subheads, and body copy. It is clean, legible, and aligns well with KOA’s approachable yet modern aesthetic.

**SignPainter SemiBold** is KOA’s expressive accent font and should be reserved (if at all) for isolated, image-based graphic treatments—such as a stylized headline in a hero image, where the typography is flattened into artwork and not used as live text. These rare uses should be handled by designers intentionally and sparingly.

Together, these typefaces support KOA’s balance of warmth and functionality—Gibson providing clarity and structure, while Sign Painter adds personality when used thoughtfully.

GIBSON FAMILY

**Gibson Heavy**  
**Gibson Bold**  
**Gibson SemiBold**  
**Gibson Medium**  
**Gibson Regular**  
 Gibson Light  
 Gibson Thin

GIBSON REGULAR

AaBcCcDdEeFfGgHhIijjKkLlMm  
 NnOoPpQqRrSsTtUuVvWwXxYyZz  
 1234567890  
 !@#\$%^&\*

SIGNPAINTER HOUSESCRIPT SEMIBOLD

*SignPainter SemiBold*

*AaBcCcDdEeFfGgHhIijjKkLlMm  
 NnOoPpQqRrSsTtUuVvWwXxYyZz  
 1234567890  
 !@#\$%^&\**

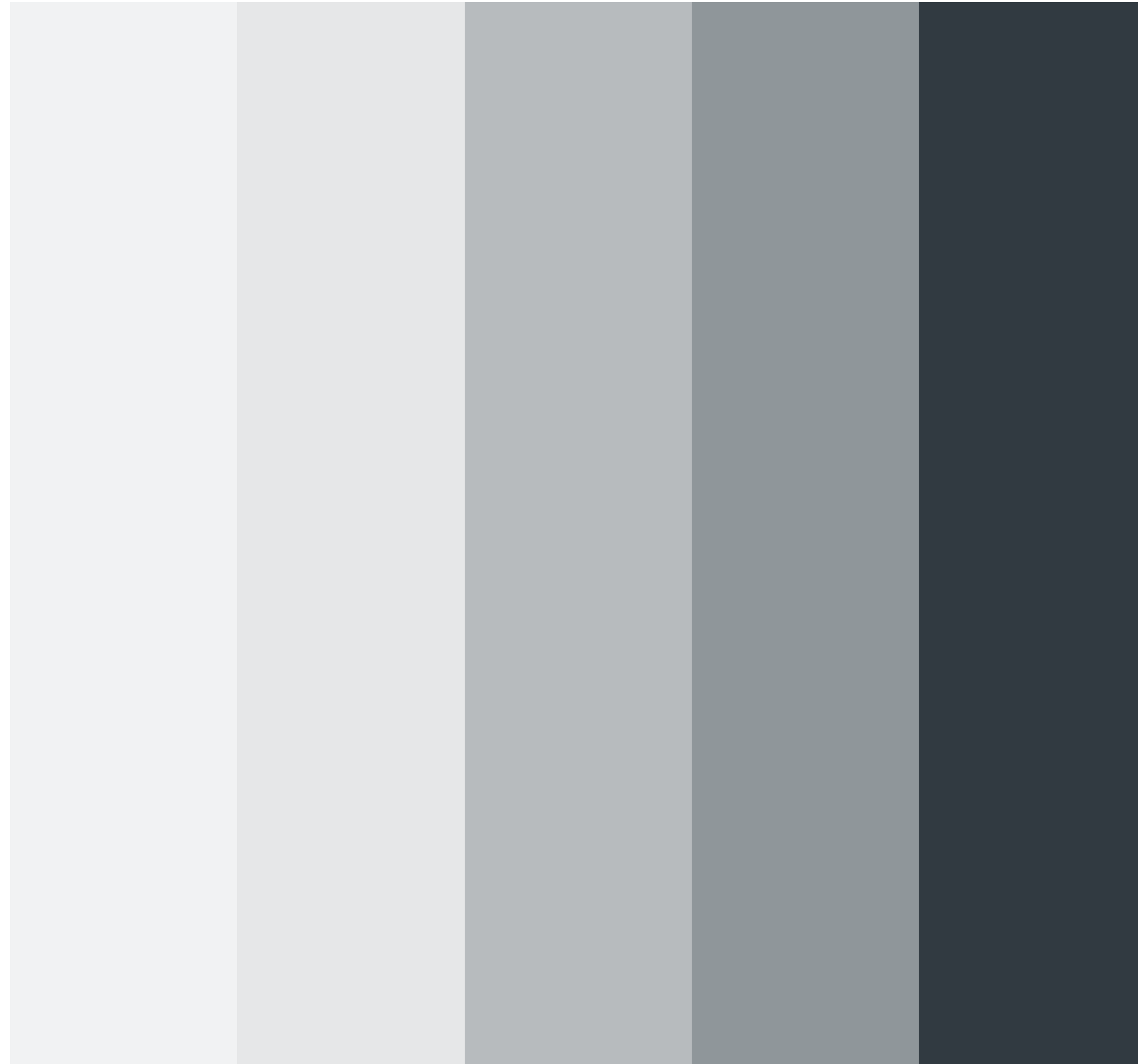


## BRAND COLORS

Color is a powerful visual identifier. At the heart of our brand is KOA yellow. Our yellow should appear across all communications to uphold brand consistency and continue to build awareness. Historically we have not used tints or textures of our primary colors.

Our color palette is simple and impactful, composed of KOA's signature yellow, with red and white as supporting colors. Black is typically only used for typography and illustrations. These are the colors of both our identity, as expressed through the KOA logos, and our entire Visual Identity System.

NEUTRAL PALETTE



KOA ACCENT COLORS



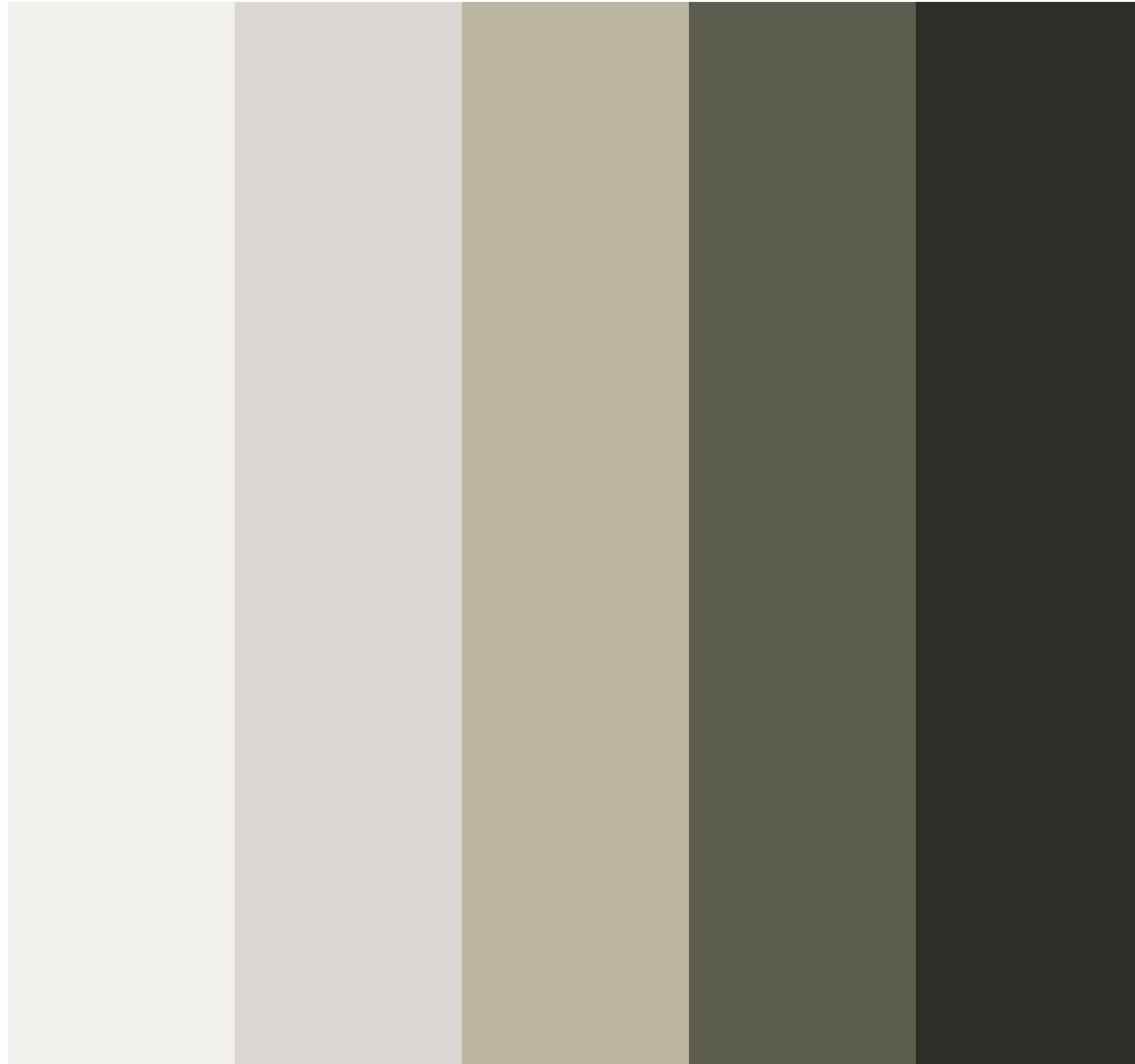


## BRAND COLORS

Color is a powerful visual identifier. At the heart of our brand is KOA yellow. Our yellow should appear across all communications to uphold brand consistency and continue to build awareness. Historically we have not used tints or textures of our primary colors.

Our color palette is simple and impactful, composed of KOA's signature yellow, with red and white as supporting colors. Black is typically only used for typography and illustrations. These are the colors of both our identity, as expressed through the KOA logos, and our entire Visual Identity System.

NEUTRAL PALETTE



KOA ACCENT COLORS





## SECONDARY COLOR PALETTE

The secondary palette colors are to be used only when necessary to differentiate from the primary palette, and even then they are used sparingly.

<p>HEX #FFB500 CMYK 0, 32, 100, 0</p>	<p>HEX #ED8B00 CMYK 5, 53, 100, 0</p>	<p>HEX #E35205 CMYK 6, 82, 100, 1</p>	<p>HEX #C8102E CMYK 15, 100, 91, 5</p>
<p>HEX #00A3E0 CMYK 74, 19, 0, 0</p>	<p>HEX #2376B6 CMYK 84, 49, 4, 0</p>	<p>HEX #0033A0 CMYK 100, 91, 2, 1</p>	<p>HEX #008C95 CMYK 84, 27, 40, 3</p>
<p>HEX #64A70B CMYK 66, 12, 100, 1</p>	<p>HEX #009F4D CMYK 84, 11, 98, 1</p>	<p>HEX #BBBCBC CMYK 27, 21, 22, 0</p>	<p>HEX #F2F2F2 CMYK 4, 2, 2, 0</p>



## PHOTOGRAPHY

Photographs and videos are some of our most widely used and influential brand assets. Whether pulling from the KOA asset library, commissioning a photo or video shoot, or finding stock imagery, high-quality imagery is critical to creating genuine and authentic communications that represent our brand.

Photography and videography play a vital role in expressing the KOA brand. All imagery should authentically and positively showcase the KOA experience while aligning with our brand values of hospitality, comfort, and connection to the outdoors.

Select imagery that reflect well-maintained campgrounds, clean and inviting site conditions, and an elevated yet approachable outdoor experience. RV sites should appear tidy and manicured, with features like steel fire rings, level pads, and ample space clearly visible. Tent and cabin sites should feel equally welcoming, showcasing thoughtful layout and cleanliness. When people are featured in imagery, they should embody the spirit of a “happy camper.” Subjects should appear relaxed, engaged, and appropriately dressed in clean, casual outdoor wear. Diversity in age, background, and camping styles should be reflected to ensure broad representation of our camper base.

Lighting, color, and composition should enhance the natural environment and create a warm, vibrant, and aspirational tone—inviting campers to imagine themselves enjoying their own KOA stay.

### Select photos that show off the KOA experience

Images should visually represent the positive experience campers have when camping at a KOA. Stay away from images that look too rustic or experiences that you would not have when camping at a KOA.

### Opt for compelling images

Always choose imagery that is engaging, which often show authentic expressions or a visually appealing scene with natural light.

### Avoid staged portrait-style shots

Avoid posed, looking-at-camera imagery. Try to show appropriate, natural, authentic, contextual interactions wherever possible.

### Select photos based on the audience

If the audience is parents, images of children might be appropriate. If the audience is targeted toward retirees, be sure to use images that appeal to their experience and lifestyle.

### Include a human element

Facilities and technology — while impressive — are often cold or stark and don’t communicate our Mission of: Connecting People to the Outdoors and Each Other, when used on their own. If using a campsite, building or featuring technology in an image, the focus should include a person or people engaged in a meaningful way within the context of the photo.







ICON USAGE

Icons are easy to interpret and have the benefit of not facing language barriers. They are a great way to add a small touch of fun to an already strong layout or typesetting. Line art can quickly become very intricate, so we recommend keeping it clean and simple. This illustration style provides a quick read, but be cautious that it does not take away from the overall function of the design.

In nearly all cases they should be applied in small sizes and preferably over a solid KOA brand color. They may also appear in either black or white.

Another good rule of thumb is to not mix line art icons with hand-drawn illustrations.

KOA currently utilizes FontAwesome Regular and Solid icon libraries (primarily Regular), however we are open to other recommendations for the website design project.





## VOICE

At KOA, we know camping. That's why we speak as experienced and compassionate guides. We want to educate people — without patronizing or confusing them. Whether people know what they need from us or don't know the first thing about camping, every word we say informs and encourages.

And while we treat everyone seriously, we don't take ourselves too seriously. Using a touch of humor and a conversational voice, we play with language to bring joy to their experiences.

## We're Welcoming

We deliver inviting, positive, and approachable content without ever assuming a camper's level of experience.

## We're Plainspoken

We understand the world is crazy enough without layering on more complicated jargon or lingo.

## We're Humorous

We're lighthearted with a touch of fun humor. We're quirky but not inappropriate, smart but not arrogant. We're never snarky or condescending and never poke fun at campers.

## We're Informative

We're here to educate, by providing helpful tips and insights on everything from amenities to packing lists and recipes. Both novice and experienced campers can learn something new.

## We're Outdoorsy

The best place to be is in nature. Our messaging reflects our true passion and respect for the outdoors.

## We're Succinct

Our campers' time is precious. We respect that by getting to the point and keeping our copy short.

## We're Genuine

We eat, sleep, and breathe camping. That means we relate to our guests' passions as well as their challenges, and speak to them in a familiar, warm, and accessible way.



## TONE

KOA's tone is informative yet informal, and should always be friendly, warm, and welcoming.

KOA's tone is informative and usually informal. It's always more important to be clear than entertaining. When you're writing, consider the readers' state of mind. Are they anxious to enjoy some well-earned time off? Are they confused and seeking our help? Once you have an idea of their emotional state, you can adjust your tone accordingly.

Camping should be fun for everyone; as such, KOA has a sense of humor, so feel free to infuse some wit when it's appropriate and comes naturally. But don't go out of your way to make a joke — forced humor is worse than none at all. If you're unsure, keep a straight face.

## Story Pillars

Our story pillars align the core values of KOA with the values of our audience, connecting functional benefits to emotional benefits. We engage our audience through messaging they're invested in, with our ultimate goal of driving bookings. Our story pillars establish a foundation to optimize messages that resonate with our campers.

### Camping is Fun and for Everyone

Our 500+ campgrounds across North America host a diverse group of campers, and we strive to make every camper feel completely welcome. Our KOA Family of Campgrounds offers something for everyone.

### Outside Changes Us Inside

KOA harnesses the power of the great outdoors, giving people the chance to reconnect with their loved ones, nature and themselves. We also support causes that highlight this transformative power, including KOA Care Camps, Pick Up America, and Get Out There Grants.

### The KOA Difference

Every member of the KOA family wears one yellow shirt and a multitude of hats. We've become a brand that people can trust and rely on. We provide experiences to meet campers' evolving needs and expectations, including KOA Patio Sites and the KOA app.



## HISTORIC MARKETING EXAMPLES

Photographs and videos are some of our most widely used and influential brand assets. Whether pulling from the KOA asset library, commissioning a photo or video shoot, or finding stock imagery, high-quality imagery is critical to creating genuine and authentic communications that represent our brand.

Photography and videography play a vital role in expressing the KOA brand. All imagery should authentically and positively showcase the KOA experience while aligning with our brand values of hospitality, comfort, and connection to the outdoors.

Select imagery that reflect well-maintained campgrounds, clean and inviting site conditions, and an elevated yet approachable outdoor experience. RV sites should appear tidy and manicured, with features like steel fire rings, level pads, and ample space clearly visible. Tent and cabin sites should feel equally welcoming, showcasing thoughtful layout and cleanliness. When people are featured in imagery, they should embody the spirit of a “happy camper.” Subjects should appear relaxed, engaged, and appropriately dressed in clean, casual outdoor wear. Diversity in age, background, and camping styles should be reflected to ensure broad representation of our camper base.

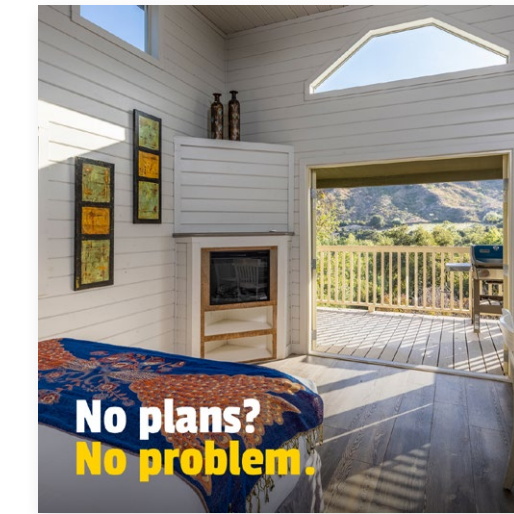
Lighting, color, and composition should enhance the natural environment and create a warm, vibrant, and aspirational tone—inviting campers to imagine themselves enjoying their own KOA stay.



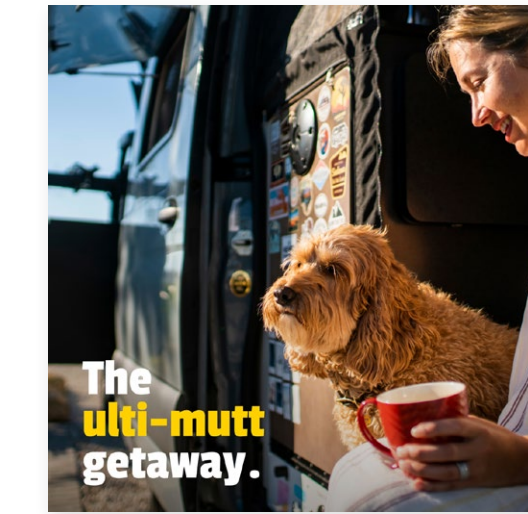
KOA Rewards Double Points Social



KOA Directory Opening Spread



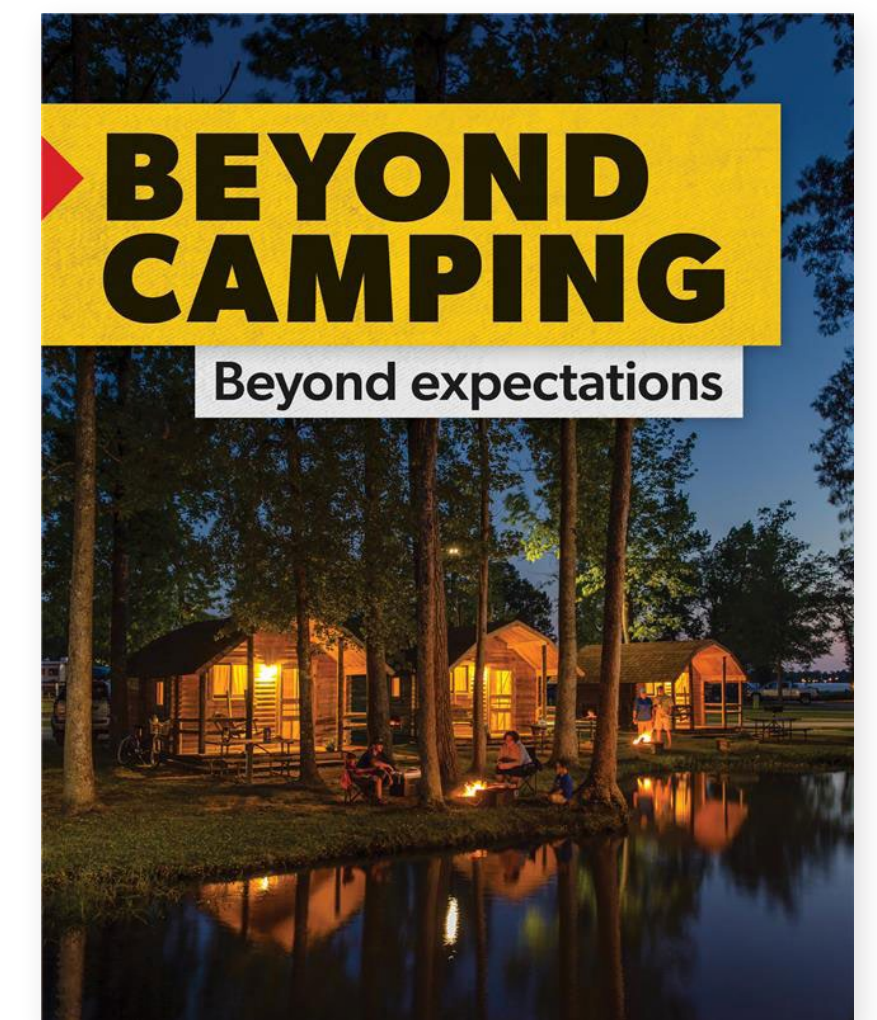
KOA Static Spontaneous Social



KOA Directory Recipe Ad



Beyond Camping Meta Ad Campaign





LOCAL MARKETING EXAMPLES

Add One Night Social

ADD  
*Another*  
**Night**  
TO YOUR STAY

Stay Longer and Save Social

**Stay 3 Nights &**  
*Save 15%!*

Camp For a Cause / Care Camps Big Weekend

**Camp** for a *Cause*  
▶ JOIN US MAY 9 & 10

Spring Opening Soon Social

*Spring Adventure*  
**Awaits!**  
— Our Campground Opens Soon —

Holiday Deals Social

*Camp More,  
Spend Less*  
**HOLIDAY  
DEALS**  
You Can't Miss

Add a Night to Your Stay for  
*S'more* **Fun**

**Stay 5 Nights &**  
*Save 25%!*

*Join Us* in  
**SUPPORTING**

**This Spring,  
Join Us at Our**  
*Campfire!*  
— We're Opening Soon —

**Celebrate the  
Season**  
— WITH —  
*Camping  
Savings*



ONSITE MARKETING EXAMPLES



Entrance Signage



Campground Sitemap



**Search**  
KOA's 500+ campgrounds

**Reserve**  
your campsite

**Store**  
your KOA Rewards information

**Navigate**  
with hassle-free directions to the campground

**Subscribe**  
to a campground to receive notifications during your stay

**SCAN TO DOWNLOAD**

KOA App Wobbler Poster

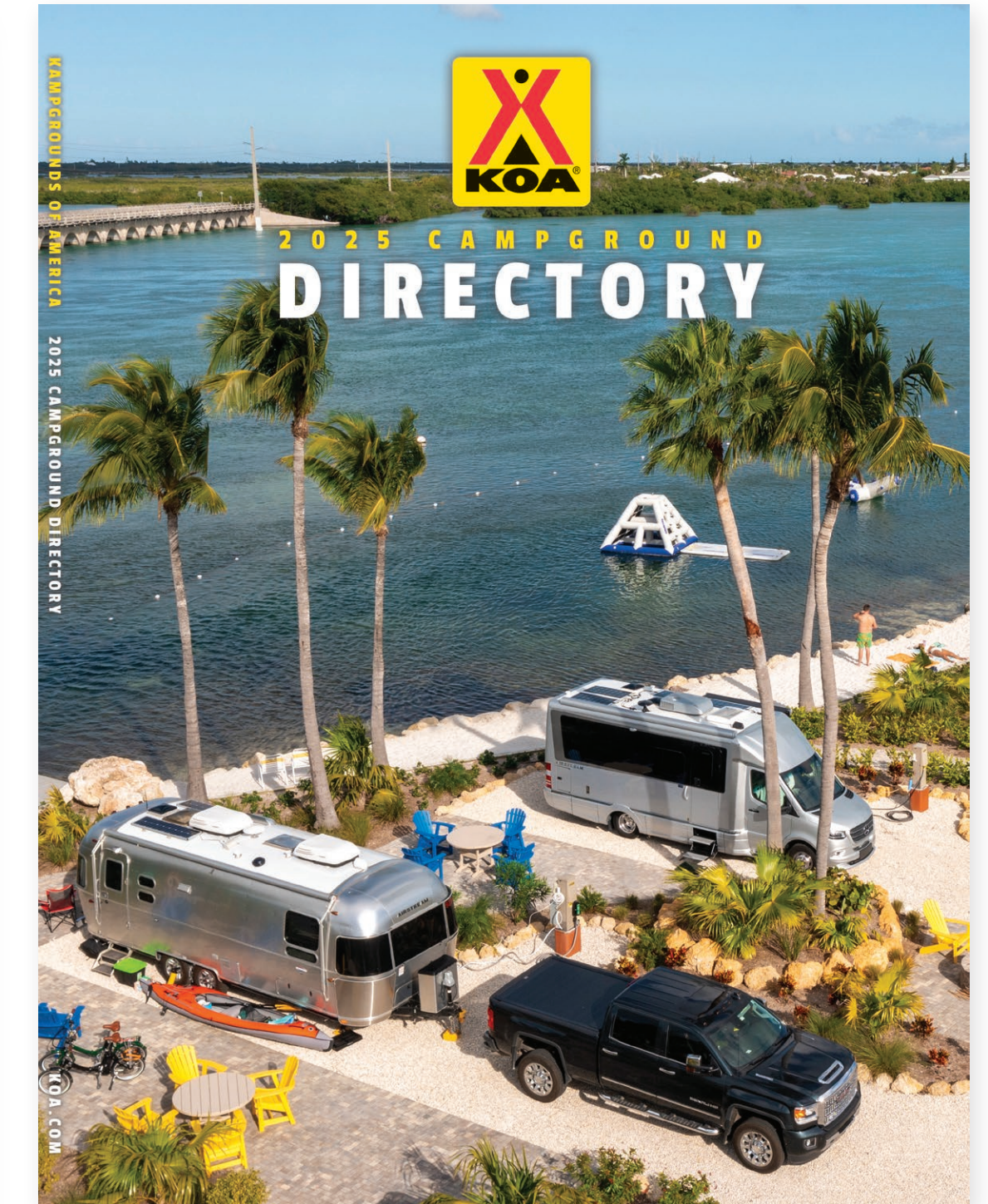
# EXIT 179 9 MILES

RV CAMPGROUND | CABINS  
POOL | MINI GOLF & MORE!

Ashland KOA Billboard



KOA Rewards Brochure



2025 KOA Directory