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Harrison County Convention and Visitors Bureau Announces a New Brand Identity

The full rebrand will be revealed on Tuesday, February 4 during a public event.

CORYDON, INDIANA, January 17, 2020— After an extensive period of public conversations, research, and design, the Harrison County Convention and Visitors Bureau (HCCVB) is excited to share their rebrand with the community.

The HCCVB enlisted Birdsong Creative, a firm that specializes in rebranding with experience in the tourism sector, to assist with this project. A series of discussions with the Convention and Visitors Bureau's staff and board of directors, a selection of community stakeholders, and business owners and managers kicked off the rebranding process in June 2019. These conversations, along with a tour of Harrison County and a period of research have informed the full rebrand, which includes a new logo, redesigned visitor guide, and a fresh brand focus and tagline.

"We feel strongly that these new assets showcase the great things Harrison County has to offer, from our beautiful outdoors, renowned caves, historic downtown, luxury casino, and much more," stated Amanda Ramos, the HCCVB's marketing manager. "I'm grateful to everyone in the community who was so generous with their time and feedback as we undertook this intensive project, and I look forward to using these new tools to introduce more people to Harrison County."

Everyone is welcome to attend the unveiling of the full scope of the HCCVB rebrand:
Tuesday, February 4 from 9 am to 10 am
Harrison County Government Center, Conference Room A
245 Atwood St., Corydon, IN 47112
Coffee and light snacks will be served.

About the Harrison County Convention and Visitors Bureau

The Harrison County Convention and Visitors Bureau (HCCVB) is the official destination management organization attracting business, meeting and special interest leisure visitors. As a strong advocate for sustained tourism, heritage preservation, outdoor recreation and entertainment experiences, it promotes and develops the visitor destination resulting in economic growth, optimal public returns and employment opportunities and enhanced quality of life in our region.

Follow the HCCVB on [Facebook](#), [Instagram](#), and [Twitter](#), and visit thisisindiana.org for further information.