



Brand Guidelines

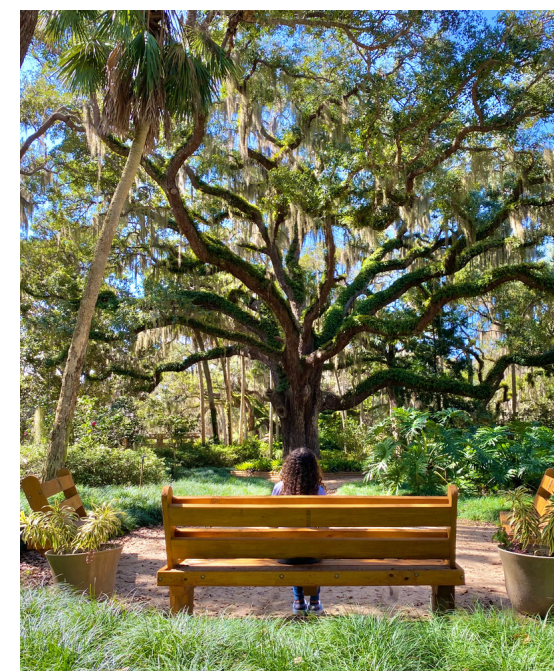


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Palm Coast AND THE **FLAGLER BEACHES**

WHO WE ARE

As An Organization

The Flagler County Tourism Development Office, known as Palm Coast and the Flagler Beaches (PCFB), is the official organization responsible for promoting Flagler County. PCFB's efforts are critical to supporting our region's economy, tourism-related businesses, employees working in the tourism industry and, ultimately, the residents that call Flagler County home.

As A Destination

Located on Florida's northeast coast, Palm Coast and the Flagler Beaches is a quirky coastal escape that features unspoiled natural beauty, a spectacular independent foodie scene, and plenty of arts and cultural activities. The area is anchored by the iconic Flagler Beach Municipal Pier, a retro-style A-Frame that opened in 1928.

Soak up some sun on our 19 miles of pristine beaches, go for a horseback ride on the beach or swim with dolphins at the world's first oceanarium. Explore local and state parks or paddle through our ecologically rich waterways.



OUR MISSION

To elevate Flagler County as a viable and sustainable place to live, work and visit.

OUR VISION

To connect people with rewarding experiences that empower and inspire them to make a positive contribution within their own communities.



OUR VALUES

Integrity

We do the right thing. Always.

Passion

We're intensely enthusiastic. It's authentic.

Teamwork

We get the job done. Together.

Community

We value our neighbors.

Transparency

We're an open book. Just ask.

Inclusivity

We welcome you. And you. And you.

Sustainability

We protect what we love.



Colorful and Quirky.

Like the vibrant murals splashed across our walls and the fuchsia Morning Glories that stretch across our cinnamon sand.



Friendly and Charming.

Like the dogs who frolic on our pet-friendly beaches and the locals who wave hello from their surfboards.



Natural and Authentic.

Like the centuries-old coquina rocks that dot the shorelines and the miles of canopied trails that snake our backyard.



OUR CUSTOMERS



VISITORS



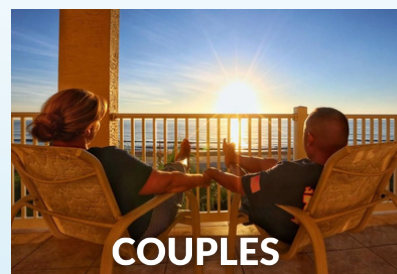
FAMILIES



SNOWBIRDS



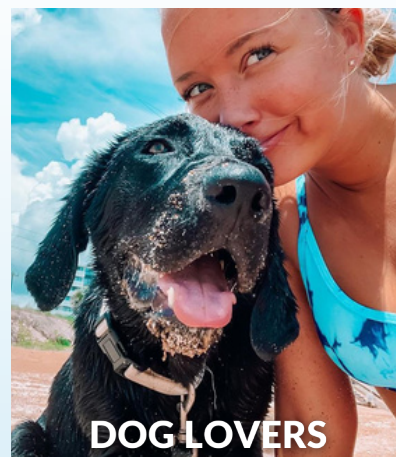
ECO-CONSCIOUS TRAVELERS



COUPLES



OUTDOOR ADVENTURE SEEKERS



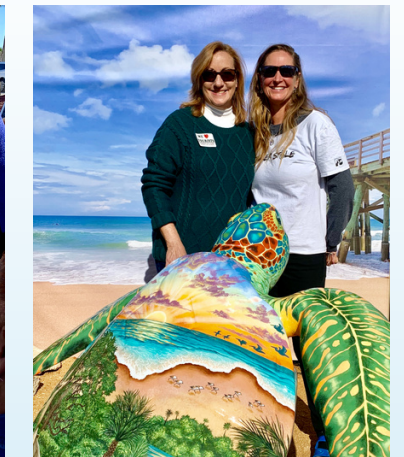
DOG LOVERS



WEEKENDERS



PARTNERS



RESIDENTS

DESTINATION

LOGOS

ORGANIZATION

MAIN LOGO

Use this logo on a white background or over relatively blank space in an image.



HORIZONTAL LOGO

Use this logo on a white background or over relatively blank space in an image.



ALL WHITE LOGO

Use this logo on a blue or dark background.



MAIN LOGO

Use this logo on a white background or over relatively blank space in an image.



ALL WHITE LOGO
Use this logo on a blue or dark background.

COLOR PALETTE

These colors reflect our brand's identity and personality.

PRIMARY

Hex Code
#1E428A

CMYK
78.3%, 52.2%, 0%, 45.9%

RGB
11.8%, 25.9%, 54.1%

Hex Code
#40B4E5

CMYK
72.1%, 21.4%, 0%, 10.2%

RGB
25.1%, 70.6%, 89.8%

Hex Code
#73984A

CMYK
24.3%, 0% 51.3%, 40.4%

RGB
45.1%, 59.6%, 29%

SECONDARY

Hex Code
#bb0a84

CMYK
0%, 94.7%, 29.4%, 26.7%

RGB
73.3%, 3.9%, 51.8%

Hex Code
#ef9a37

CMYK
0%, 35.6%, 77%, 6.3%

RGB
93.7%, 60.4%, 21.6%



TYPOGRAPHY

Lato

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()

Courgette


*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * ()*

APPROVED HASHTAGS

#VisitFlagler (primary)

#DogsDigFlaglerBeach (dog-related)



 visitflagler Memorial Day weather in Flagler Beach was paw-fect! 🌞🐾 Who brought their pups along with them? Let's see those pics using #VisitFlagler and #DogsDigFlaglerBeach! 🐾🐾

WHERE TO FIND US

Palm Coast and the Flagler Beaches
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120 Airport Rd., Suite 3
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QUESTIONS ABOUT OUR BRAND?
PLEASE CONTACT OUR MARKETING TEAM AT (386) 313-4230.