



COASTAL MISSISSIPPI: *The Secret Coast*

BRAND GUIDELINES

coastal
MISSISSIPPI
The Secret Coast

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Introduction

Coastal Mississippi: The Secret Coast, hereinafter referred to as CMTSC, is an organization charged with promoting Hancock, Harrison and Jackson counties as a tourism and convention destination worldwide. Its mission centers on attracting ever-increasing numbers of leisure, convention, sports and business visitors to the area. It is dedicated to maximizing the travel and tourism industry for the tri-county region.

The following guidelines have been established for partners wishing to use the CMTSC trademarks (name), approved logos, images or in some way signal a partnership with CMTSC in promotional, advertising, instructional or reference materials, or on their web sites or products. Third parties may use CMTSC logos only as specified in their agreements with CMTSC and any associated guidelines. Use of CMTSC trademarks without prior written consent may constitute trademark

Partner Guidelines for using CMTSC Trademarks

By using the CMTSC trademark, in whole or in part, you are acknowledging that CMTSC is the sole owner of the trademark and promising that you will not interfere with CMTSC rights in the trademark, including CMTSC, use, registration of, or application to register such trademark, alone or in combination with other words. Except for the limited right to use as expressly permitted under these Guidelines, no other rights of any kind are granted, by implication or otherwise.

Logo

The CMTSC Logo consists of two main elements. The first is the logo type "Coastal Mississippi." The second is the tagline "The Secret Coast." The tagline should always appear beneath.

The word "Coastal" is stylized with waves and should always be above the word "Mississippi." This logo should not be altered in any other way.

LOGO TYPE

The logo features the word "coastal" in a dark grey, lowercase serif font. Below the letters of "coastal" are five stylized blue waves. Underneath the waves is the word "MISSISSIPPI" in a dark grey, uppercase sans-serif font. At the bottom, the tagline "The Secret Coast" is written in a blue, cursive script font, flanked by two horizontal blue lines.

coastal
MISSISSIPPI
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TAGLINE

Logo Safety Zone

Use the safety zone shown as X below to separate the logo from other graphic elements, such as type, images and other logos, to ensure that it retains a strong presence wherever it appears. Where possible, allow even more space around the logo.



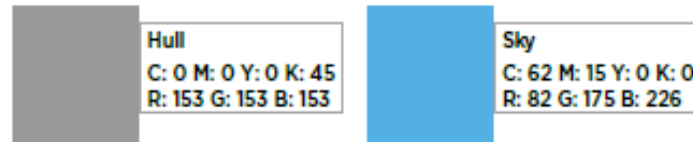
Scale

Visibility of the logo is crucial to building awareness of CMTSC. The smallest reproducible size for the Mark is 1.8". Only use the minimum size only when absolutely necessary. If quality is in question, always use a larger logo size.

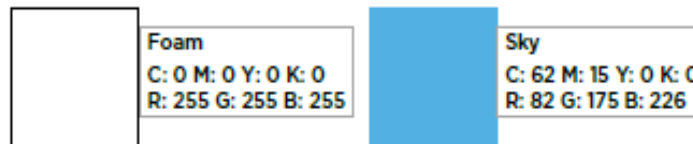


Logo Colors

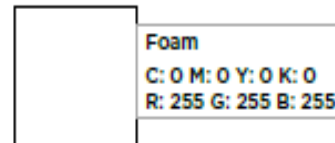
Primary Logo (Light)



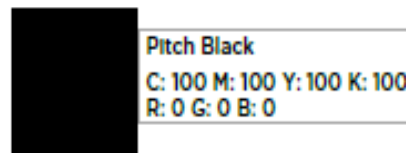
Primary Logo (Dark)



Secondary Logo (White)



Secondary Logo (Black)



Incorrect Logo Usage



DO NOT USE DROP SHADOWS
OR VISUAL EFFECTS



DO NOT DISTORT



DO NOT USE UNAPPROVED COLORS



DO NOT CHANGE PROPORTIONS



DO NOT CROP



DO NOT ROTATE



DO NOT FRAME THE MARK



DO NOT PLACE ON VISUALLY
DISTRACTING BACKGROUNDS



DO NOT CONVERT COLOR LOGO TO
GREYSCALE

Logo File Format

eps (vector) file:

Use for print applications such as ads, signs and posters

jpg file:

Use for digital applications such as website, internet portal and office applications such as Word and PowerPoint.

- Provided jpg logo files need to be resized for each application.
- Email signature logo file is provided.

png file:

Use for digital applications that require a transparent background logo.

Logo

- CMTSC will provide the electronic artwork for any logo that can be utilized by partners.
- Logo may not be combined with any other object, including, but not limited to, other logos, words, icons, graphics, photos, slogans, numbers or other design elements in a way that implies origination from a source other than CMTSC.

Advertising, Promotional, Sales Materials and Websites:

- The CMTSC logo may be used in your advertising, printed and online marketing materials only in accordance with the terms of your agreement with CMTSC. Creative must be approved by CMTSC Marketing prior to publishing.

Brand Colors

In addition to the proper use of color in logo applications, the use of color in other design applications is an important part of the CMTSC identity. The vast majority of printed materials are produced using a four-color process. The four ink colors are cyan, magenta, yellow and black, often referred to as CMYK. Use the RGB mix when displaying images in electronic digital media, such as websites and PowerPoint presentations. The three colors of the RGB mix are red, green and blue.

Primary colors, Midnight and Dusk, may be used for headlines and body of text. The secondary color, Preserver, should be used for CTA's and highlights of copy only.

Primary



Midnight

C: 95 M: 62 Y: 49 K: 35
R: 2 G: 70 B: 86



Dusk

C: 84 M: 39 Y: 27 K: 0
R: 29 G: 128 B: 159

Secondary



Preserver

C: 0 M: 62 Y: 62 K: 0
R: 244 G: 128 B: 98

Typography

Sagona Book

Sagona ExtraBold
Sagona ExtraBoldItalic
Sagona Medium

Logo typeface. Use for headlines and body copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Mont

Mont Book

Logo typeface. Use for headlines, body copy and URL

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Authenia

Authenia Textured

Logo typeface. Use for tagline

ABCDEFGHIJKLMNOPQRSTUVWXYZ

GEOMETOS SOFT

GEOMETOS SOFT BOLD

Secondary typeface. Use for CTA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Typography In Use



Unauthorized Use of CMTSC Trademarks

1. Company, Product, or Service Name: You may not use or register, in whole or in part, CMTSC or any of its product names or trademarks, including CMTSC-owned graphic symbols, logos, taglines, icons, or any alteration or close approximation of these as part of your company name, trade name, product name, or service name except as noted in these guidelines.
2. Disparaging Manner: You may not use the CMTSC trademark or any other CMTSC-owned graphic symbol, logo, tagline or icon in a disparaging manner.
3. Endorsement or Sponsorship: You may not use the CMTSC trademark, logo, tagline, symbol or icon in a way that would imply CMTSC affiliation with or endorsement, support, or sponsorship of a third party product or service, except as agreed upon in writing.
4. Merchandise Items: You may not manufacture, sell or give-away merchandise items, such as T-shirts and mugs, bearing CMTSC or any CMTSC-owned trademark, including symbols, logos, taglines or icons, except as agreed upon in writing between you and CMTSC.
5. Slogans and Taglines: You may not use or imitate a CMTSC slogan or tagline.
6. Domain Names: You may not use an identical or virtually identical CMTSC trademark as a second level domain name.

Proper Trademark Notice and Attribution

1. On product, product documentation, or other product communications, use the appropriate trademark symbol (TM, SM, ®) the first time the CMTSC trademark appears in the text of the advertisement, brochure, or other material.
2. Include an attribution of CMTSC ownership of its trademarks within the credit notice section of your product, product documentation, or other product communication.

Co-branding beyond reference to relationship

Certain situations call for a coordinated marketing effort that extends beyond the use of trademarked names and logos to signal a strong partnership, an innovative business approach or a combined investment in an initiative. In these situations, unique creative may be developed to highlight the brands involved in the promotion.

In these situations, please consult the CMTSC marketing team for assistance with developing the appropriate creative to clearly communicate the relationship and message of the joint collaboration.

For questions and further assistance: Email Director of Marketing Karen Conner at karen@coastalmississippi.com or call 228-896-6699.