Hello!

Welcome to Gulf County Florida.
Come on in and meet our brand.

Our Character

Gulf County is designed by nature. We have protected and enjoyed it because we love getting outside to play in the waters, on the shores and in the dirt.

We stand for what's real. Genuine. The beauty that comes from doing what you love. Here everything flows with the current. Being outside comes first and the experience is never the same twice. Gulf County is unexpected, unpretentious and comfortable in our adventurous skin. What you see is what you get – and it's probably nothing you've ever seen before.

In Gulf County we take the time to say hello. We are connected to one another. To our waters. And, to the wildlife we share our lives with. We are practical and have known hardship. Our community is resilient. We know we do better – together. We salute any outdoor warriors who get out to explore. And, we openly share our passion, our bounty and our knowledge with them. We laugh. We still get excited by the spontaneous moment.

We know how lucky we are to live here.
#GCFLnofilter
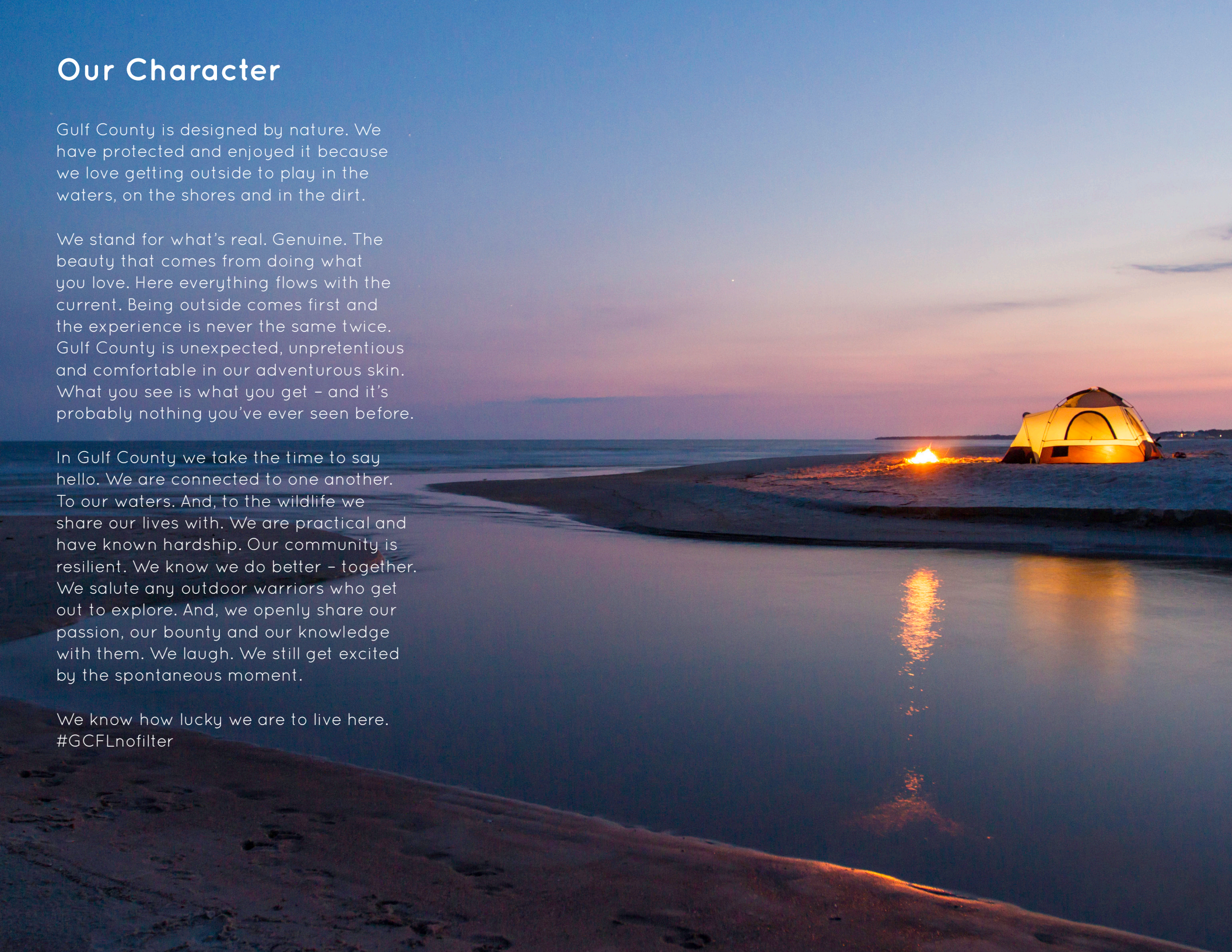
WONDER.

The Soul Of Gulf County

Our Strategic Position

Design By Nature

• Protect and preserve our waters,
environment and culture.

• Build to compliment and enhance the
natural environment.

• Align with brands that love the outdoors.
Give back.

• Create events and programs that
integrate with nature.

Identity Guidelines

Issued July, 2016

Gulf County
FLORIDA

LIVE UNPACKED

General Logo Guidelines

Logo
Gulf County Florida has established the "Wave Ring" as the primary logo for the community. The wave art should always encircle the type "Gulf County Florida." This type is part of the logo and should never be omitted or altered.

Tagline
The tagline for Gulf County Florida is "Live Unpacked." This line is almost always used in conjunction with the Wave Ring as shown. The font, Bloomsbury Sans, may never be changed. However, in the case of signage, vehicle graphics and certain branded merchandise (such as apparel) the logo and tagline may be separated. When alone, the tagline must appear in a straight line, set in the correct font. Please contact your brand administrator if you are uncertain about when it is acceptable to separate the tagline and logo.

Fonts
The standard font for headlines and subheads on printed material and on screen applications when possible is Quicksand Bold. Quicksand Book is also acceptable for large headlines when a bold font is not necessary.

Bloomsbury Sans is also approved for headlines and subheads on printed material and on screen applications. Bloomsbury Sans should never be used for body copy.

Body copy should be set in Quicksand Book (which is the font you are reading now).

If your computer does not have these fonts, suitable alternatives for informal communication are Arial or Avenir.

CORRECT Wave Ring with Tag

INCORRECT Wave Ring with Tag

CORRECT Tag Only

LIVE UNPACKED

INCORRECT Tag Only

Live Unpacked

LIVE UNPACKED

APPROVED FONTS

Quicksand Book Headline, Subhead and Body Copy

Quicksand Book Headline and Subhead Copy

BLOOMSBURY SANS Headline and Subhead Copy

Logo Sizes

The standard Wave Ring with Tag should always be used when the logo appears at a height of 1.25″ or more.

When the Wave Ring with Tag will appear at a height of less than 1.25″ the small version of the logo must be used. The small version should never be used at a height more than 1.25″.

No version of the Wave Ring should ever appear at a height of less than .75″.

These rules apply to all cases of use regardless of color application.

CORRECT Standard Logo at 1.25″

INCORRECT Standard Logo at 1″ and .5″

CORRECT Small Logo at 1″

INCORRECT Small Logo at 1.25″ and .5″

Color Breakdowns

Wave Blues are the primary colors of our brand. We have selected two shades of blue which are both used in the Wave Ring Logo.

We have chosen a palette of complimentary secondary colors to use for support materials and sub brands.

This page contains the color breakdowns for 4-color process printing, spot color printing and on screen applications for all of the colors in our approved palette.

Colors shown are for reference only. See four-color proof and PMS chips for actual color representation.

PRIMARY COLORS

Color	4-Color Build	Screen Build	Spot Coated	Spot Uncoated
Type Blue	100C/17M/0Y/51K	0R/90G/136B 005A88	PMS 3025C	PMS 3025U
Wave Blue	100C/5M/0Y/47K	0R/104G/146B 006892	PMS 308C	PMS 308U

SECONDARY COLORS

Color	4-Color Build	Screen Build	Spot Coated	Spot Uncoated
Earth Purple	0C/100M/15Y/60K	104R/0G/48B 680030	PMS 229C	PMS 229U
Clay Red	0C/62M/100Y/32K	177R/94G/39B B15E27	PMS 160C	PMS 1805U
Sand Gold	0C/18M/100Y/27K	193R/158G/46B C19E2E	PMS 118C	PMS 117U
Moss Green	40C/0M/100Y/38K	96R/126G/55B 607E37	PMS 7496C	PMS 7496U

Screen Applications

Use the Wave Ring logo art shown on this page for any web or on screen applications.

Remember to adhere to proper logo size requirements.

Logo files are provided with this guide.

LOGO WITH TAG
Screen

Screen Standard Logo
File Name:

GCWR_SCREEN.jpg

Screen Small Logo
File Name:

CGWR_Sm_SCREEN.jpeg

4-Color Process (CMYK) Applications

Use the Wave Ring logo art shown on this page when printing in 4-color process.

Remember to adhere to proper logo size requirements.

Logo files are provided with this guide.

LOGO WITH TAG
4-Color Process

4-Color Standard Logo
File Names:

GCWR_4C.eps

GCWR_4C.jpg

4-Color Small Logo
File Names:

GCWR_Sm_4C.eps

GCWR_Sm_4C.jpeg

Spot Color Applications

Use the Wave Ring logo art shown on this page when printing in spot colors (Pantone Colors). As noted earlier on the Color Breakdown page, the Wave Ring requires two Pantone ink colors when printing in spot colors.

Please note: there are different logo files for printing on coated (SpotC) and uncoated (SpotU) papers.

Remember to adhere to proper logo size requirements.

Logo files are provided with this guide.

LOGO WITH TAG
Spot Color (2-Color)

Spot Color (2-Color) Standard Logo File Names:

GCWR_SpotC.eps

GCWR_SpotC.jpg

GCWR_SpotU.eps

GCWR_SpotU.jpg

Spot Color (2-Color) Small Logo File Names:

GCWR_Sm_SpotC.eps

GCWR_Sm_SpotC.jpeg

GCWR_Sm_SpotU.eps

GCWR_Sm_SpotU.jpeg

One-Color Applications

There are certain circumstances when the Wave Ring may be reproduced in one color.

Remember to adhere to proper logo size requirements.

Logo files are provided with this guide.

Branded Merchandise*

When the Wave Ring appears on branded merchandise, and is being placed on a white or very light background, it may be used in standard logo colors. It may also appear in solid white on dark backgrounds. In most cases, however, the logo should appear as solid tone-on-tone color without tints in the four waves. Colors used on merchandise should follow the Gulf County color palette as closely as possible. The logo may be screen printed, embroidered, embossed, etc. as long as overall appearance and details of the logo remain in tact. This includes type legibility.

As mentioned earlier in this guide, the logo and tagline may be separated when used on apparel and certain other branded items. When alone, the tagline must appear in a straight line, set in the correct font. Please contact your brand administrator if you are uncertain about when it is acceptable to separate the tagline and logo.

Signage and Vehicle Graphics*

In the future, Gulf County directional signage and vehicle graphics will be developed. These applications may use the Wave Ring logo without the tag.

Rules concerning branded merchandise, signage and vehicle graphics are included for your information only and will be managed by the Brand Administrator.

LOGO WITH TAG
One-Color Solid

One-Color Standard Logo File Names:

GCWR_1C.eps

GCWR_1C.jpg

One-Color Small Logo File Names:

GCWR_Sm_1C.eps

GCWR_Sm_1C.jpg

LOGO & TAG SEPARATED
One-Color Solid

One-Color Standard Logo File Names:

GCWR_1C_NoTag.eps

GCWR_1C_NoTag.jpg

One-Color Small Logo File Names:

GCWR_Sm_1C_NoTag.eps

GCWR_Sm_1C_NoTag.jpg

LIVE UNPACKED

One-Color Tag Only File Names:

GCTagOnly_1C.eps

GCTagOnly_1C.jpg

Branded Merchandise

Here are some examples of the logo used correctly on branded merchandise.

CORRECT Branded Merchandise, Color Logo

CORRECT Branded Merchandise, Tone-On-Tone Logo

CORRECT Branded Merchandise, Solid White Logo

Greyscale & White Applications

There are certain circumstances when the Wave Ring may be reproduced in shades of grey or solid white. When that is the case, use the artwork provided on this page.

Black and White Ads
When the Wave Ring appears on black and white ads, it may be reproduced in greyscale. The logo should not be used as solid black in these cases. It may reverse to white if being printed on a solid black background.

Remember to adhere to proper logo size requirements.

Logo files are provided with this guide.

LOGO WITH TAG
Greyscale

Greyscale Standard Logo
File Names:

GCWR_BLKTINTS.eps

GCWR_BLKTINTS.jpg

Greyscale Small Logo
File Names:

CGWR_Sm_BLKTINTS.eps

CGWR_Sm_BLKTINTS.jpg

LOGO WITH TAG
White
(Use also for Watermark applications)

Solid White Standard Logo
File Names:

GCWR_WHT.eps

GCWR_WHT.jpg

Solid White Small Logo Small
File Names:

GCWR_Sm_WHT.eps

GCWR_Sm_WHT.jpg

Photo Applications

Photos

When shooting photography for Gulf County, please keep the following rules in mind:

- Nature always comes first, people second.
- Water is the hero.
- When possible, photo should be shot from a water-level view.

When using the logo with photography, the following rules apply:

- The image comes first, the logo is secondary.

- When placed on a photograph, the logo should always appear as a "watermark." Use solid white logo art provided (file names GCWR_WHT.eps/jpg and GCWR_Sm_WHT. eps/jpg) and place it with a transparency effect. Visually it should appear as 60% transparent white. Actual percentage of the transparency can vary depending on the strength of the image behind it. If placed on a darker area of the photo, the transparency may be set to a lesser percentage (never lower than 50%). If placed on a medium to lighter area, the transparency may be set to a greater percentage (never more than 75%). Color versions of the logo should never be placed on a 4-color image. *Please refer to printed color proof provided*.

- The logo is meant to be placed irreverently on the image. It is never centered. It should be placed to visually balance with the content of the image. Careful consideration should be given to legibility when placing the logo in lighter areas of the photo.

- The logo may bleed off the top OR left edge of the image but all four waves must be mostly visible. Never bleed the logo off the top AND left side. The logo should never bleed off the bottom or right (tagline) edge. No type on the logo should ever be cropped.

CORRECT Watermark Transparency

INCORRECT Transparency Strength/Color

CORRECT Logo Placement

INCORRECT Logo Placement

CORRECT Logo Bleed/Legibility

INCORRECT Logo Bleed/Legibility

So there's our brand.

Use it. Have fun with it.

But please also care for it, protect it –
just as we do for our sands and
our waters and everything that calls
Gulf County home.

Gulf County
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