



BRAND GUIDE



It is important to keep the Gulf County brand consistent no matter who is telling your story. Presenting a uniform brand identity and message is critical in building and maintaining brand awareness and recognition over time with both residents and visitors. These easy-to-follow, comprehensive brand guidelines will improve and strengthen the consistency of the visual and written content of your brand across a variety of mediums and platforms.

If you need any additional information or guidance, please contact:

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A MORE NATURAL FLORIDA

Nature is a major attraction and plays a dominant role in Gulf County. The abundant, unspoiled natural resources, underdeveloped commercial enterprises and the lack of crowds create a peaceful, more laid-back environment, atmosphere and personality for the area. The beaches and other natural attractions are unchanged, secluded and more untamed than most places throughout the state. Nature is at home here where sustainability is a priority and preserving the things that such a natural environment offers are top of mind. Whether fishing, kayaking, beach combing, scalloping, swimming, hiking or taking in an awe-inspiring sunset, the activities that appeal to visitors here are all deeply rooted in the natural assets and beauty so present and available in Gulf County.

As a more peaceful, laid-back alternative to the more heavily visited Florida tourist destinations, Gulf County is the perfect place to rest, relax, rejuvenate and unwind. It's not the place to come for an exciting, high-energy vacation. But that's just fine and the way we like it, because here, less is more.

Gulf County's quieter, easygoing ways put visitors immediately at ease. Without all the tourist attractions found at other Florida vacation destinations, people can't help but relax and slow down here, focus on what's most important and be mesmerized by nature's magnificent transformative power, only to be found on these quiet, uncrowded shores.

Tag Line

The positioning line “Florida’s Quiet Shore” may be used in conjunction with or without the Gulf County logo. The line should always appear in one of the approved typefaces and should never appear too close to the logo, nor appear as part of the logo.



Florida's Quiet Shores

Community Listing

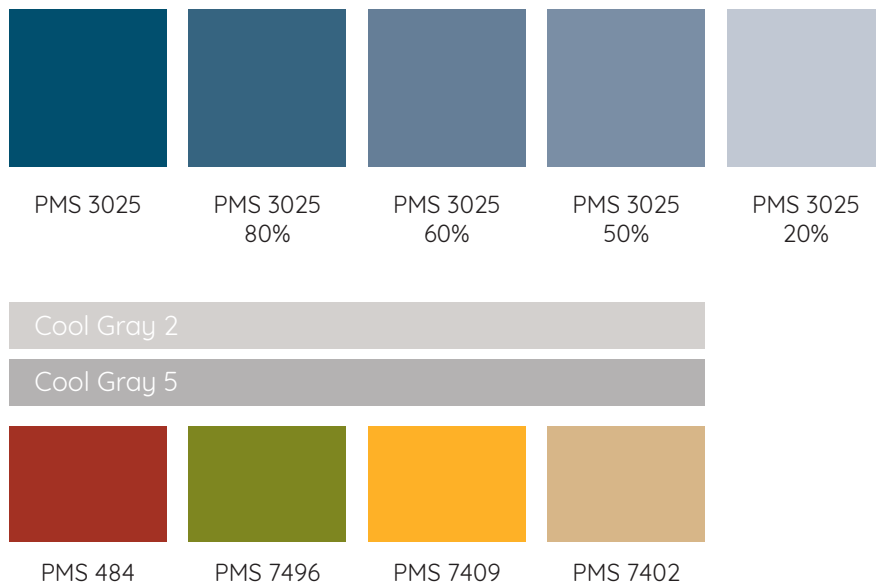
The community listing represents Gulf County’s most recognizable assets to our residents and visitors and should appear on as many communications as possible in order to connect these assets with the Gulf County brand. The communities should also always appear in the order shown and in one of the approved typefaces. They may also be accompanied with the graphic shell icons as shown below. The icons may appear in any of the color palette colors but the preferred method is shown below.



St. Joe Beach ~ Port St. Joe ~ Indian Pass ~ Cape San Blas ~ Wewahitchka

Recommended Color Palette

The color palette provides a guide for keeping a consistent color scheme for all the area's communications.



PMS 3025

C:100 M:64 Y:37 B:20
R:0 G:77 B:113
HEX: 004d71

Cool Gray 2

C:18 M: 14 Y:15 B:0
R:208 G:207 B:205
HEX: cfcfd

Cool Gray 5

C:31 M:25 Y:26 B:0
R:177 G:177 B:177
HEX: b1b1b1

PMS 484

C:25 M:91 Y:98 B:21
R:158 G:50 B:35
HEX: 9e3123

PMS 7496

C:57 M:314 Y:100 B:11
R:117 G:135 B:56
HEX: 758738

PMS 7409

C:3 M:32 Y:98 B:0
R:244 G:178 B:35
HEX: f4b123

PMS 7402

C:19 M:25 Y:53 B:0
R:288 G:183 B:35
HEX: cfb786

Recommended Typeface

The following typeface families should be used on all materials.

Primary Body/Headline Use: Quicksand

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 1234567890

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 1234567890

Alternate Headline Use: Bloomsbury

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

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

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww

General Office and when primary fonts are not available: Arial

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 1234567890

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 1234567890

Full Color Logo

The logo may be represented in full color using either spot color or 4-color process printing techniques. The spot colors are PMS 3025 (in different screens) and Cool Gray 5.



One Color Logo

The logo may be represented in a single color using PMS 3025, Cool Gray 5 or Black in either spot color or 4-color process printing techniques.



Icon Artwork

The icons can be used to represent our 5 communities or serve as support artwork.



FILE USAGE

Use of digital artwork in different applications requires the use of different digital file formats. To ensure the best quality reproduction, the following file format uses are suggested:

WORD

.EPS
.BMP
.JPG
.GIF
.TIF

POWER POINT

.PNG
.BMP
.JPG
.GIF
.TIF

WEB (HTML)

.JPG
.GIF
.PNG

Professional Programs

(EXP. InDesign)

Any file format is acceptable but only high-res raster images and quality vector files should be used when producing finished work.

Logo On Color

The logo may be printed on a color background as long as the contrast is sufficient for clear legibility as shown below. A reversed option of the logo may also be used in a screened back method or at 100%. The logo may also use a multiply effect to increase readability.



ACCEPTABLE



ACCEPTABLE



ACCEPTABLE



ACCEPTABLE

Multiply effect



UNACCEPTABLE



UNACCEPTABLE



UNACCEPTABLE



UNACCEPTABLE

Recommended Spacing

No other object should be placed within the safe area around the logo as specified below.

The safe area is an area identified by the height of the “o” in the name of the logo. (See example)



Minimum Size

The logo may not be used smaller than .5” in order to retain readability without approval of the Gulf County Tourist Development Council.

.5 Inch





DO NOT use any unofficial colors or any combination of colors different than the official logo colors.



DO NOT add unofficial copy or graphics covering any part of the logo.



DO NOT try to recreate this logo. Use only the artwork provided. Elements of the font have been adjusted and should not be typeset or replaced with any other font.



DO NOT alter the logo for any other unapproved entity or event.



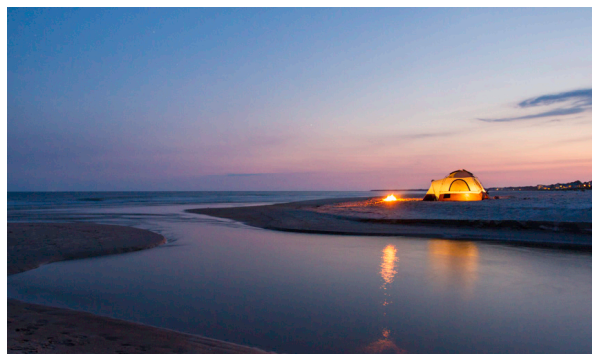
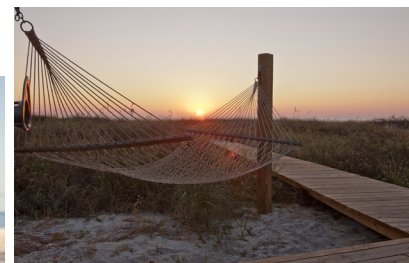
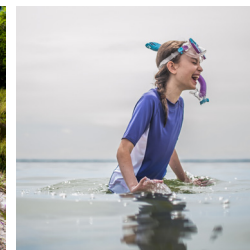
DO NOT change the proportions of the logo.



DO NOT delete, add or adjust any element of the logo replaced with any other font.

Photography and Video Guidelines

Both photography and video are very important to communicating the Gulf County brand position. Photography and video can be placed into two buckets: asset photography and brand photography. It is important that both communicate the “Florida’s Quiet Shores” position. Below are a few good examples that communicate the natural uncrowded image we are striving for. 🌊 🐚 ⭐ 🍂 🌞



Florida’s Quiet Shores



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