

# BRAND STANDARDS AND GUIDELINES

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**ATLANTIC CITY**  
CONVENTION & GROUP SALES

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2314 Pacific Avenue • Atlantic City, NJ 08401

# MEET AC LOGO & BRAND STANDARDS GUIDELINES INTRODUCTION

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Brand Standards Guidelines will safeguard our brand integrity and increase the effectiveness of our marketing communications by establishing consistent, brand-building visual and copy approaches. Achieving this consistency and clarity, while allowing the flexibility to maximize and energize the impact of the message, will result in breakthrough industry-leading creativity.

## GUIDING PRINCIPLES

Effective marketing communications must contain the following guiding principles:

### ***UNIQUE***

- Every marketing communication should include the distinctive, unifying elements that make every piece unmistakably “Meet AC.”

### ***BREAKTHROUGH POWER***

- Most customers are exposed to a variety of industry messages through a broad spectrum of marketing channels; only the highest quality and most creative messages will break through the clutter and achieve the desired results.

### ***CONSISTENCY IN PRESENTATION***

- Synergy is the interaction of two or more elements where the combined effect is greater than the sum of their individual parts; through an unwavering commitment to consistency in brand and graphics standards, we can maximize marketing expenditures and achieve a final result that is greater than the sum of the individual efforts.

## KEY TOPICS

- Proper usage of brand logo, colors, fonts & art.
- Best practices for writing effective brand copy.
- Require branding elements to ensure brand consistency and recognition.
- Templates for the creation of highly impactful and branded marketing communications.

## LOGO USAGE GUIDELINES

MEEET  
—  
AC

## MEET AC LOGO - COLORS

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[meetac.com](http://meetac.com)



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### PANTONE

201

### CMYK

C 0, M 100, Y 63, K 29

### RGB

R 179, G 8, B 56

### HEX COLOR

b20838

877

C 0, M 0, Y 0, K 26

R 199, G 200, B 202

c7c8ca



## MEET AC LOGO - VARIATIONS

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ICON ONLY



FULL LOGO



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[meetac.com](http://meetac.com)

ICON WITH LOCATOR



**Atlantic City**

FULL LOGO WITHOUT LOCATOR



**ATLANTIC CITY**

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## MEET AC LOGO - COLOR OPTIONS

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Atlantic City



Atlantic City



These are the preferred color versions of the logo.

## MEET AC LOGO - COLOR OPTIONS KNOCKOUT

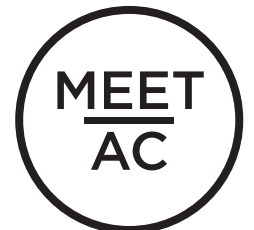
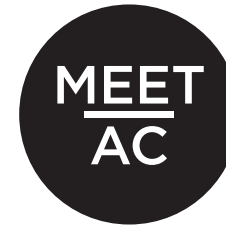
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These are the preferred color knockout versions of the logo.

## MEET AC LOGO - GRAYSCALE AND B&W

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These are the preferred grayscale, b&w and knockout versions of the logo.

## MEET AC LOGO - SPACING

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When using the logo in any layout, it is important to provide sufficient room for the logo to breathe.

The measurement for the space needed around the logo is the “C” in the logo type.

The exception to this rule is a tagline, which should be treated as part of the logo and given the same amount of space required.

# MEET AC LOGO - DO'S & DON'TS



## LOGO DO'S

- Do use complete logo on all corporate materials, especially on the outer envelope or mail panel.
- Do give the proper amount of space and adhere to area of isolation rules.

## LOGO DON'TS

- Do not stretch, skew, scale disproportionately or otherwise distort the logo in any manner regardless of the situation or execution.
- Do not use the logo smaller than .75" in width in any execution.
- Do not use any color variations of the logo that are not specifically allowed within the brand standards.
- Do not attempt to reconfigure, redesign or rebuild the logo in any manner.
- Do not allow any other logos to interfere with logo area of isolation.

# MEET AC LOGO - TYPEFACES AND FONTS

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## PRIMARY FONTS

The primary font family used to maintain MEET AC's brand consistency: GOTHAM

Gotham Light

abcdefghijklmnopqrstuvwxyz

*Gotham Light Italic*

*abcdefghijklmnopqrstuvwxyz*

Gotham Medium

abcdefghijklmnopqrstuvwxyz

*Gotham Medium Italic*

*abcdefghijklmnopqrstuvwxyz*

Gotham Bold

abcdefghijklmnopqrstuvwxyz

*Gotham Bold Italic*

*abcdefghijklmnopqrstuvwxyz*

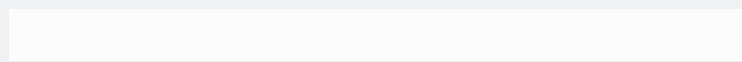
# MEET AC LOGO - CORPORATE PACKAGE





## ADVERTISING GUIDELINES

MEET



AC

# MEET AC ADVERTISING - NUMBERS CAMPAIGN

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## HEADLINE USAGE

MEET AC currently has only 5 approved messages used as headlines:

They all reinforce our main branding statement:

***ATLANTIC CITY MEANS BUSINESS AND WE'VE GOT  
THE NUMBERS TO PROVE IT.***

Meetings

***600,000 SQ. FT. OF REASONS TO MEET AC***

Boardwalk

***OVER 5 SCENIC MILES OF REASONS TO MEET AC***

Leisure

***19 CHAMPIONSHIP REASONS TO MEET AC***

Dining

***OVER 400 DELICIOUS CHOICES WHEN YOU MEET AC  
I'M THE NEWEST OF OVER 400 TASTY REASONS TO MEET AC***

# MEET AC ADVERTISING - NUMBERS CAMPAIGN

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## SUBHEAD USAGE

MEET AC currently has only 4 approved messages used as subheads:

Meetings, Boardwalk

***BUSINESS PLANNERS, ATLANTIC CITY MEANS BUSINESS AND  
WE'VE GOT THE NUMBERS TO PROVE IT.***

Leisure

***NO MATTER HOW YOU SLICE IT, ATLANTIC CITY MEANS BUSINESS.***

Dining

***EXTRAORDINARY FOOD IS NEVER RARE, ATLANTIC CITY MEANS BUSINESS.  
WE'VE MASTERED CHEFS, ATLANTIC CITY MEANS BUSINESS.***

# MEET AC ADVERTISING - NUMBERS CAMPAIGN

## SUPPORTING NUMBERS

MEET AC currently has only 4 approved messages used as supporting numbers:

*They are paired with the headline that complements the demographic (leisure=sports numbers).*

**16,000**  
HOTEL ROOMS

**45**  
MEETING ROOMS

**1,000,000**  
WAYS TO UNWIND

MEET  
AC

**10,000**  
GREAT SEATS

**600,000+**  
COMPETITION SPACE

**7**  
COMPETITIVE MILES

MEET  
AC

**16,000**  
HOTEL ROOMS

**600,000+**  
SQ. FT. CONVENTION CENTER

**1,000,000**  
WAYS TO UNWIND

MEET  
AC

**16,000**  
HOTEL ROOMS

**600,000+**  
SQ. FT. CONVENTION CENTER

**1,000,000**  
WAYS TO UNWIND

MEET  
AC

# MEET AC ADVERTISING - NUMBERS CAMPAIGN

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## MEET MORE

MEET AC currently has only 4 approved messages used as Meet More:

*They are paired with the headline that complements the demographic (leisure=sports).*

Meetings

***MEET SPACE, MEET STYLE, MEET AC.***

Boardwalk

***MEET SAND, MEET SEA, MEET AC.***

Leisure

***MEET CHALLENGE, MEET CHAMPIONS, MEET AC.***

Dining

***MEET FLAVOR, MEET FAME, MEET AC.***

# MEET AC ADVERTISING - NUMBERS CAMPAIGN

## ADVERTISING ANATOMY

The diagram below is an example of how the design elements are properly used in a layout. Use this diagram as a layout guide.



Diagram illustrating the layout of the 2015 Atlantic City Convention Center (AC) advertising campaign. The layout includes:

- Numbers Headline:** 600k<sup>SQ FT</sup> OF REASONS TO MEET AC
- AC Hero Photo:** A man and a woman in business attire standing in front of the Atlantic City Convention Center.
- Supporting Numbers and Photos:** 16,000 HOTEL ROOMS, 45 MEETING ROOMS, 1,000,000 WAYS TO UNWIND. Includes a small photo of a hotel room and a photo of a group of people.
- Logo:** MEET AC logo.
- Subhead:** Business Planners, Atlantic City Means Business and we've got the numbers to prove it.
- Meet More Copy Line:** MEET SPACE, MEET STYLE, MEET AC.
- Call to Action:** To Learn About Our Incentive Plans and Book Your Convention call 1-609-449-7100 or visit [meetac.com](http://meetac.com) today!

2015 AD CAMPAIGN



Diagram illustrating the layout of the 2016 Atlantic City Convention Center (AC) advertising campaign. The layout includes:

- Numbers Headline:** 600k<sup>SQ FT</sup> OF REASONS TO MEET AC
- AC Hero Photo:** A large photo of the Atlantic City Convention Center at night.
- Meet More Copy Line:** MEET SPACE, MEET STYLE, MEET AC.
- Body Copy:** Business Planners, Atlantic City Means Business! The Atlantic City Convention Center features over 600,000 square feet of meeting space, 45 meeting rooms and is conveniently located within a few hours' drive of nearly 1/3 of the nation's population. Check out Atlantic City's 16,500+ hotel rooms and 1,000,000 ways to unwind. Atlantic City means business & we've got the numbers to prove it!
- Call to Action:** To Learn About Our Incentive Plans and Book Your Convention call 1-844-855-6338 or visit [meetac.com](http://meetac.com) today!

2016 AD CAMPAIGN



# MEET AC ADVERTISING - NUMBERS CAMPAIGN

## ADVERTISING EXAMPLES



**600k** SQ FT  
OF REASONS  
TO MEET AC

16,000 HOTEL ROOMS 45 MEETING ROOMS 1,000,000 WAYS TO UNWIND

MEET AC

Business Planners, Atlantic City Means Business and we've got the numbers to prove it.  
MEET SPACE, MEET STYLE, MEET AC.

To Learn About Our Incentive Plans and Book Your Convention call 1-609-449-7100 or visit meetac.com today!



OVER **5** SCENIC MILES  
OF REASONS  
TO MEET AC

16,000 HOTEL ROOMS 600,000+ SQ. FT. CONVENTION CENTER 1,000,000 WAYS TO UNWIND

MEET AC

Business Planners, Atlantic City Means Business and we've got the numbers to prove it.  
MEET SAND, MEET SEA, MEET AC.

To Learn About Our Incentive Plans and Book Your Convention call 1-609-449-7100 or visit meetac.com today!



**19** CHAMPIONSHIP REASONS  
TO MEET AC

10,000 GREAT SEATS 600,000+ COMPETITION SPACE 7 COMPETITIVE MILES

MEET AC

No Matter How You Slice It,  
Atlantic City Means Business!  
MEET CHALLENGE, MEET CHAMPIONS, MEET AC.

To Learn About Our Incentive Plans and Book Your Convention call 1-609-449-7100 or visit meetac.com today!



I'M THE NEWEST OF  
OVER **400**  
TASTY REASONS  
TO MEET AC

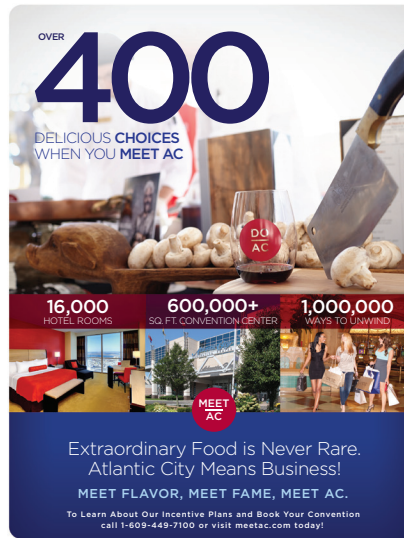
BRASSERIE L'AMER  
PUB & GRILL

16,000 HOTEL ROOMS 600,000+ SQ. FT. CONVENTION CENTER 1,000,000 WAYS TO UNWIND

MEET AC

We've Mastered Chefs.  
Atlantic City Means Business!  
MEET FLAVOR, MEET FAME, MEET AC.

To Learn About Our Incentive Plans and Book Your Convention call 1-609-449-7100 or visit meetac.com today!



OVER **400**  
DELICIOUS CHOICES  
WHEN YOU MEET AC

16,000 HOTEL ROOMS 600,000+ SQ. FT. CONVENTION CENTER 1,000,000 WAYS TO UNWIND

MEET AC

Extraordinary Food is Never Rare.  
Atlantic City Means Business!  
MEET FLAVOR, MEET FAME, MEET AC.

To Learn About Our Incentive Plans and Book Your Convention call 1-609-449-7100 or visit meetac.com today!

# MEET AC ADVERTISING - MPI & TEAMS CAMPAIGN

## ADVERTISING EXAMPLES



A vertical poster for Atlantic City. The top left shows Timothy Schneider speaking. The bottom right shows Paul Van Deventer speaking. The background is a collage of Atlantic City scenes, including a boardwalk and a city skyline. A red circle with 'MEET AC' is at the bottom center.

**ATLANTIC CITY**  
KNOWN BY THE  
COMPANIES WE KEEP.

Timothy Schneider  
President & CEO  
Schneider Publishing  
TEAMS Conference

Paul Van Deventer  
President & CEO, MPI

**MEET  
AC**

Atlantic City is proud to host TEAMS & MPI's WEC in 2016.  
To book your meeting or convention call 1-844-855-6338 (MEET)  
or visit [meetac.com](http://meetac.com) today!

A vertical poster for MPI's Hosted Buyer Program. The top features the text 'SHOWING YOU HOW ATLANTIC CITY DOES BUSINESS!' and 'MPI HOSTED BUYER PROGRAM'. The background is a collage of Atlantic City scenes, including a boardwalk and a city skyline. A red circle with 'MEET AC' is at the top right. The bottom section contains text about the program and a call to action.

**SHOWING YOU HOW  
ATLANTIC CITY DOES BUSINESS!**

**MPI  
HOSTED  
BUYER  
PROGRAM**

**MEET  
AC**

**REGISTER TODAY FOR MPI'S HOSTED BUYER PROGRAM AT WEC!**

Meet AC has the pleasure of hosting Meeting Professional International's (MPI's) 2016 World Education Congress (WEC) June 11-14, 2016. As a valued business partner, we wanted to let you know about a unique component offered during WEC that will let you experience Atlantic City, gain valuable education and make network contacts that will enhance your career.

MPI's Hosted Buyer program at WEC provides an opportunity (based on acceptance into the program) to attend the conference for free and meet face-to-face with suppliers to discuss future business opportunities.

**APPLY FOR YOUR PLANNER BENEFITS TODAY!**

- Conference Registration (includes all meal functions during conference)
- Exclusive, VIP Invitation to join Meet AC for the Janet Jackson concert on Saturday, June 11th following the Opening Reception

**APPLY NOW!** TO TAKE PART IN THIS UNIQUE OPPORTUNITY, FILL OUT YOUR APPLICATION TODAY AND, GET READY TO MEET AC!

**WE LOOK FORWARD TO SEEING YOU THIS JUNE IN ATLANTIC CITY!**

**wec**  
World Education Congress

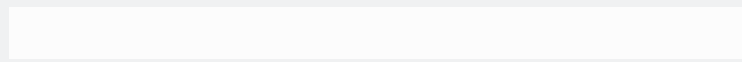
**MEET  
AC**

**KNOWN BY THE  
COMPANIES WE KEEP.**  
[meetac.com](http://meetac.com)



OTHER MEET AC BRANDS

MEET



AC

## MEET AC BRANDS - AC SPORTS COMMISSION

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### ATLANTIC CITY SPORTS COMMISSION LOGO



# MEET AC BRANDS - AC SPORTS COMMISSION

## ATLANTIC CITY SPORTS COMMISSION LOGO COLORS



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[AtlanticCitySports.org](http://AtlanticCitySports.org)



## CMYK COLOR PALETTE



AC Sports Dark Blue  
C: 100 M: 80 Y: 0 K: 0



AC Sports Light Blue  
C: 100 M: 10 Y: 0 K: 0



C: 30 M: 0 Y: 0 K: 0

C: 100 M: 10 Y: 0 K: 0

C: 100 M: 80 Y: 0 K: 0



KNOCKOUT  
C: 0 M: 0 Y: 0 K: 0

## CMYK SECONDARY COLOR PALETTE



Bright Green  
C: 50 M: 100 Y: 0 K: 0



Deep Orange  
C: 0 M: 80 Y: 95 K: 0



Plum  
C: 35 M: 100 Y: 35 K: 0



Black  
C: 0 M: 10 Y: 0 K: 100



Silver or Gray  
C: 0 M: 0 Y: 0 K: 60

## MEET AC BRANDS - AC SPORTS COMMISSION

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### ATLANTIC CITY SPORTS COMMISSION LOGO - KNOCKOUT

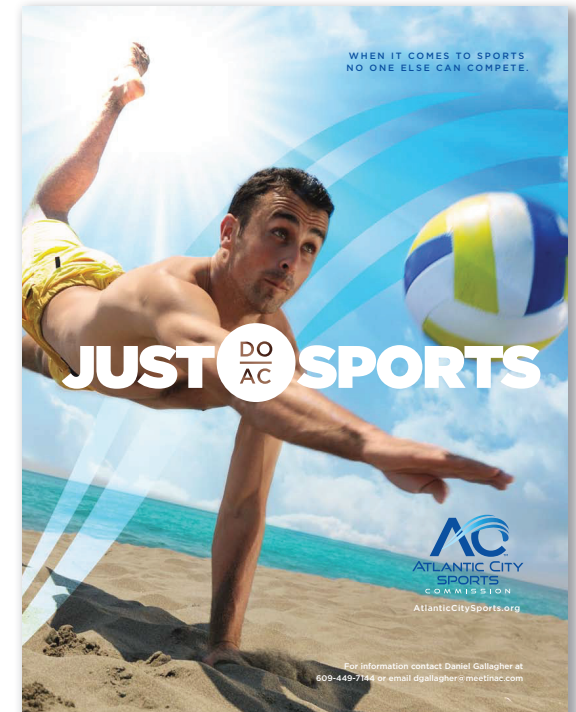


# MEET AC LOGO - AC SPORTS COMMISSION



# MEET AC BRANDS - AC SPORTS COMMISSION

## ADVERTISING EXAMPLES



## MEET AC BRANDS - PLAY AC

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### ATLANTIC CITY PLAY LOGO



## MEET AC BRANDS - PLAY AC

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### ATLANTIC CITY PLAY ADVERTISING EXAMPLES





## MEET AC BRANDS - AC FILM COMMISSION

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### ATLANTIC CITY FILM COMMISSION LOGO



# MEET AC BRANDS - AC FILM COMMISSION

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## ATLANTIC CITY FILM COMMISSION LOGO COLORS



### CMYK COLOR PALETTE

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BLACK NOIR  
C: 30 M: 0 Y: 0 K: 100



FLAT BLUE SILVER  
C: 100 M: 10 Y: 0 K: 0



CLASSIC BLUE SILVER GRADIENT

▲ C: 6 M: 0 Y: 0 K: 15    ▲ C: 18 M: 0 Y: 0 K: 70    ▲ C: 7 M: 0 Y: 0 K: 13



KNOCKOUT  
C: 0 M: 0 Y: 0 K: 0



Use two gradients in opposing directions  
to create a distinct beveled effect.



LIGHTER CLASSIC BLUE SILVER GRADIENT

▲ C: 6 M: 0 Y: 0 K: 15    ▲ C: 13 M: 0 Y: 0 K: 50    ▲ C: 7 M: 0 Y: 0 K: 13

## MEET AC BRANDS - AC FILM COMMISSION

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### ATLANTIC CITY FILM COMMISSION LOGO - KNOCKOUT



2 COLOR LOGO VS2

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PMS 2 COLOR PALETTE

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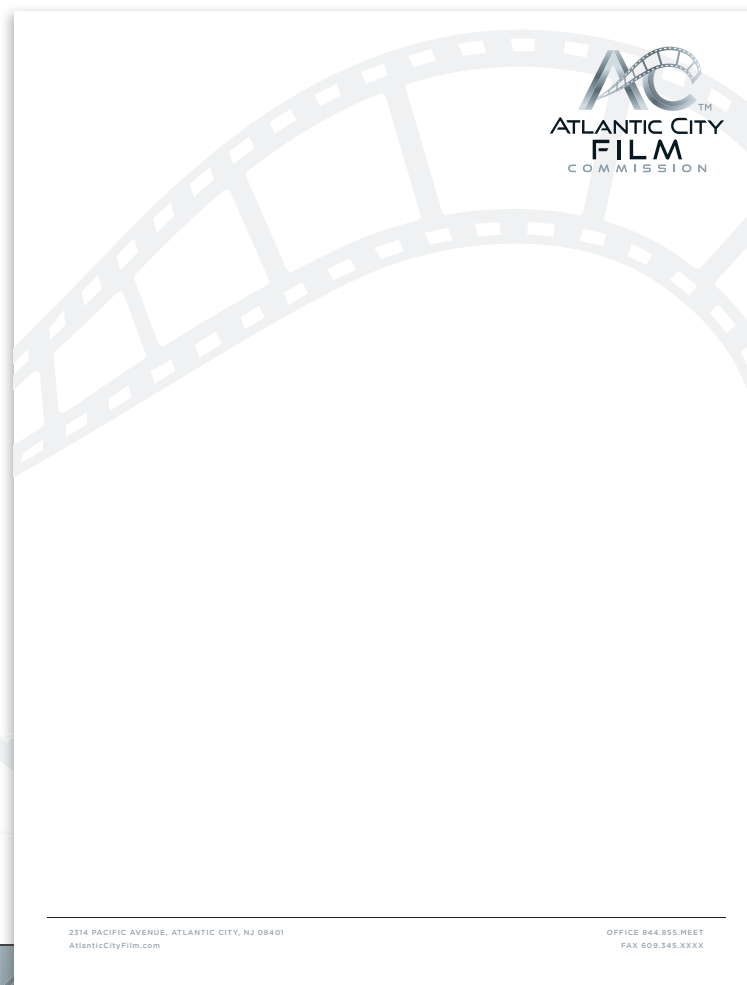


PMS: PROCESS BLACK

PMS: 877

KNOCKOUT

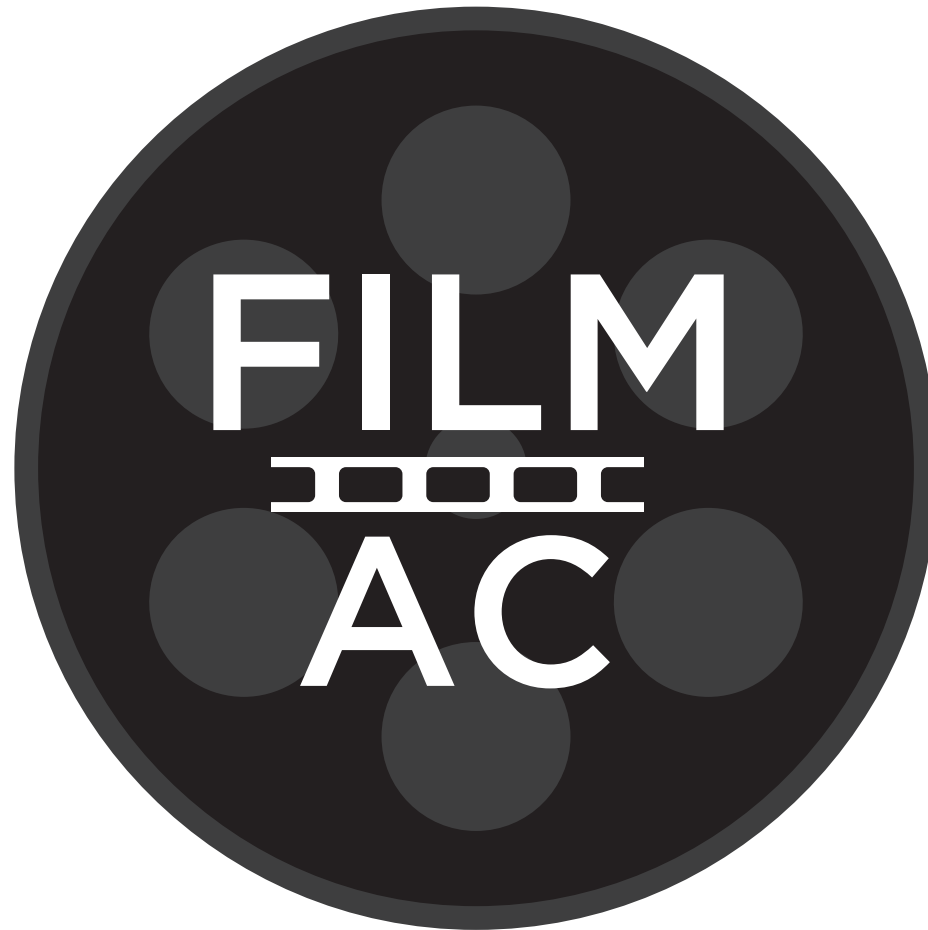
# MEET AC BRANDS - AC FILM COMMISSION



## MEET AC BRANDS - FILM AC

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### ATLANTIC CITY FILM LOGO



## MEET AC BRANDS - DINE AC

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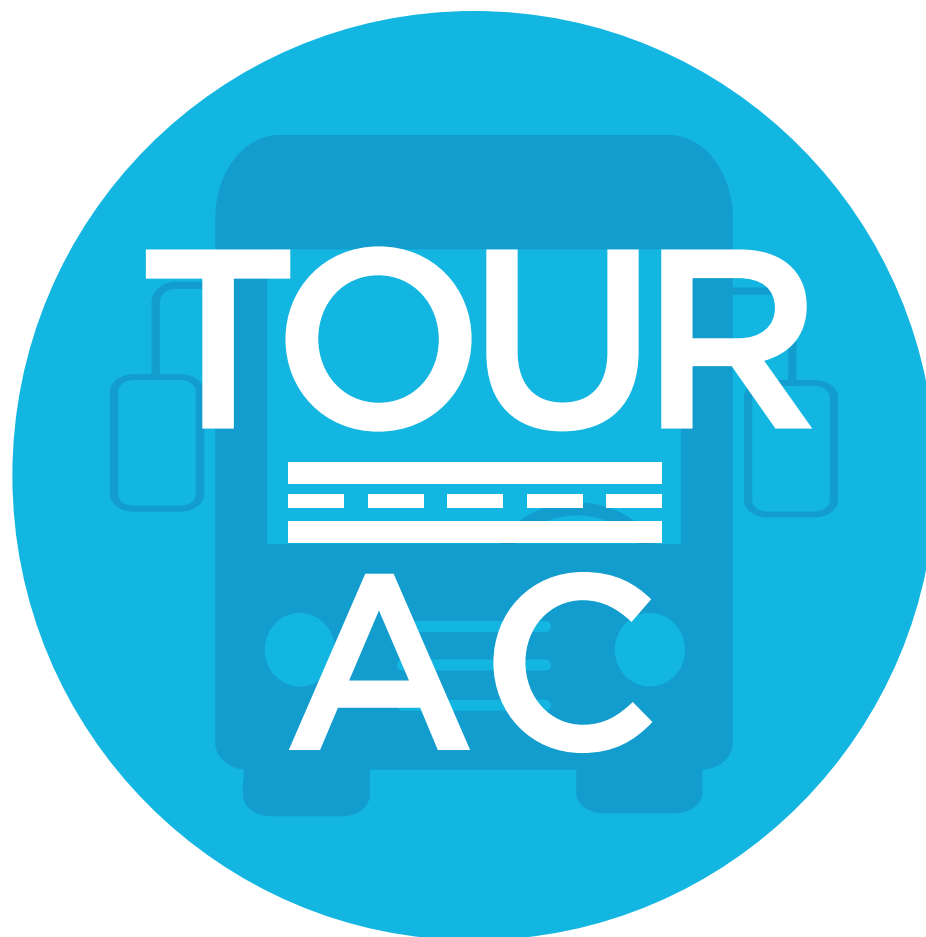
### ATLANTIC CITY DINING LOGO



## MEET AC BRANDS - TOUR AC

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### ATLANTIC CITY TOUR LOGO



# MEET AC BRANDS - TOUR AC

## ATLANTIC CITY GROUP TOUR ADVERTISING EXAMPLES



*My Bucket List*  
#14. SHOP 'TIL HE DROPS



**CHECKING OFF YOUR LIST IN ATLANTIC CITY!**

- ✓ #11. Walk in Miss America's Shoes
- ✓ #22. Grab a Cheeseburger in Paradise
- ✓ #29. Book a Room with A View
- ✓ #37. Sun Bathe in Winter

Celebrity chefs and award-winning dining, brand name tax-free shopping, show stopping entertainment, the arts and culture, and a world famous beach and boardwalk, one visit to Atlantic City can really check off your Bucket List. Heather Colache is available at 609.449.7151 or hcolache@meetac.com to help you DO AC.



AtlanticCityNJ.com

*Bucket List*  
#14. SHOP 'TIL HE DROPS



**CHECKING OFF YOUR LIST IN ATLANTIC CITY!**



AtlanticCityNJ.com



## MEET AC BRANDS - SALES AC

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ATLANTIC CITY SALES LOGO - FOR SALES PROMOTIONAL USE ONLY



Atlantic City



Atlantic City