VISIT

Atlantic City

GRAPHIC STANDARDS

GRAPHIC *Standards*

Graphic Standards define the look and feel of the brand through color, typography and imagery. Each element works together to make the brand cohesive, engaging and unique in a space of competitors. The graphic standards also serve as a guide on how to use each element properly when developed into marketing materials.

- BRAND LOGOS & FONTS
- COLOR PALETTE
- PHOTO & VIDEO GUIDELINES
- DESIGN TREATMENTS

BRAND

Logos & Fonts

Logos and fonts provide a visual and typographic representation of our brand personality and tone. To establish and maintain a memorable brand with consistent visual appeal, we follow the graphic standards for logos and type.

- PRIMARY LOGO
- LOGO SUITE
- LOGO COLOR
- EDITORIAL FONTS

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Axis

Customized type inspired
by Palm Canyon Drive

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Primary

Secondary

Secondary

These are the approved logo colors. Logos should only be presented in the following colors:

White (primary)
Red (secondary)
Black (secondary)

White on Red is the primary color combination.

Our Historic Boardwalk

All Round Sans Gothic Bold

BY THE EDGE OF THE ATLANTIC OCEAN

All Round Sans Gothic Medium

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Proxima Nova Regular

All Round Gothic Sans Bold

By Ryoichi Tsunekawa via Adobe Fonts

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 ! @ # $ % & ?

All Round Gothic Sans Medium

By Ryoichi Tsunekawa via Adobe Fonts

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 ! @ # $ % & ?

Proxima Nova

By Mark Simonson via Adobe Fonts

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 ! @ # $ % & ?

Palm Canyon Drive

By Amy Hood of Hoodzpah Design Co. + RetroSupply Co.

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 ! @
$ % & ?

COLOR Palette

Color serves as the visual foundation of the brand and plays a very important role when creating positive first impressions with our audience. Color is used to celebrate and align with the attributes of the brand's personality, creating a specific mood and tone for every interaction. When used correctly and consistently, the brand colors have the power to encourage brand recognition and equity. To establish this consistent use of color, follow the graphic standards for the palette.

- COLOR PALETTE
- TONES & COMBINATIONS

ICONIC RED

HEX: # FF3C30
CMYK: 0 89 85 0
PANTONE: 485C | 2347U

SALTY BLUE

HEX: # CEEAE1
CMYK: 20 0 15 0
PANTONE: 566C | 7464U

SHOWTIME

HEX: # FFDF52
CMYK: 0 29 78 0
PANTONE: 121U | 122C

DEEP ATLANTIC

HEX: #1F0D40
CMYK: 94 100 36 50
PANTONE: 2105U | 2695C

BLACKJACK

HEX: #232222
CMYK: 70 66 65 72
PANTONE: PROCESS BLACK

BRIGHT WHITE

HEX: #FFFFFF
CMYK: 0 0 0 0
PANTONE: BRIGHT WHITE

PRIMARY

SECONDARY

NEUTRALS

Our Historic Boardwalk

BY THE EDGE OF THE ATLANTIC OCEAN

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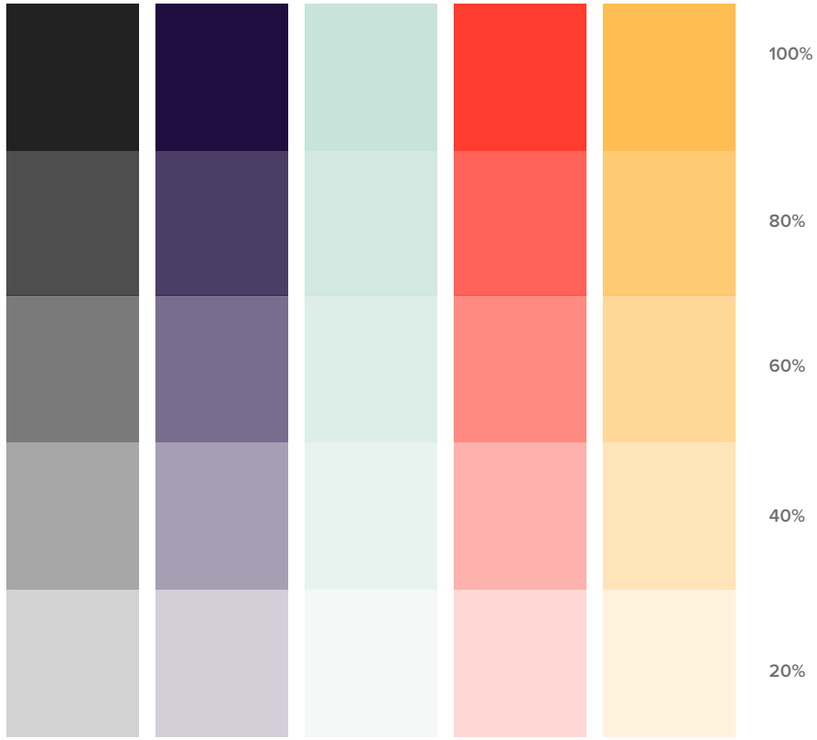
Blackjack
#232222

Blackjack (80%)
#595757

Blackjack (60%)
#736F6F

COLOR PALETTE TONES



CONTRAST CHECK

ADA COMPLIANT COLOR COMBINATIONS

WCAG AA or better for large text & UI components

EXAMPLE OF COLOR & LOGO USAGE

LIVE

LIVE TO LEAD

LIVE TO LEARN

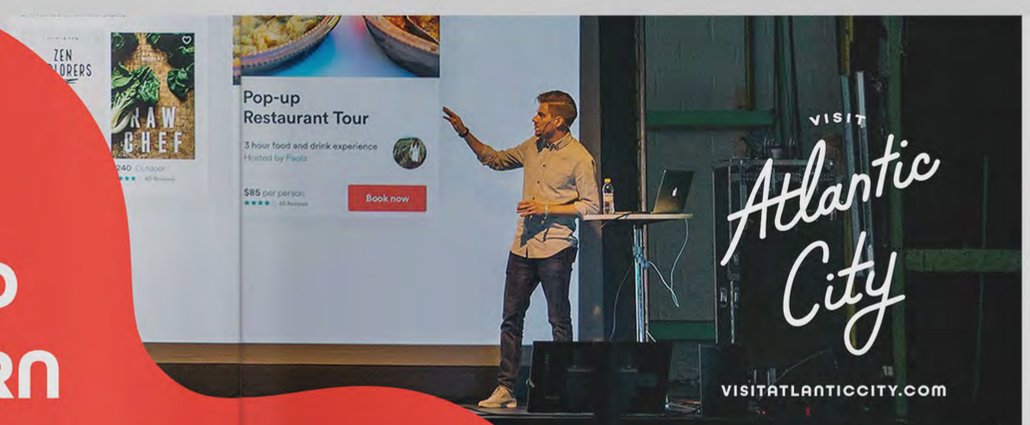
LIVE TO INNOVATE

LIVE TO LEND A HAND

LIVE TO EXPLORE BIG IDEAS

LIVE TO CONNECT THE TEAM

LIVE TO *Meet*



EXAMPLE OF COLOR & TYPOGRAPHY USAGE

PHOTO & VIDEO Guidelines

These guidelines serve as a resource to keep our visual presence cohesive across all marketing platforms. The guide provides suggestions to maintain an engaging and high-quality aesthetic.

- ESTABLISHING VISUAL INTEGRITY
- CREATING A SENSE OF PLACE
- INCORPORATING LIFESTYLE IMAGERY
- BUILDING A STRONG POINT OF VIEW
- WHAT TO AVOID

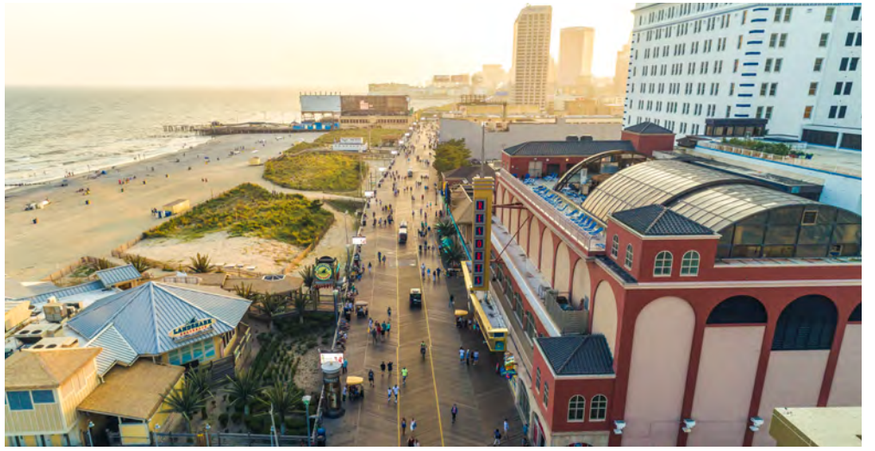
ESTABLISHING VISUAL INTEGRITY

To establish and maintain a high level of aesthetic integrity and diversity when representing Atlantic City, we abide by the following visual guidelines for photography and video:

- Subject matter should be representative of the Brand Pillars
- Keep the energy and subject matter light, playful and relevant
- Showcase vibrant spaces with inviting light
- Maintain balanced composition and well-cropped visuals
- Always include a main focal point (except in aerials)
- Showcase lifestyle imagery when possible (see specific slide for details)
- Establish a sense of place when possible (see specific slide for details)

CREATING A SENSE OF PLACE

Visuals hold great power. They can provoke instant engagement with our audience and leave a lasting first impression. With that in mind, it is important to be mindful about what we choose to share. One of the best ways to set ourselves apart from other destinations is to show off the unique visual qualities of our area from the iconic landmarks and colorful murals to the wide open spaces of the beach and boardwalk.



INCORPORATING LIFESTYLE IMAGERY

Lifestyle imagery puts our audience in the shoes of the subject interacting with the destination. Consumers are more likely to engage with photography and video when lifestyle imagery is included. To make sure that we do this in an engaging and authentic manner, while representing our diverse community and audience, we abide by the following guidelines:

- When shooting lifestyle imagery, it is recommneded that the subjects are candid and natural in their demeanor
- When highlighting specific members of the community, portraits are recommended
- Subjects should be diverse in gender, orientation, age and ethnicity to best represent our inclusive destination
- To speak to the history and nostalgia of the city, historical lifestyle photography can be incorporated into our collective imagery

WHAT TO AVOID

It is very important to curate and develop the best quality images and footage to represent Atlantic City. A few lackluster images or shots can take away from the energy of a high-quality collection as a whole. To maintain the consistency and integrity of our visual presence, it is recommended to avoid shooting imagery with the following qualities and styles:

Use of High Dynamic Range (HDR)

Use of Heavy Filters

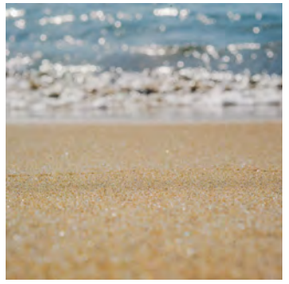
Staged Stock Imagery

Hazy or Blurry Visuals

Over & Underexposed Visuals

Point & Shoot/Cell Phone Quality

Cliche Visuals



Uncompelling Visuals

EXAMPLE OF PHOTOGRAPHY USAGE

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EXAMPLE OF PHOTOGRAPHY & TYPOGRAPHY USAGE

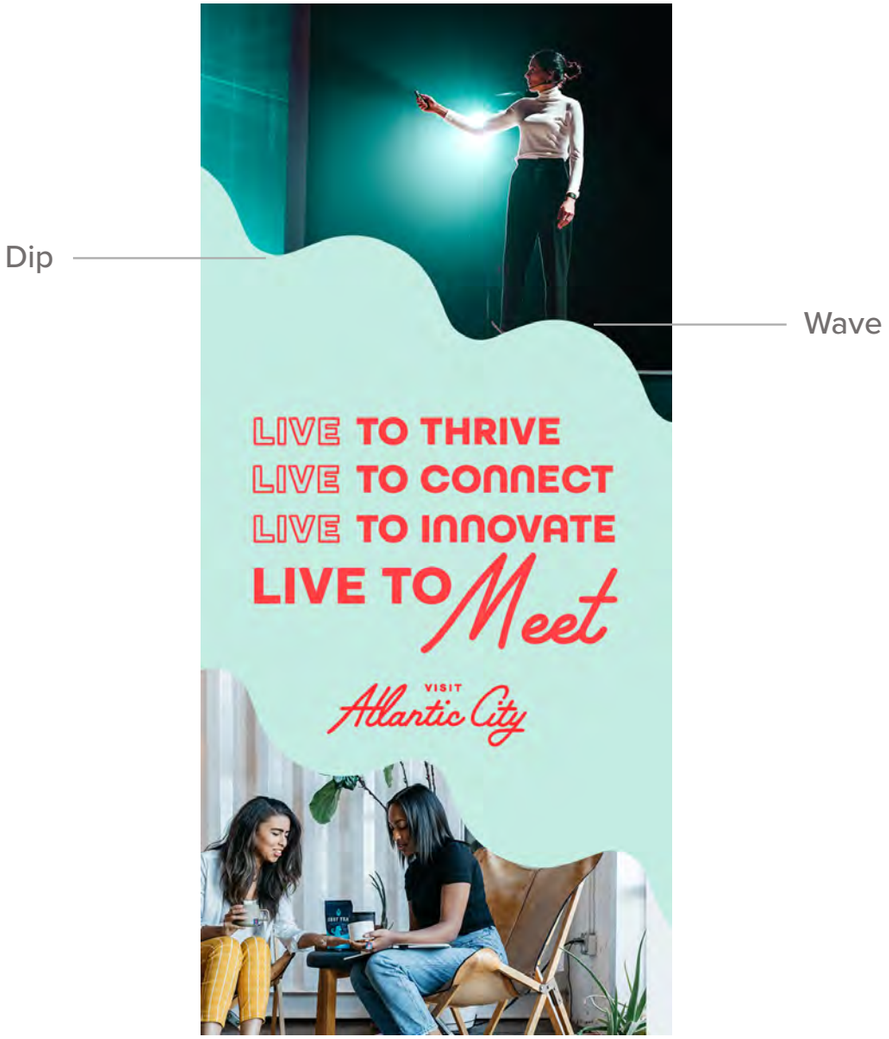
DESIGN Treatments

The brand relies on a unique set of design treatments that, when used correctly, set the brand apart visually from competitors within the industry. To keep these designs intact, we follow specific standards developed for each treatment.

- COLOR WAVE TREATMENT
- SCRIPT TREATMENT

COLOR WAVE TREATMENT

- No matter where you place the color wave, the large, more rounded peaks face outward and the narrow dips face inward
- The color wave should always be iconic red, salty blue, or a masked photo



SCRIPT TREATMENT

- To establish balance with the script font when scaling words, ensure that all strokes visually match in width

- Letterforms can be manually kerned to ensure proper spacing and so that letterforms appear visually connected

Examples

OF BRAND IN-USE

Live to Meet
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A BRIEF GUIDE TO THE ISLAND
If you want to rent a house: Visit formentera luxuryvillas.com for homes that can accommodate up to 14 guests.
Or if you'd rather stay in a hotel: Talaya Formentera and Gecko Beach Club, on Playa Migjorn; the eco-chic Es Ram resort; and the Es Marès Hotel and Spa.
Where to eat out: In Sant Francesc, Can Carlos and Ca Na Pepa for Italian; and in Sant Ferran, Can Dani, the island's only Michelin-starred restaurant.
How to get around: A car comes in handy on this 32-square-mile island if you want to beach-hop or visit the Mercat Pagès (Farmers' Market). On her last trip, Ferrara rented a pink Mehari from formenterameharis.com.
LIVE TO THRIVE
LIVE TO CONNECT
LIVE TO INNOVATE
LIVE TO Meet
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LIVE TO LEAD
LIVE TO CONNECT
LIVE TO EMPOWER
LIVE TO Meet
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From left: Laura Ferrars in her Tribú loft; one of her favorite Formentera beaches, Playa de Ses Illetes

A BRIEF GUIDE TO THE ISLAND

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LIVE TO ROAM, LIVE TO WANDER,
LIVE TO *Travel*

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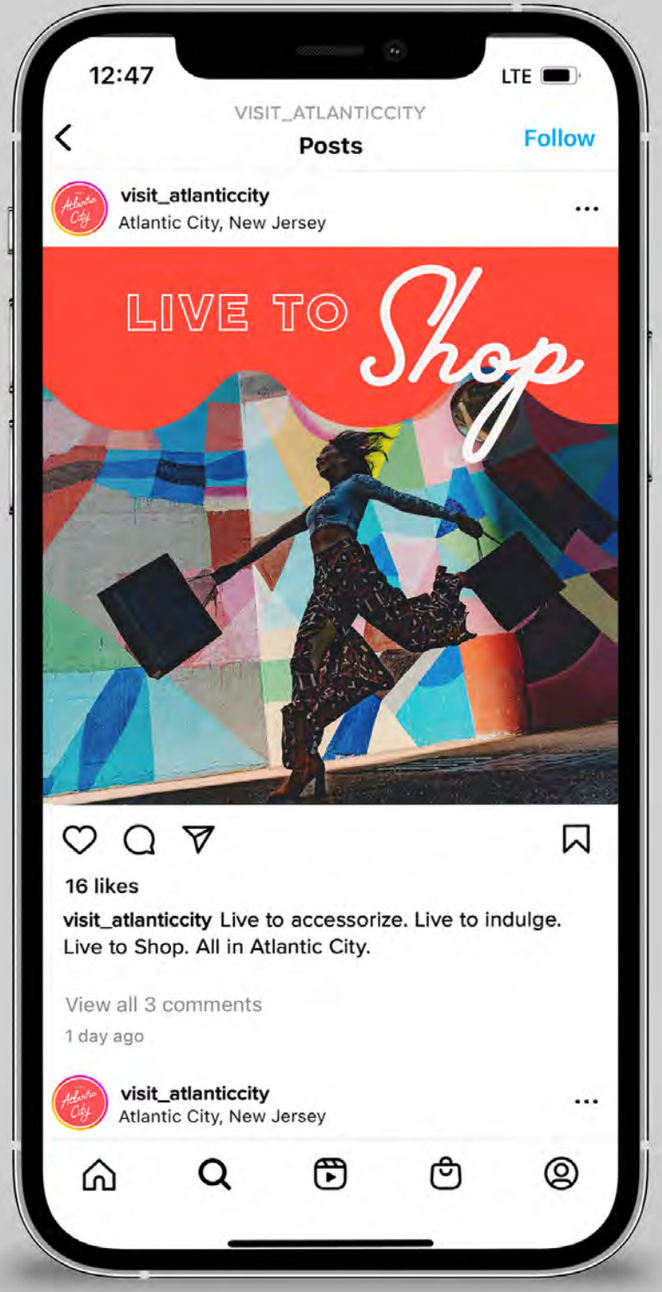
GET THE INSIDER SCOOP ON THE BEST PLACES TO TRAVEL

The 8 Best Spas in New England to Visit This Winter

Fireside cocktails, blustery walks on the beach, and indulgent massages for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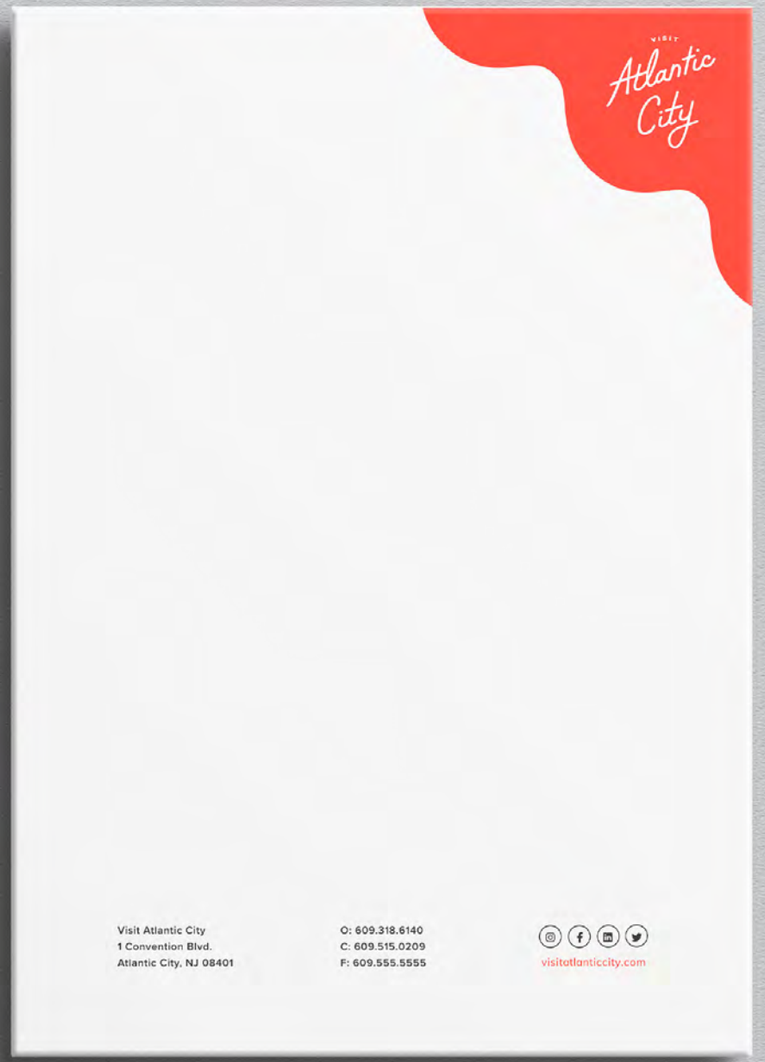
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made by simpleview