

THE TAMPA BAY EFFECT CAMPAIGN *STYLE GUIDE*

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TAMPA BAY
FLORIDA



Where can you find active adventures,
sky-high coasters, exotic wildlife
and authentic culture and cuisine...
and enjoy it all at a relaxing pace?

Only in Tampa Bay.

It's the perfect union of
exhilaration with relaxation,
creating something we like to call

THE TAMPA BAY EFFECT.

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LOGO USAGE



PRIMARY LOGO

Use the primary logo in Snorkel Blue on white or light backgrounds, or over light areas of photographs. Ensure that there is enough contrast for strong legibility.



REVERSED LOGO

Use the reversed logo on dark backgrounds or dark areas of photographs. Ensure that there is enough contrast for strong legibility.



NOTE

When space is limited or the logo is less than 1.5" wide, "FLORIDA" may be dropped to maximize space and legibility.

PARTNER CO-BRANDING

When a partner logo must be included in the layout in addition to the Visit Tampa Bay logo, be sure not to place it in such close proximity to the Visit Tampa Bay logo that it looks like a logo lockup. Place the partner logo in a different area of the layout, anchored to or aligned with another design element when possible.



COLOR PALETTE

A bold, modern palette features colors that represent the spirit and personality of Tampa Bay. Special attention has been paid to color value and usage to ensure optimal reproduction across mediums.



SNORKEL BLUE

C 100 **M** 49 **Y** 7 **K** 13

R 0 **G** 102 **B** 159

Hex #00669f

Pantone 7692



YBOR GOLD

C 0 **M** 9 **Y** 100 **K** 0

R 255 **G** 223 **B** 0

Hex #ffdf00

Pantone 109

TYPOGRAPHY



HEADLINES

LIEBE DORIS

For headlines, use a combination of Liebe Doris **Regular** and **Bold Italic**.

The preferred headline setup is stacked, with the second word approximately 150% larger than the first. The second word is always Ybor Gold. Depending on the background color, the first word can be white or Snorkel Blue.

If space or size do not allow for a stacked orientation, the headline can be displayed on one line with the type all the same size. The second word should always be Ybor Gold.

BODY COPY

KREMLIN PRO

For body copy, use Kremlin Pro **Expanded Demi**.

URL

VISITTAMPABAY.COM

Set the url in **Liebe Doris Bold** and break it up with color as shown.

FOR SMALL TYPE OR LARGE AMOUNTS OF BODY COPY

If copy will not be legible when set in Kremlin Pro (due to size, volume, etc.), use **Apex New**.

"THE TAMPA BAY EFFECT" CAMPAIGN LEXICON

Research revealed consumers value the wide range of activities and low stress vibe of Tampa Bay. To leverage these insights, *The Tampa Bay Effect* campaign was created — juxtaposing the active side of Tampa Bay with its relaxing, low key vibe. Campaign headlines represent this contrast.

Approved headlines are below.

LEISURE

RELAX
BOLDLY

SMILE
WILDLY

ADVENTURE
UNFORGETTABLY

Culinary
EXPLORE
DELICIOUSLY

Beverage
SIP
BOLDLY

LGBTQ+
RELAX
PROUDLY

Accessibility
ADVENTURE
EASILY

PARTNERS

Busch Gardens
COAST
THRILLINGLY

Glazer Children's Museum
DISCOVER
PLAYFULLY

MOSI
PLAY
BOLDLY

The Florida Aquarium
DELIGHT
DEEPLY

ZooTampa
DELIGHT
WILDLY

Straz
APPLAUD
WICKEDLY

(custom ending based on show we are promoting)

Tampa Bay History Center
EXPLORE
HISTORICALLY

SPANISH

RELÁJATE
ATREVIDAMENTE

MEETINGS

MEET
CONFIDENTLY

MEET
BRILLIANTLY

MAKE IT TAMPA BAY

COMMUTE
HAPPILY

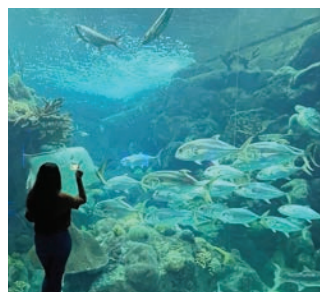
LIVE
BOLDLY

PHOTOGRAPHY

Use photography from the Visit Tampa Bay image library as a full-bleed background.

When shooting new photography, the focus should be on the person or people in the midst of an experience. Highlight their emotion, while showcasing the environment in the background. The camera is part of the action so the viewer feels like they are part of the group or experience. Photos must look candid, never posed. Photos must be well lit. Natural light is preferable. If shooting indoors or in the evening, ensure that there is ample, even lighting.

Samples from the photo library are below.



DESIGN ELEMENTS



Headline

Place the headline toward the top, in the negative space of the photo.

Full-Bleed Photo

Visit Tampa Bay logo

The horizontal orientation is preferred, but the vertical version may be used in narrow vertical layouts to maximize size and legibility. The logo should be centered if possible. Position the logo so that the top of the word "FLORIDA" is aligned with the top of the frame.

The Frame

For print ads with body copy, frame the copy with a solid line in Ybor Gold. The line should be **3 pt** on ads that are 8" x 10" or similar, and shrink or grow proportionately for smaller or larger layouts. Follow the example on this page for anchoring the logo and URL. Leave space around the other elements and align them to create one unit.

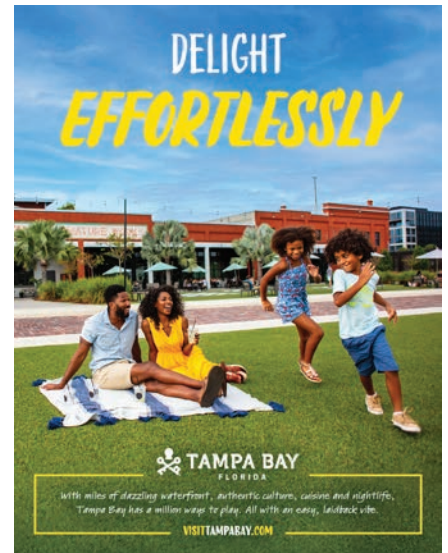


The URL or CTA

For print ads, the URL should be part of the logo/body copy/URL unit and should be set over the image. For digital ads, place the CTA in an Ybor Gold box. CTAs in boxes may be set in one color.

CREATIVE SAMPLES

PRINT



CREATIVE SAMPLES

OUTDOOR — PARTNERS



14x48



Hyper Vertical Digital Outdoor

CREATIVE SAMPLES

STATIC DISPLAY



728x90



160x600



300x250