

# BRAND CAMPAIGN STYLE GUIDE

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**TAMPA BAY**  
FLORIDA

# CONTENTS

Logo Usage . . . . . 3

Partner Co-Branding . . . . . 4

Color Palette . . . . . 5

Typography . . . . . 6

Campaign Lexicon . . . . . 7

Photography . . . . . 8

Design Elements . . . . . 9

Creative Samples . . . . . 12

# LOGO USAGE



## PRIMARY LOGO

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



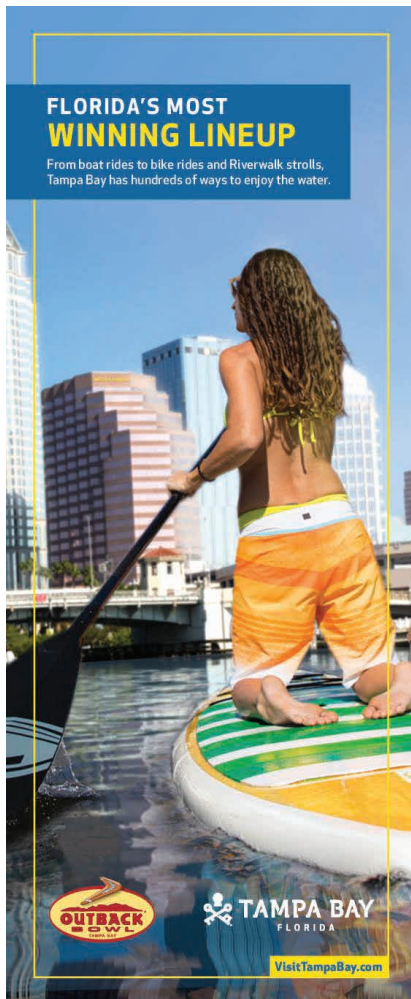
## REVERSE LOGO

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



# PARTNER CO-BRANDING

When a partner logo must be included in the layout in addition to the Visit Tampa Bay logo, close the golden rule up and move the VTB logo up to make room for the URL or CTA. Place the URL or CTA under the VTB logo, and place the partner logo in the other bottom corner.





# 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: APEX NEW BOLD

For headlines, use Apex New Bold in all caps.

"FLORIDA'S MOST" should be white and on its own line with tracking set to 75. The rest of the headline should be Ybor Gold with tracking set to 50. The point size of "FLORIDA'S MOST" should be approximately 60% of the point size of the rest of the headline.

## Body copy: Apex New Medium & Book

For body copy, use Apex New Medium in all caps with tracking set to 25. For this campaign, body copy will primarily be white used over snorkel blue.

If using body copy over white, use Apex New Book in black.

Body copy should be limited to two lines. One line is preferred.

# CAMPAIGN LEXICON

## HEADLINES

Headlines always begin with "FLORIDA'S MOST" and are paid off with a word or phrase that complements the photo being used. Keep the headline under three words if possible (not counting "FLORIDA'S MOST"). See creative samples for examples.

Body copy should be limited to two lines. One line is preferred.

Adhere to the guidelines under the Typography section for colors, typeface and size.

# PHOTOGRAPHY

Use photography from the Visit Tampa Bay image library as a full-bleed background. Find more images at [xxxx.com](http://xxxx.com).

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 there is ample, even lighting.





# DESIGN ELEMENTS

## THE GOLDEN RULE

The golden rule frames each piece and is set in Ybor Gold. Use the creative samples included here as a guide for weight and placement. For example, on an 8.5" x 11" print piece, set the rule weight at 2 pt. Ensure that it is set within the live area of the piece.

The golden rule also serves as an anchor for the Visit Tampa Bay logo, which is set along a bottom corner of the rule, preferably the right. The rule breaks to allow space for the logo on either side (approximately equal to the width of the "Y" in "TAMPA BAY"). The bottom of the logo must align with the bottom of the rule.



Align the bottom of the logo with the bottom of the golden rule.

Allow breathing space for the logo equal to the width of the "Y" in "TAMPA BAY."

# DESIGN ELEMENTS

## URL/CTA

Set the URL (VisitTampaBay.com) in print or the CTA (EXPLORE) in digital applications within a rectangle set in Ybor Gold and anchored to the bottom corner of the golden rule (opposite the Visit Tampa Bay logo). Set the URL or CTA in Snorkel Blue, Apex New Bold. The URL should be in upper and lowercase and the CTA should be in all caps.



URL on full-page print



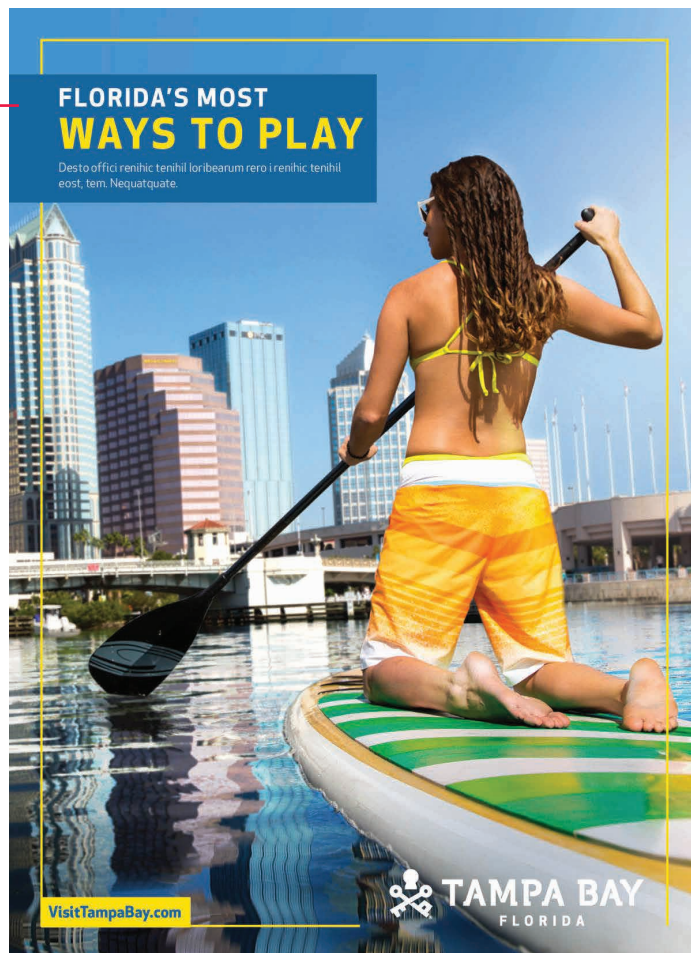
CTA on 300x250 static display

# DESIGN ELEMENTS

## THE FLAG

The flag houses the headline and body copy. The flag must be a horizontal rectangle, set over the golden rule, that bleeds off the piece. The preferred placement is the upper left corner. The flag should not take up more than 15% of the creative. The flag height should not exceed 60% of the width.

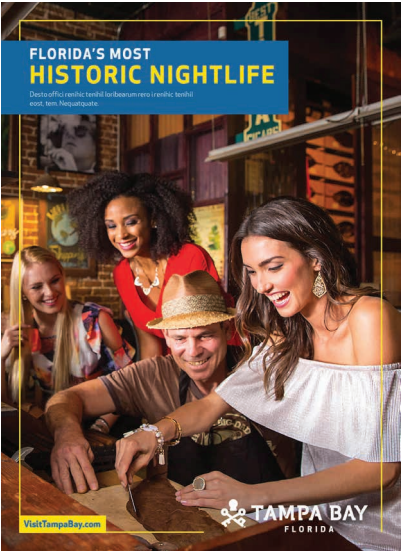
Bleed the flag off the page.  
Place it over the golden rule.





# CREATIVE SAMPLES

## PRINT



# CREATIVE SAMPLES

## OUTDOOR



14x48



Hyper Vertical Digital Outdoor



# CREATIVE SAMPLES

## STATIC DISPLAY



300x250



728x90



160x90