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

HORIZONTAL (preferred)

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

VERTICAL (secondary)

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.
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.

**COLOR PALETTE**

CLEAR SKIES BLUE

- **CMYK**: 83/40/0/0
- **RGB**: 1/130/197
- **Hex**: #0182C5
- **Pantone**: 7692

YBOR GOLD

- **CMYK**: C 0 M 9 Y 100 K 0
- **RGB**: R 255 G 223 B 0
- **Hex**: #ffdf00
- **Pantone**: 109
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 Clear Skies 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.

For body copy, use Kremlin Pro Expanded Demi.

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 EXCITEDLY
- Tampa Bay History Center EXPLORE HISTORICALLY

**SPANISH**

- RELÁJATE ATREVIDAMENTE

**MEETINGS**

- MEET VIBRANTLY
- MEET BRILLIANTLY

**MAKE IT TAMPA BAY**

- COMMUTE EASILY
- 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**

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

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**Full-Bleed Photo**

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**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.

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**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.

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**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.

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**Sky Gradient**
Use the Sky Gradient as an alternative to a photographic or solid blue background.
CREATIVE SAMPLES

PRINT

ADVENTURE
UNFORGETTABLY

With miles of dazzling waterfront, authentic culture, cuisine and nightlife, Tampa Bay has a million ways to play. All with an easy, laidback vibe.

VISITTPAMBAAY.COM

DELIGHT
EFFORTLESSLY

TAMPA BAY
FLORIDA

MEET
VIBRANTLY

TAMPA BAY
FLORIDA
CREATIVE SAMPLES

OUTDOOR

ADVENTURE EASILY

TAMPA BAY FLORIDA

Just a short drive west on I-4

14x48 (job#: tbcvb_48380_01)

RELAX BOLDLY

TAMPA BAY FLORIDA

Just a short drive west on I-4

DELIGHT EFFORTLESSLY

TAMPA BAY FLORIDA

Just a short drive west on I-4

ADVENTURE UNFORGETTABLY

TAMPA BAY FLORIDA

Just a short drive west on I-4

RELAX PROUDLY

TAMPA BAY FLORIDA

Just a short drive west on I-4
CREATIVE SAMPLES

OUTDOOR — PARTNERS

Hyper Vertical Digital Outdoor

14x48
CREATIVE SAMPLES

STATIC DISPLAY

728x90

300x250

160x600