

THE VISIT FLORIDA LOGO

The logo is the key element of VISIT FLORIDA's visual brand identity. Consistent application according to the following specifications is essential.

The VISIT FLORIDA logo is the property of VISIT FLORIDA and must be used only in accordance with the following standards to maintain consistency.

Use these approved guidelines exclusively. Always use the approved master art for the logo.

The VISIT FLORIDA corporate logo is used for all corporate branding and in limited consumer-facing marketing products.



The VISITFLORIDA.com logo is used in consumer-facing marketing products as an efficient call to action driving consumers to the official website.



For more information on proper usage of the logo, request a copy of our consumer guidelines.

Logo Components

The VISIT FLORIDA logo is the primary component of the VISIT FLORIDA brand identity. As seen above, the logo is a combination of the wave graphic and the trade name, VISIT FLORIDA word marker, in a clear presentation.

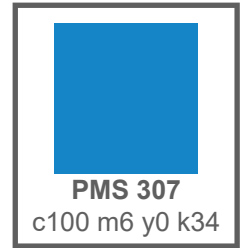
This logo is intended for use only on websites, print ads, literature, broadcast applications, business & promotional materials.

It may not be used in any application without advance, written consent from the VISIT FLORIDA brand department.



One-color logo preferred

The PMS Blue 307 version of the VISIT FLORIDA logo is our corporate logo as well as the preferred version. Consider it the primary choice for most communications.



To build a strong association between color and the VISIT FLORIDA brand, we have designed the logo system to be very flexible by including multiple color options.



PMS RUBINE
c0 m100 y15 k0



PMS 58
c0 m60 y94 k0



PMS 361
c76 m0 y91 k0

Reverse Logo Application & Use with Photography

In some situations, the use of the VISIT FLORIDA logo in one of the approved colors may not be feasible. In this situation, the VISIT FLORIDA logo should be printed in white. The white version of the logo is typically used when placed over photography or a solid color.

The photography must not distract from the logo but must add to it. There must be enough dark space behind the logo so as to allow proper distinction and exposure for the VISIT FLORIDA logo.



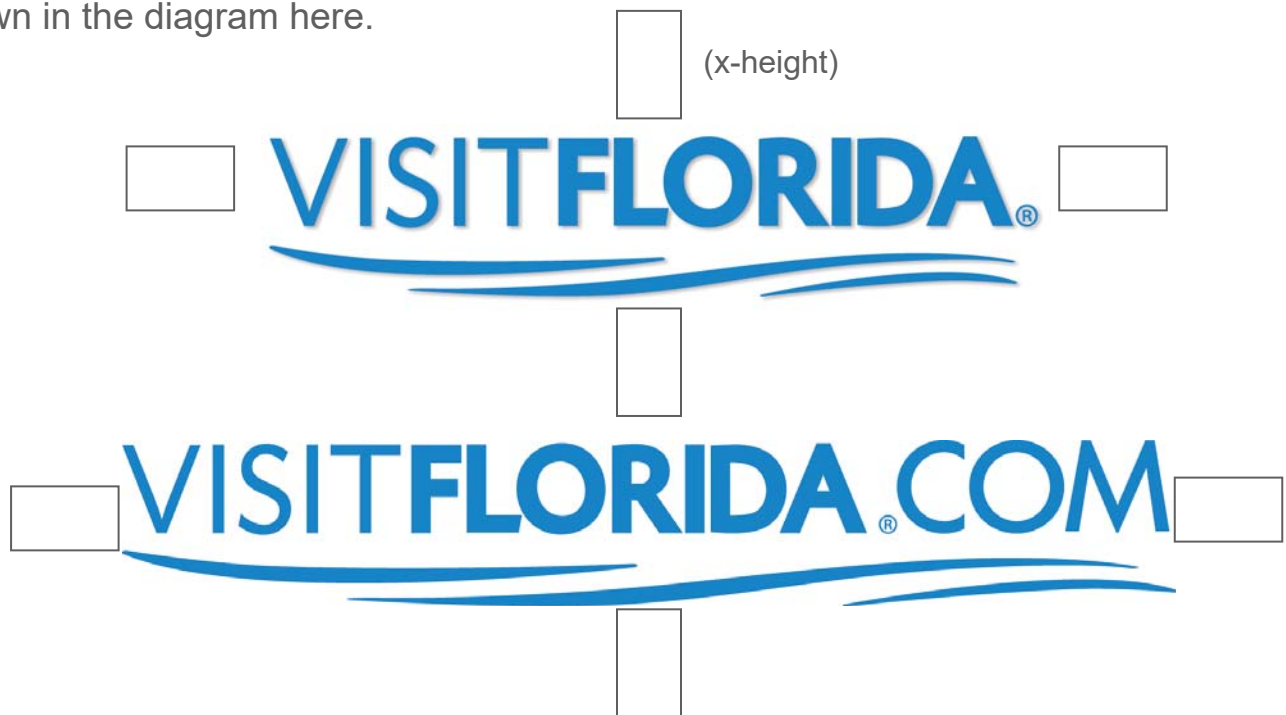
Black logo alternative is only to be used when using color is not an option.



Clear Space

Space around the logo is key to creating focus. The VISIT FLORIDA logo must always have sufficient “room to breathe,” thereby enabling it to be the focal point on all VISIT FLORIDA communications.

Situations may arise where surrounding the logo with generous amounts of clear space may not be feasible. When positioning the logo near text and/or image heavy applications, always maintain, at the very least, a minimum area of protection space. The minimum area of protection is based on the x-height of the VISIT FLORIDA word mark as shown in the diagram here.



Protection Area

Display the VISIT FLORIDA logo prominently, keeping it isolated from all other words and designs. The protection area provided around the VISIT FLORIDA logo must never be less than the minimum space demonstrated here.



In Market Use

Alternate Versions

There are always exceptions in the management and execution of a brand identity. As long as the exceptions are addressed and well documented for usage, the brand identity will remain strong and will continue to build equity.

The following alternate logos exist for specific usages. While all were designed for special purposes, the logos still represent the VISIT FLORIDA brand. Just like other brand elements, they must not be altered in any way. All guidelines illustrated in this document apply when using any of these alternate logos.

Preferred Color: The PMS 307 (BLUE) version of the VISIT FLORIDA alternate logos is the primary choice for most communications.



Alternative Color Options: Use all black or white when using color is not an option.



Do not display smaller than 2 inches or 144 pixels wide at 72dpi
