Visit Tampa Bay Brand Experience

BY THE NUMBERS
Quick, benefit-oriented headlines playfully quantify how Tampa Bay delivers Florida's Most of everything.

660
WAYS TO SOAK UP THE SUN

Countless ideas. Endless fun.
VisitTampaBay.com

FLORIDA'S MOST TRAVEL LEADERS

VISIT TAMPA BAY

192
MILES OF PEDAL-FRIENDLY PATHWAYS

VISIT TAMPA BAY VisitTampaBay.com

ADDITIONAL DESIGN ELEMENTS
Large screens of lock and key logo element provide visual interest and background texture over bold fields of Snorkel Blue. Bold, angular snipes of Snorkel Blue and Gaspar's Hull help break the page, anchor content and create a visual page personality that is uniquely Visit Tampa Bay.

KEVIN T. GREYBEARD
Greybeard the Business Pirate brings a lively and engaging persona to B2B communications. He is not used in consumer-facing campaigns or more general brand materials.

FLORIDA'S MOST BADGE
This bold, graphic stamp quickly communicates the Florida's Most campaign. Phrases substantiate the brand positioning and are translated into other languages for targeted international communications.

FLORIDA'S MOST WAYS TO PLAY

FLORIDA'S MOST TREASURED MEETINGS

FLORIDA MEJORES ADVENTURAS FABULOSAS

VISIT TAMPA BAY LOGO

VISIT TAMPA BAY

White on Snorkel Blue 100%

VISIT is our call to action.

LOCK AND KEY is our icon. Bold and unique, it plays on historical elements while referencing our proud pirate culture.

TAMPA BAY is set in a unique typeface, specifically designed for our identity. It is crafted to mirror the qualities of the icon, from the subtle breaks in the type to the serif overhangs that resemble the keys.

VISIT TAMPA BAY

Snorkel Blue on Black on Gaspar's Hull Black or Black

VISIT TAMPA BAY

Snorkel Blue 100%

TYPOGRAPHY
We have two main font families: Apex Serif and Apex New. Apex Serif is the primary headline font, usually in all caps. Apex New is primarily applied to text. Headlines can have a mix of both fonts like "Countless Ideas. Endless Fun.", as shown below.

APEX SERIF
Bold Medium Book Light

APEX NEW
Heavy **Bold** Medium Book Light

OTHER LOGO USAGES
Horizontal / Tagline
All versions above can also be utilized in a horizontal format.

VISIT TAMPA BAY
TREASURE AWAITS

LGBTQ
For use with LGBTQ marketing.

VISIT TAMPA BAY

COUNTLESS IDEAS. ENDLESS FUN.

COUNTLESS IDEAS. ENDLESS FUN.
This tagline replaces the previous one, connecting the numerical headlines and badge language to summarize brand benefits in an accessible way.

Note: This tagline is for consumer-facing communications only. Trade campaigns still use the previous tag: Treasure Awaits.

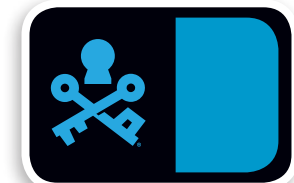### COLOR PALETTE
A bold, modern palette features colors that represent the spirit and personality of Tampa Bay. Special attention has been paid to color value and usage to ensure optimal reproduction across mediums.

Snorkel Blue
C 100 M 49 Y 7 K 13
R 0 G 102 B 59
Hex #00659f
Pantone: 7692

Snorkel Blue on Black
Snorkel Blue on Black is used when reproduced on black.
C 70 M 16 Y 0 K 0
R 40 G 169 B 224
Hex #28a8df
Pantone: 299

Ybor Gold
C 100 M 49 Y 7 K 13
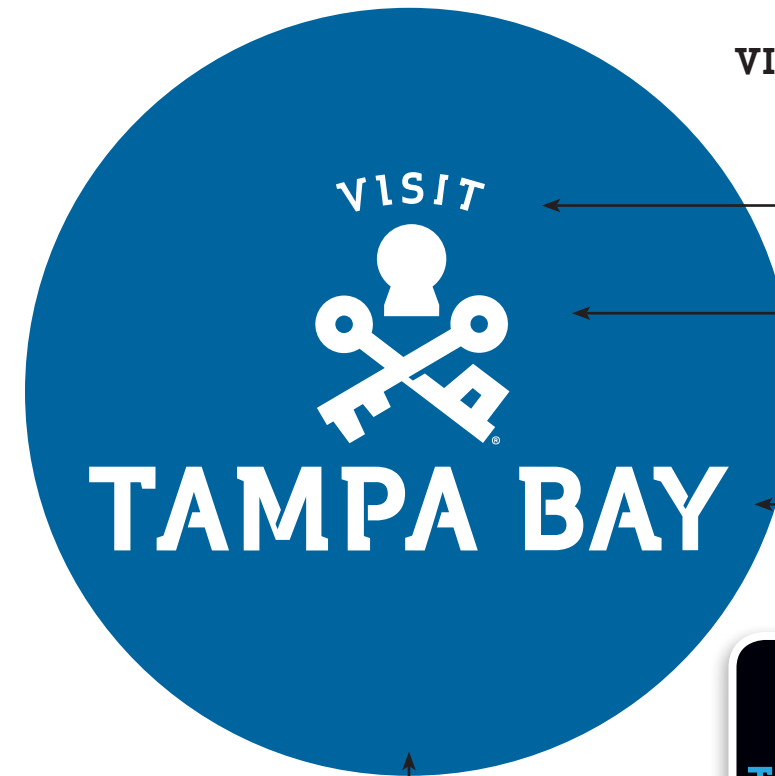R 255 G 223 B 0
Hex #ffdf00
Pantone: 109

Gaspar's Hull
C 100 M 79 Y 44 K 93
R 0 G 0 B 6
Hex #000006
Pantone: Black 6C

BRAND APPAREL