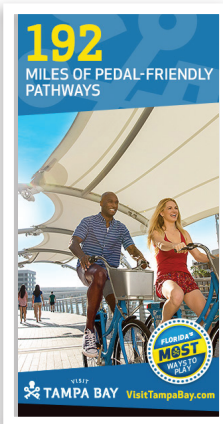


# Visit Tampa Bay Brand Experience

## COLOR PALETTE

### BY THE NUMBERS

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



### 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.



### VISIT TAMPA BAY LOGO



White on Snorkel Blue 100%



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



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.

### OTHER LOGO USAGES

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



LGBTQ  
For use with LGBTQ marketing.



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.

### PRIMARY PALETTE



#### Snorkel Blue

C100 M49 Y7 K13  
R0 G102 B159  
Hex #00659f  
Pantone: 7692



#### Snorkel Blue on Black

Snorkel Blue on Black is used when reproduced on black.

C77 M24 Y0 K5  
R0 G153 B204  
Hex #0099cc  
Pantone: 299



#### Ybor Gold

C2 M8 Y100 K0  
R255 G223 B0  
Hex #ffdf00  
Pantone: 109



#### Gaspar's Hull

C82 M71 Y60 K75  
R16 G24 B32  
Hex #0f1820  
Pantone: Black 6C

### SECONDARY METALLIC PALETTE



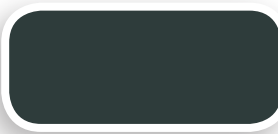
#### Pantone 8765

C73 M13 Y0 K44  
R0 G110 B148  
Hex #006e93  
Pantone non-metallic: 2392



#### Pantone 877

C0 M0 Y0 K54  
R140 G142 B144  
Hex #8b8d90  
Pantone non-metallic: 877



#### Pantone 8603

C68 M49 Y54 K60  
R48 G61 B59  
Hex #2f3c3b  
Pantone non-metallic: 412

### 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

### BRAND APPAREL



### 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.