



NAPLES • MARCO ISLAND  
EVERGLADES™

## 2022 FLORIDA'S PARADISE COAST BRAND GUIDE

# CONTENTS

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## **BRAND IDENTITY 3**

Mission, Vision & Value	4
Our Unique Value Proposition	5
Our Brand Promise	6
Our Brand Personality	7
Our Brand Voice	8
Approved Photo & Video Assets	9

## **BRAND STYLE GUIDE 10**

Primary Logo	11
Primary Logo Colors	12
Horizontal Primary Logo	13
Boxed Logo	14
Variations & Alternate Treatments	15
Boxed Variations & Alternate Treatments	16
Primary Logo Clear Space & Sizing	17
Boxed Logo Clear Space & Sizing	18
Improper Primary Logo Use	19
Improper Boxed Logo Use	20
Film Commission Logo	21
Color Palette	22
Accessible Colors	23
Typography	24

## **“ONLY PARADISE WILL DO” CREATIVE EXECUTIONS 25**

Print Ads	26
Digital Banners	27



## BRAND IDENTITY

  
NAPLES  
MARCO ISLAND  
EVERGLADES.™



## MISSION, VISION & VALUE

**OUR MISSION** is to provide a quality, year-round vacation and group meeting or event experience that produces a positive benefit to our business community through jobs, visitor spending and economic vitality, resulting in a healthy local economy and tax savings to our residents.

**OUR VISION** is to be recognized as the number one destination for travel in the U.S.

**THE VALUE** of our destination is communicated through our highly targeted marketing and promotion tactics to convince potential visitors that when they are ready to travel,

**Only Paradise Will Do.**



## OUR UNIQUE VALUE PROPOSITION

There are 1,350 miles of coastline in the state of Florida. But there is only one Paradise Coast.

Naples, Marco Island and the Everglades is one of the world's favorite vacation destinations, and our Unique Value Proposition explains why:



**Naples, Marco Island and the Everglades promises an elevated coastal, cultural, culinary, and ecological paradise to those with an expectation of excellence.**

As the “North Star” for our brand, everything we do must convey this promise of an elevated experience.

In an era of ever-increasing competition for the traveler's share of mind and wallet, it is our true differentiator.



## OUR BRAND PROMISE

Florida's Paradise Coast is a place that elevates the vacation experience.

Our beaches are uncrowded, spacious and serene. Our downtown is elegant, beautiful and luxurious. Our dining is exclusive and special. Our hotels and resorts rank among the finest in the world. And our stunning natural surroundings provide the perfect environment for unforgettable adventures.

So when it's time to plan a vacation, don't settle for just anywhere. Visit a destination that promises an elevated coastal, culinary, cultural and ecological paradise. Because if you're someone who wants – and expects – the very best of everything,

**Only Paradise Will Do.**



## OUR BRAND PERSONALITY

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We are sophisticated, but not stuffy.

Casual, but not unkempt.

We offer some of the most exclusive resorts, hotels, restaurants and attractions in the world. But we do not exclude anyone from enjoying them.

We proudly welcome families, couples, and single travelers of all ages, races, and orientations.

We are a luxury destination, to be sure. But we define ourselves with the term “Approachable Luxury.”

That level of friendliness, familiarity and approachability is an important part of what sets us apart from other high-end Florida destinations.

And it is why we attract nearly two million visitors a year – and growing.



## OUR BRAND VOICE

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We are conversational. We talk with people, not at them.

We speak about our offerings with confidence, but never brag.

We welcome “visitors,” not “guests.”

Visitors spend time “on” Florida’s Paradise Coast, not “in” Florida’s Paradise Coast.

And while our tone and voice are an important part of our brand, we love to let pictures do the talking -- particularly when those pictures were taken by one of our visitors.



## APPROVED PHOTO & VIDEO ASSETS

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Beauty is everywhere you look on Florida's Paradise Coast.

Clear blue skies. Endless white sand beaches. Sparkling azure waters. Swaying palm trees. If a picture is worth a thousand words, ours are worth millions.

That is why it's imperative that we use imagery which tells our story quickly, powerfully, and memorably.

We have amassed a significant collection of expertly curated content suitable for use in our marketing communications – a collection that we are continually building.

These assets clearly show the beautiful assets and unique features of our destination. But more importantly, they also show people experiencing and enjoying them. Their pleased reactions, happy faces, and authentic moments help tell our story in a way that words alone cannot.

A selection of approved photo and video assets can be found and downloaded [here](https://paradisepot.webdamdb.com/cloud/#folder/5270472).

[https://paradisepot.webdamdb.com/  
cloud/#folder/5270472](https://paradisepot.webdamdb.com/cloud/#folder/5270472)



## BRAND STYLE GUIDE

  
NAPLES  
MARCO ISLAND  
EVERGLADES™



## PRIMARY LOGO

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The primary Naples, Marco Island and the Everglades brand logo is available in three different colors: blue, black and white.

The logo also features the brand identifier “Florida’s Paradise Coast.” This version should be used in most applications.



PRIMARY LOGO

## PRIMARY LOGO COLORS

The primary Naples, Marco Island and the Everglades brand logo is available in three different colors: blue, black and white.

There are instances when the logo will have to be displayed on a busy, dark, or colored background. In these instances, where the logo starts to blend into the background due to a lack of contrast, the reversed primary logo should be utilized.



BLUE PRIMARY LOGO



BLACK PRIMARY LOGO



REVERSED PRIMARY LOGO

## HORIZONTAL PRIMARY LOGO

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The horizontal version of the logo is a variant of the primary logo.

To keep the logo readable, it is recommended to use this variant where vertical space is limited.



BLUE HORIZONTAL PRIMARY LOGO



BLACK HORIZONTAL PRIMARY LOGO



REVERSED HORIZONTAL PRIMARY LOGO

## BOXED LOGO

A boxed logo version is available in a stacked and a horizontal variant. The spacing inside the box adheres to the spacing recommendations on page 8.



BLUE STACKED BOXED LOGO



BLACK STACKED BOXED LOGO



BLUE HORIZONTAL BOXED LOGO



BLACK HORIZONTAL BOXED LOGO

## VARIATIONS & ALTERNATE TREATMENTS

Depending on the design, one of the approved alternate logos can be used.









These alternate logos replace “Florida’s Paradise Coast” with the appropriate URL. These versions should only be used in applications targeting a specific audience or market.

WITH URL		
MEETING URL		
SPORT URL		
BRAZIL URL		
GERMANY URL		
SPANISH URL		
UK URL		

## BOXED VARIATIONS & ALTERNATE TREATMENTS

Depending on the design, one of the approved alternate boxed logos can be used.

These alternate logos replace “Florida’s Paradise Coast” with the appropriate URL. These versions should only be used in applications targeting a specific audience or market.

WITH URL		
MEETING URL		
SPORT URL		
BRAZIL URL		
GERMANY URL		
SPANISH URL		
UK URL		

## PRIMARY LOGO CLEAR SPACE & SIZING

### CLEAR SPACE

To create instant recognition for the brand and to maximize visual impact, the logo must always have a white or negative space margin around it — a minimum amount of clear space that is free of text, logos, symbols, or other graphic elements. The recommended minimum space around the logo should be equal to the height of the shell icon.

### LOGO SIZING

The various versions of the logo can increase in size as necessary for outdoor signage, advertisements, billboards, or posters. For smaller applications, factors such as printing and reproduction need to be considered. This will ensure the optimal readability of the logo. It is recommended that the width of the stacked logo with a tagline or URL should never be smaller than 1". The width of the horizontal logo with tagline or URL should not be less than 1.5625".

If the need arises for an even smaller sized logo, the logo is used without the tagline or URL. The absolute minimum width for the stacked logo is 0.625" and 1" for the horizontal variant.



### MINIMUM SIZE OF LOGO WITH TAGLINE



### MINIMUM SIZE OF LOGO WITHOUT TAGLINE



## BOXED LOGO CLEAR SPACE & SIZING

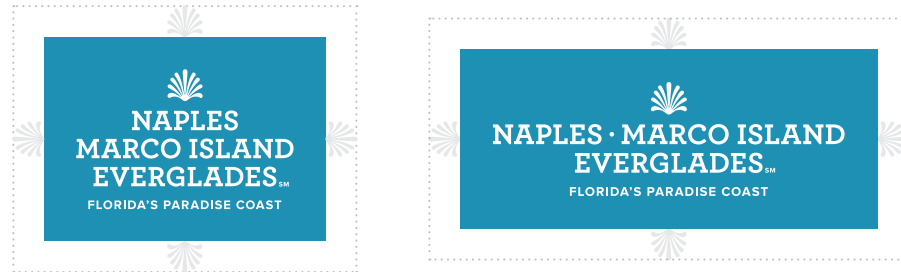
### CLEAR SPACE

To create instant recognition for the brand and to maximize visual impact, the boxed logo must always have a white or negative space margin around it — a minimum amount of clear space that is free of charge text, logos, symbols, or other graphic elements. The recommended minimum space around the boxed logo should be equal to the height of the shell icon.

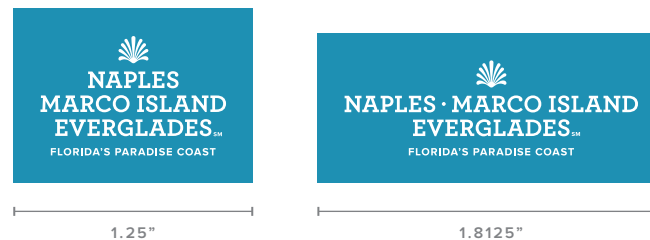
### LOGO SIZING

The various versions of the boxed logo can increase in size as necessary for outdoor signage, advertisements, billboards, or posters. For smaller applications, factors such as printing and reproduction need to be considered. This will ensure the optimal readability of the boxed logo. It is recommended that the width of the stacked boxed logo with a tagline or URL should never be smaller than 1.25". The width of the horizontal boxed logo with tagline or URL should not be less than 1.8125".

If the need arises for an even smaller sized logo, the boxed logo is used without a tagline or URL. The absolute minimum width for the stacked boxed logo is 0.8125" and 1.1875" for the horizontal variant.



### MINIMUM SIZE OF BOXED LOGO WITH TAGLINE



### MINIMUM SIZE OF BOXED LOGO WITHOUT TAGLINE



## IMPROPER PRIMARY LOGO USE

The logo must always be presented in a consistent manner throughout all formats, media, publications, ads and collateral pieces. This is accomplished by following the standards outlined in this style guide. Possible common misuses of the logo are shown here.



## IMPROPER BOXED LOGO USE

The boxed logo must always be presented in a consistent manner throughout all formats, media, publications, ads and collateral pieces. This is accomplished by following the standards outlined in this style guide. Possible common misuses of the boxed logo are shown here.



✓ CORRECT PRIMARY LOGO



✗ DO NOT DISPROPORTIONATELY  
RESIZE OR SKEW THE LOGO



✗ DO NOT REMOVE OR COVER  
UP THE SERVICE MARK (SM)



✗ DO NOT ADD EFFECTS LIKE  
A BEVEL TO THE LOGO



✗ DO NOT ALTER  
THE LOGO COLORS



✗ DO NOT CHANGE THE  
SIZE OF THE BOX



✗ DO NOT USE LOGO WITH  
AN UNAPPROVED TAGLINE

## FILM COMMISSION LOGO

The Paradise Coast Film Commission logo is an identity under the Naples, Marco Island and the Everglades brand. The logo is available in blue, black and white.

### CLEAR SPACE

The logo must always have a white or clear space around it that is free of text, logos, symbols, or other graphic elements. The recommended minimum space around the logo should be equal to the height of the shell icon.

### LOGO SIZING

To ensure the optimal readability of the Film Commission logo, it is recommended that the width of the logo should never be less than 1".



BLUE FILM COMMISSION LOGO



BLACK FILM COMMISSION LOGO



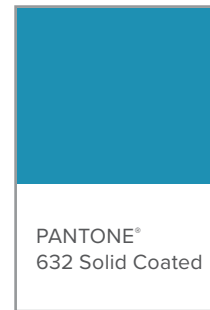
REVERSED FILM COMMISSION LOGO



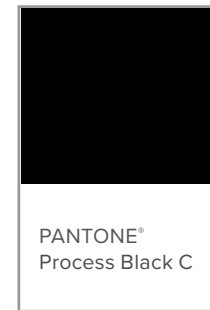
## COLOR PALETTE

Our primary color palette is the core of our visual brand. Use the correct formulas for accurate color reproduction and usage.

### PRIMARY COLORS



CMYK	80 30 20 0
RGB	30 144 179
HEX	1e90b3



CMYK	0 0 0 100
RGB	0 0 0
HEX	000000

# ACCESSIBLE COLORS

Accessible colors were chosen with especially high levels of contrast for users with limited vision. These deep colors render well in digital environments for maximum visibility.



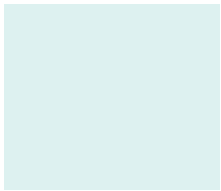
GULF BLUE

CMYK 88 46 33 7  
RGB 24 113 140  
HEX 18718c



COASTAL AQUA

CMYK 43 0 20 0  
RGB 142 211 209  
HEX 8ed3d1



COASTAL AQUA (30%)

CMYK 12 0 5 0  
RGB 221 242 241  
HEX ddf2f1



CALICO CORAL DARK

CMYK 25 83 77 16  
RGB 166 68 61  
HEX a6443d



CALICO CORAL

CMYK 16 82 75 4  
RGB 199 80 70  
HEX c75046



CHARCOAL

CMYK 66 58 57 38  
RGB 75 75 75  
HEX 4b4b4b



DARK GRAY

CMYK 55 47 46 12  
RGB 117 117 117  
HEX 757575



LIGHT GRAY

CMYK 33 26 26 0  
RGB 175 175 175  
HEX afafaf

## TYPOGRAPHY

Our typefaces represent our visual voice across all of our communications. Do not use unapproved fonts.

The official typefaces fit a variety of communications needs for digital and print environments and are required to complement the destination's logo.

**Archer Pro** is our primary typeface and comes in 11 weights. The logo uses Archer Pro - Bold and should not be changed to any other weight. Archer Pro can be used for headlines, subheads, body copy, and callouts.

**Proxima Nova** – Bold is used for our brand identifier and should be used sparingly and paired with Archer Pro to provide contrast and hierarchy for headlines, callouts and small text applications.

### HEADLINES **ARCHER PRO BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
, . ; : ? ! \$ % & # @ \* ' " / < > ( ) { }

### SUBHEADS **PROXIMA NOVA BOLD**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
, . ; : ? ! \$ % & # @ \* ' " / < > ( ) { }

### BODY COPY **PROXIMA NOVA REGULAR**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0  
, . ; : ? ! \$ % & # @ \* ' " / < > ( ) { }

“ONLY PARADISE WILL DO”  
CREATIVE EXECUTIONS

  
NAPLES  
MARCO ISLAND  
EVERGLADES™



PRINT ADS



✿  
FOR A WEDDING THAT'S PART SAND,  
PART SUNSETS, AND ALL SOPHISTICATION,  
ONLY PARADISE WILL DO.



PARADISECOAST.COM/WEDDINGS

NAPLES  
MARCO ISLAND  
EVERGLADES.

FLORIDA'S PARADISE COAST



✿  
FOR MOMENTS AS MEMORABLE AS THE VIEWS,  
ONLY PARADISE WILL DO.



PARADISECOAST.COM/LGBTQ

NAPLES  
MARCO ISLAND  
EVERGLADES.

FLORIDA'S PARADISE COAST

## DIGITAL BANNERS

### 300X600



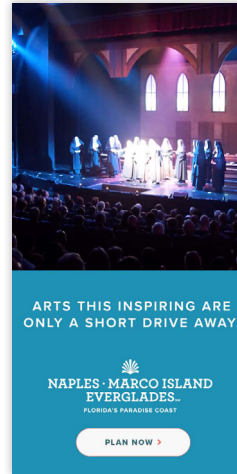
FRAME 1



FRAME 2



FRAME 3



STATIC

### 160X600



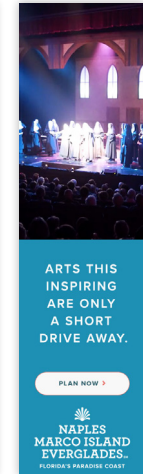
FRAME 1



FRAME 2



FRAME 3



STATIC

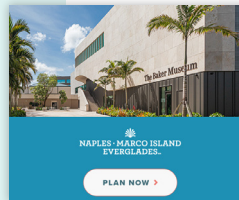
### 300X250



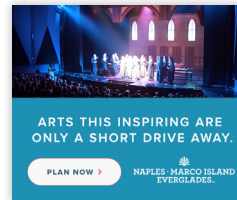
FRAME 1



FRAME 2



FRAME 3



STATIC

### 728X90



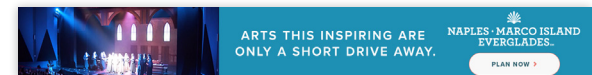
FRAME 1



FRAME 2

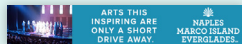


FRAME 3



STATIC

### 300X50



FRAME 1



FRAME 2



FRAME 3



STATIC

### 320X50



FRAME 1



FRAME 2



FRAME 3



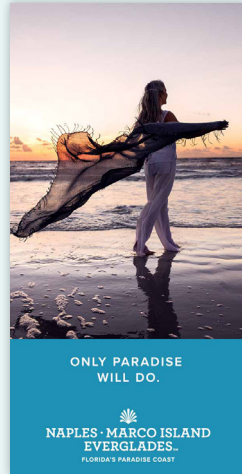
STATIC

## ARTS & CULTURE BANNERS

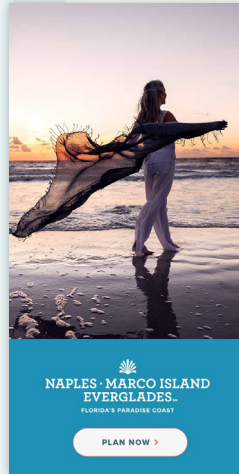
## 300X600



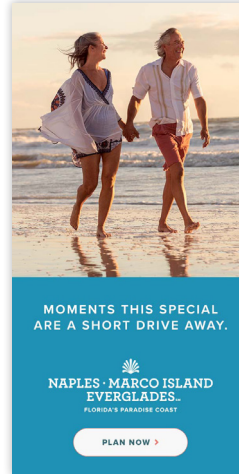
FRAME 1



FRAME 2

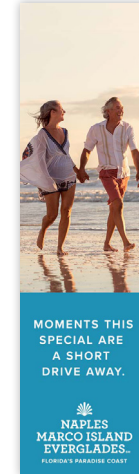


FRAME 3

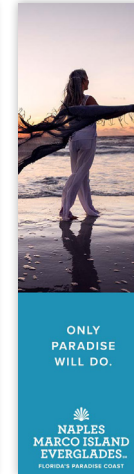


STATIC

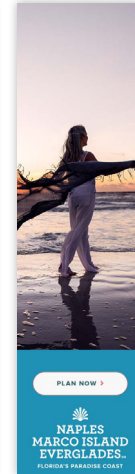
## 160X600



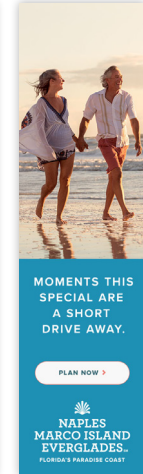
FRAME 1



FRAME 2



FRAME 3



STATIC

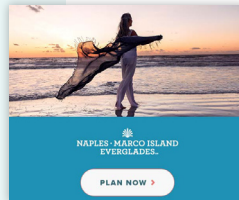
## 300X250



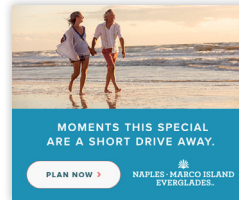
FRAME 1



FRAME 2

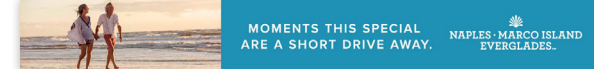


FRAME 3



STATIC

## 728X90



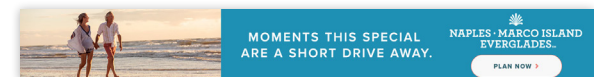
FRAME 1



FRAME 2



FRAME 3



STATIC

## 300X50



FRAME 1



FRAME 2



FRAME 3



STATIC

## 320X50



FRAME 1



FRAME 2



FRAME 3



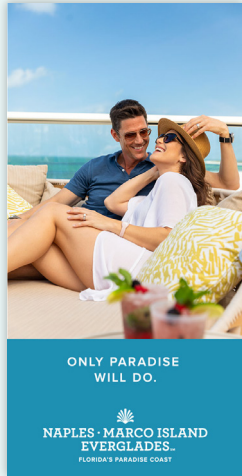
STATIC

## BOOMER BANNERS

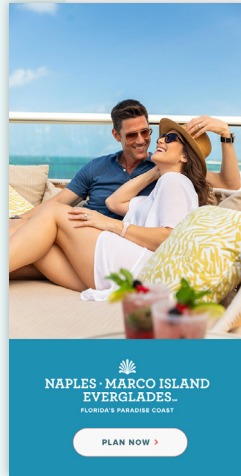
## 300X600



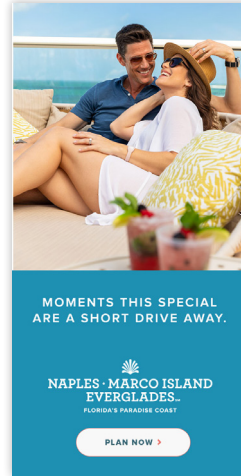
FRAME 1



FRAME 2

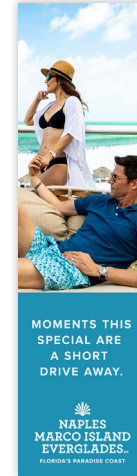


FRAME 3

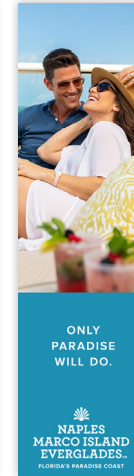


STATIC

## 160X600



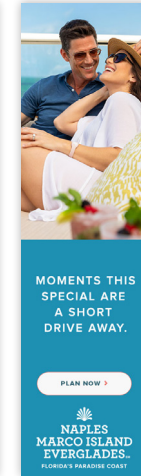
FRAME 1



FRAME 2



FRAME 3



STATIC

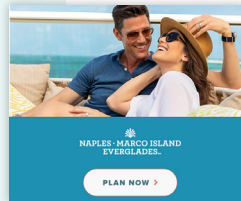
## 300X250



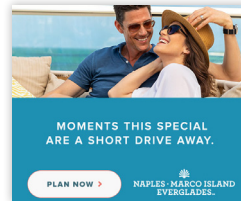
FRAME 1



FRAME 2

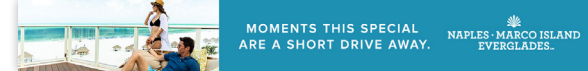


FRAME 3



STATIC

## 728X90



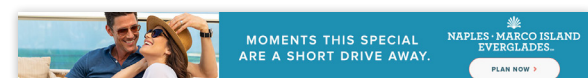
FRAME 1



FRAME 2

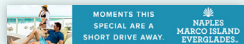


FRAME 3



STATIC

## 300X50



FRAME 1



FRAME 2



FRAME 3



STATIC

## 320X50



FRAME 1



FRAME 2



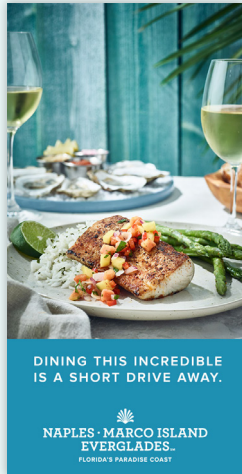
FRAME 3



STATIC

## COUPLE BANNERS

## 300X600



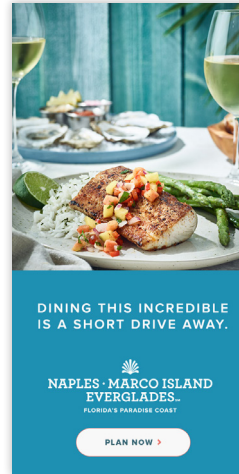
FRAME 1



FRAME 2



FRAME 3



STATIC

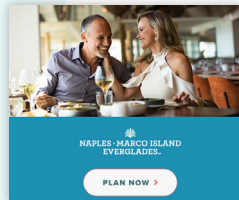
## 300X250



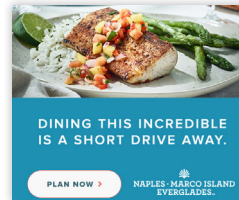
FRAME 1



FRAME 2

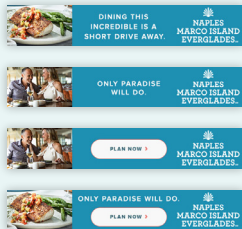


FRAME 3



STATIC

## 300X50



FRAME 1



FRAME 2

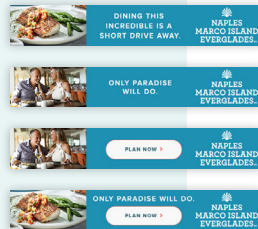


FRAME 3



STATIC

## 320X50



FRAME 1



FRAME 2

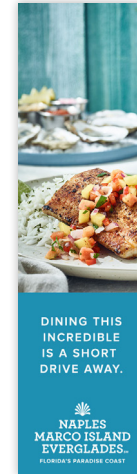


FRAME 3

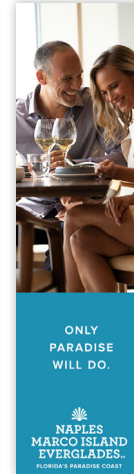


STATIC

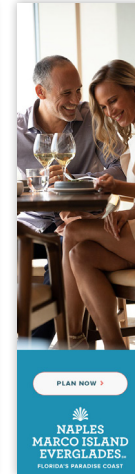
## 160X600



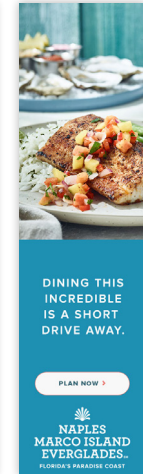
FRAME 1



FRAME 2



FRAME 3



STATIC

## 728X90



FRAME 1



FRAME 2



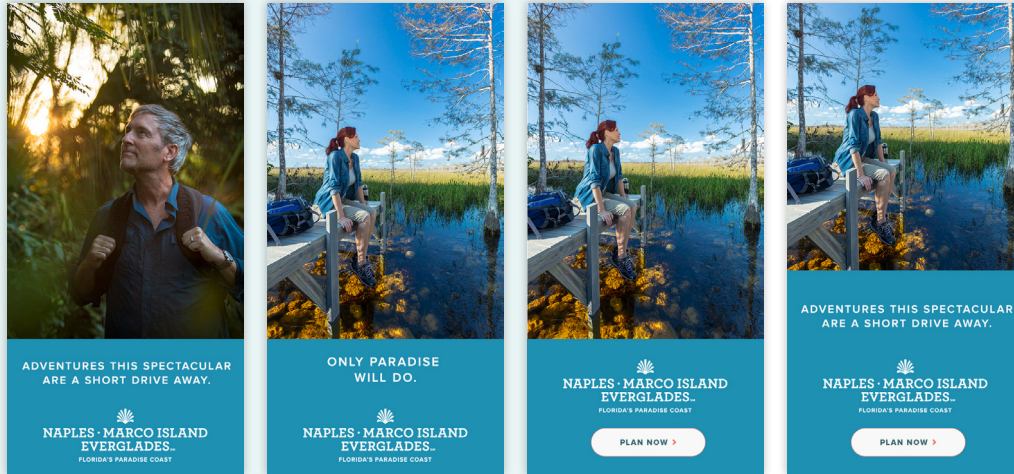
FRAME 3



STATIC

## CULINARY BANNERS

## 300X600



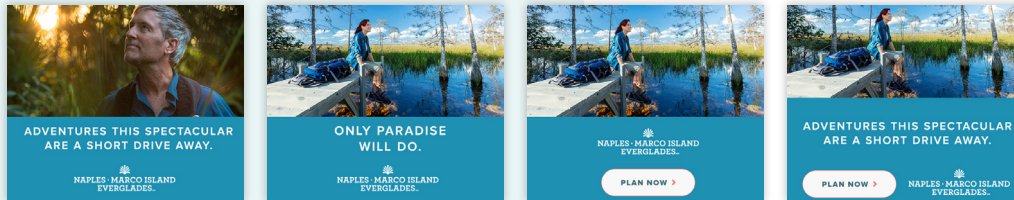
FRAME 1

FRAME 2

FRAME 3

STATIC

## 300X250



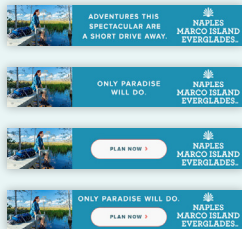
FRAME 1

FRAME 2

FRAME 3

STATIC

## 300X50



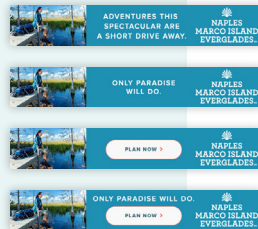
FRAME 1

FRAME 2

FRAME 3

STATIC

## 320X50



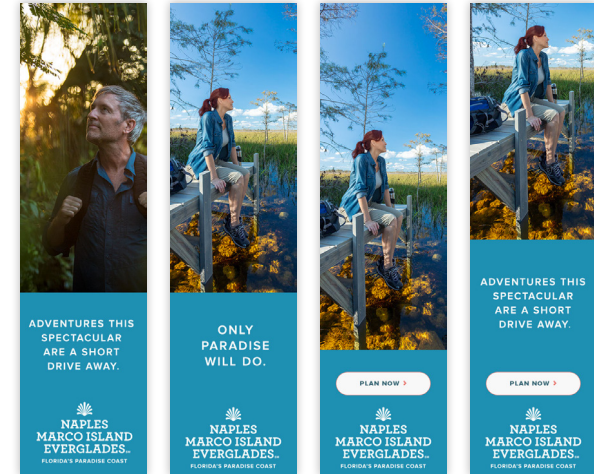
FRAME 1

FRAME 2

FRAME 3

STATIC

## 160X600



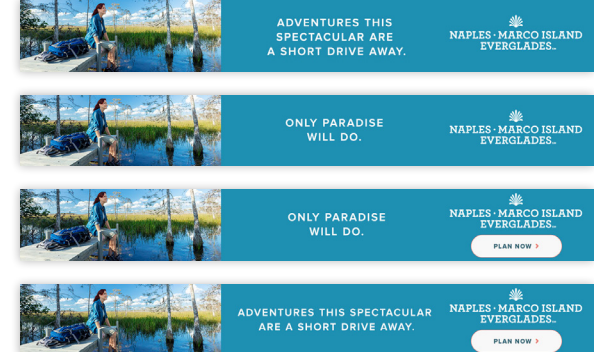
FRAME 1

FRAME 2

FRAME 3

STATIC

## 728X90



FRAME 1

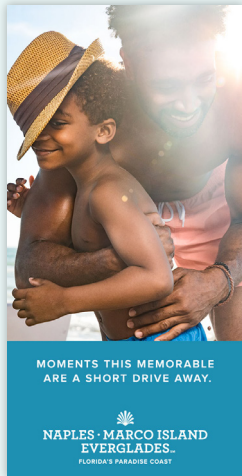
FRAME 2

FRAME 3

STATIC

## ECO BANNERS

## 300X600



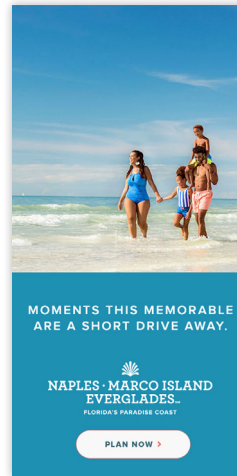
FRAME 1



FRAME 2



FRAME 3



STATIC

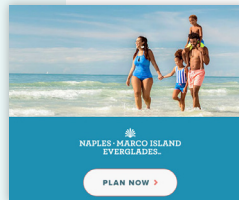
## 300X250



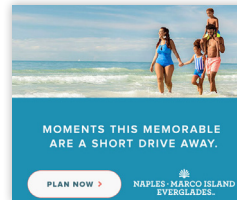
FRAME 1



FRAME 2



FRAME 3



STATIC

## 300X50



FRAME 1



FRAME 2



FRAME 3



STATIC

## 320X50



FRAME 1



FRAME 2

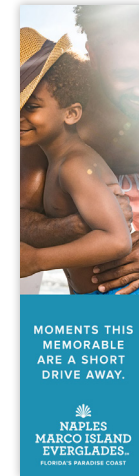


FRAME 3

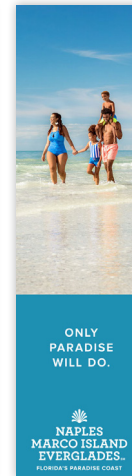


STATIC

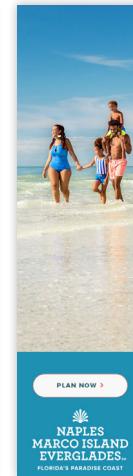
## 160X600



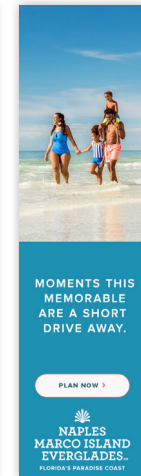
FRAME 1



FRAME 2



FRAME 3



STATIC

## 728X90



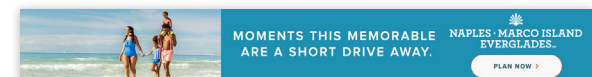
FRAME 1



FRAME 2



FRAME 3



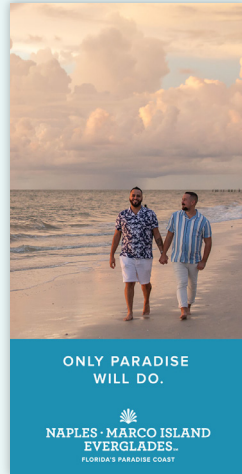
STATIC

## FAMILY BANNERS

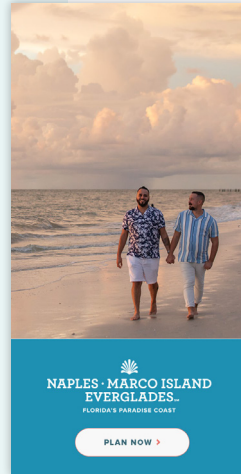
## 300X600



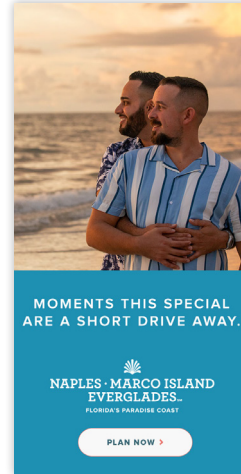
FRAME 1



FRAME 2



FRAME 3



STATIC

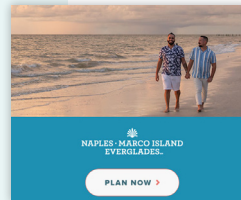
## 300X250



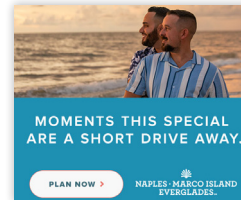
FRAME 1



FRAME 2



FRAME 3



STATIC

## 300X50



FRAME 1



FRAME 2



FRAME 3



STATIC

## 320X50



FRAME 1



FRAME 2

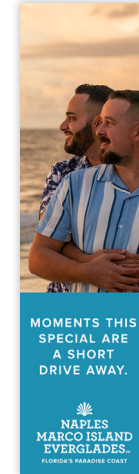


FRAME 3

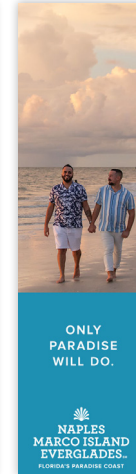


STATIC

## 160X600



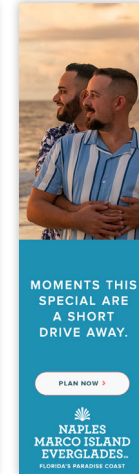
FRAME 1



FRAME 2



FRAME 3



STATIC

## 728X90



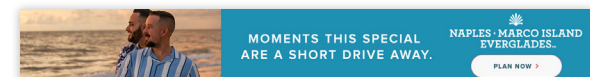
FRAME 1



FRAME 2



FRAME 3



STATIC

## LGBT MEN BANNERS

## 300X600



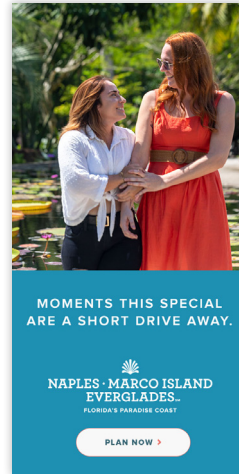
FRAME 1



FRAME 2



FRAME 3



STATIC

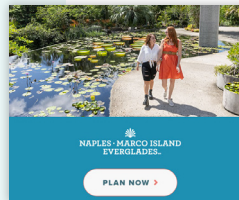
## 300X250



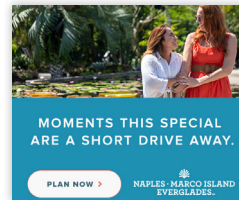
FRAME 1



FRAME 2



FRAME 3



STATIC

## 300X50



FRAME 1



FRAME 2



FRAME 3



STATIC

## 320X50



FRAME 1



FRAME 2

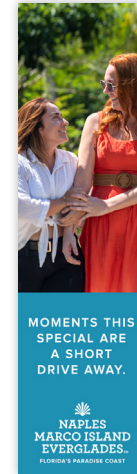


FRAME 3



STATIC

## 160X600



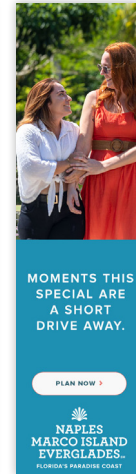
FRAME 1



FRAME 2



FRAME 3



STATIC

## 728X90



MOMENTS THIS SPECIAL ARE A SHORT DRIVE AWAY.

NAPLES - MARCO ISLAND EVERGLADES.

FRAME 1



ONLY PARADISE WILL DO.

NAPLES - MARCO ISLAND EVERGLADES.

FRAME 2



ONLY PARADISE WILL DO.

NAPLES - MARCO ISLAND EVERGLADES. PLAN NOW >

FRAME 3



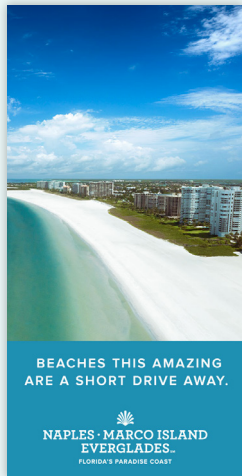
MOMENTS THIS SPECIAL ARE A SHORT DRIVE AWAY.

NAPLES - MARCO ISLAND EVERGLADES. PLAN NOW >

STATIC

## LGBT WOMEN BANNERS

## 300X600



FRAME 1



FRAME 2



FRAME 3



STATIC

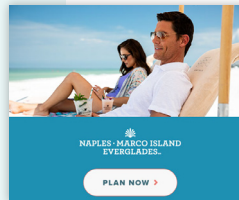
## 300X250



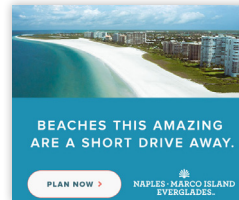
FRAME 1



FRAME 2

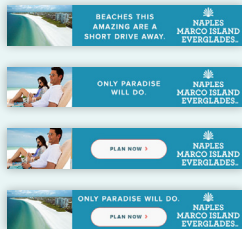


FRAME 3



STATIC

## 300X50



FRAME 1



FRAME 2

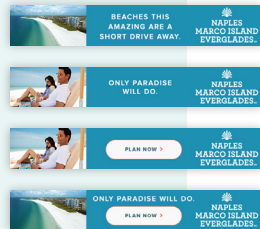


FRAME 3



STATIC

## 320X50



FRAME 1



FRAME 2

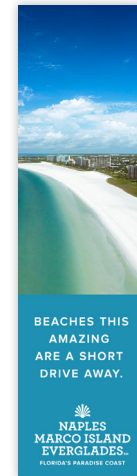


FRAME 3

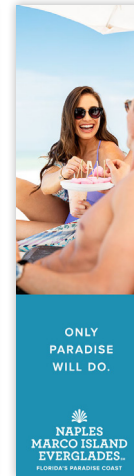


STATIC

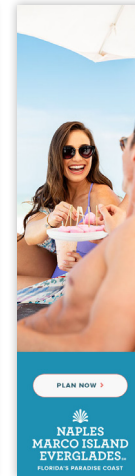
## 160X600



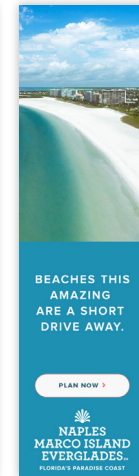
FRAME 1



FRAME 2



FRAME 3



STATIC

## 728X90



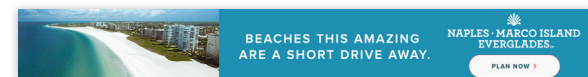
FRAME 1



FRAME 2



FRAME 3



STATIC

## MILLENNIAL BANNERS