NAPLES
MARCO ISLAND
EVERGLADES SM
FLORIDA'S PARADISE COAST

2021 PARADISE COAST LOGO STYLE GUIDE

PRIMARY LOGO

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.

NAPLES MARCO ISLAND EVERGLADESSM

FLORIDA'S PARADISE COAST

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.

NAPLES MARCO ISLAND EVERGLADES SM
FLORIDA'S PARADISE COAST

BLUE PRIMARY LOGO

NAPLES MARCO ISLAND EVERGLADES SM
FLORIDA'S PARADISE COAST

BLACK PRIMARY LOGO

NAPLES MARCO ISLAND EVERGLADES SM
FLORIDA'S PARADISE COAST

REVERSED PRIMARY LOGO

HORIZONTAL PRIMARY LOGO

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 AND ALTERNATE TREATMENTS

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

These alternate logos feature in place of the brand identifier the "ParadiseCoast.com" or a audience/market specific URL. These versions should only be used in applications targeting a specific audience or market.

WITH URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM

MEETING URL

NAPLES MARCO ISLAND EVERGLADES℠
MEETINPARADISE.COM

NAPLES · MARCO ISLAND EVERGLADES℠
MEETINPARADISE.COM

SPORT URL

NAPLES MARCO ISLAND EVERGLADES℠
SPORTSINPARADISE.COM

NAPLES · MARCO ISLAND EVERGLADES℠
SPORTSINPARADISE.COM

BRAZIL URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.BR

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.BR

GERMANY URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.DE

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.DE

SPANISH URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.ES

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.ES

UK URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.CO.UK

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.CO.UK

BOXED VARIATIONS AND ALTERNATE TREATMENTS

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

These alternate logos feature in place of the brand identifier the "ParadiseCoast.com" or a audience/market specific URL. These versions should only be used in applications targeting a specific audience or market.

WITH URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM

MEETING URL

NAPLES MARCO ISLAND EVERGLADES℠
MEETINPARADISE.COM

NAPLES · MARCO ISLAND EVERGLADES℠
MEETINPARADISE.COM

SPORT URL

NAPLES MARCO ISLAND EVERGLADES℠
SPORTSINPARADISE.COM

NAPLES · MARCO ISLAND EVERGLADES℠
SPORTSINPARADISE.COM

BRAZIL URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.BR

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.BR

GERMANY URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.DE

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.DE

SPANISH URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.ES

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.COM.ES

UK URL

NAPLES MARCO ISLAND EVERGLADES℠
PARADISECOAST.CO.UK

NAPLES · MARCO ISLAND EVERGLADES℠
PARADISECOAST.CO.UK

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 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

1"

1.5625"

MINIMUM SIZE OF LOGO WITHOUT TAGLINE

0.625"

1"

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 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.
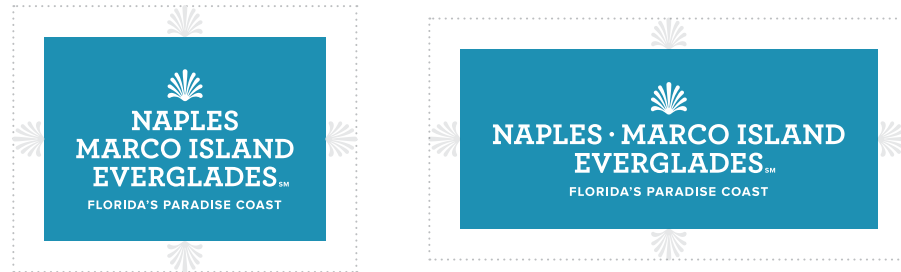
MINIMUM SIZE OF BOXED LOGO WITH TAGLINE

1.25"   1.8125"
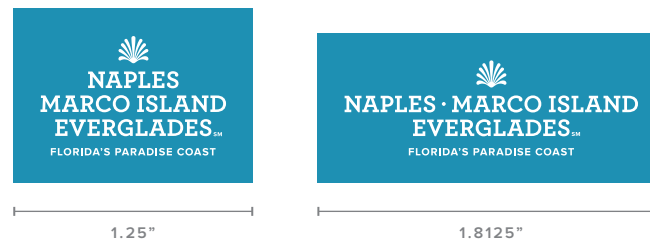
MINIMUM SIZE OF BOXED LOGO WITHOUT TAGLINE

0.8125"   1.1875"

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.

NAPLES MARCO ISLAND EVERGLADESsm
FLORIDA'S PARADISE COAST

✓ CORRECT PRIMARY LOGO

NAPLES MARCO ISLAND EVERGLADESsm
FLORIDA'S PARADISE COAST

✗ DO NOT DISPROPORTIONATELY RESIZE OR SKEW THE LOGO

NAPLES MARCO ISLAND EVERGLADES
FLORIDA'S PARADISE COAST

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

NAPLES MARCO ISLAND EVERGLADESsm
FLORIDA'S PARADISE COAST

✗ DO NOT ADD EFFECTS LIKE A BEVEL TO THE LOGO

NAPLES MARCO ISLAND EVERGLADESsm
FLORIDA'S PARADISE COAST

✗ DO NOT ALTER THE LOGO COLORS

NAPLES MARCO ISLAND EVERGLADESsm
FLORIDA'S PARADISE COAST

✗ DO NOT CHANGE THE SIZE OF ANY PART OF THE LOGO

NAPLES MARCO ISLAND EVERGLADESsm
WORLD'S PARADISE COAST

✗ DO NOT USE LOGO WITH AN UNAPPROVED TAGLINE

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 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.

BLUE FILM COMMISSION LOGO

BLACK FILM COMMISSION LOGO

REVERSED FILM COMMISSION LOGO

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 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".
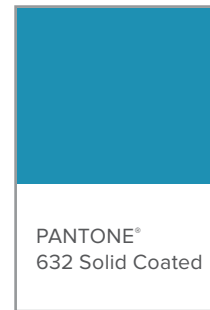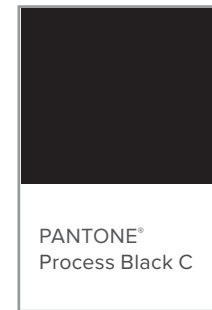
1"

COLOR PALETTE

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

PANTONE®
632 Solid Coated

PANTONE®
Process Black C

CMYK 80 30 20 0	CMYK 0 0 0 100
RGB 30 144 179	RGB 0 0 0
HEX 1e90b3	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 provided 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

, . ; : ? ! $ % & # @ * ' " / < > ( ) { }