<table>
<thead>
<tr>
<th>TABLE OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOGO GUIDE</td>
</tr>
<tr>
<td>HORIZONTAL PRIMARY LOGO</td>
</tr>
<tr>
<td>VERTICAL PRIMARY LOGO</td>
</tr>
<tr>
<td>ALTERNATE DIGITAL LOGOS</td>
</tr>
<tr>
<td>SCALING &amp; SAFE SPACE</td>
</tr>
<tr>
<td>BRAND COLORS</td>
</tr>
<tr>
<td>TYPOGRAPHY</td>
</tr>
<tr>
<td>PENNANT LOGOS</td>
</tr>
</tbody>
</table>
Florida’s Historic Coast: Culture Around Every Corner

LOGO GUIDE

The multicolored pennant square logo is the primary logo, and may be used in a horizontal or vertical orientation. Always use the color logo when full-color application is available. Alternate color versions have been created for occasions when a black, white or type option is needed.

The pennant square logo may be used with or without the tagline “Culture Around Every Corner.” Versions with the tagline lock-up and without the tagline lock-up have been provided.

Never replace the tagline type with another typeface or color. Do not alter the placement of the tagline to the logo.

Never redraw or alter the logo, including the placement and size relationship of the pennant square to the type.

*For authorized, original artwork for the Historic Coast Culture logo, please contact the St. Johns Cultural Council.*
**HORIZONTAL PRIMARY LOGO**

**LOGO MARK**
For use on full-color promotions where the full logo (below) is shown elsewhere on the collateral. Never show the mark alone without context of “Culture Around Every Corner.”

---

**FULL PRIMARY LOGO**
This logo should be the first option for any designed pieces. This logo should only appear on a white background.

---

**ONE COLOR VERSIONS**
Use these logos only when production limits the number of colors which may be used, for example, on screen printed or embroidered merchandise. The white logo should only be used on dark backgrounds and the black should only be used on white backgrounds.

---

*black*

*white*
VERTICAL PRIMARY LOGO

CULTURE AROUND EVERY CORNER.

A service of the ST. JOHNS CULTURAL COUNCIL

FULL VERTICAL LOGO
This logo should be used in more vertical compositions, where the horizontal logo would appear too small.

ONE COLOR VERSIONS
Use these logos only when production limits the number of colors which may be used. The white logo should only be used on dark backgrounds and the black should only be used on white backgrounds.
ALTERNATE DIGITAL LOGOS

In partnership with
HistoricCoastCulture.com
A service of the ST. JOHNS CULTURAL COUNCIL

PARTNERSHIP LOGO
This logo may be used on partner websites or in email signatures with participating vendors.

SITE LOGO
HistoricCoastCulture.com
This logo should be used on digital ads and promotions such as banner ads which will direct to the website. This should only be used in spaces where the full logo and url will not fit.

If the space is not large enough to show the full logo, the site logo may be used exclusively with the type treatment.
SCALING & SAFE SPACE

Protect the brand by allowing enough safe space around the logo. This should be, at minimum, the width of one pennant.

Use the following scale specifications as a guide to make sure the tagline and logotype are always visible.

- Culture Around Every Corner
  - A service of the St. Johns Cultural Council
  - 0.5 in. (36px) minimum
  - 1.5 in (108px) minimum

- In partnership with HistoricCoastCulture.com
  - A service of the St. Johns Cultural Council
  - 1.75 in. (126px) minimum
## Brand Colors

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>RGB</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pantone 160</td>
<td>c0 m62 y100 k32</td>
<td>r187 g85 b17</td>
<td>#bb5511</td>
</tr>
<tr>
<td>Pantone 173</td>
<td>c0 m69 y100 k4</td>
<td>r238 g102 b17</td>
<td>#ee6611</td>
</tr>
<tr>
<td>Pantone 704</td>
<td>c0 m90 y72 k29</td>
<td>r187 g34 b51</td>
<td>#bb2233</td>
</tr>
<tr>
<td>Pantone 485</td>
<td>c0 m95 y100 k0</td>
<td>r238 g51 b34</td>
<td>#ee3322</td>
</tr>
<tr>
<td>Pantone 249</td>
<td>c40 m100 y0 k28</td>
<td>r119 g0 b102</td>
<td>#770066</td>
</tr>
<tr>
<td>Pantone 248</td>
<td>c40 m100 y0 k2</td>
<td>r153 g34 b136</td>
<td>#992288</td>
</tr>
<tr>
<td>Pantone 1235</td>
<td>c0 m29 y91 k0</td>
<td>r255 g187 b51</td>
<td>#ffbb33</td>
</tr>
<tr>
<td>Pantone 132</td>
<td>c0 m28 y100 k30</td>
<td>r187 g136 b0</td>
<td>#bb8800</td>
</tr>
<tr>
<td>80% Black</td>
<td>c0 m0 y0 k80</td>
<td>r88 g88 b88</td>
<td>#585858</td>
</tr>
<tr>
<td>Pantone 370</td>
<td>c56 m0 y100 k27</td>
<td>r85 g153 b51</td>
<td>#559933</td>
</tr>
<tr>
<td>Pantone 369</td>
<td>c59 m0 y100 k7</td>
<td>r102 g187 b51</td>
<td>#66bb33</td>
</tr>
<tr>
<td>Pantone 568</td>
<td>c90 m35 y67 k21</td>
<td>r0 g109 b93</td>
<td>#006d5d</td>
</tr>
<tr>
<td>Pantone 7223</td>
<td>c67 m20 y46 k0</td>
<td>r90 g160 b148</td>
<td>#5aa094</td>
</tr>
<tr>
<td>Pantone 647</td>
<td>c100 m56 y0 k23</td>
<td>r0 g85 b150</td>
<td>#005596</td>
</tr>
<tr>
<td>Pantone 285</td>
<td>c89 m43 y0 k0</td>
<td>r0 g125 b195</td>
<td>#007dc3</td>
</tr>
</tbody>
</table>
Oswald Light

CULTURE AROUND EVERY CORNER.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()<>?

A service of the ST. JOHNS CULTURAL COUNCIL

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()<>?

Gotham MediumItalic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()<>?

Arial (bold & regular)

HTML coded materials on the website use Arial.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@#$%^&*()<>?
A system of individual logos has been developed to identify the different categories of cultural offerings on Florida’s Historic Coast. These pennants correspond to the following categories:

- Visual Arts
- Performing Arts
- Literary Arts
- Festivals
- Living History
- Many Cultures
- Culinary Arts
- Gilded Age

Each pennant logo has a color or series of colors associated with it. See the brand colors on page 8 for a more detailed breakdown.

**Visual Arts**
- Pantone 1235
- Pantone 132

**Many Cultures**
- Pantone 160
- Pantone 173

**Festivals**
- Pantone 249
- Pantone 248

**Living History**
- Pantone 647
- Pantone 285

**Literary Arts**
- Pantone 370
- Pantone 369

**Gilded Age**
- Pantone 568
- Pantone 7223

**Performing Arts**
- Pantone 704
- Pantone 485

**Culinary Arts**
- Pantone 370
- Pantone 369
PENNANT LOGOS

Black & White

Visual Arts
Festivals
Literary Arts
Performing Arts

Many Cultures
Living History
Culinary Arts
Gilded Age

Reversed

Visual Arts
Festivals
Literary Arts
Performing Arts

Many Cultures
Living History
Culinary Arts
Gilded Age