

HISTORIC COAST CULTURE BRAND GUIDELINES

DECEMBER 2018

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Florida's Historic Coast: Culture Around Every Corner

LOGO GUIDE



A service of the ST. JOHNS CULTURAL COUNCIL

MULTICOLOR PENNANT LOGO, HORIZONTAL

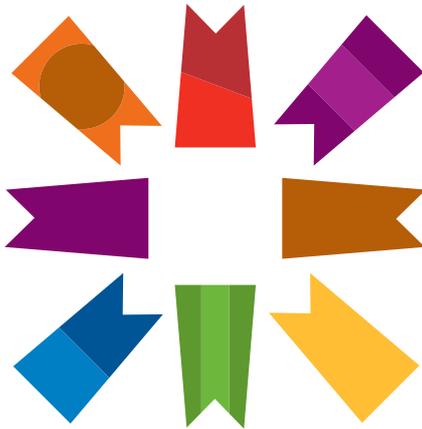
The multicolored pennant square logo is the primary logo, and may be used in a horizontal or vertical orientation. Always use the color logo when full-color application is available. Alternate color versions have been created for occasions when a black, white or type option is needed.

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.”



CULTURE AROUND
EVERY CORNER.

A service of the ST. JOHNS CULTURAL COUNCIL

FULL PRIMARY LOGO

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



CULTURE AROUND
EVERY CORNER.

A service of the ST. JOHNS CULTURAL COUNCIL

black



CULTURE AROUND
EVERY CORNER.

A service of the ST. JOHNS CULTURAL COUNCIL

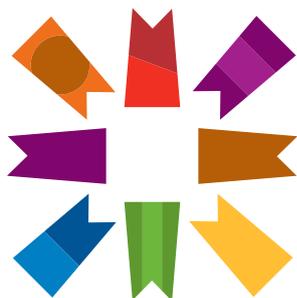
white

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.

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.



HistoricCoastCulture.com

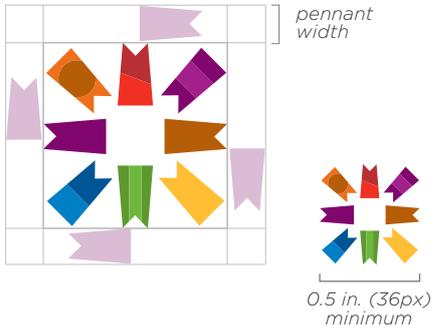
HistoricCoastCulture.com

SITE LOGO

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.



BRAND COLORS

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

TYPOGRAPHY

Oswald Light

CULTURE AROUND
EVERY CORNER.

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

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Gotham Medium

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

Gotham Medium

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

Arial (bold & regular)

HTML coded materials on the
website use Arial.

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

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

PENNANT LOGOS

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



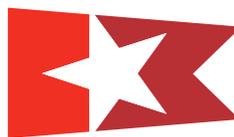
Literary Arts

- Pantone 370
- Pantone 369



Gilded Age

- Pantone 568
- Pantone 7223



Performing Arts

- Pantone 704
- Pantone 485

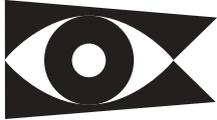


Culinary Arts

- Pantone 370
- Pantone 369

PENNANT LOGOS

Black & White



Visual Arts



Festivals



Literary Arts



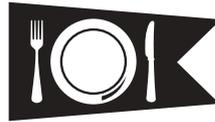
Performing Arts



Many Cultures



Living History

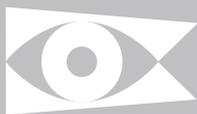


Culinary Arts



Gilded Age

Reversed



Visual Arts



Festivals



Literary Arts



Performing Arts



Many Cultures



Living History



Culinary Arts



Gilded Age