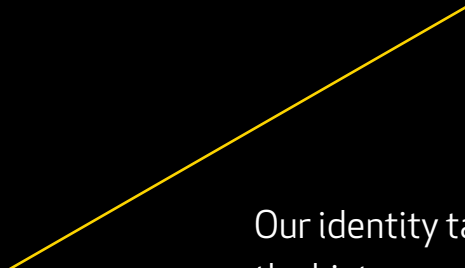


**UNLOCK
TAMPA BAY**
GUIDELINES



FORTUNE FAVORS THE **BOLD**

INTRODUCING OUR BRAND



Our identity takes inspiration from the history, architecture, culture and attitude of Tampa Bay. It's a thoroughly modern identity but it comes from a very real place.

It represents both what we want people to think about our destination as well as the people who live Tampa Bay.

Tampa Bay is an invitation to explore and discover. We live a daily quest to seize life and all it has to offer. There's an attitude that drives us forward, a daring spirit that arrived here with our first visitors. In fact, if we see something we like, look out—it won't be long before we're hoisting our flag and claiming it in the name of adventure.

SEIZE THE DAY.

Tampa Bay is an invitation to **explore** and **discover**. We live a daily quest to seize life and all it has to offer. There's an **attitude** that drives us forward, a **daring spirit** that arrived here with our first visitors. In fact, if we see something we like, look out—it won't be long before we're hoisting our flag and claiming it in the name of **adventure**.

SEIZE THE DAY.

Tampa Bay is an invitation to explore and discover. We live a daily quest to seize life

**WE AREN'T BRANDING PALM TREES
& SUN. WE'RE BRANDING AN
ATTITUDE THAT HAS —AND
WILL DEFINE TAMPA BAY.**

SEIZE THE DAY.

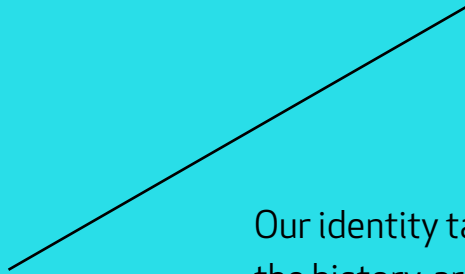
OUR VALUES

DISCOVERY
ADVENTURE
EXPLORATION
ACTIVITY
ENTERPRISING

THE KEY TO LIFE
IS ADVENTURE



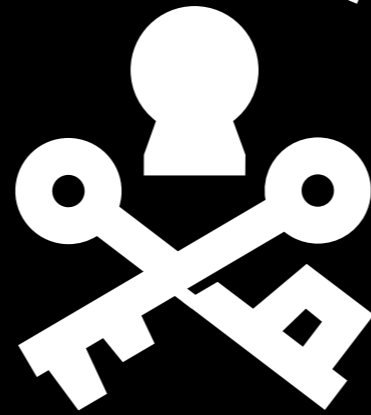
INTRODUCING A NEW VISUAL IDENTITY



Our identity takes inspiration from the history, architecture, culture and attitude of Tampa Bay. It's a thoroughly modern identity but it comes from a very real place.

It represents both what we want people to think about our destination as well as the people who live Tampa Bay.

UNLOCK



TAMPA BAY

TREASURE AWAITS

AN INVITATION TO EXPLORE

Tampa Bay's first hotel was the initial invitation for visitors to explore the many treasures Tampa Bay has to offer.

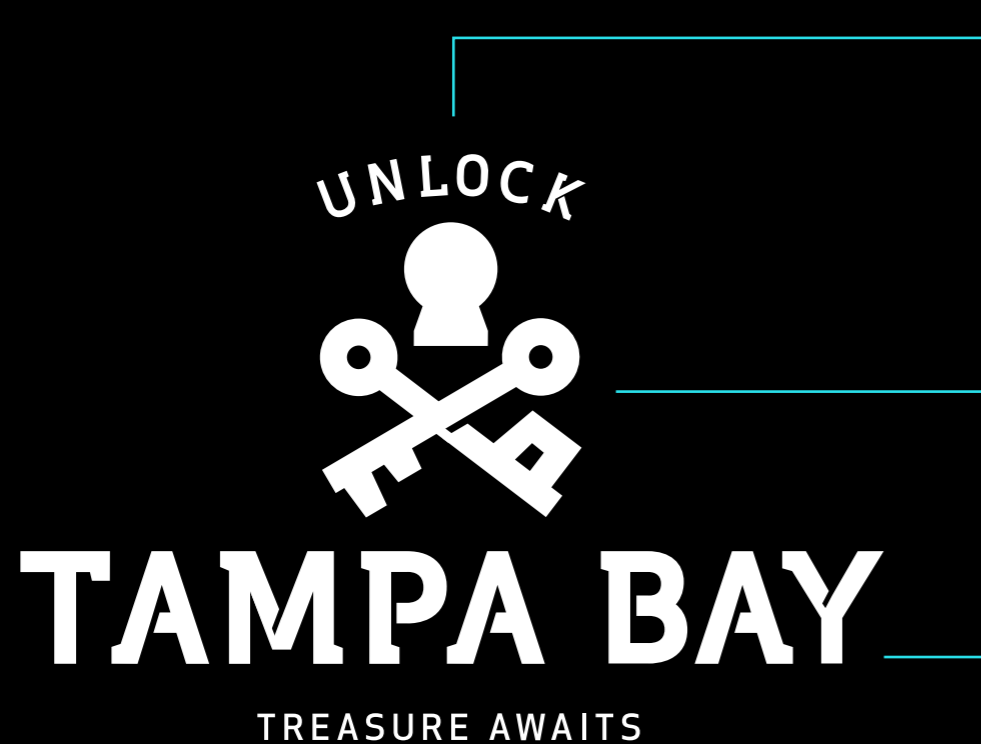




THE KEYS TO THE CITY


The mayor hands over the keys each year at Gasparilla. A symbol of our welcoming nature and support in the drive for adventure.

Treasure's waiting to be unlocked is a rally cry for all there is to see and do in Tampa Bay.



- 1 **Unlock** is our call to action as well as our name. It applies to both the residents who already live here and the visitors we hope to attract. There is always more to discover in Tampa Bay, we invite you to unlock your treasure and seize life daily.
- 2 **Lock and Key** is our icon that fulfills on 'unlock'. Bold and unique, it plays on elements of our tourism and history while all the time referencing our proud pirate culture.
- 3 **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 just like the keys.
- 4 **Treasure Awaits** is a public facing delivery of seize life daily. It ties our identity system together and answers our challenge for our audience to Unlock Tampa Bay.

WORKING WITH OUR NEW VISUAL IDENTITY



One of the reasons for the development of the new identity is for a united effort to market and represent Tampa Bay. This is also true about how we use the identity system.

It is important that we all use the brand elements the same way to ensure we are always presenting the bay in a consistent and cohesive way.

OUR LOCK UPS

WHEN TO USE

1



1/

This is the **primary brand identity** and should be used in all customer facing communication. This includes tradeshow booths and materials, sales collateral, and advertising.

2



2/

This variation of the identity is reserved for instances where it is necessary to communicate the organization's name. **This identity will appear in limited instances.** Specific usage includes office signage, sponsorship, and business

OUR LOCK UPS

HOW TO USE

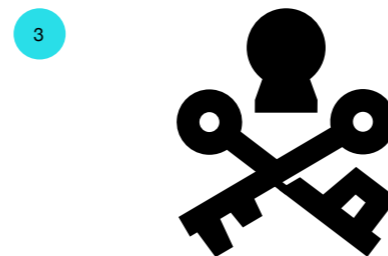
The identity can only be used in one of five ways, all of which are shown below. The identity must never be used in any other way, doing so would dilute our brand and create confusion both within the organization and for our audience.



1/
Our primary identity, used wherever possible. When not using the tagline, this space may be used for the web address, www.UnlockTampaBay.com



2/
Used when the tagline isn't needed.



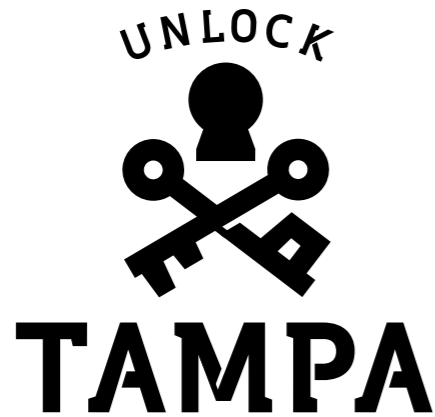
3/
Used prodiminently for the tourism side of Tampa Bay or when the icon is suitable on it's own. ie. On a pen.



4/
The least frequently used. This lock up is intended for situations in which our vertical identity does not suit the application.

OUR LOCK UPS

HOW TO NOT USE



Note/

In the first example, the 'lock' is used on its own. While it is not acceptable in this format, the use of the 'lock' by itself is permitted.

See page XX for more information.

OUR IDENTITY

HOW TO NOT USE

✘ DO NOT Stretch the Logo



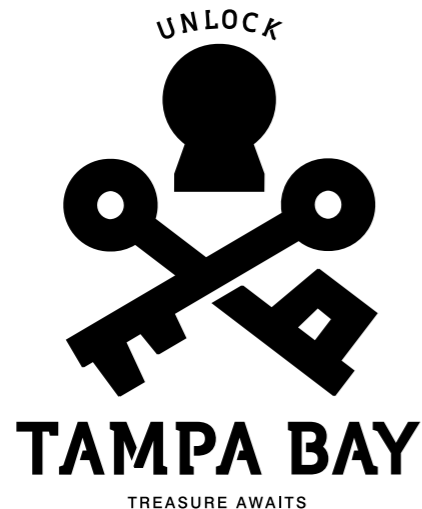
✘ DO NOT Stretch the Logo



✘ DO NOT Rotate



✘ DO NOT Change the proportions



✘ DO NOT change the proportions



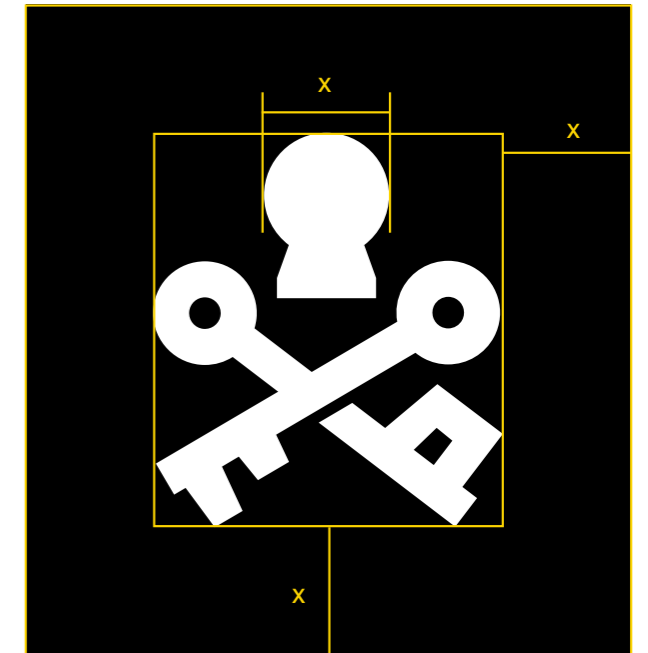
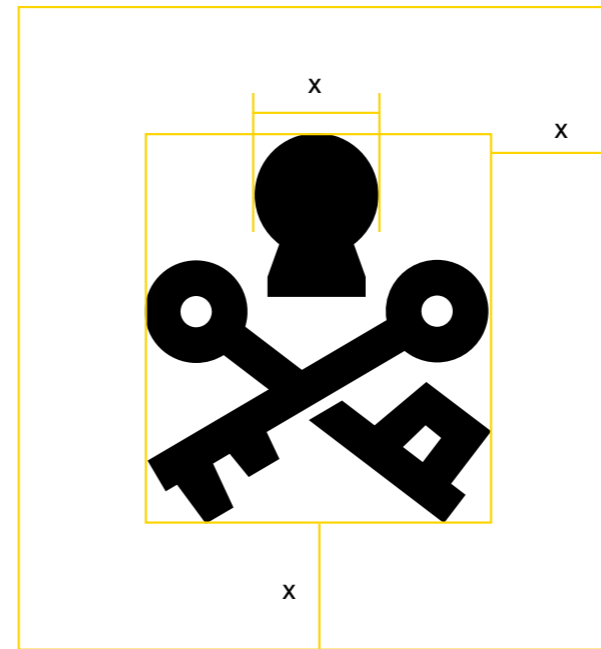
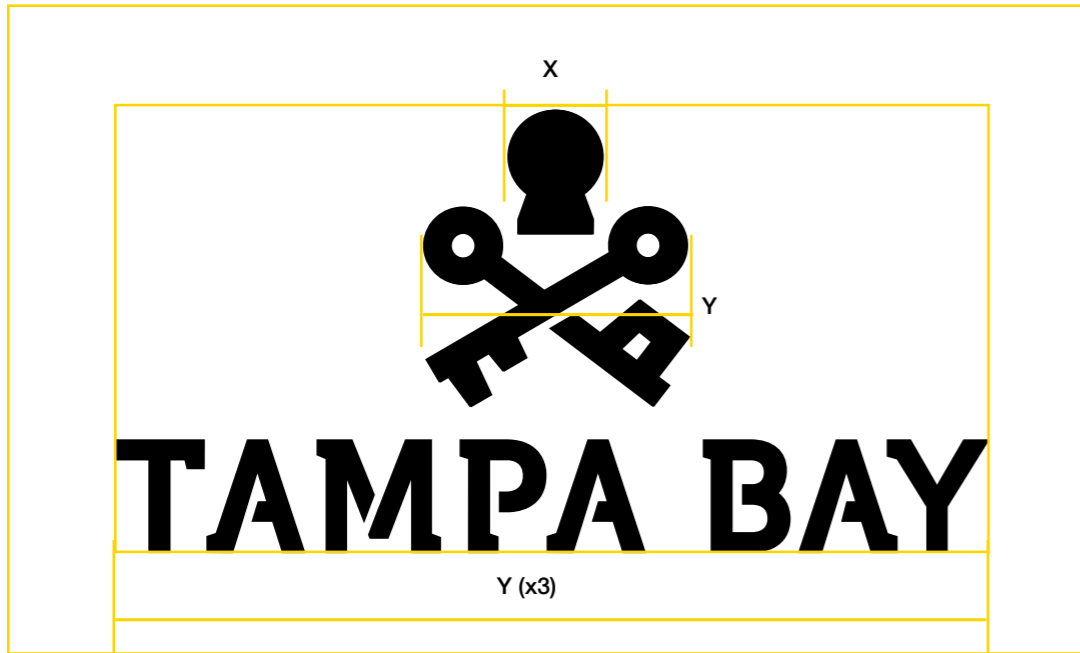
✘ DO NOT alter the hierarchy



CLEAR SPACE

Guide

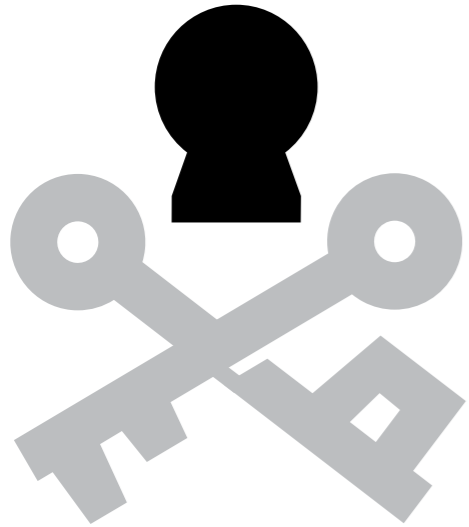
This diagram indicates the clear space that should surround our identity in any application. The space, shown as the 'X', which is equal to the width of the key, should remain clear and uninterrupted by other graphics.



Note/
X = Width of Key
Y = Width of Icon

THE LOCK

A WINDOW TO TAMPA BAY



While the keys may not be used on their own, the 'Lock' is an important visual device for the Tampa Bay brand.

As such it can be used on its own to communicate the theme of Unlock and it can be used as a window to frame our destination.





YOURS
TO
CLAIM

WORKING WITH COLOR

Color is one of the key elements to the Tampa Bay brand. Not only does it help us stand out from the rest of the industry and Florida, our unexpected palette is a bold statement about Tampa Bay.

Consistent use of our color palette is imperative to establishing our brand.

COLOR / COMPETITOR SET



**ST.PETE/
CLEARWATER**

ORLANDO

MIAMI

FLORIDA KEYS

TAMPA BAY

BRAND
GUIDELINES



BAY BLUE

C 60 M 00 Y 03 K 00
R 041 G 219 B 231
PMS 2985C



YBOR GOLD

C 00 M 09 Y 100 K 00
R 251 G 209 B 0
PMS 109C

GASPARS HULL

C 100 M 79 Y 44 K 93
R 016 G 024 B 032
PMS Black 6C



COLOR



COLOR USE

LOGO


These variations are the only acceptable use of color with the Tampa Bay Logo. Do not mix color within the logo. When on white, the only color used is black.





F A

WORKING WITH OUR TYPEFACES



The fonts we use for the Tampa Bay brand are just as important as the stories we have to tell. The typography is flexible and adaptable so it can be used as a tool in different situations to best help tell our story.

Choosing the right typography can be similar to choosing the right image. It has its own character, personality and can even evoke memories or create relationships. Our typography reflects our brand's position of unexpected and bold, while being daring and clear.

APEX SERIF
 ABCDEFGHI
 JKLMNOPQR
 STUVWXYZ

abcdefghijklmnop
 qrstuvwxyz

0123456789
 <>()e*%\$#@!"

Apex Serif is our headline font. Designed for impact, it compliments both the type in our logo as well as our body type, Apex New.

Just like our 'lock and key' icon, the type is imperfect with unique subtle angles.

As well as headline uses, our Apex Serif can be used directly with Apex New to create dynamic designs. See next page for examples and throughout this guide.

WEIGHTS

Thin / Thin Italic
 Light / Light Italic
 Book / Book Italic
 Medium / Medium Italic
 Bold / Bold Italic
 Heavy / Heavy Italic
 Ultra / Ultra Italic

APEX NEW

ABCDEFGHI

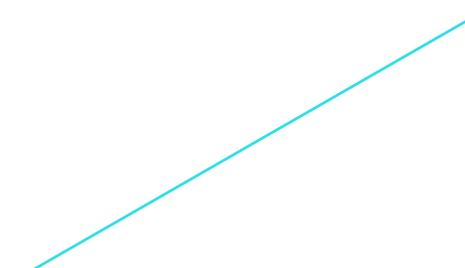
JKLMNOPQR

STUVWXYZ

*abcdefghijklmnop
qrstuvwxyz*

0123456789

<>()*%\$#@!"



Our body font is designed to work perfectly with Apex Serif. While primarily a body font, chosen for its clear legibility, **Apex New** can also be used in headlines.

This style is suggested to create depth, possibly when there is a lack of photography available. See page XX for styling examples.

WEIGHTS

Thin / Thin Italic
Light / Light Italic
Book / Book Italic
Medium / Medium Italic
Bold / Bold Italic
Heavy / Heavy Italic
Ultra / Ultra Italic

DISCOVER YOUR DARING YOURS
THE KEY TO LIFE TO CLAIM
IS ADVENTURE

Where Apex New and Serif represent the clean cut, professional side of Tampa Bay, Tampa Bay Script represents the fun loving and carefree attitude that is synonymous with the bay.

Used only for large headlines, ideally 7 words or less, this typeface balances our offering and evokes the attitude that this brand is built around.

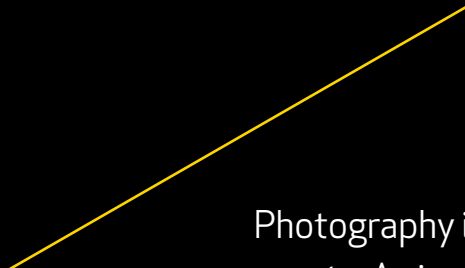
WEIGHTS

Tampa Bay Script
Regular

DISCOVER
YOUR DARING



WORKING WITH PHOTOGRAPHY



Photography is one of our strongest assets. A single image has the power to capture a moment and inspire someone to come to Tampa Bay. We have a range of treatments that supplement our brand style to create a unique look for our destination.

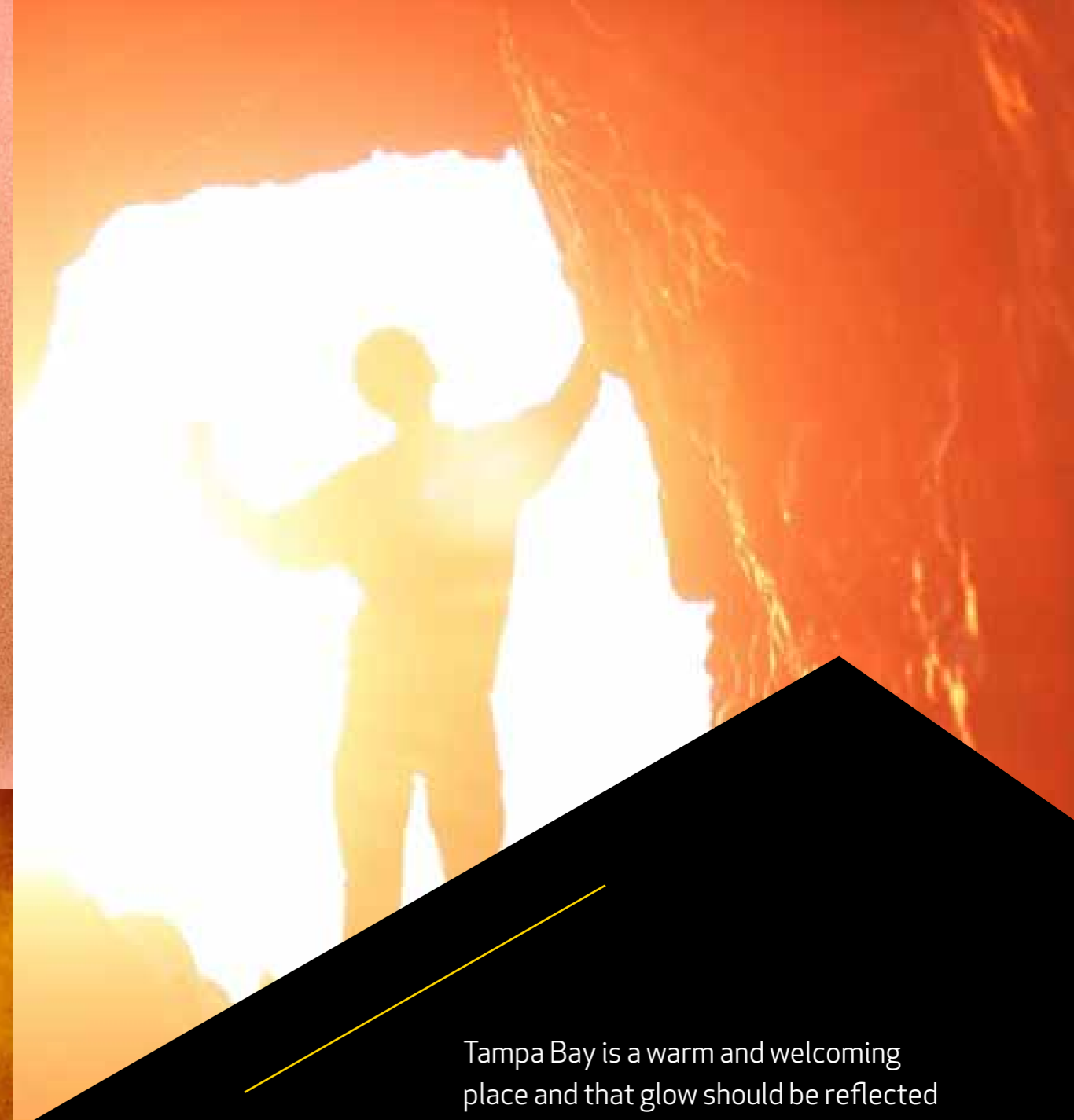
Photography is more than composition, lighting and props. The technical details are very important, but at it's best photography is a narrative that elicits emotion. That image stays with you and makes you think, wonder and dream.

The following considerations will help to ensure we're maximizing our photographic assets. Try to create authentic emotion, utilize storytelling, find great locations, and leave enough clearspace to let the photo breathe.

When selecting, or shooting photography for Tampa Bay, it should contain some, if not all of the following characteristics.



Our people make Tampa Bay a great place to work and live and we want to show this as much as possible. Even when showing a building, the shot should have also have people experiencing the destination.



Tampa Bay is a warm and welcoming place and that glow should be reflected in the photography. From lense flares to color gradients, the shots should reflect how residents see Tampa Bay everyday. This style also references the treasure to be found in Tampa Bay, with the light looking like the glow of gold coins.

PHOTOGRAPHY / DEPTH

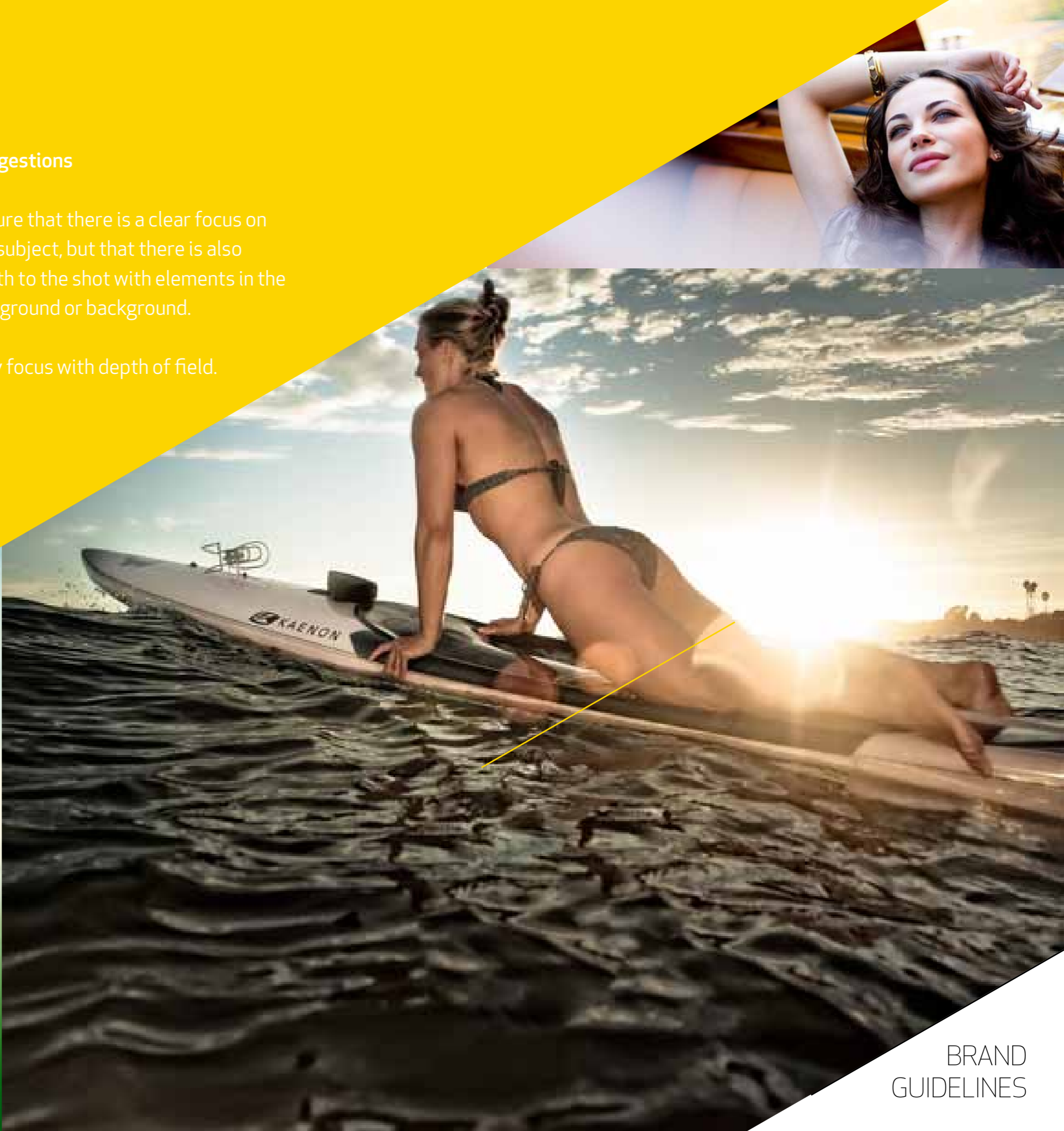
Our brand is one of depth.

From discovering what is through the keyhole, to what is beyond the convention center. To reflect this our shots should be rich in color and use a depth of field that suggests a fore, middle and background.

Suggestions

Ensure that there is a clear focus on the subject, but that there is also depth to the shot with elements in the foreground or background.

Vary focus with depth of field.





Our brand is unexpected for a destination and so should the way we shoot our photography. We use unexpected angles to unorthodox use of scale so our audience sees Tampa Bay differently.



Finally, where appropriate, our photography should use layers in unexpected ways. It allows us to show the different layers of the area in a unique and ownable style.

OUR TONE OF VOICE

**BRAND TONE DESCRIBES
HOW WE SPEAK AND WRITE.**

IT IS OUR VOICE—THE VOICE
OF TAMPA BAY. AND IT DRIVES
HOW WE COMMUNICATE WITH
THE OUTSIDE WORLD.

tone of voice / EXAMPLES

The Tampa Bay brand tone should be encouraging and compelling, enthusiastic and potent, bold and rousing. This does not mean headlines and copy filled with multiple exclamation points. On the contrary, it is carefully chosen words and phrases that stir emotions and create a sense of intrigue, conveying our area's passion for exploration and adventure.

Ultimately, our brand tone should inspire individuals to take action and visit Tampa Bay.

BRAND TONE EXAMPLES

Too Hot

Seize the day!

Only in Tampa Bay!

The best place on earth!

Our Voice

Yours to claim.

Treasure awaits.

Discover your daring.

Too Cold

Have a great day in Tampa Bay.

We have it all.

You can do a lot in Tampa Bay.

HOW WE USED TO SOUND




You want Florida, you want it all, and you only want to unpack once. No problem! You want Tampa. There's a sunny side to this West Coast community that makes this a true hot spot among the world's destinations. From family-friendly events and culinary adventures to great hotel deals and special museum exhibits, there are things to do for everyone in Tampa Bay. Looking for history and culture activities? We got it. Are you a sports fanatic? No problem! Restaurants and nightlife on your agenda? It's everywhere you turn. You'll find all of this and more throughout Tampa Bay!

HOW WE WILL SOUND MOVING FORWARD

The day is yours in Tampa Bay. Discover your daring and fly through the air on a rollercoaster. Broaden your perspective examining the intricacies of world-famous artwork. Lose your voice while inspiring our teams to victory. Stay out later. Get up earlier. Enjoy yourself more. Tampa Bay is an invitation to unlock what's inside you. And for those with an appetite for adventure and a thirst for the uncommon experience, treasure awaits.

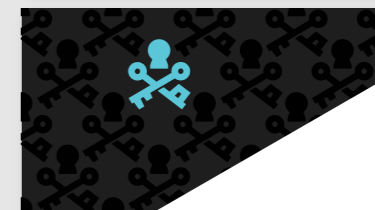
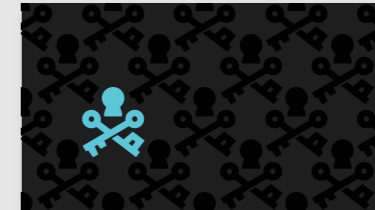
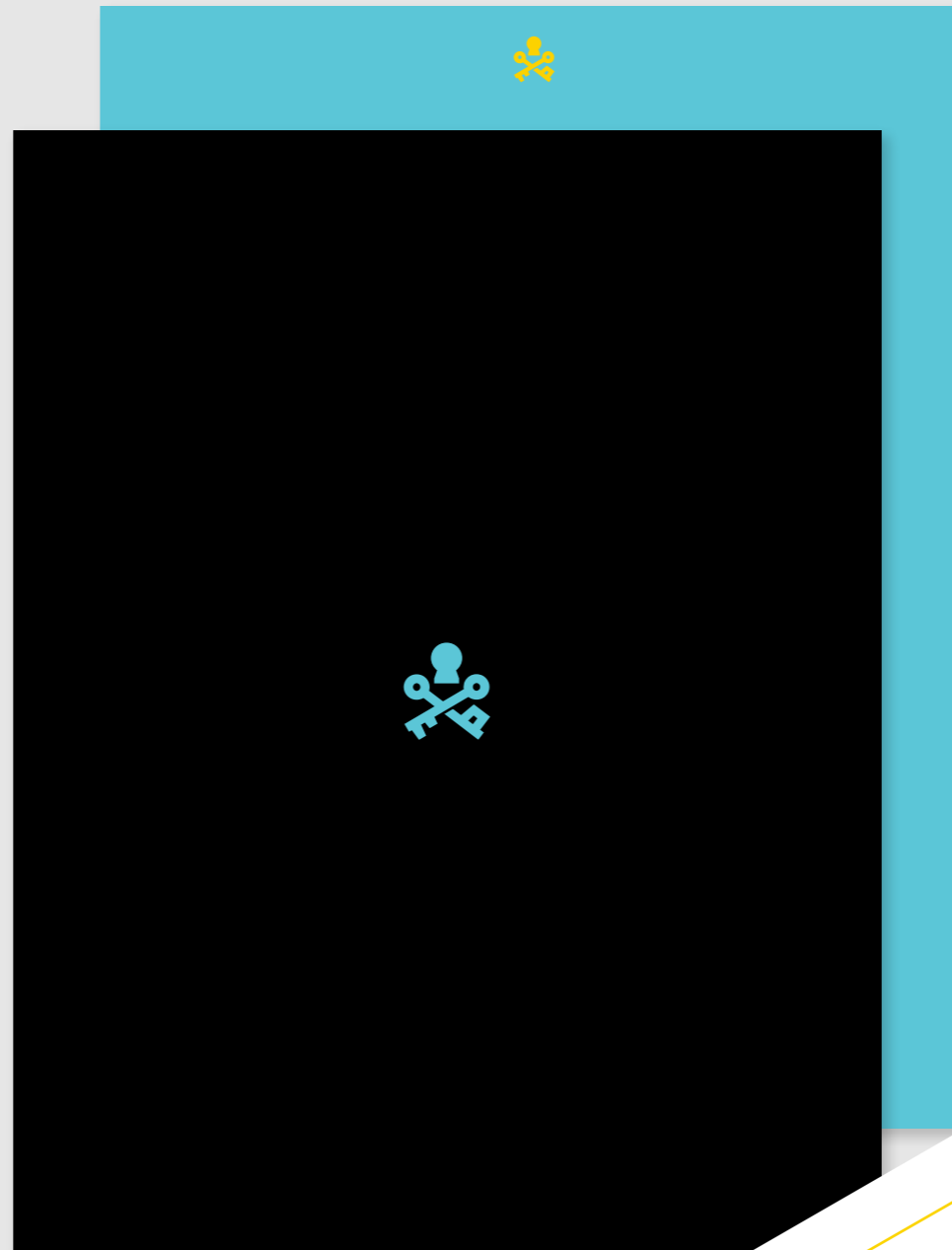
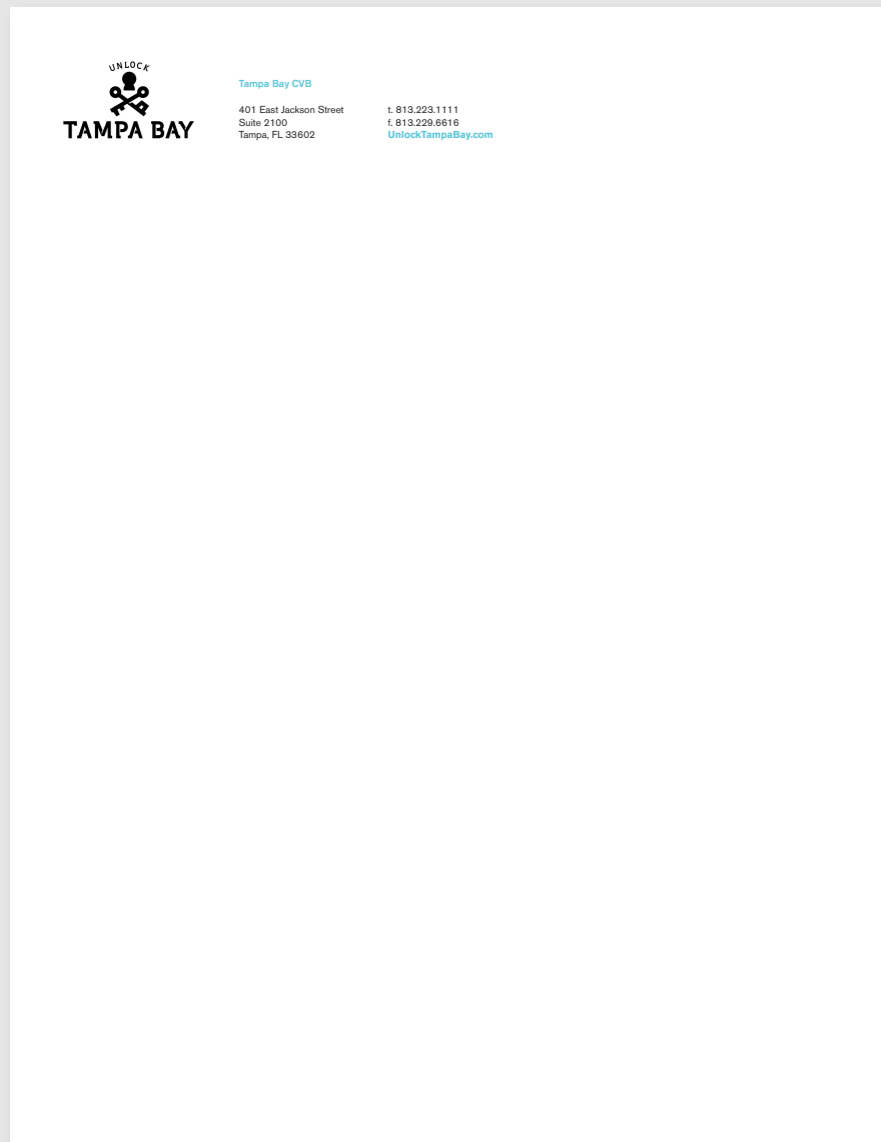
WORKING WITH BRANDED ELEMENTS



Our identity system is an extension of our logo. It takes its bold, angular qualities and uses them to create a graphic language unique to Tampa Bay.


So that even if our audience doesn't see our logo, they can still recognize our brand from a distance.

BRANDED ELEMENTS / BUSINESS SET




THIS IS OUR FIRST
IMPRESSION, IT HAS
TO BE GREAT.

**YOURS
TO CLAIM**



Lorem ipsum hit eati illit expercipis
 conemperum a nienien derferi tatio.
 Tur acepedit as iudem rehendi ominisin
 prate mo quatur accusapid que qui aute
 volupta siminus aepeliti sum ut.

www.UnlockTampaBay.com



Lorem ipsum hit eati illit expercipis
 conemperum a nienien derferi tatio.
 Tur acepedit as iudem rehendi ominisin
 prate mo quatur accusapid que qui aute
 volupta siminus aepeliti sum ut quis.

www.UnlockTampaBay.com

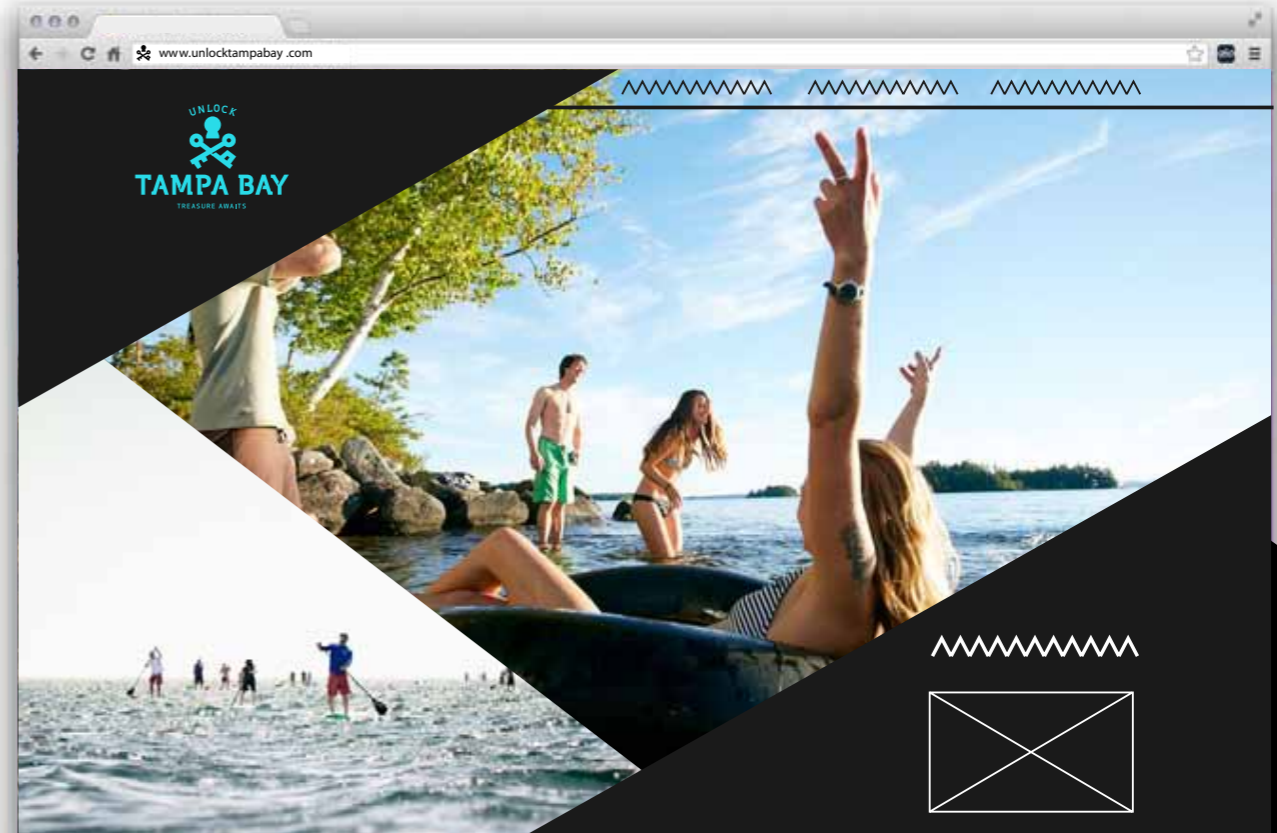
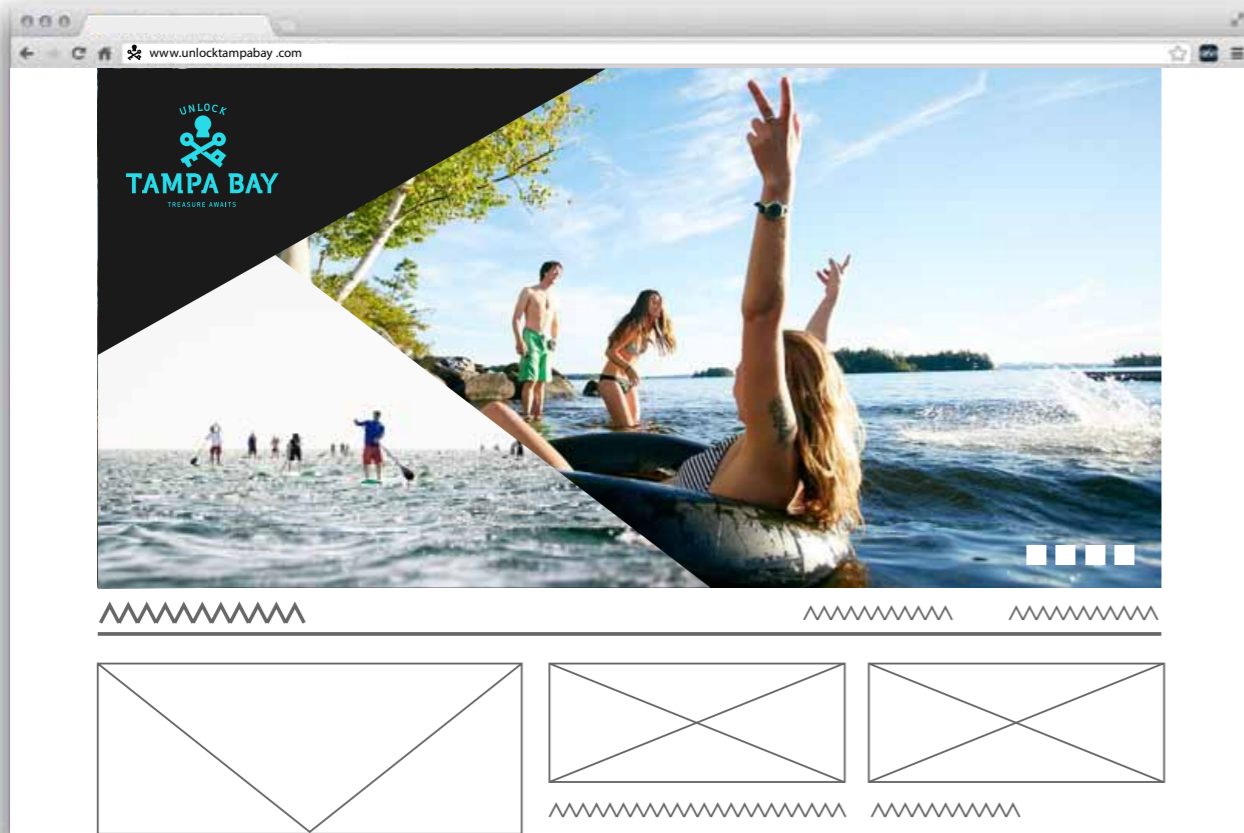


BRANDED ELEMENTS / RETAIL MERCHANDISE





BRANDED ELEMENTS / HOMEPAGE



SHARE YOUR
TREASURES. FIND
NEW ONES. DARE
TO BE DIFFERENT.
TOGETHER,
WE'LL UNLOCK
SOMETHING NEW.



UNLOCK TAMPA BAY GUIDELINES

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Tampa
FL 33609
(813) 253 0300

