



# Brand Guidelines

GUIDELINES FOR:

Logos & Usage  
Color Palettes  
Typography

# Introduction



## ABOUT THE BRAND

These guidelines have been developed to ensure that all Fort Myers branding and collateral adhere to the same intended look and feel. By respecting these brand guidelines, it's easy to put the Fort Myers branding into action.

### FORT MYERS POSITIONING STATEMENT:

For those looking for a better way, we are a change of pace from the regular world; a laid-back way of life that inspires people to take time to create deeper and more meaningful connections.

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## 01. PRIMARY TOURISM BRAND LOGO

The primary tourism brand logo is the logo used for all market-facing needs and executions including meetings, weddings and leisure campaigns. The logo can be used in any of the brand color palette options (Section 11). In some cases, black and white or reversed-out lock-ups may be used. When choosing a logo to pair with photography or a layout, match the overall tone of the image/layout to the appropriate logo color choice. When placing a logo on photography – unless that portion of the photo is very close to white – the reversed-out logo should be used.



## 02. SECONDARY TOURISM BRAND LOGOS

The primary logo should be the first choice when possible. In some cases a secondary tourism brand logo may be used in place of the primary tourism brand logo. All secondary logos continue to use the tourism brand color palette and guidelines in the same way as the primary logo.



### Brand Logo – IBN One Line

The Islands, Beaches & Neighborhoods (IBN) one line logo may be used when larger-sized applications are possible. It is important that the IBN is legible.



### Brand Logo – URL

The brand logo with the URL can be used when there is not an opportunity to have the URL elsewhere.



### Brand Logo– IBN and URL

The brand logo with the IBN and URL can be used only when there is not an opportunity to have the URL elsewhere and the logo can be featured large enough for clear readability of the IBN and URL.



### Brand Logo – No IBN

The brand logo without the IBN lock-up may be used as a secondary option to the IBN one line logo. It may be used in small spaces or smaller-sized applications where readability is a concern.



## 03. COUNTY LOGOS



### Brand Logo – Lee County, Florida

This logo is used sparingly when a general county and state locator is needed.



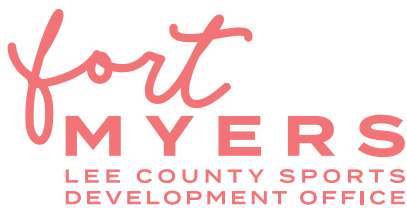
### Brand Logo – Southwest Florida

This logo is used sparingly when a general region locator is needed.



## 04. FORMAL SPORTS DEVELOPMENT OFFICE LOGO

The formal Lee County Sports Development Office logo is used for all professional, industry and internal communication materials and branding executions. The Sports Development Office logo can be used in any of the colors specified in the tourism brand color palette (Section 11). In some cases, black and white or reversed-out lock-ups may be used.



## 05. INFORMAL SPORTS DEVELOPMENT OFFICE LOGO

The informal Lee County Sports Development Office logo is used for all professional, industry and internal communication materials and branding executions. The Sports Development Office logo can be used in any of the colors specified in the tourism brand color palette (Section 11). In some cases, black and white or reversed-out lock-ups may be used.



## 06. TOURIST DEVELOPMENT COUNCIL LOGO

The Lee County Tourist Development Council logo is used for all professional, industry and internal communication materials and branding executions. The Tourist Development Council logo can be used in any of the colors specified in the tourism brand color palette (Section 11). In some cases, black and white or reversed-out lock-ups may be used.





## 07. VISITOR & CONVENTION BUREAU LOGO

The Lee County Visitor & Convention Bureau logo is used for all professional, industry and internal communication materials and branding executions. The Visitor & Convention Bureau logo can be used in any of the colors specified in the tourism brand color palette (Section 11). In some cases, black and white or reversed-out lock-ups may be used.



## 08. ECONOMIC DEVELOPMENT OFFICE LOGO

The Lee County Economic Development Office logo is used for all professional and internal communication materials and branding executions. The Economic Development Office logo can be used in any of the colors specified in the economic development color palette (Section 12). In some cases, black and white or reversed-out lock-ups may be used.



## 09. LOGO SPACING & PLACEMENT

The logo lock-up should have a consistent clear space or surrounding gutter within layout on all sides. At minimum, the space should be equal to the width of the crossbar in the "t" in Fort.

When multiple logos are used in conjunction with the Fort Myers (FM) logo, please place the FM logo at the bottom, beneath the other logos, and use proper spacing guidelines. If logos are required to be on the same line, place the FM logo at the far right of all logos and maintain proper spacing guidelines.

*The spacing and placement guidelines specified above apply to all versions of brand and professional Fort Myers logos.*



At minimum, the spacing should be equal to the width of the crossbar in the "t" in Fort.



## 10. IMPROPER LOGO USAGE

These guidelines apply to all logos, both brand and professional.

DO NOT alter the approved logo lock-ups.

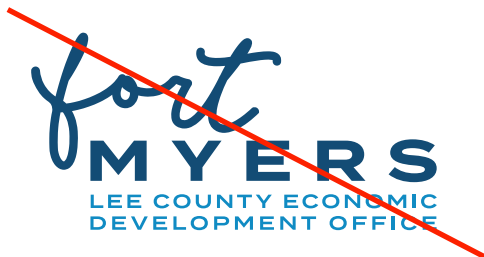
*These guidelines are general rules to follow. There may be some exceptions to the rules in one-off executions.*

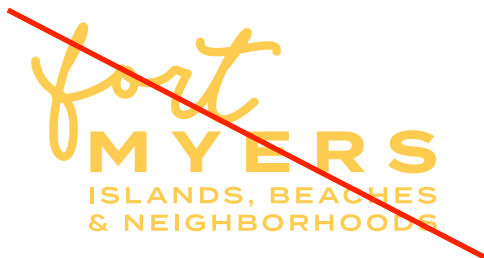


**DO NOT** stretch, compress, or tilt any of the brand or professional logos.

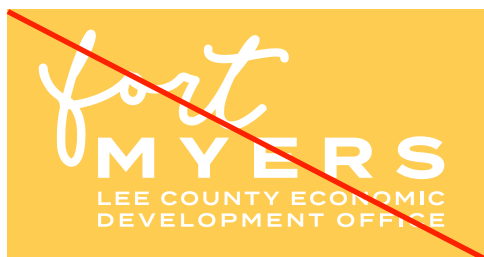


**DO NOT** use different colors within the same logo lock-up.

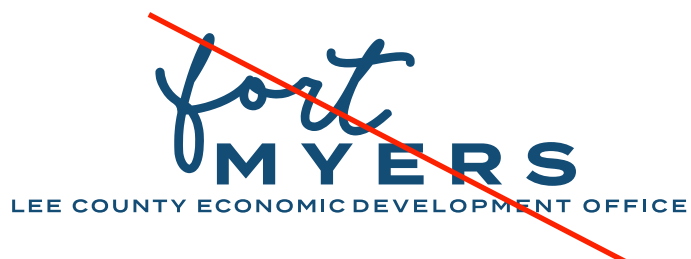




**DO NOT** use yellow logo lock-ups over white backgrounds or white logo lock-ups over yellow backgrounds.



**DO NOT** alter placement or size of lock-up elements for any of the brand or professional logos.



**DO NOT** use any other color logo lock-ups on a colored background unless they are the acceptable white, cream or yellow versions.

## 11. ADDITIONAL LOGOS

### 11.A GUESTS FIRST

Guests First is a free educational program for Lee County hospitality employees that offers customer service skills training to front-line and management professionals.



# Guests First

#### **Guests First – Vertical No Tag**

The vertical Guests Firsts logo with no descriptor line.



# Guests First

Customer Service Training Program

#### **Guests First – Vertical Logo**

The vertical Guests Firsts logo with the descriptor line.



# Guests First

Customer Service Training Program

#### **Guests First – Horizontal Logo**

The horizontal Guests Firsts logo with the descriptor line.

### 11.B GOING THE EXTRA SMILE

Professionals who complete the Guests First Customer Service Training Program are awarded with a Going the Extra Smile Certification.



#### **Going the Extra Smile – CGSP Certified**

The Going the Extra Smile CGSP Certified logo is available in the below three brand colors.



#### **Going the Extra Smile**

The Going the Extra Smile logo is available in the below three brand colors.



## 11.C SHELLCAST PODCAST

Shellcast is the official podcast of Fort Myers – Islands, Beaches and Neighborhoods and a beach break for your ears. Listeners can escape, relax and soak up some virtual sun while they tune in to what makes Southwest Florida so special.



### **Shellcast – Circular Logo**

The Shellcast circular logo is only available in the tourism brand teal.



### **Shellcast – Circular Logo with description**

The Shellcast circular logo with the descriptor line is only available in the tourism brand teal.



### **Shellcast – Rectangular Logo**

The Shellcast rectangular logo is only available in the tourism brand teal.



### **Shellcast – Rectangular Logo with description**

The Shellcast rectangular logo with the descriptor line is only available in the tourism brand teal.

## 12. ISLAND HOPPER SONGWRITER FEST LOGOS

The Island Hopper Songwriter Fest logo is used in the promotion of IHSF and is updated annually. This logo and the event use a color palette separate from the brand color palette and the Economic Development color palette.



### Primary Island Hopper Songwriter Fest Logo

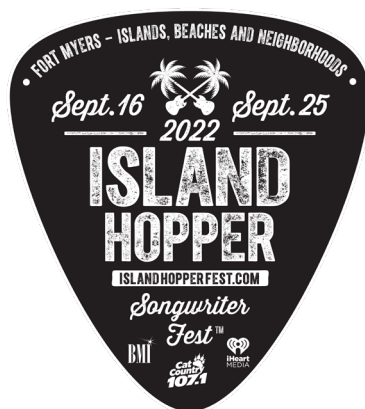
The Primary Island Hopper logo is used in larger executions where all details including the website are legible.



### Island Hopper Songwriter Fest Logo

#### - No Dates, Sponsors or Website

The Simplified Island Hopper logo may be used in small spaces or smaller applications where readability is a concern.



### Island Hopper Songwriter Fest Logo - with Sponsors

The Island Hopper Songwriter Fest logo is used in larger executions where the sponsor logos are not featured elsewhere.



### Island Hopper Songwriter Fest Logo - No Dates/Year with Sponsors

The Island Hopper Songwriter Fest logo is used in larger executions where an evergreen logo is needed and the sponsor logos are not featured elsewhere.







FORT MYERS - ISLANDS, BEACHES AND NEIGHBORHOODS

# ISLAND HOPPER

## *Songwriter Fest*

### Island Hopper Songwriter

#### Fest Logo - Horizontal

The horizontal Island Hopper logo is used in executions where a horizontal layout is needed.



# ISLAND HOPPER

## *Songwriter Fest*

fort  
MYERS

BNI

cat  
country  
107.1

Heart  
MEDIA

### Island Hopper Songwriter Fest

#### Logo - Horizontal with Sponsors

The horizontal Island Hopper logo with sponsors is used in executions where a horizontal layout is needed and sponsor logos are not featured elsewhere.



### ISLAND HOPPER COLOR PALETTE



ISLAND HOPPER BLUE:  
PMS Coated: 3135 C  
PMS Uncoated: 3135 U  
HEX: #008AAB  
CMYK: 100 / 23 / 29 / 1  
RGB: 0 / 138 / 171



ISLAND HOPPER ORANGE:  
PMS Coated: 165 C  
PMS Uncoated: 165 U  
HEX: #FF671D  
CMYK: 0 / 74 / 95 / 0  
RGB: 255 / 103 / 29



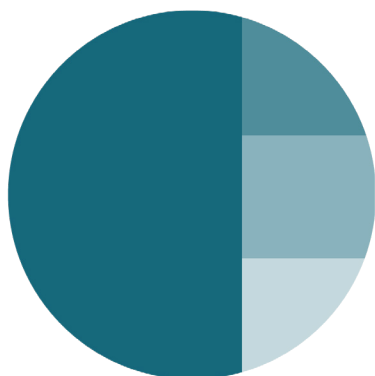
ISLAND HOPPER GREEN:  
PMS Coated: 362 C  
PMS Uncoated: 361 U  
HEX: #4C9C2E  
CMYK: 74 / 15 / 100 / 2  
RGB: 76 / 156 / 46



ISLAND HOPPER RED:  
PMS Coated: 1788 C  
PMS Uncoated: 1788 U  
HEX: #F32735  
CMYK: 0 / 96 / 83 / 0  
RGB: 243 / 39 / 53

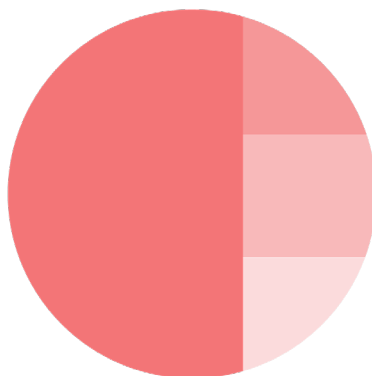
## 13. TOURISM BRAND COLOR PALETTE

The tourism brand color palette is inviting and refreshing, like any good day in Fort Myers. The colors exist to make the logo and brand more versatile and work in many different formats while creating a recognizable consistency. The colors are designed to complement each other. Do not mix and match colors within a logo lock-up or place a colored logo on a colored background unless they are the acceptable white, cream or yellow versions.



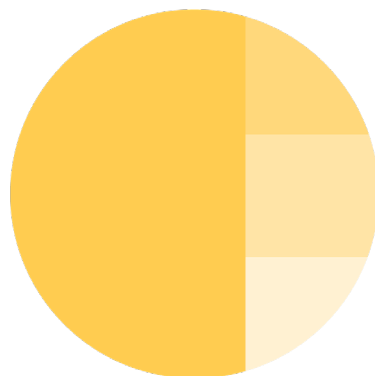
### BRAND TEAL

PMS Coated: 2214 C  
 PMS Uncoated: 315 U  
 HEX: #18677A  
 CMYK: 89 / 48 / 40 / 14  
 RGB: 24 / 103 / 122



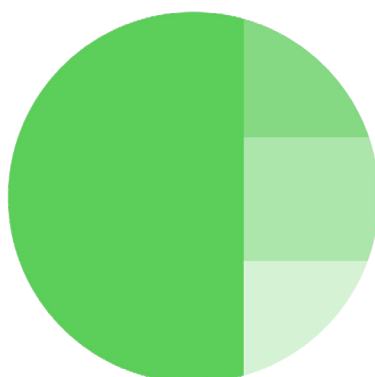
### BRAND CORAL

PMS Coated: 2029 C  
 PMS Uncoated: 7625 U  
 HEX: #F37577  
 CMYK: 0 / 68 / 43 / 0  
 RGB: 243 / 117 / 119



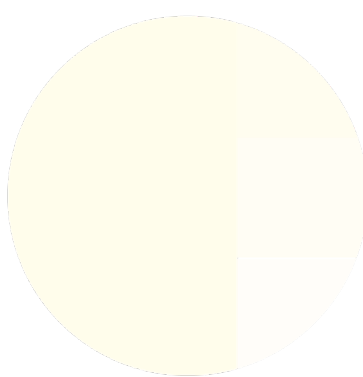
### BRAND YELLOW

PMS Coated: 1225 C  
 PMS Uncoated: 121 U  
 HEX: #FFCC50  
 CMYK: 0 / 20 / 79 / 0  
 RGB: 255 / 204 / 80



### BRAND GREEN

PMS Coated: 360 C  
 PMS Uncoated: 7488 U  
 HEX: #5CCE59  
 CMYK: 62 / 0 / 87 / 0  
 RGB: 92 / 206 / 89

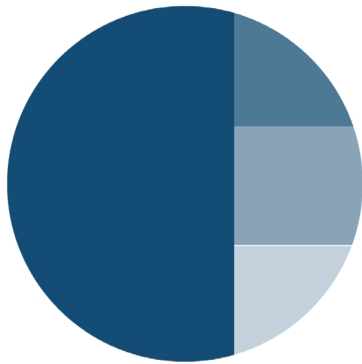


### UNIVERSAL CREAM

PMS Coated: Yellow: 012 C 6% Tint  
 PMS Uncoated: Yellow: 012 U 6% Tint  
 HEX: #FFFDEB  
 CMYK: 0 / 0 / 8 / 0  
 RGB: 255 / 253 / 235

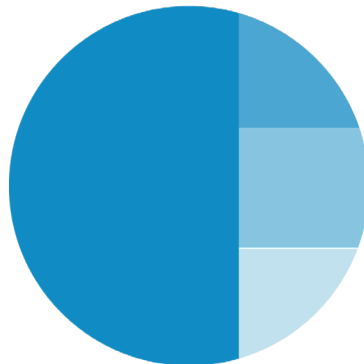
## 14. ECONOMIC DEVELOPMENT COLOR PALETTE

The Lee County Economic Development Office color palette is polished and bright. The colors exist to make the logo and brand adaptable to a more professional and business-centered audience. The colors are designed to complement each other. Do not mix and match colors within a logo lock-up or place a colored logo on a colored background. The reversed-out cream or white logo should be used with a colored background.



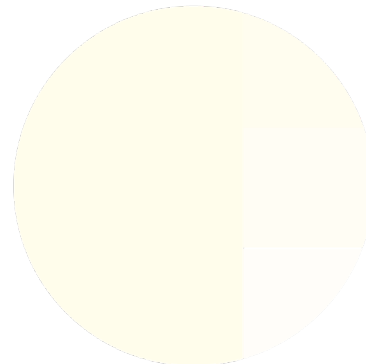
### PROFESSIONAL NAVY

PMS Coated: 7694 C  
PMS Uncoated: 294 U  
HEX: #134C75  
CMYK: 97 / 72 / 31 / 15  
RGB: 19 / 76 / 117



### PROFESSIONAL BLUE

PMS Coated: 7688 C  
PMS Uncoated: 2925 U  
HEX: #108BC3  
CMYK: 81 / 34 / 5 / 0  
RGB: 16 / 139 / 195



### UNIVERSAL CREAM

PMS Coated: Yellow: 012 C 6% Tint  
PMS Uncoated: Yellow: 012 U 6% Tint  
HEX: #FFFDEB  
CMYK: 0 / 0 / 8 / 0  
RGB: 255 / 253 / 235

## 15. PRIMARY FONT: LUFGA

Lufga is primarily used in medium or semi-bold weights and is typically used for headlines. Various weights can be used to achieve visual hierarchy, but overall the copy style should feel light and inviting. Heavier weights and italics should be used sparingly. The lowercase "g" for Lufga has an open descender and should be manually replaced with the closed "g" glyph as shown below.



*Changing glyphs can be different in various programs. Please refer to the program in use for the right tool. For example, InDesign uses the "Glyphs" window found under the "Type" window.*

# Aa Bb Cc

## Regular

ABCDEFGHIJKLM  
 abcdefghijklmnopqrs  
 0123456789

## Light

ABCDEFGHIJKLM  
 abcdefghijklmnopqrs  
 0123456789

## Medium

ABCDEFGHIJKLM  
 abcdefghijklmnopqrs  
 0123456789

## Semi-Bold

ABCDEFGHIJKLM  
 abcdefghijklmnopqrs  
 0123456789

## Bold

ABCDEFGHIJKLM  
 abcdefghijklmnopqrs  
 0123456789

## Black

ABCDEFGHIJKLM  
 abcdefghijklmnopqrs  
 0123456789

## 16. SECONDARY FONT: RALEWAY

Raleway is primarily used in the regular weight and is typically used for body copy and digital or web executions. Body copy should never be smaller than 9 point font with rare exceptions. Heavier weights and italics should be used sparingly. The simplified "W" is preferred though the glyph with crossbars is also accepted.

W

W

*Simplified "W"*

*"W" with crossbars*

Aa Bb Cc

Regular

ABCDEFGHIJKLM

abcdefghijklmnopqrs

0123456789

Light

ABCDEFGHIJKLM

abcdefghijklmnopqrs

0123456789

Medium

ABCDEFGHIJKLM

abcdefghijklmnopqrs

0123456789

**Bold**

**ABCDEFGHIJKLM**

**abcdefghijklmnopqrs**

**0123456789**

**Extra Bold**

**ABCDEFGHIJKLM**

**abcdefghijklmnopqrs**

**0123456789**

**Black**

**ABCDEFGHIJKLM**

**abcdefghijklmnopqrs**

**0123456789**