## VISIT SOUTH WALTON BRAND STANDARDS GUIDE 2018 (V.1)

### I. INTRODUCTION
- Brand Mission
- Brand Promise
- Brand Story

### II. BRAND ELEMENTS
- Our Name
- Our Logo
- Our Verbal Identity

### III. VISUAL SYSTEM
- Typography
- Photography Style
- Supporting and Miscellaneous Elements

### IV. APPLICATIONS
- Public Relations Boilerplate
- Social Media Icons & Hashtag
- Print
- Banner Ads
- Apparel Merchandise
- Identity Package

### V. Co-Op Partner & Outside Vendor Logo Use
- Logo Usage Questions
- Contact Information
Our Mission

The mission of the Walton County Tourist Development Council is to direct and manage activities that will strengthen the position of the South Walton brand in the tourism marketplace, in order to increase the tourism economy of Walton County. The TDC will manage and maintain our beaches as a primary attraction and serve as a responsible industry organization to take a leadership role in addressing issues that affect tourism and the quality of life in Walton County.
Our Brand Promise

South Walton provides visitors with a relaxing escape: an upscale, yet casual, place to unwind and rejuvenate. Charm and scenic beauty define our stretch of Northwest Florida's Gulf Coast, and our white sand beaches and turquoise water offer a natural setting, where visitors feel comfortable. We deliver an unforgettable experience, filled with lasting memories.
Our Brand Story

Each and every one of us has our own idea of the perfect getaway – our own ideal, a special place that helps the everyday melt away. South Walton is more than a single perfect place.

Start with the purest sugar-white sand nestled at the foot of turquoise Gulf water. The rolling dunes covered with sea grasses framed with pines against a pure blue sky. Scoop out dozens of rare coastal dune, freshwater lakes to reflect all that blue, and marry it to a huge inland estuary teeming with all forms of life.

People have been drawn to this restorative beauty for generations. The culture that has grown up here and been shaped by residents and visitors alike. It has always been peaceful, respectful of the natural surroundings.

The result of it all is a strand of 16 beach neighborhoods – each possessing their own cultural traditions and visual style. All linked to each other by the bountiful natural gifts and a commitment to preserve and perpetuate this magical place.

This is our promise: somewhere along this strand, you will find your perfect escape – the epitome of what the word beach means to you.

This is South Walton. Find your perfect beach.
II. BRAND ELEMENTS
History & Evolution

A brand is ever-changing - always moving, forward or backward in both anticipation of and response to two dominant influences. The first is its environment, which includes social, economic and even technological factors. The second influence is the customer base, which experiences their own generational and socioeconomic evolutions. Referring to the destination as “South Walton” allows the brand to assume a rightful place among casual conversation that’s more in keeping with the character of its location and the visitors and locals who inhabit it. In addition, “South Walton” conforms to the succinct and direct way people communicate in the world of digital and social media.
Destination vs Organization

It is important to distinguish between the destination logo (South Walton) and the organization iteration (Visit South Walton) when promoting the brand. Certainly the goal is to have both the destination and the organization have consistent brand elements so they operate as a part of a cohesive family, but there also remains a significant difference between the primary audience and purpose of each logo and its use.
It is important to use the identity in a consistent manner across all applications to establish and reinforce the South Walton brand. The “Sun Wave” icon and the typeface should never be used independently of one another. The final approved lockup should be used on all materials known and unknown in print, collateral, broadcast, display and digital applications.
Usage Guidelines

The primary use of the South Walton brandmark stacks the icon atop of the “South Walton” logotype and should include the “Florida” locator for out-of-market use and exclude “Florida” for in-market use. If the communication piece(s) originate in-market but will ultimately live outside of the market (i.e. collateral, merchandise, bumper stickers, etc.) the “Florida” version of the logo should also be used. The use of the tagline is limited to applications where size permits and replaces the “Florida” locator. The South Walton brandmark is a registered trademark. The “find your perfect beach” tagline is also registered, and if used separately in communications, should also be followed by a registered trademark symbol “®”.

FIND YOUR PERFECT BEACH

Tagline without Brandmark
ii. Color Application

The predominant blue logo color for the “Sun Wave” icon box and logotype is PMS 7690 Coated (PMS 307 for Uncoated only). The yellow color for the “Sun” (top horizontal “S” shape within the icon box) is PMS 1205. The aqua color for the “Wave” (bottom “W” shape within the icon box) is PMS 3105. The 4-color CMYK mixes for print and RGB colors for web can be found above. Use the following Comfort Colors® for apparel: “Sun Wave” icon box is Royal Caribe 640C, the “Sun” shape is Butter 1205C, and the “Wave” shape is Lagoon Blue 311C. When embroidering items, use thread manufactured by Madeira in the following colors: “Sun Wave” icon box is Blue 7934 Frosted Matt, for the “Sun” shape use Yellow 1735 Poly Neon and for the “Wave” shape use Aqua 1893 Poly Neon.
ii. Color Application

When the logo is applied to a white background, the four color logo should be used. When printing a one color or solid logo, use the approved PMS or CMYK mix. When the logo is used over a solid colored background or an image that doesn’t provide enough contrast, the entire logo lockup should be knocked out to white.
iii. Clearance

The minimum spacing around the mark is illustrated in the examples above. The logo should always have a minimum amount of surrounding clearance in order to maintain the integrity of the brand when surrounded by other logos or content. Suggested spacing around the logo should be equal to the size of the “Sun Wave” icon box.
iv. Sizing: Printed

On all print or display pieces, the minimum size the destination logo without “Florida” can be reproduced is 1 inch wide. The minimum size the destination logo can be reproduced with “Florida” is 1.5 inches wide. When using the destination logo with the tagline “find your perfect beach”, it should never be reproduced smaller than 2 inches wide. When using the destination logo with the URL “VisitSouthWalton.com”, it should never be reproduced smaller than 2 inches wide. The organization logo should never be reproduced smaller than 1.5 inches wide.
Sizing: Web

On all digital communication pieces, the minimum size the logo without “Florida” can be used is 130 pixels wide. The minimum size the logo can be used with “Florida” is 150 pixels wide. When using the version with the tagline “find your perfect beach”, it should never be used smaller than 180 pixels wide.
v. Alternate Logo Orientations

For small vertical spaces, the stacked version of the logo may be used on a limited basis. For short wide spaces, the horizontal version may be used on a limited basis. All the prior color, clearance, and sizing guidelines should be adhered to regardless of layout orientation.
As the organization, focus will be on inclusion of “Visit” and “South Walton” and less on a consumer-facing tagline such as “Find your perfect beach.” The two logo versions above can be used interchangeably to represent the organization. Additionally, use of the organization logo will most likely be accompanied by inclusion of a Florida address, so extensions such as inclusion of the Florida locator with this logo will be considered on a case-by-case basis with criteria such as event, geography, audience and execution driving these decisions.
Our Verbal Identity: Referring to The Destination South Walton By Name

Consistency in referring to South Walton and its 16 distinct beach neighborhoods in text is critical in maintaining a strong identity. Use of correct capitalization, style and typesetting all impacts the equity of the South Walton brand. The typewritten name “South Walton” should always appear as two distinct words with the “S” and “W” capitalized. When referencing South Walton as a location in text or in speech, it should never be referred to as “Visit South Walton” (the brand name of the organization), “South Walton Beach” (no such place exists), or “Beaches of South Walton” (former brand name). The area should always be referred to as “South Walton” or “South Walton, Florida”.

All correspondence and materials promoting South Walton should be written clearly and in the welcoming tone of the brand voice. When referring to a specific time of day, “a.m.” or “p.m.” should be used in adherence to the AP Style Manual. When promoting a phone number, the following format should be used in all instances “(000) 000-0000”.
Our Verbal Identity: Terminology

Consistency in the descriptions of South Walton is also imperative to building and maintaining a strong brand. Unique language has been established to differentiate South Walton from other destinations in the area. The color of the water should always be referred to as “turquoise” and should be referred to in the singular sense in all instances. The sand should always be described as “white”, “white quartz” or “sugar-white” referencing their pure white, granular attributes. What once were “beaches” and “communities” are now “beach neighborhoods”. A popular sport in South Walton is stand-up paddleboarding. “Stand-up” should always be hyphenated and “paddleboarding” is one word.
Our Verbal Identity: 16 Beach Neighborhood Usage Guidelines

The 16 distinct beaches that make up South Walton should always be referred to as “neighborhoods”. Any community listing should include all 16 beach neighborhoods and the names should be listed West to East in the following order: Miramar Beach, Seascape, Sandestin, Dune Allen, Gulf Place, Santa Rosa Beach, Blue Mountain Beach, Grayton Beach, WaterColor, Seaside, Seagrove, WaterSound, Seacrest, Alys Beach, Rosemary Beach, Inlet Beach. In order to help raise the profile of the overall destination, the beach neighborhoods can be rearranged to prominently feature individual names with higher brand awareness in specific and limited executions. Never number the beaches in a listing to avoid appearances of preferential treatment. “Beach” should only be included in a neighborhood reference if it’s part of the name and it should be used exactly as noted above. WaterColor and WaterSound should be spelled as one word with a capital “C” and “S” respectively, unless it appears in all caps. Also, the numerical reference of the sixteen should always appear as ‘16’ when referring to the beach neighborhoods.
“It’s a wonderful day in South Walton...”

Our Verbal Identity: External Contact

Anyone who comes in contact with a representative of Visit South Walton should be greeted with warmth and a smile. Yes, you can hear a smile. When you are the first to answer a call, you should greet the caller with: “It’s a wonderful day in South Walton. How may I help you?” It is not necessary to use this greeting on your voicemail. It is a simple salutation and shouldn’t be overused as to appear meaningless or mechanical. This also extends to email signatures and out of office messages. Signatures are to be provided to staff by the communications coordinator.
Our Verbal Identity: Referring to the Walton County TDC

As part of the re-branding, the Walton County TDC is now operating as “Visit South Walton”. So when referring to the destination, the name is “South Walton” and when referring to the organization it’s “Visit South Walton”.

“Visit South Walton”
25-word Description:

On Northwest Florida’s Gulf Coast, South Walton’s pristine sugar-white sand beaches and turquoise water complement 16 acclaimed beach neighborhoods. Find your perfect beach.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity: 25-, 50-, 75-, 100-, 150- and 250-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 250 words are required, please contact Visit South Walton’s communication department.
40-word Description:

On Northwest Florida’s Gulf Coast, South Walton’s pristine sugar-white sand beaches and turquoise water complement 16 acclaimed beach neighborhoods, each with its unique style. Find your perfect beach®.
50-word Description:

Located along a 26-mile stretch on Northwest Florida’s Gulf Coast, South Walton encompasses a strand of 16 acclaimed beach neighborhoods, each with its unique style. Renowned for turquoise water and sugar-white sand, South Walton is continually recognized as a premier destination that offers an upscale, yet casual place to build lasting memories.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity: 25-, 50-, 75-, 100-, 150- and 250-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 250 words are required, please contact Visit South Walton’s communication department.
75-word Description:

Located on Northwest Florida’s Gulf Coast, South Walton is continually recognized as a premier destination that boasts 26 miles of sugar-white sand, turquoise water and 16 acclaimed beachside neighborhoods, each with its own personality and style. South Walton’s artful mix of shops and restaurants perfectly complements the array of activities and natural attractions from kayaking and golfing to tennis, swimming and bicycling. South Walton is the perfect place to find your perfect beach.

Our Verbal Identity: Approved Descriptions

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100-word Description:

Located in Northwest Florida, South Walton is continually recognized as a premier destination that boasts 26 miles of sugar-white sand beaches, turquoise water and 16 acclaimed beachside neighborhoods, each with its own personality and style. In South Walton, luxury accommodations, challenging golf, eclectic shops, unique art galleries and award-winning dining are part of the area’s distinctive character. Outdoor activities are abundant within the four state parks, a state forest, 15 rare coastal dune lakes and the Gulf of Mexico. South Walton is the perfect place to celebrate family traditions, create memories that last a lifetime and find your perfect beach.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity; 25-, 50-, 75-, 100-, 150- and 250-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 250 words are required, please contact Visit South Walton’s communication department.
150-word Description:

Located in Northwest Florida, South Walton is continually recognized as a premier destination that boasts 26 miles of sugar-white sand, turquoise water and 16 acclaimed beachside neighborhoods, each with its own personality and style. In South Walton, luxury accommodations, challenging golf, eclectic shops, unique art galleries and award-winning dining are part of the area’s distinctive character and relaxing atmosphere.

Adventure seekers will enjoy stand-up paddleboarding, kayaking or fishing on one of the area’s many waterways including 15 rare coastal dune lakes. Over 200 miles of trails invite nature lovers to hike through state parks and forests. From one of the nation’s largest designer outlets to an eclectic mix of chic and sophisticated boutiques and galleries, South Walton is a shoppers’ paradise. Foodies relish the fusion of flavors created by award-winning chefs using fresh-from-the-Gulf and locally sourced ingredients. Create memories that will last a lifetime and find your perfect beach.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity: 25-, 50-, 75-, 100-, 150- and 250-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 250 words are required, please contact Visit South Walton’s communication department.
Located in Northwest Florida, South Walton is continually recognized as a premier destination that boasts 26 miles of sugar-white sand, turquoise water and 16 acclaimed beachside neighborhoods, each with its own personality and style. In South Walton, luxury accommodations, challenging golf, eclectic shops, unique art galleries and award-winning dining are part of the area’s distinctive character and relaxing atmosphere.

Both on the beach and off, outdoor activities are naturally abundant in South Walton. Beyond traditional sunning and swimming, adventurous travelers will enjoy stand-up paddleboarding or fishing on the stunning water of the Gulf of Mexico or one of the area’s 15 rare coastal dune lakes.

Over 200 miles of trails invite nature lovers to observe rare birds while hiking through state parks and forests. The 19-mile Timpoochee Trail beckons runners and bicyclists past New Urbanist neighborhoods and coastal dune lakes. Challenge yourself to a game of tennis or golf on one of several acclaimed courts and courses.

Is shopping your passion? Indulge in some retail therapy at one of the nation’s largest designer outlets, and then browse an eclectic mix of chic and sophisticated boutiques and galleries. Foodies will relish the fusion of flavors created by award-winning chefs using fresh-from-the-Gulf and locally sourced ingredients. As the sun makes its spectacular evening splash into the sea, enjoy live music and dancing at one of the local hot spots.

An upscale, yet casual place to unwind, South Walton is the place to rejuvenate, build lasting memories and find your perfect beach.

Our Verbal Identity: Approved Descriptions

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25-word Description, Meetings Audience:

Modern meeting facilities, gourmet dining, premium accommodations and exceptional service, steps from award-winning sugar-white sand beaches and turquoise water in South Walton, Florida.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity to the meetings audience: 25-, 50-, 100-, 250- and 400-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 400 words are required, please contact Visit South Walton’s communication department.
50-word Description, Meetings Audience:

Imagine modern meeting facilities, premium accommodations and exceptional service, steps from award-winning sugar-white sand beaches and turquoise water – all enhanced by a diverse culinary scene, boutique shopping and championship golf. South Walton, Florida, is continually recognized as a premier destination that offers an upscale, yet casual place to host conferences.

Our Verbal Identity: Approved Descriptions

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100-word Description, Meetings Audience:

Located along a 26-mile stretch of sugar-white sand beaches and turquoise water on Northwest Florida’s Gulf Coast, South Walton is continually recognized as a premier meetings destination.

Whether for a 10-person executive retreat or a 1,500-person convention, stunning architecture, diverse dining, championship golf, boutique shopping and unique teambuilding activities make South Walton, Florida’s 16 beach neighborhoods special, each with its own traditions, charm and visual style.

Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than a 35-minute drive from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

Our Verbal Identity: Approved Descriptions

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250-word Description, Meetings Audience:

Located along a 26-mile stretch of sugar-white sand beaches and turquoise water on Northwest Florida’s Gulf Coast, South Walton has beckoned to generations of visitors seeking an upscale and relaxing place to unwind. Imagine planning a meeting steps from beautiful, award-winning beaches and surrounded by gourmet dining, boutique shopping and championship golf. Now imagine that meeting is in a modern facility with premium accommodations and exceptional service.

Each year, more meeting planners discover that these 16 acclaimed beach neighborhoods, with over 10,000 guest rooms, 135,000 square feet of meeting space, year-round great weather and off-the-clock activities, make any time an ideal time for meetings and events.

Whether for a 10-person executive retreat or a 1,500-person convention, you’ll find your perfect meeting destination in South Walton. Stay in luxury boutique hotels, full-service resorts, grand beach houses or cozy cottages. Experience a diverse culinary scene at one of over 200 restaurants. The 16 beach neighborhoods have something to suit each person’s style!

We make planning simple, but we also offer the best of both worlds: business and pleasure. Bring your family and stay a few extra days to enjoy one of National Geographic’s “Best Trips of 2019.”

Travel is a breeze, whether by car or by plane - South Walton is conveniently located less than a 35-minute drive from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For meetings that are a pleasure from planning to execution, find your perfect beach in South Walton, Florida.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity to the meetings audience: 25-, 50-, 100-, 250- and 400-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 400 words are required, please contact Visit South Walton’s communication department.
400-word Description, Meetings Audience:

Located along a 26-mile stretch of sugar-white sand beaches and turquoise water on Northwest Florida’s Gulf Coast, South Walton has beckoned to generations of visitors seeking an upscale and relaxing place to unwind. Imagine planning a meeting steps from beautiful, award-winning beaches and surrounded by gourmet dining, boutique shopping and championship golf. Now imagine that meeting is in a modern facility with premium accommodations and exceptional service.

Each year, more meeting planners discover that these 16 acclaimed beach neighborhoods - Miramar Beach, Seascape, Sandestin, Dune Allen, Gulf Place, Santa Rosa Beach, Blue Mountain Beach, Grayton Beach, WaterColor, Seaside, Seagrove, WaterSound, Seacrest, Alys Beach, Rosemary Beach, Inlet Beach - each with its own traditions, charm and visual style, are also perfect for working hard and having fun. Over 10,000 guest rooms, 135,000 square feet of meeting space, year-round great weather and off-the-clock activities make any time an ideal time for meetings and events.

Whether for a 10-person executive retreat or a 1,500-person convention, you’ll find your perfect meeting destination in South Walton. Stay in luxury boutique hotels, full-service resorts, grand beach houses or cozy cottages. Enjoy a variety of teambuilding activities like paddleboarding in the Gulf or the Bay, golfing pristine championship courses, touring art galleries or enjoying a wine tasting. Unique outdoor activities are abundant with four state parks, a state forest, 15 rare coastal dune lakes and the Gulf of Mexico. Experience a diverse culinary scene at one of over 200 restaurants highlighting a fusion of flavors created by award-winning chefs using fresh-from-the-Gulf and locally sourced ingredients. Make an evening reception on the beach even better with a bonfire and s’mores!

We make planning simple with endless options for you and your attendees, but we also offer the best of both worlds: business and pleasure. Bring your family and stay a few extra days to enjoy one of National Geographic’s “Best Trips of 2019.”

Travel is a breeze, whether by car or by plane - South Walton is conveniently located less than a 35-minute drive from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For meetings that are a pleasure from planning to execution, find your perfect beach in South Walton, Florida. You’ll only regret that you couldn’t stay longer. Learn more at www.VisitSouthWalton.com/Meetings.

Our Verbal Identity: Approved Descriptions

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25-word Description, Travel Trade Audience:

26 miles of sugar-white sand beaches and turquoise water alongside world-class accommodations, dining, shopping and golf. For vacations packed with possibilities, choose South Walton, Florida.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity to the travel trade audience: 25-, 50-, 100-, 250- and 400-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 400 words are required, please contact Visit South Walton’s communication department.
50-word Description, Travel Trade Audience:

*Imagine the perfect getaway: 26 miles of sugar-white sand beaches and turquoise water surrounded by world-class accommodations, gourmet dining, boutique shopping and championship golf. For vacations packed with possibilities, look no further than South Walton, Florida. Your clients will only regret that they couldn’t stay longer.*

*Our Verbal Identity: Approved Descriptions*

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100-word Description, Travel Trade Audience:

*Imagine the perfect vacation: 26 miles of sugar-white sand beaches and turquoise water, surrounded by gourmet dining, boutique shopping and championship golf.*

*South Walton, Florida’s 16 beach neighborhoods have beckoned to generations of visitors seeking an upscale and relaxing place to unwind. World-class accommodations, golf courses, shopping, art and culture, water activities, diverse dining, ecotourism and more await your clients here. There’s something to suit everyone’s style!*

*Stunning beaches, award-winning accommodations, a delicious culinary scene and exciting activities make South Walton a premier vacation destination. For vacations packed with possibilities, look no further than South Walton, Florida.*

**Our Verbal Identity: Approved Descriptions**

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity to the travel trade audience: 25-, 50-, 100-, 250- and 400-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 400 words are required, please contact Visit South Walton’s communication department.
Imagine the perfect vacation: quiet relaxation, music and cocktails with friends, exploring nature or touring the sights. Now imagine it all in one place, steps from 26 miles of sugar-white sand beaches and turquoise water and surrounded by gourmet dining, boutique shopping and championship golf.

South Walton, Florida, has beckoned to generations of visitors seeking an upscale and relaxing place to unwind. Help your clients discover why our 16 beach neighborhoods are ideal for having a blast and creating lasting memories. Summer might be the best time to hit the beach, but year-round great weather and nonstop fun make fall and winter ideal times for an unforgettable getaway.

Let the beach transport them to a peaceful, recharged state before they take advantage of the rest of what South Walton has to offer. They can stay in a grand beach house or a cozy cottage for a homey feel, or at a full-service resort that caters to their every need. Championship golf courses, boutique shopping, art and culture, water activities, diverse dining, ecotourism and more are just out the door.

Stunning beaches, award-winning accommodations, delicious dining and exciting activities make South Walton, Florida, a premier vacation destination. Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than a 35-minute drive from both Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For vacations packed with possibilities, look no further than South Walton. They’ll only regret that they couldn’t stay longer.
Imagine the perfect vacation: quiet relaxation, music and cocktails with friends, exploring nature or touring the sights. Now imagine it all in one place, steps from 26 miles of sugar-white sand beaches and turquoise water and surrounded by gourmet dining, boutique shopping and championship golf.

South Walton, Florida, has beckoned to generations of visitors seeking an upscale and relaxing place to unwind. Help your clients discover why our 16 beach neighborhoods are ideal for having a blast and creating lasting memories. Summer might be the best time to hit the beach, but year-round great weather and nonstop fun make fall and winter ideal times for an unforgettable getaway.

Let the beach transport them to a more peaceful, recharged state before they take advantage of the rest of what South Walton has to offer. They can stay in a grand beach house or a cozy cottage for a homey feel, or at a full-service resort that caters to their every need. When their day at the beach is done, the fun is far from over. Pristine championship golf courses, boutique and designer shopping, art studios, water activities, gourmet and casual dining, ecotourism, a year-round schedule of events and more are just out the front door. Whether they prefer a quiet night in or an evening on the town, there’s something to suit everyone’s style!

Stunning beaches, award-winning accommodations, a diverse culinary scene and exciting activities make South Walton, Florida, a premier vacation destination, because everything your client needs is in one place. Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than a 35-minute drive from both Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For vacations packed with possibilities, look no further than South Walton, Florida. They’ll only regret that they couldn’t stay longer.

Our Verbal Identity: Approved Descriptions

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25-word Description, Weddings Audience:

Say “I do” on South Walton, Florida’s sugar-white sand beaches, steps from turquoise water. It’s so effortless, your honeymoon starts before your wedding ends.
50-word Description, Weddings Audience:

Say “I do” on a beautiful beach, in a quaint garden or at a luxury resort. South Walton, Florida’s sugar-white sand beaches and turquoise water are steps from golf courses, shopping, art, dining, ecotourism and more. It’s so effortless, your honeymoon starts before your wedding ends.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity to the weddings audience: 25-, 50-, 100-, 250- and 400-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 400 words are required, please contact Visit South Walton’s communication department.
100-word Description, Weddings Audience:

*Say “I do” in a beautiful beach ceremony, a quaint colorful garden or an elegant affair at a luxury resort.*

*South Walton, Florida’s 26 miles of sugar-white sand beaches and turquoise water have beckoned to generations of visitors. Come create lasting memories in one of our 16 beach neighborhoods.*

*When your guests aren’t celebrating you, they’ll have championship golf courses, boutique shopping, art, water activities, diverse culinary options, ecotourism and more just out their front door.*

*For your once-in-a-lifetime event, let South Walton, Florida, deliver a once-in-a-lifetime experience. True love comes naturally, and so should the setting.*

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity to the weddings audience: 25-, 50-, 100-, 250- and 400-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 400 words are required, please contact Visit South Walton’s communication department.
250-word Description, Weddings Audience:

Imagine saying “I do” in a beautiful beach ceremony, a quaint garden surrounded by color or an elegant affair at a luxury resort. Every bride dreams of getting exactly what she wants on her big day, and in South Walton, Florida, you can have it all: a romantic beach wedding, accommodations fit for any guest, dining, shopping and endless activities.

With 26 miles of sugar-white sand beaches overlooking turquoise water, South Walton has beckoned to generations of visitors. Each year, more brides discover that our 16 beach neighborhoods are also perfect for creating lasting memories on the most special day of your life.

Stay in grand beach houses or cozy cottages for intimate celebrations, or at full-service resorts that take care of your every need. You and your guests have countless options for having a good time: pristine championship golf courses, boutique and designer shopping, art studios, year-round events, water activities, gourmet and casual dining, ecotourism and more are just out their front door.

South Walton offers the best of both worlds: breathtaking beauty and effortless wedding planning. Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than a 35-minute drive from both Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For your once-in-a-lifetime event, let South Walton, Florida, deliver a once-in-a-lifetime experience. True love comes naturally, and so should the setting.

Our Verbal Identity: Approved Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity to the weddings audience: 25-, 50-, 100-, 250- and 400-word descriptions are available and should be used consistently in such instances. For these copy files and in cases where more than 400 words are required, please contact Visit South Walton’s communication department.
Imagine saying “I do” in a beautiful beach ceremony, a quaint garden celebration surrounded by color or an elegant affair at a luxury resort. Every bride dreams of getting exactly what she wants on her big day, and in South Walton, Florida, you can truly have it all: the romantic beach wedding you’ve always envisioned, accommodations fit for any guest plus dining, shopping and endless activities.

With 26 miles of sugar-white sand beaches overlooking turquoise water, South Walton, Florida, has beckoned to generations of visitors seeking an upscale and relaxing place to unwind. Each year, more brides discover that these 16 beach neighborhoods are also perfect for creating lasting memories on the most special day of your life. Summer might be the season you associate with the beach, but year-round great weather and activities make fall and winter ideal choices for your special day.

From versatile and gorgeous venues to top-notch service, your perfect wedding is in South Walton. Host your reception just steps from the pool at a sprawling resort or in a sophisticated ballroom, catered by the best restaurants the Gulf Coast has to offer. Stay in grand beach houses or cozy cottages for intimate celebrations, or at full-service resorts that take care of your every need. You and your guests have countless options for relaxation: pristine championship golf courses, boutique and designer shopping, art galleries, year-round events, water activities, gourmet and casual dining, ecotourism and more – all just out their front door. Whether you and your guests prefer a quiet night in or an evening on the town, the 16 beach neighborhoods have something to suit everyone’s style!

Distinctive venues, award-winning accommodations, a diverse culinary scene and limitless activities make South Walton unique among wedding destinations. South Walton offers the best of both worlds: breathtaking beauty and effortless planning. Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than a 35-minute drive from both Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For your once-in-a-lifetime event, let South Walton, Florida, deliver a once-in-a-lifetime experience. True love comes naturally, and so should the setting.

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III. VISUAL SYSTEM
Neutraface Text (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@":;#$%^&*()-<>?

Neutraface Text (Demi)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@":;#$%^&*()-<>?

Neutraface Text (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@":;#$%^&*()-<>?

**Primary Typeface: Neutraface Text**

South Walton’s brand extends to the typefaces used in conjunction with the other elements. Neutraface Text is the type family to be used for Visit South Walton collateral and communications.
Primary Typeface: Display and Pull Quotes

Neutraface Display (Medium) is to be used for display applications (headlines). The Light Italic is used for pull quotes, captions and support copy.
Neutraface Text (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@":;#$%^&*()-<>?/

For body copy, Neutraface Text (Book) is to be used.
Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@"#$%^&*()-<>?/

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@"#$%^&*()-<>?/

Default System Fonts: Times New Roman & Verdana

As default system fonts, Times New Roman and Verdana should be used as alternatives on the web only when Neutraface Text & Gotham Book are not available.
Campaign Fonts: Neutraface & M Twentieth Century

When promoting South Walton in print and broadcast, the imagery is always the hero and should be the first element people recognize about the execution. The Neutraface font is for use for all type: the headlines (Neutraface Display Medium), subheads (Neutraface Condensed Medium), beach neighborhood names (Neutraface Condensed Light) and URL (Neutraface Condensed Medium). The M Twentieth Century (Light) font should be limited to body copy in print and collateral. For co-op descriptions in brand print ads, Leitura (Roman) should be used. (See applications section for samples on page 56).
Photography Style

South Walton photography should always feature the destination in the best possible circumstances. Images should use natural light whenever possible, reinforcing the real and natural attributes of the South Walton experience. When photographing the beach, it is important to capture the water at its brightest turquoise color and the sand at its whitest hue. The natural beauty of the area should always be the featured element in any composition. Every effort should be made to include unique qualities of the area and should never feel generic or staged. When featuring people in video or photography, the subjects’ activities should feel candid while offering a sense of discovery. (When shooting sunsets, the light of the fading sun will make it necessary for the focus of the image to be on the colorful sky and not necessarily the water or sand as the brand hues may not be possible at the end of the day).
Supporting and Miscellaneous Elements

Visit South Walton has a number of supporting elements available for use in printed and interactive materials. These include maps, beach safety flags, identifiers and icons. These elements can be provided with approval for use by Visit South Walton.
Amenities Icons

Amenities icons are designed to illustrate the uniqueness of each of the South Walton beach neighborhoods. For copy, Gotham Book is to be used.
Beach Flag Warnings

Designed to simply and quickly communicate surf conditions, the colored beach safety flag system should always remain consistent. For headers, Gotham Bold is to be used. For body copy, Gotham Book is to be used. Keywords associated with Beach Safety include SAFETY (Outdoor, Feather Flags), BEACH FLAG (TV, PSA, Collateral, Print, Merchandise) and FLAG/FLAGS (Online Advertising).
Beach Ordinance

A series of beach rules ensure safety and respect for our natural environment. The header font is Neutraface Display (Medium). The font for icon descriptions is Neutraface Text (Demi).

# BEACH RULES

- **Leave No Trace** – overnight, unattended items will be removed
- **Glass containers prohibited**
- **Vehicles, dogs, and bonfires all require permits**
- **Solicitation prohibited**
- **Removal of sand, vegetation or Gulf water prohibited**
- **Keep off dunes**
- **No excessive noise**
- **To prevent crowding, tents larger than 6’x6’ prohibited**
- **Camping prohibited**
- **No metal shovels allowed**
- **Fill in holes dug in sand**
- **No littering**
- **No nudity**
- **Please allow a 15’ setback from dunes and water’s edge for emergency vehicles**
Located along a 26-mile stretch of Northwest Florida’s Gulf Coast, South Walton encompasses an unparalleled strand of 16 acclaimed beach neighborhoods, each with its own traditions, charm and visual style. South Walton is renowned for natural scenic beauty, turquoise water and sugar-white sand beaches, including one of Travel + Leisure magazine’s “Best Beaches on Earth” for families in 2013. An upscale, yet casual place to unwind, South Walton is the place to rejuvenate and build lasting memories. It is here that visitors find their perfect beach. Learn more at VisitSouthWalton.com.
Print (Brand)

Printed materials are the culmination of all brand elements - typography, photography, logo, colors and language. Typically, Visit South Walton’s agency of record and agency partners are charged with creating these materials. With care and attention to the use of brand elements and referring to existing collateral, one could create communications that coordinate and complement the South Walton brand.
BEFORE SITTING DOWN FOR SOME FRESH LOCAL CATCH

STANDING QUIETLY ON WATER

ELEVATING YOUR PULSE
AGAINST THE WORLD’S MOST RELAXING BACKDROP

CATCHING SOME BLUE FISH
LEADS TO CATCHING SOME LIVE BLUES IN A SMALL BEACHSIDE JOINT
DISCOVER THE UNEXPECTED AMID COASTAL COTTAGES

FEELING WEIGHTLESS DESPITE A GOURMET LUNCH

Banner Ads
Apparel Comfort Colors®

The secondary color palette for merchandise was selected to complement the primary palette, adding range to the South Walton choices while still keeping tonal consistency throughout various executions. Reference this palette when considering color options from other merchandise manufacturers.
October 28, 2014

Recipient Name
Title
Company
Address1
Address2
Address3

Dear [name]:

Ipsum lorum Acepe rem harum hil et laboren ditaquiam dollabo. Volendae. Equatis is perrovid ut issi as am exeri odis a dentus am quo officiame optusa seque sit velis ut accus. Pernatur eate optatem porest es quam, sum fugitaturist latquamur, nonsequi ut ipsum allit aut qui dolo ero officia doluptati resto volorion cuciat.

Expeles equunto tatque eos unt autempe refers piendae dolorentis iusciat laut de nonseque volum que ium aut omni simentia allit restios et odis veni ut explignihit, ipiendic torendit aut ut harum et quisitae nosdio tem voloressto omnihit eos exegit qui tempor sitas exequiature, qui numquamet eleviliquatum sumquib usapid quos expelatiunt, sequiducim in re, ium excepta tatempedt esciderum et unt voloreperit laborit preaplat ut quidus et facepero occus rerepudam accusi psundae nem estiunt et, si dolum doluptiore corlat autas sam con rem. Ecaem sam ipsum sequate num autenite nos dolumquaeprp volupta voloreptium si imolupt atquiam as aut am, consequi voles ra sinvel eum qianutur? Ficetus cus debis vent.


Sincerely:

Name
Title
Jay Tusa, CDME, CTIS, TMP
Executive Director
Walton County TDC
(850) 622-7801  |  Jay@VisitSouthWalton.com

Please Note: Due to Florida’s very broad public records laws, most written communications to or from County employees regarding County business are public records, available to the public and media upon request. Therefore, this written e-mail communication may be subject to public disclosure.
Logo Usage Questions

When a logo is requested from an outside vendor or partner, all the guidelines in this manual must be adhered to. When determining which logo to provide, please ask the following questions:

1. How will the logo be used (print, web, broadcast, outdoor)?

2. Will the logo appear on a white background, over an image or on a solid color?

3. What size will the logo appear?

4. Will the piece on which the logo appears be used in South Walton or out of the market?

After these questions are answered, you can provide the appropriate logo and one of the following pdfs shown on the following page, if the entire guide is not necessary for a simple logo request.
It is important to use the identity in a consistent manner across all applications to establish and reinforce the South Walton brand. The “Sun Wave” icon and the typeface should never be used independently of one another. The logo shown above should be used on all materials known and unknown in print, web, broadcast, display and digital applications.

**CLEARANCE**
The minimum spacing around the mark is illustrated in the example to the right. The logo should always have a minimum amount of surrounding clearance in order to maintain the integrity of the brand when surrounded by other logos or content. Suggested spacing around the logo should be equal to the size of the “Sun Wave” icon box.

**SIZING**
On all print or display pieces, the minimum size the logo can be reproduced is 1.5 inches wide. If it is smaller than this please contact John@VisitSouthWalton.com for assistance with alternate logo options.

**COLORS**
The predominant blue logo color for the “Sun Wave” icon box and logotype is PMS 7690 Coated (PMS 307 for Uncoated only). The yellow color for the “Sun” is PMS 1205. The aqua color for the “Wave” is PMS 3105. The 4-color CMYK mixes for print and RGB colors for web are included to the right. No other variations to these colors will be acceptable.

**FILE FORMATS**
For high quality, large format printing use the EPS file format. For small print publications, web or mobile devices, use a JPEG. Alternate file formats are available upon request.

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It is important to build the identity of the organization (Visit South Walton) that is supporting local events through marketing grants. The “Visit” logo with the “Sun Wave” icon and the typeface should never be used independently of one another or in alternate colors. The logo shown above should be used on all materials known and unknown in print, web, broadcast, display and digital applications when affiliated with events receiving Visit South Walton marketing grants.

**CLEARANCE**
The minimum spacing around the mark is illustrated in the example to the right. The logo should always have a minimum amount of surrounding clearance in order to maintain the integrity of the brand when surrounded by other logos or content. Suggested spacing around the logo should be equal to the size of the “Sun Wave” icon box.

**SIZING**
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**COLORS**
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**FILE FORMATS**
For high quality, large format printing use the EPS file format. For small print publications, web or mobile devices, use a JPEG. Alternate file formats are available upon request.
Brand Questions?

David Demarest — Visit South Walton
Director of Communications
DavidD@VisitSouthWalton.com
(850) 267-1216

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(850) 267-1216 FAX (850) 267-3943 VisitSouthWalton.com