

Fort Lauderdale International Boat Show

BRAND GUIDELINES

As the most visible and recognizable element of the campaign’s identity, it is essential that the brand is consistently applied across all of our communications. Refer to this document when using the FLIBS brand across different touchpoints.

The Logo



Primary Boxed Logo. The primary logo should be used whenever possible for consistency and legibility.



Horizontal Logo. When space does not permit the usage of the primary logo, the horizontal version may be used.



Small-Space Logo. When the available space is smaller than the minimum size allowed for the primary logo, this small-space version may be used.

Color Variations

The following color variations are available for primary, horizontal, & small-space logos.



Navy one-color. This color option is available in CMYK, RGB, and PMS.



Navy & Turquoise. This color option is available in CMYK, RGB, and two-color PMS.



Black. When color is not available, the logo may be used in 100% black.



Knockout. On dark backgrounds, the logo can be knocked out.

Color Palette

PRIMARY COLORS

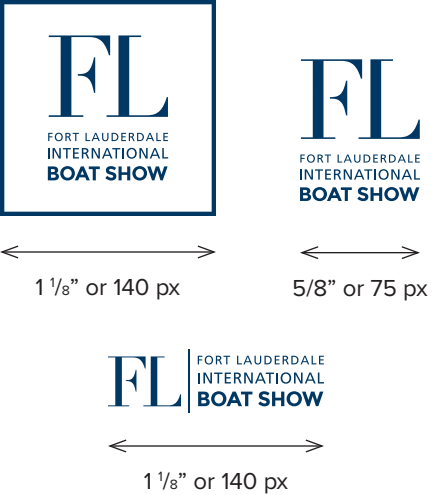
NAVY	TURQUOISE
PMS 7694	PMS 325
CMYK 100/57/9/52	CMYK 53/0/23/0
RGB 1/66/106	RGB 100/204/201
WEB #01426A	WEB #64CCC9

SECONDARY COLORS

PALM	CORAL
PMS 7495	PMS 7597
CMYK 42/5/98/29	CMYK 0/85/100/4
RGB 143/153/62	RGB 209/65/36
WEB #8F993E	WEB #D14124
ORANGE	AQUAMARINE
PMS 7564	PMS 637
CMYK 0/45/100/4	CMYK 62/0/8/0
RGB 219/138/6	RGB 78/195/224
WEB #DB8A06	WEB #4EC3E0
SUN	SEAGRASS
PMS 7405	PMS 583
CMYK 0/11/97/2	CMYK 26/1/100/10
RGB 242/205/0	RGB 183/191/16
WEB #F2CD00	WEB #B7BF10
SKY	SEA GREEN
PMS 290	PMS 7485
CMYK 23/0/1/0	CMYK 9/0/18/0
RGB 185/217/235	RGB 208/222/187
WEB #B9D9EB	WEB #D0DEBB
SAND	WALNUT
PMS 7527	PMS 7582
CMYK 3/4/14/8	CMYK 0/49/66/75
RGB 214/210/196	RGB 103/71/54
WEB #D6D2C4	WEB #674736

Minimum Size

To ensure legibility, please adhere to these minimum size standards.



Typography

The FLIBS logo fonts are customized and should not be keyed in or recreated.

Accompanying copy on all branded items may use the following font families.

Primary Font Families:

Didot Roman (Headlines Only)
Proxima Nova Regular
Proxima Nova Italic
Proxima Nova Bold
Proxima Nova Bold Italic

Web Font Alternatives:

Corbel Regular
Corbel Bold

Clear Space

This is the space around the logo. It is important to make sure there is clear space around the logo to ensure legibility.



“X” is equal to the approximate width of the letter “L” in “FL.”

Special Usage



NOV 5-9, 2015

Promotional Logo With Date. Use this lockup when the date must be included.



Avatar. This option may be used on social media for small avatars.



Signage. The logo may appear in 3D metal on wood, canvas, or other themed or plain backdrops.