Co-op Logo Guidelines

These guidelines are a framework for use of the VISIT FLORIDA co-op logo. We recommend reading through and sharing with appropriate team members to ensure proper implementation. Unless otherwise stated, or approved in advance by VISIT FLORIDA, all creative as part of a VISIT FLORIDA co-op program requires use of the VISIT FLORIDA co-op logo.

VISIT FLORIDA CO-OP LOGO

Primary Logo: **IN PARTNERSHIP WITH** VISIT **FLORIDA**®

Secondary Logo (limited use): **IN PARTNERSHIP WITH** VISIT **FLORIDA**®

This logo should not be sized down to anything under 2 inches wide to maintain clarity and legibility. Logo proportions should stay consistent and never be stretched. The logo should always be prominent, crisp and clear.

LOGO REQUIREMENTS

> The navy version of the VISIT FLORIDA co-op logo (displayed above) is the primary choice for most communication. When using color is not an option, all BLACK or WHITE options are available.
> The logo needs to stand alone with sufficient margin space on all four sides. In addition, do not add text to logo or embed logo within copy in place of text.
> Do not display smaller than: 2 inches wide or 144 pixels wide @72dpi

CHANNEL EXECUTION GUIDELINES:

> Audio: Open with "The following is brought to you by VISIT FLORIDA…"
> Banner Ads: The logo should appear on all banners except for those sized 320X50 or smaller
> Billboards: Can include the stacked or horizontal logo placement. If using horizontal logo, recommend placement within color block at bottom of the board
> Custom Landing Page: Logo required on page with link back to VISITFLORIDA.com
> Print: Logo should be present on print ads
> Video: Must include co-op logo in either format. As a subtitle for the last :03 of the spot or as an end card with the co-op logo that lasts for :03.

Download Logos Here: Available in Adobe Illustrator EPS (for print), JPEG (for web) and PNG (transparent background) file formats

VISIT **FLORIDA**®