



Surfside FLORIDA

2016 BRAND GUIDELINES

WELCOME TO

MIAMI'S
UPTOWN
BEACHTOWN

The Town of Surfside is a beachfront paradise that lives in the in-between – not too big, not too small. Not too busy, not too quiet. In this pocket of natural beauty between Miami Beach and Bal Harbour, diverse worlds converge.

This booklet tells the Surfside brand story –
what we look like, sound like and who we're talking to.





SURFSIDE MARKETING MISSION

Our mission is to promote tourism in the Town of Surfside by supporting both hotel partners and local businesses, and by strengthening the Town's brand nationally and internationally.

DRIVE HOTEL TAX REVENUE
by maintaining high occupancy levels.

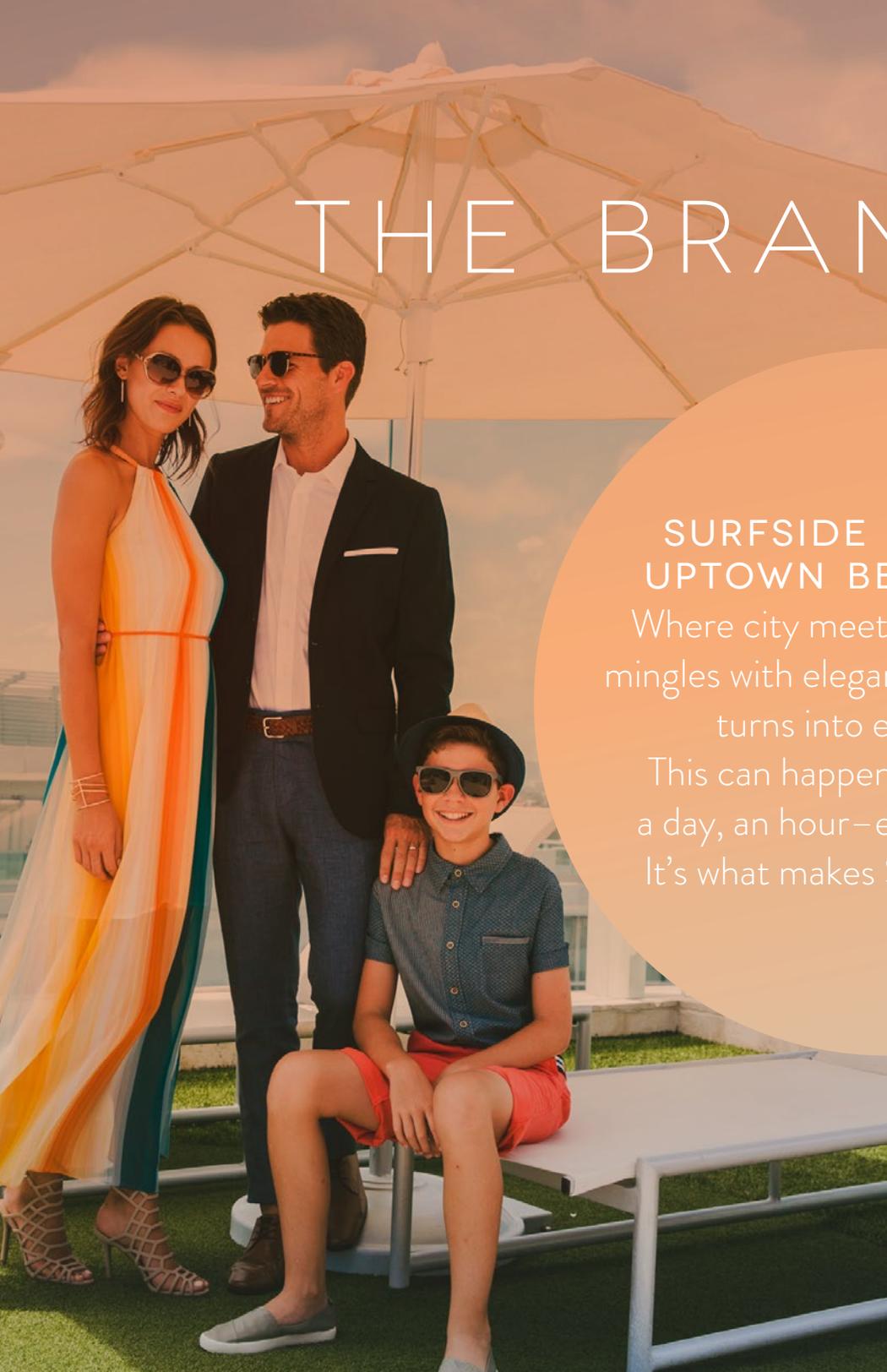
SUPPORT INTEREST
in downtown businesses.

ATTRACT HIGHER-END VISITORS
and increase per capita spending.

FOSTER TOURISM
that compliments the town's
character, goals and lifestyle.

THE BRAND STORY

SURFSIDE IS MIAMI'S UPTOWN BEACHTOWN. Where city meets sand, simplicity mingles with elegance, and relaxation turns into exhilaration. This can happen in the space of a day, an hour—even a city block. It's what makes Surfside special.





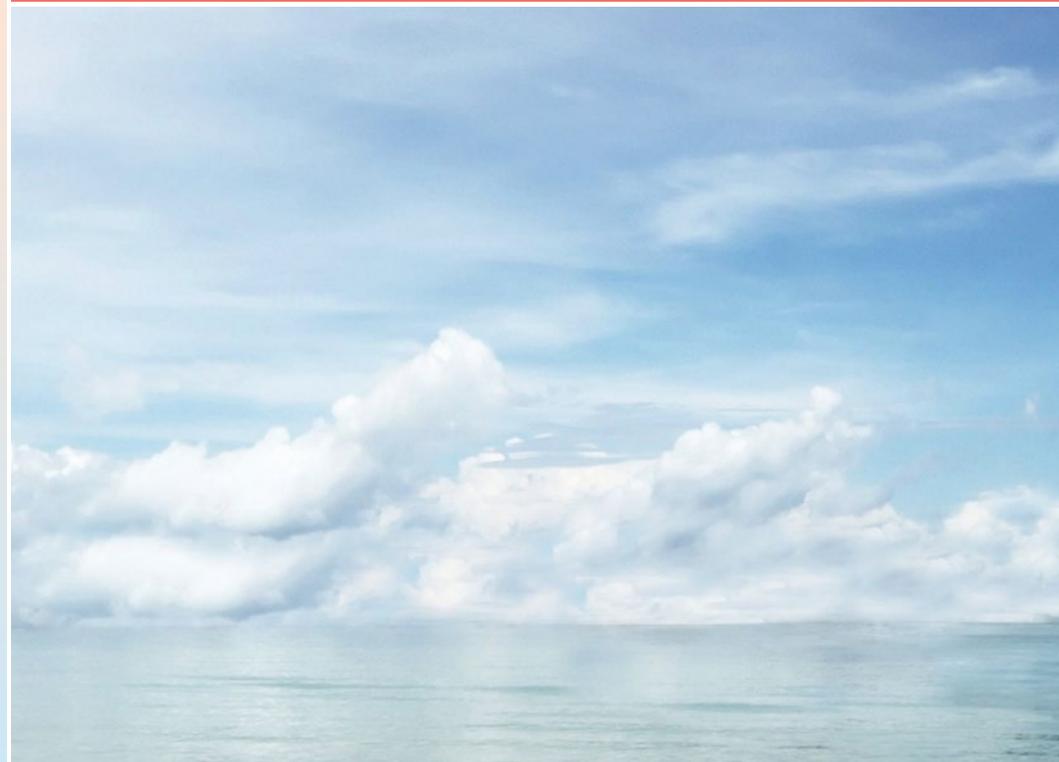
WE ALWAYS WANT
TO SOUND...

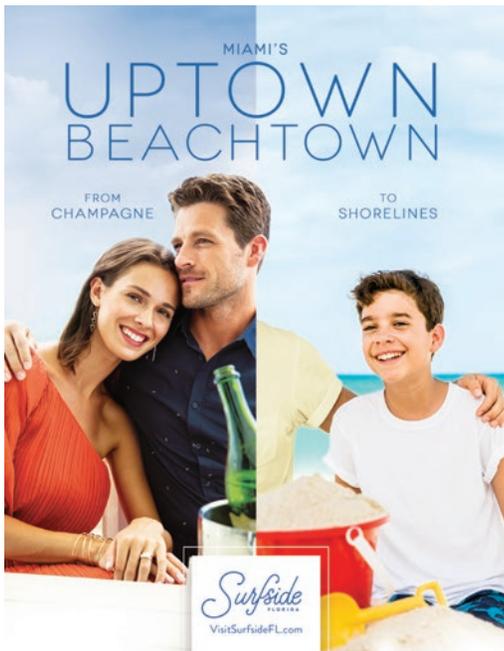
WARM
SIMPLE
FAMILY-FRIENDLY
HAPPY
GRATEFUL

~~WE NEVER WANT
TO SOUND...~~

~~COLD BOASTING ALOOF
PRETENTIOUS~~

~~OR
SNOBBY~~





Surfside finds its balance through diverse values and experiences that draw people to stay, play and live.

MIAMI'S UPTOWN BEACHTOWN



Through inventive visual stories, the launch campaign explores parallels and intersections of what it means to be the Uptown Beachtown.



WHO VISITS SURFSIDE?

Our target visitor is searching for what Surfside is uniquely positioned to offer: an oceanfront travel experience that appeals to a wide range of styles, interests and price points.

We believe that travelers searching for the ideal destination should look no further than Surfside.

UNITED STATES

NEW YORK
CHICAGO
PHILADELPHIA
BOSTON
ATLANTA

EUROPE

GERMANY
NETHERLANDS
ITALY
FRANCE
ENGLAND
SCANDINAVIA

THE AMERICAS

CANADA
BRAZIL
COLOMBIA
ARGENTINA
MEXICO CITY



COUPLES

35-55
YEARS OLD



INDIVIDUALS

MIDDLE TO
UPPER INCOME



FAMILIES

YOUNGER TO
MIDDLE-AGED

SO, WHAT DO THEY WANT?

Our target visitor is searching for what Surfside is uniquely positioned to offer: an oceanfront travel experience that appeals to a wide range of styles, interests and price points.

We believe that travelers searching for the ideal destination should look no further than Surfside.

- ✓ **ACCESS TO LUXURY & EXCITEMENT**
but not every second of the day.
- ✓ **A REFUGE**
of peace and privacy.
- ✓ **FAMILY FRIENDLY ATMOSPHERE**
with small-town intimacy, but with big city fun always at their fingertips.
- ✓ **A UNIQUE MIAMI VACATION**
with memories to last a lifetime.

SURFSIDE LOGO

Correct usage of the logo is essential to maintain the integrity of the SURFSIDE Identity. These are different variations the SURFSIDE logo can be used depending on the design given.

The SURFSIDE main logo is the logotype. It consists of a custom script typeface followed by 'FLORIDA'. The font is Brandon Grotesque Black and the tracking (*space between letters*) is set at 300pt.

LOGO SYSTEM

The SURFSIDE system of the main logos may only be represented by these accepted variations.

MAIN LOGO



ACCEPTABLE LOGO VARIATIONS



MINIMUM EXCLUSION ZONE

To ensure the logo is clear of any visual distraction including graphics and text, a minimum clear area (exclusion zone) has been developed. This distance is called “clear space”.
 The tagline has been set 0.25 inches beneath the logotype. The minimum clear space must be the same space around the full logo with tagline. This creates an equal spacing that is pleasing to the eye as the logo has proper breathing room. The minimum amount of space surrounding the logo with tagline is .5 inches.



MINIMUM SIZE LOGO

The logo may be scaled proportionately in size as large as desired. However, the whole logo with or without the tagline should never be used smaller than 1.75 inches in width. The website should still be legible so the text will never appear smaller than 5pt.

ONLY USE THESE OPTIONS FOR SIZING DOWN THE LOGO.



SYMBOL

The symbol for SURFSIDE consists of a beach illustrative style icon centered and encased by 'SURFSIDE FLORIDA' in capital letters with the official website VisitSurfsideFL.com set in title cased format. The font is Brandon Grotesque Black and the tracking (*space between letters*) is set at 350pt. It can be used in marketing material or promotional items.

MAIN SYMBOL



ACCEPTABLE COLOR & USAGE VARIATIONS



LOGO FRAME:

The frame is used to highlight the logo when the image is too busy.

LOGO COLOR:

Color of the logo can be the main 2 color version or one color in 'Coral Sunset' or 'Deep Ocean'.

FRAME: 2.5 inches x 2.2 inches

STROKE: 5pt

WEBSITE ONLY:

The frame can also be dissected to only the website and the logo placed elsewhere on the ad.

WEBSITE SIZE: 1.6 inches

OTHER USAGE:

White or color logo, centered, or on the corner of the image. Website placed on the corners as well with or without the logo.



Correct usage of the logo is essential to maintain the integrity of the SURFSIDE Identity. Inconsistent or careless use of the logo diminishes its value and weakens its impact. Only use approved artwork provided by SURFSIDE and never reproduce the logo from any black and white, color, or facsimile print.

- | | | | | |
|---|---|---|---|--|
| 1 | The SURFSIDE logo should never be distorted in any way. | ✘ | <i>Surfside</i>
FLORIDA | <i>Surfside</i>
FLORIDA |
| 2 | It should not have any colors changed from what is supplied. | ✘ | <i>Surfside</i>
FLORIDA | <i>Surfside</i>
FLORIDA |
| 3 | The logo should never be printed or displayed at an angle. The SURFSIDE script should not be distorted. | ✘ | <i>Surfside</i>
FLORIDA | <i>Surfside</i>
FLORIDA |
| 4 | The logo should never have any parts replaced or changed using any other typeface or tagline. | ✘ | <i>Surfside</i>
FLORIDA | <i>Surfside</i>
FLORIDA
IT'S SO MIAMI |
| 5 | The logotype or tagline should never be placed in any other configuration. | ✘ | FLORIDA
<i>Surfside</i>
VisitSurfsideFL.com | MIAMI'S UPTOWN BEACHTOWN
<i>Surfside</i>
FLORIDA |



PANTONE 7416 C

CMYK | 3 74 70 0
RGB | 235 104 82
WEB | #EB6851

CORAL SUNSET

PANTONE 298 C

CMYK | 64 10 1 0
RGB | 64 180 229
WEB | #41B5E6

BLUE SKIES

PANTONE 7687 C

CMYK | 100 86 15 3
RGB | 28 64 135
WEB | #1C4087

DEEP OCEAN

0% - 100% tints of each swatch is also accepted.

CORAL SUNSET

PANTONE 7416 C
CMYK | 3 74 70 0
RGB | 235 104 82
WEB | #EB6851

WHITE

BLUE SKIES

PANTONE 298 C
CMYK | 64 10 1 0
RGB | 64 180 229
WEB | #41B5E6

WARM SUN

PANTONE 7625 C
CMYK | 3 84 81 1
RGB | 232 80 62
WEB | #E8503E

SANDY BEACH

PANTONE 7506 C
CMYK | 4 13 32 0
RGB | 243 219 179
WEB | #F3DDB3

CLEAR WATER

PANTONE 2915 C
CMYK | 56 12 0 0
RGB | 99 183 230
WEB | #63B6E6

DEEP OCEAN

PANTONE 7687 C
CMYK | 100 86 15 3
RGB | 28 64 135
WEB | #1C4087

SUNRISE GRADIENT
CMYK

3 74 70 0 | 0 33 45 0 | 24 8 3 0

DAWN

PANTONE 544 C
CMYK | 24 8 3 0
RGB | 190 213 232
WEB | #BED5E8

NOVE
CENTO

HEADLINES

NOVECEN TO WIDE IS THE HEADLINE FONT: VERSATILE, GEOMETRIC & SANS SERIF. A SIMPLE, CLEAN & DIRECT TYPOGRAPHIC FAMILY.

HEADLINES

Novecento Wide This is the headline font. This font is to only be used with capital letters and styled with presets specified below. Different weights can be used depending on the design. The Default weight always to be used is LIGHT

Weight: LIGHT • Tracking: 150
(Tracking is the space between the letters.)

5 TYPOGRAPHIC WEIGHTS

LIGHT NORMAL MEDIUM DEMIBOLD BOLD



Paragraph text

Brandon Grotesque - Regular is the font for all supporting paragraph text. Different weights within the font is also accepted.

- Brandon GrotesqueBook
- Brandon GrotesqueBook Italic*
- Brandon GrotesqueMedium
- Brandon GrotesqueMedium Italic*
- Brandon GrotesqueBold**
- Brandon GrotesqueBold Italic***

PARAGRAPH TEXT

Brandon Grotesque is the paragraph text: Easy, interesting and enjoyable to read. Simple, clean & direct typographic family.

5 Typographic Weights

Light

Regular

Medium

Bold

Black

If the main fonts are not available Gotham can be used in it's place for printed material. However, Gotham is not available for web use, please use the font equivalent to Gotham for web use; Proxima Nova.

GOTHAM FONT FOR WEB:

Proxima Nova

Regular
Regular italic
Bold
Bold Italic
Extra Bold

HEADLINES

NOVECENTO WIDE

NOVECENTO WIDE - LIGHT
 NOVECENTO WIDE - NORMAL
 NOVECENTO WIDE - MEDIUM
NOVECENTO WIDE - BOLD
NOVECENTO WIDE - DEMI BOLD

PARAGRAPH TEXT

Brandon Grotesque

Brandon GrotesqueBook
Brandon GrotesqueBook Italic
 Brandon GrotesqueMedium
Brandon GrotesqueMedium Italic
Brandon GrotesqueBold
Brandon GrotesqueBold Italic

HEADLINES

GOTHAM BOOK

GOTHAM - LIGHT
 GOTHAM - BOOK
 GOTHAM - MEDIUM
 GOTHAM - BOLD

PARAGRAPH TEXT

Gotham

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
GothamBold
GothamBold Italic



BEACHES



DINING



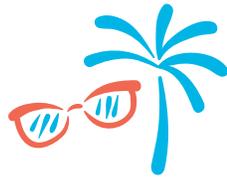
HOTELS



SHOPPING



INFORMATION



TOURISM



SURFSIDE TURTLES



SHOPPING



HEALTH SERVICES



PARKS



COMMUNITY CENTER



TOWN HALL



BEACHES



DINING



HOTELS



SHOPPING



INFORMATION



TOURISM



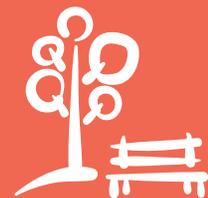
SURFSIDE TURTLES



SHOPPING



HEALTH SERVICES



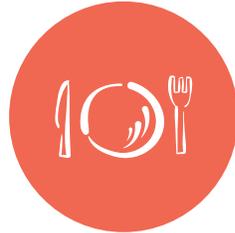
PARKS

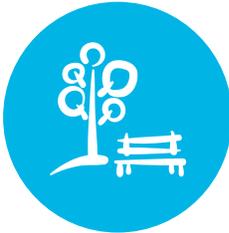
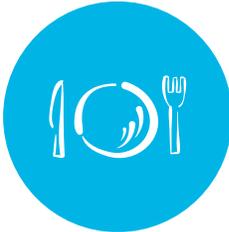


COMMUNITY CENTER



TOWN HALL



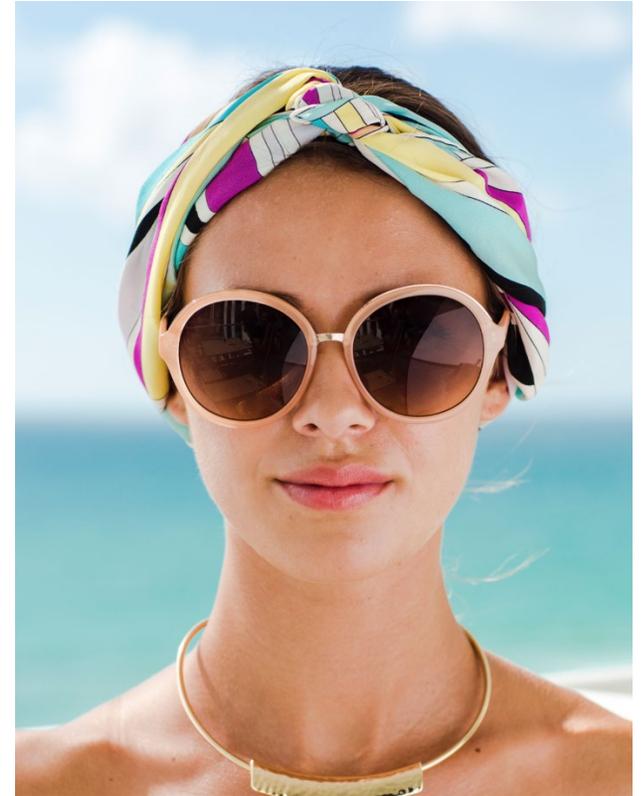




NATURAL

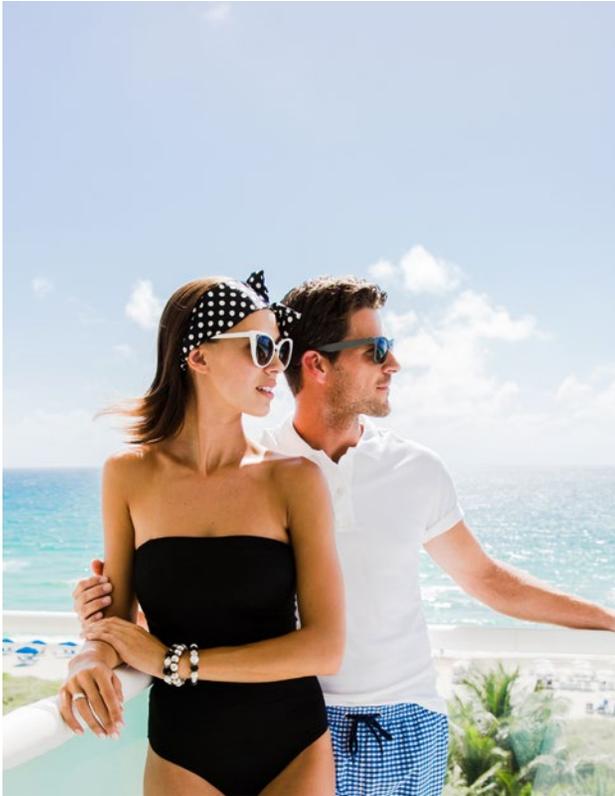


IN THE MOMENT



RELAXED





CHIC



BRIGHT



ON THE TOWN





2.5 in

Watermark
15% opacity

9301 Collins Avenue
Surfside, FL 33154
305-864-0722

Brandon Grottesque
12pt
0.5" from edge

8.5x11
front of letterhead

9.25 x 4.25
back of envelope

2.5 in

Brandon Grottesque
12pt
Centered

9301 Collins Avenue
Surfside, FL 33154
305-864-0722

9.25 x 4.25
front of envelope

Name
Font: Novecento Wide
Size: 12pt

2 x 3.5
back of business card

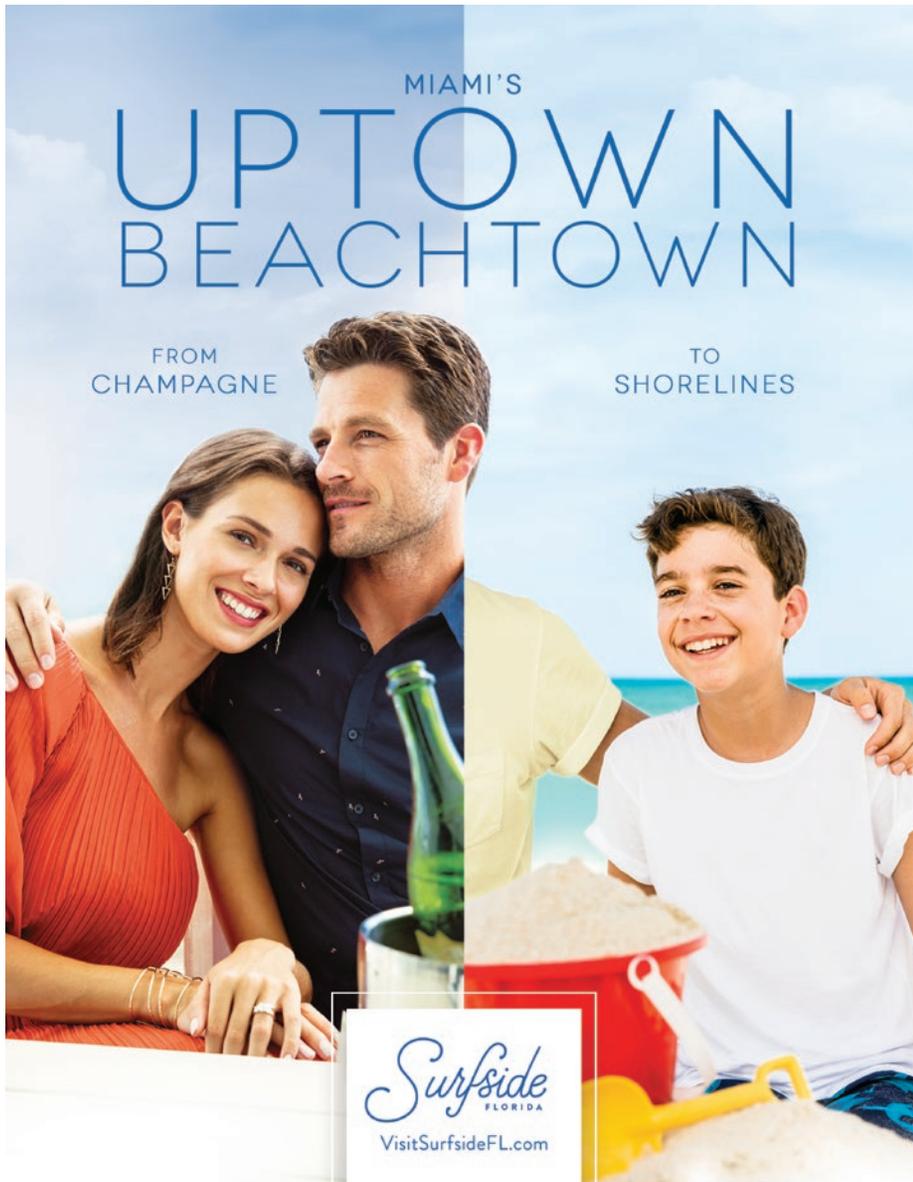
DUNCAN TAVARES
Director of Tourism
Economic Development
& Community Services
Town of Surfside
9301 Collins Avenue
Surfside, FL 33154
305-864-0722
VisitSurfsideFL.com

Contact & Info
Font: Brandon Grottesque Regular
Size: 8pt

2.5 in

2 x 3.5
front of business card





EMAIL MARKETING

Email marketing messages should be simple and direct. The email size should be no larger than 680 px wide.

Keep the paragraph text minimal to 30-50 words followed by a link to the story or website.

- 2 formats of email marketing are acceptable.
- Small features
- Large features

HOME SHOP DINE STAY



Main Headline Placed Here
Sentence here supporting main headline, only a couple of words

Main Headline Placed Here

50 words here. sit amet, consectetur adipiscing elit. In a erat sed quam malesuada euismod nec quis ligula. Suspendisse auctor, mi et ullamcorper pulvinar, mauris ipsum efficitur nulla, vitae laoreet odio massa sed lectus. Vivamus luctus blandit ipsum, sed ultricies nulla finibus non. Donec risus purus, accumsan at dictum sit.

[LEARN MORE →](#)

Main Headline Placed Here

50 words here. sit amet, consectetur adipiscing elit. In a erat sed quam malesuada euismod nec quis ligula. Suspendisse auctor, mi et ullamcorper pulvinar, mauris ipsum efficitur nulla, vitae laoreet odio massa sed lectus. Vivamus luctus blandit ipsum, sed ultricies nulla finibus non. Donec risus purus, accumsan at dictum sit.

[LEARN MORE →](#)

Main Headline Placed Here

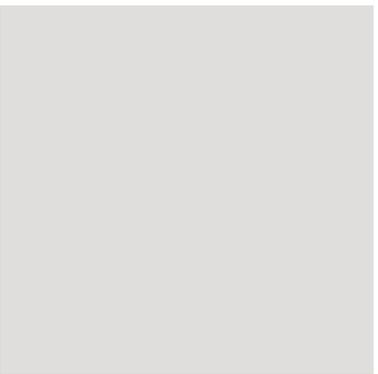
50 words here. sit amet, consectetur adipiscing elit. In a erat sed quam malesuada euismod nec quis ligula. Suspendisse auctor, mi et ullamcorper pulvinar, mauris ipsum efficitur nulla, vitae laoreet odio massa sed lectus. Vivamus luctus blandit ipsum, sed ultricies nulla finibus non. Donec risus purus, accumsan at dictum sit.

[LEARN MORE →](#)

HOME SHOP DINE STAY



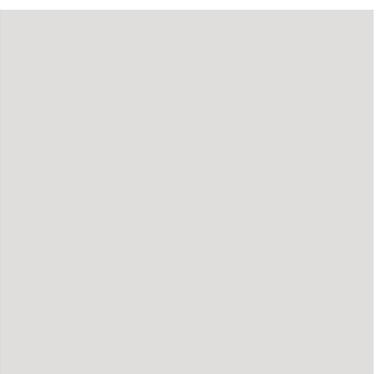
BIG HEADLINE HERE
Sentence here supporting main headline.



Main Headline Placed Here

30 words here. sit amet, consectetur adipiscing elit. Sed eget est ultricies, luctus tortor eu, lacinia risus. Donec lectus velit, tincidunt id interdum vitae, ullamcorper a ante. Nulla facilisi. Mauris.

[View More](#)

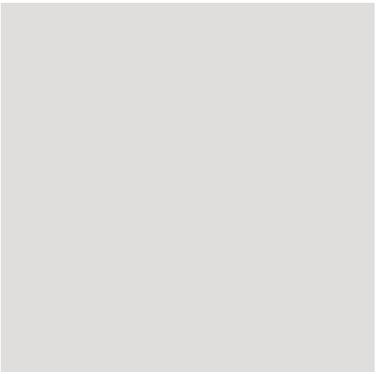


Main Headline Placed Here

30 words here. sit amet, consectetur adipiscing elit. Sed eget est ultricies, luctus tortor eu, lacinia risus. Donec lectus velit, tincidunt id interdum vitae, ullamcorper a ante. Nulla facilisi. Mauris.

[View More](#)

VISUAL IDENTITY



Main Headline Placed Here

30 words here. sit amet, consectetur adipiscing elit. Sed eget est ultricies, luctus tortor eu, lacinia risus. Donec lectus velit, tincidunt id interdum vitae, ullamcorper a ante. Nulla facilisi. Mauris.

[View More](#)

CONTACT US: 305-864-0722
Follow @VisitSurfside for news and updates



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Surfside Florida Community Center is located at
9301 Collins Avenue • Surfside, FL 33154 • 305-864-0722
visitsurfside@townofsurfsidefl.gov

Keep the footer simple. Use only contact and social media information.



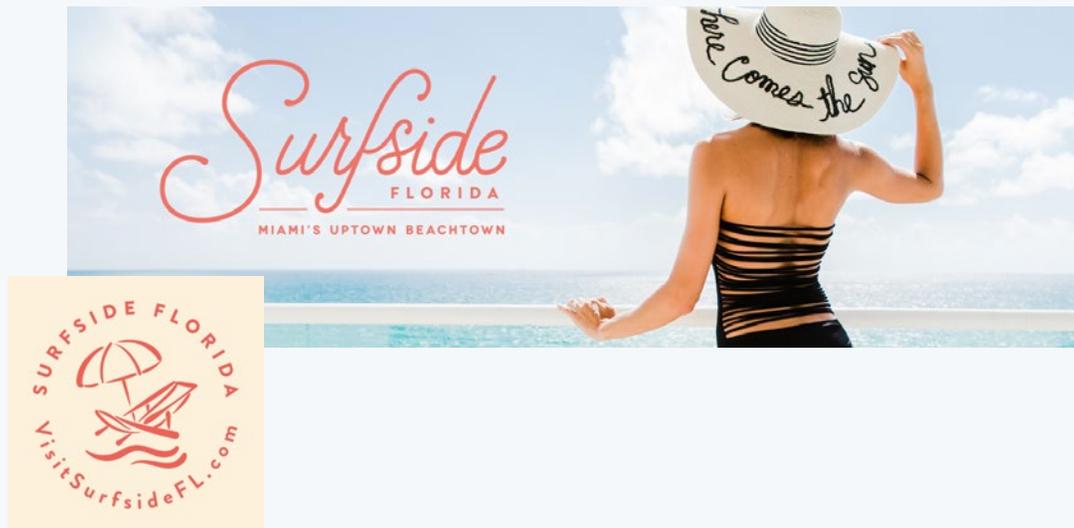
f COVER &
PROFILE PHOTO



p PROFILE PHOTO

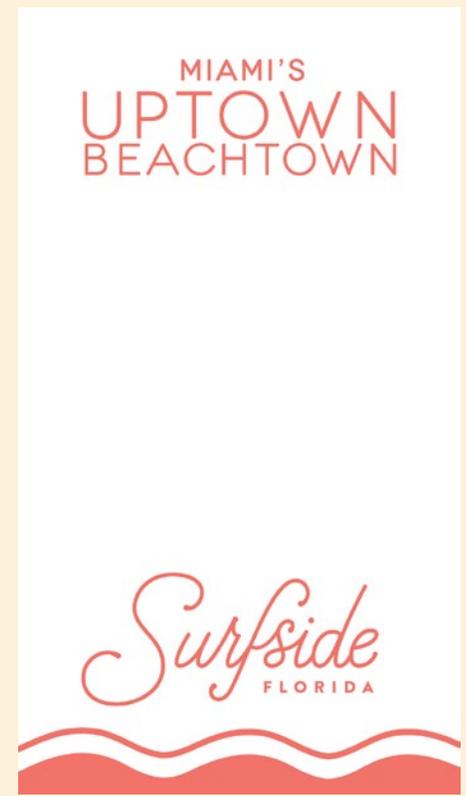
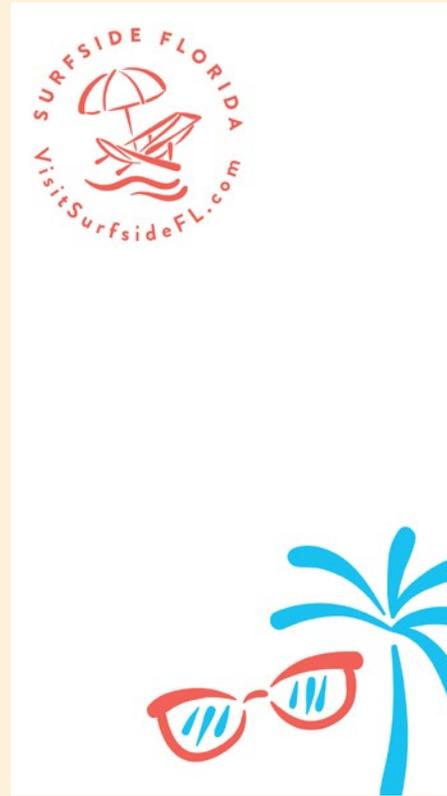
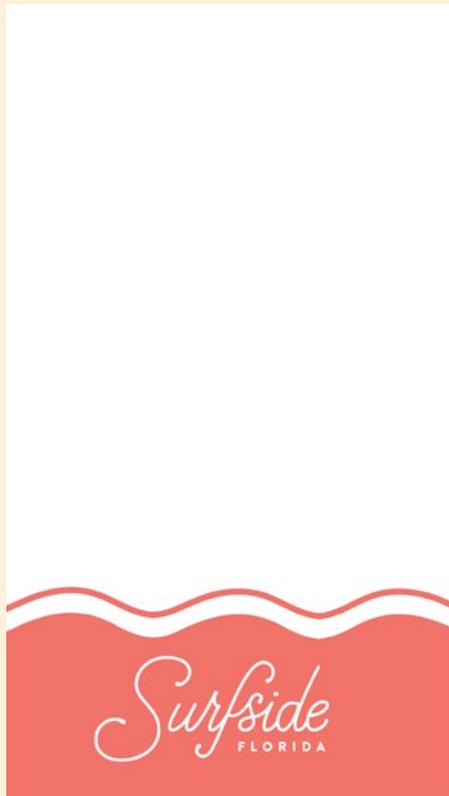


t COVER &
PROFILE PHOTO



i PROFILE PHOTO







Instagram

Search



visitsurfsidefl

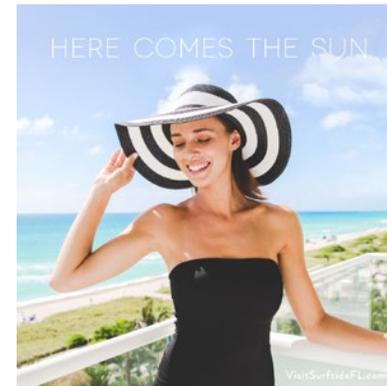
Follow



0 posts

1 follower

0 following



Here are other examples for the logo placement, always keep it towards the outer corners, middle-top or middle-bottom of the image. When posting on social media or any other outlet it's good to think of the imagery in a "series" that tell a visual story.

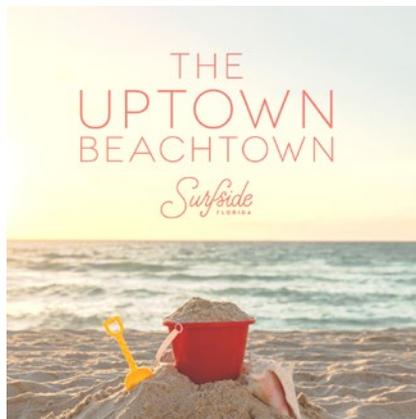
SERIES

Out on the town
"Uptown"



SERIES

Beach Days
"Beachtown"



SERIES

The two worlds of Surfside
"High-End & Laid-Back"





IMAGE AD - MINIMAL
Image based ad, tagline,
small sub head, website



AD - WITH CONTENT
More content, one line of
supporting content



IMAGE AD - MORE CONTENT
White footer, two lines of content,
call to action and/or possible map
(outlined except for surfside)

MIAMI'S
**UPTOWN
BEACHTOWN**

INDULGE
THE MOMENT

WITH A
LITTLE MAGIC

Surfside
FLORIDA
VisitSurfsideFL.com

This advertisement is split into two vertical panels. The left panel shows a woman in a white lace-trimmed shirt talking on a white rotary phone. The right panel shows a young boy in a white t-shirt holding a large seashell to his ear. The background of the right panel is a beach scene. The Surfside Florida logo and website are at the bottom.

MIAMI'S
**UPTOWN
BEACHTOWN**

HEAD IN
THE CLOUDS

TOES IN
THE SAND

Surfside
FLORIDA
VisitSurfsideFL.com

This advertisement is split into two vertical panels. The left panel shows a man in yellow shorts relaxing in a white hammock. The right panel shows a woman in a blue bikini relaxing on a blue and white striped lounge chair on a sandy beach. The Surfside Florida logo and website are at the bottom.

Engaging, fun and visually interesting photos should be displayed throughout the surfside website.

PHOTOS FOR EVENTS

Do not use text on the main “Surfside Events” section. **Only full color photos** can be used. We want to showcase Surfside’s beautiful imagery without clutter.

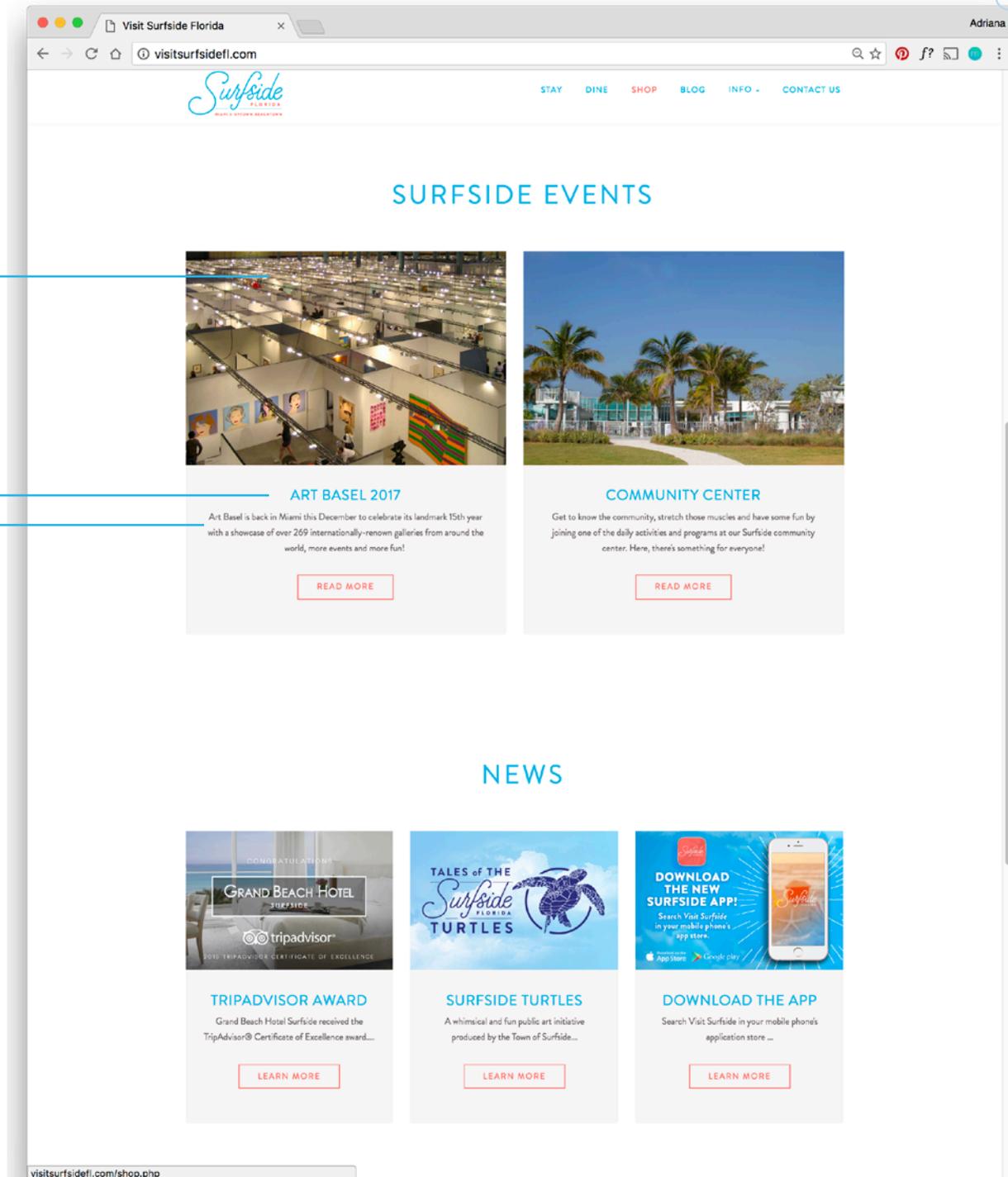
CONTENT FOR EVENTS

Keep the titles of the headers short and sweet.

If you need to expand on the header, use the sentence below to add more content

PHOTOS & CONTENT FOR NEWS

Keep the titles of the headers short and sweet. The photos can have text on the image, keep the thumbnails simple with little to no photoshop effects.





MIAMI'S
UPTOWN
BEACHTOWN

Surfside
FLORIDA



THANK YOU

JACOBERCREATIVE.COM

305.672.3293

INFO@JACOBER.COM