



# VISIT LAUDERDALE

EVERYONE UNDER THE SUN

## Brand Guidelines

### POSITIONING

*From 24 miles of beaches in the east, to the Florida Everglades in the west, we are a diverse and inclusive community that's 31 municipalities strong. Together with civic leaders, partners and residents, we're working for the common good. With easy access through Fort Lauderdale-Hollywood International Airport and Port Everglades, we are the heart of South Florida.*

### BRAND DEFINITION

We're letting the world know that time spent here is a chance to refresh and recharge, while exploring the opportunity to meet new people and try something unexpected - all while providing a safe and clean experience in the new normal.

### BRAND PERSONALITY

Community-driven, diverse, inclusive, invigorating, inviting, progressive, provocative and cosmopolitan.

### BRAND PROMISE

Featuring a diverse community that is truly greater together, in Greater Fort Lauderdale we welcome everyone under the sun.



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### LOGO

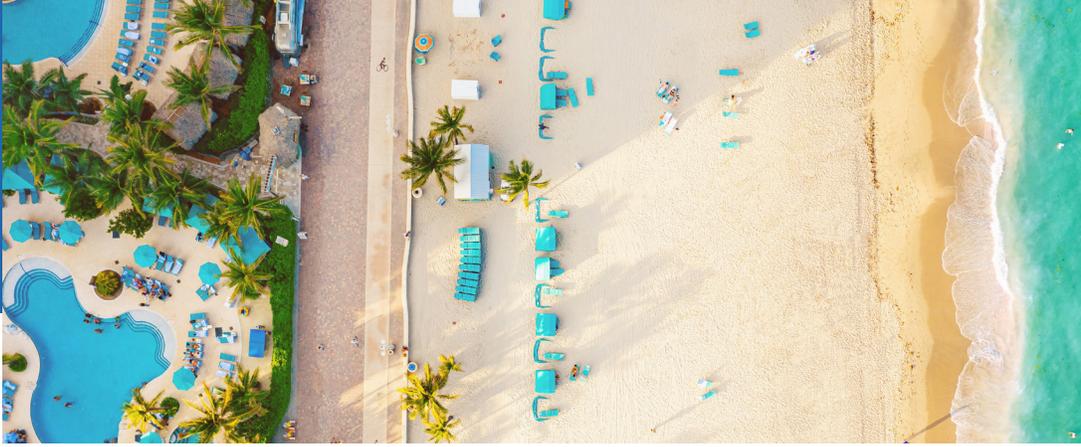
Our new logo prominently features a sun, reflective of our bright, sunny days.

## EVERYONE UNDER THE SUN

### TAGLINE

"Everyone Under the Sun" is reflective of our bright, sunny days, inclusive and welcoming atmosphere, diverse community of visitors and residents throughout our 31 diverse communities, and the sun being an integral part of our past and new identity as seen in the new logo design.



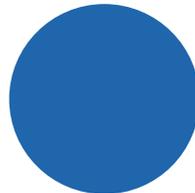


## COLOR PALETTE

Inspired by the sea and our surroundings, our color palette includes multiple cool, ocean hues paired with a warm and contrasting yellow for a bright and clean balance.

## PHOTOGRAPHY + VIDEO

These elements should move and inspire the viewer. Features include visual drama, sense of warmth, sharp high- and low-angles, first-person perspectives, subtle sun flares, and showcasing authentic experiences as well as diverse people and places within our 31 different municipalities.

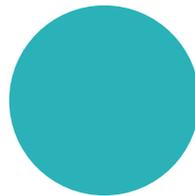


### PRIMARY

#### Marina

PMS 2935 C  
R23 G101 B168

HEX #1765A8  
C91 M62 Y5 K0



#### Everglades

PMS 7710 C  
R62 G179 B184

HEX #3EB3B8  
C69 M7 Y29 K0



### SECONDARY

#### Shine

PMS 1345 C  
R255 G216 B153

HEX #FFD899  
C0 M15 Y45 K0



#### Seafoam

PMS 565 C  
R162 G216 B200

HEX #A2D8C8  
C36 M0 Y26 K0



#### Sky

PMS 305 C  
R91 G203 B245

HEX #5BCBF5  
C55 M0 Y0 K0

