



OCALA

MARION COUNTY • FLORIDA

VISITORS & CONVENTION
BUREAU

GRANT STANDARDS & USAGE

OCALA/MARION COUNTY VCB • GRAPHIC STANDARDS GUIDE

Visitors & Convention Bureau Logo Usage

Grant Sponsorship Materials

Grant recipients who receive funds from the Ocala/Marion County VCB are required to use the VCB logo in all promotional materials for the funded event. Wherever possible, it is preferred that both the symbol, logotype and Web site be used, along with the grant nomenclature as shown below:



However, when space does not allow for the clear reproduction of the logotype and symbol, the logotype and web site may be used independently, as shown below:



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Grant Sponsorship Logo Sizes

Sizes

The Ocala/Marion County VCB logo must be used at sizes in which both the symbol and logotype are clearly readable. It is not advised to use the full-color or 2-color logos below the size of 1 1/2” wide as shown. The 1-color logo may be reduced below this size; however, please check with your vendor before doing so.



In instances that are too small to use the symbol and logotype together, or the situation arises that the logo's proportions will not fit the piece, the Ocala/Marion County logotype may be used independently, as shown below:



When using the Ocala/Marion County VCB logo on ads, the logo and nomenclature must be used on a non-obtrusive background, which does not interfere with the logo's readability.

Acceptable Usage



Unacceptable Usage

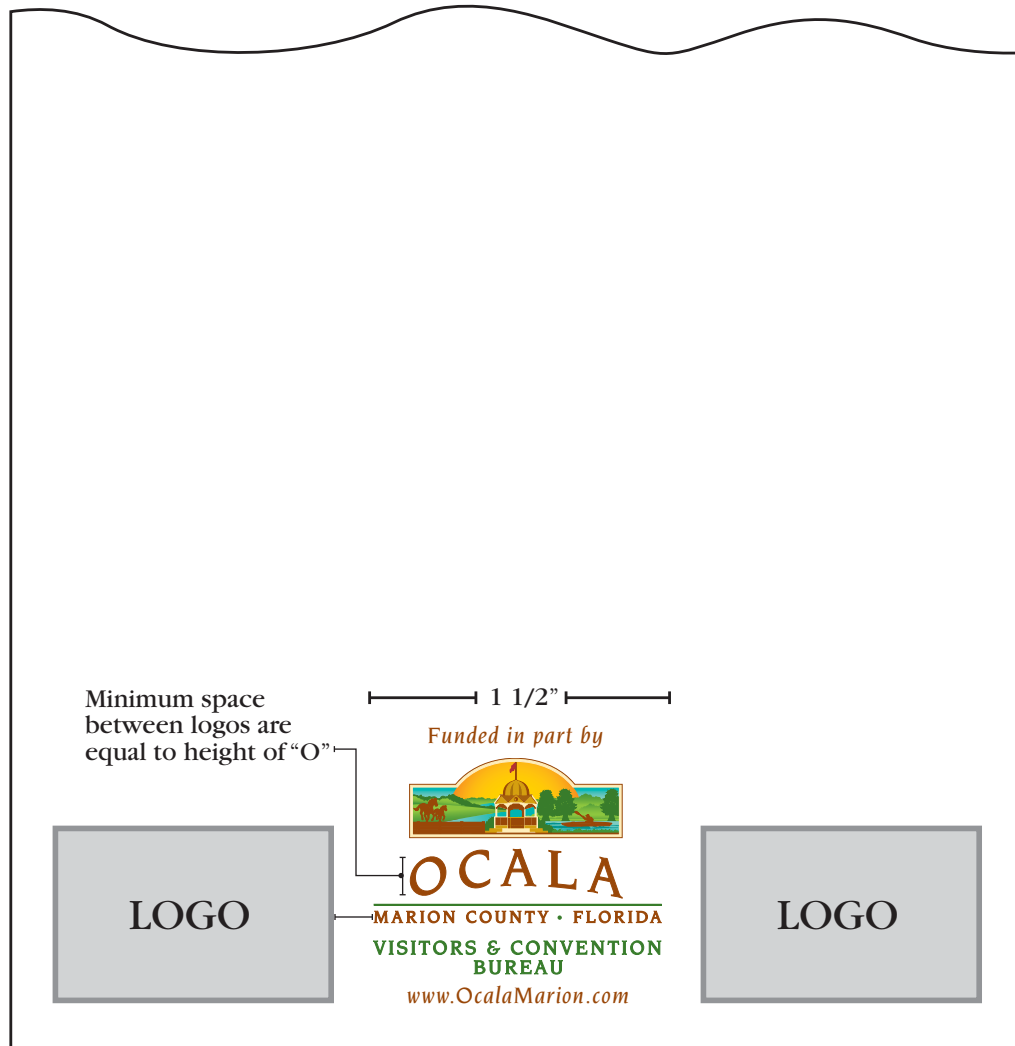


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Grant Sponsorship Usage Examples *Advertising and Collateral*

Large-Space Ad/Poster Usage Example

Whenever possible, the Ocala/Marion County VCB symbol and logotype should be used in sponsorship materials. Please do not use the symbol and logotype smaller than 1 1/2" wide, as shown below.

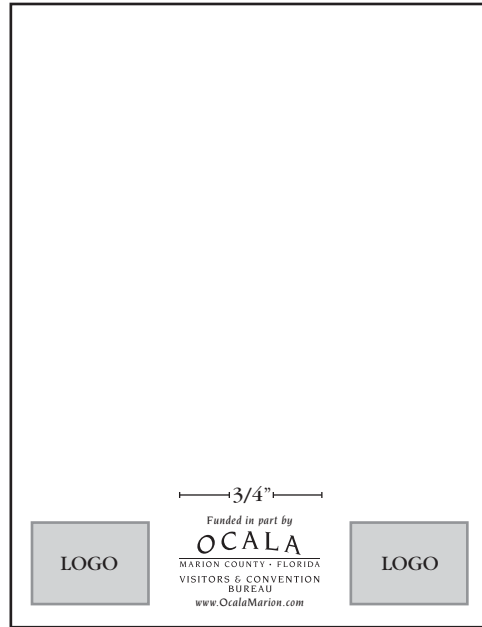


IN ANY USAGE, please allow space around the Ocala/Marion County logo from other logos and graphic elements, as shown above. The minimum space should be equal to the height of the "O" in the logotype.

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Small-Space Ad/Brochure Usage Example

In its smallest form, please do not reduce the Ocala/Marion County VCB logotype and nomenclature beyond 3/4” wide, as shown below.



NOTE: In instances where there is not enough room to use the logotype in its smallest configuration (3/4” wide, as shown above), the following copy line may be used in a readable size:

Funded in part by the Ocala/Marion County VCB • www.OcalaMarion.com.

Broadcast Advertising

Radio advertising must include the phrase, “***Funded in part by the Ocala/Marion County VCB***” at the end of the spot.

Television advertising must include the Ocala/Marion County VCB logo and nomenclature in the endtag.

The nomenclature may be used according to the standards on the preceding pages, and should appear on a simple, non-obtrusive background.

An example of proper nomenclature usage is shown to the right:



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Outdoor Usage Examples

When grant recipients receive funding for outdoor advertising (e.g. billboards), a section of the billboard must be apportioned for the Ocala/Marion County VCB symbol and website. The area should be a solid background snipe, and isolate the logo from any other elements.

The website must be at a size that is readable from the intended viewing distance of the board, as shown in the examples below:



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Funding Compliance and Altered Configurations

PLEASE NOTE: Failure to use the Ocala/Marion County VCB sponsorship nomenclature, or comply with the VCB graphic standards may result in forfeiture of grant funding. Any altered configurations of the Ocala/Marion County VCB sponsorship nomenclature that are not listed in this guide **MUST** be approved by the Ocala/Marion County Visitors & Convention Bureau.

For more information, or to request digital files of the Ocala/Marion County VCB logo, please contact the Ocala/Marion County Visitors & Convention Bureau at 1-888-FL-OCALA.



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