



OCALA

MARION COUNTY • FLORIDA

VISITORS & CONVENTION
BUREAU

ADVERTISING
GRAPHIC STANDARDS MANUAL

OCALA/MARION COUNTY VCB • GRAPHIC STANDARDS GUIDE

In order to create a consistent brand image, the Ocala/Marion County logo has been created in a variety of formats, colors and sizes to effectively reproduce in the numerous media that will promote the area. Art has been created for full-color, limited color and one-color usages. The following pages illustrate the various usages of the logo and guidelines to help maintain the integrity of the brand.

Standard Advertising Logo Usage

The Ocala/Marion County logo is comprised of two elements — the *symbol* and the *logotype*. Digital art of these two elements are available in a variety of colors and formats. The example below illustrates how the symbol and the logotype appear together:

This configuration is the standard treatment for the logo in all of the County's promotional materials.



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Logotype (set in ITC Novarese Medium)

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Standard Advertising Logo Usage

Logo Proportions

Whenever using the Ocala/Marion County logo, the following symbol and logotype spatial relationships must be maintained in order to keep a consistent brand image.



Standard Advertising Logo Usage

Full-Color Design

Whenever possible, the Ocala/Marion County logo should be used in its full-color design.



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Standard Advertising Logo Usage

Limited-Color Design

In instances where the logo must be used in limited (2-color) printing, the logo may be printed in **PMS 1685 (Rust)** and **PMS 364 (Green)**.*



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PMS 1685

C: 0 %
M: 68 %
Y: 100 %
K: 44 %



PMS 364

C: 65 %
M: 0 %
Y: 100 %
K: 42 %

Standard Advertising Logo Usage

Simplified One-Color Design

In instances where the logo must be used in 1-color situations, the logo may be printed in either **Black**, **White**, **PMS 1685 (Rust)** and **PMS 364 (Green)**.* This logo design is simplified without any screen tints for small-space usage, solid-color printing and engraving.

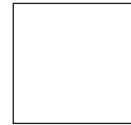


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BLACK



WHITE



PMS 1685

C: 0 %
M: 68 %
Y: 100 %
K: 44 %



PMS 364

C: 65 %
M: 0 %
Y: 100 %
K: 42 %

*Please refer to the Pantone® swatch book for the most accurate color representation of spot-color breakdowns.

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Standard Advertising Logo Usage

Sizes

The Ocala/Marion County logo must be used at sizes in which both the symbol and the 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.



Standard Advertising Logo Usage

Type Independence

In instances that are too small to use the symbol and the 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:



PLEASE NOTE: Any other configurations of the Ocala/Marion County symbol and logotype that are not listed in this guide **MUST** be approved by the Ocala/Marion County Visitors & Convention Bureau or its marketing agency of record.

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Visitors & Convention Bureau Logo Usage & Proportions

The following pages illustrate how the Ocala/Marion County Visitors & Convention Bureau (VCB) is to be identified in promotional materials when used in conjunction with the Ocala/Marion County logo.

*Logotype
(set in ITC Novarese Medium)*



Symbol

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The logotype should be aligned so that "Ocala" is lined up with the edges of the symbol.

Space between the logotype and the symbol is equal to "A"

OCALA

Spaces between type and rules are equal

A
Space is equal to 1 1/2 the height of "A"

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VCB type should align as shown.

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Visitors & Convention Bureau Logo Usage

Full-Color Design

Whenever possible, the Ocala/Marion County VCB logo should be used in its full-color design.



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Visitors & Convention Bureau Logo Usage

Limited-Color Design

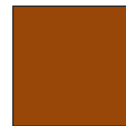
In instances where the VCB logo must be used in limited (*2-color*) printing, the logo may be printed in **PMS 1685** (*Rust*) and **PMS 364** (*Green*).



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PMS 1685

C: 0 %
M: 68 %
Y: 100 %
K: 44 %



PMS 364

C: 65 %
M: 0 %
Y: 100 %
K: 42 %

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Visitors & Convention Bureau Logo Usage

Simplified One-Color Design

In instances where the VCB logo must be used in 1-color situations, the logo may be printed in either *Black, White, PMS 1685 (Rust)* and *PMS 364 (Green)*.* This logo design is simplified without any screen tints, ready for small-space usage, solid color printing and engraving.



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BLACK



WHITE



PMS 1685



PMS 364

C: 0 %
M: 68 %
Y: 100 %
K: 44 %

C: 65 %
M: 0 %
Y: 100 %
K: 42 %

Visitors & Convention Bureau Logo Usage

Sizes

The Ocala/Marion County VCB logo must be used at sizes in which both the symbol and the 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.



*Please refer to the Pantone® swatch book for the most accurate color representation of spot-color breakdowns.

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Visitors & Convention Bureau Logo Usage

Type Independence

In instances that are too small to use the symbol and the 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:



Acceptable Usage Examples

Simple Photographic Backgrounds

It is important that the Ocala/Marion County logo be used on backgrounds that do not impede the logo's readability. The following examples illustrate acceptable usage. On dark backgrounds, it is acceptable for the logotype to be reversed in white, as shown below on the right:



Light Background



Dark Background

Altered Configurations

PLEASE NOTE: Any altered configurations of the Ocala/Marion County VCB 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.