



SOUTH WALTON
FLORIDA



AUTHENTIC WALTON
FLORIDA

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pride • preservation • conservation



Primary Logo

Brand Positioning

Pride, preservation and conservation...antique shops and stylish boutiques...international cuisine and Gulf-to-table fare...championship golf courses and a thriving arts scene...Walton County encompasses incredible variety. And Walton County Tourism is responsible for strengthening the brand that represents the entire destination, combining South Walton's 16 beach neighborhoods with the historic treasures and natural beauty just above the Choctawhatchee Bay. Through creative marketing, an engaging social media presence and dedicated coordination with meeting planners, Walton County Tourism promotes unique area experiences for every visitor. This positively impacts the area as a whole by stimulating visitor spending and creating a wide array of jobs. Visitors cover the vast majority of Walton County government revenues, saving each local household a considerable amount on taxes. In turn, Walton County Tourism uses tourism revenue to improve local communities. This includes maintenance and upgrades to beaches, pathways and public access points, as well as promoting beach safety initiatives.



Tagline Logo

Logo Usage Guidelines

It is important to use the identity consistently across all applications to establish and reinforce the Walton County Tourism brand. The state locator icon and the typeface should never be used independently of one another. The final approved lockup should be used on all materials known and unknown in print, collateral, broadcast, display and digital applications. The Walton County Tourism logo lockup may be accompanied by the tagline “pride • preservation • conservation” depending on usage.



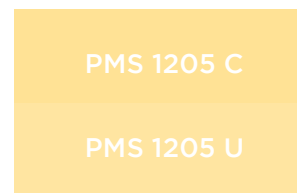
Primary Logo



C 92 M 47 Y 15 K 0
R 0 G 119 B 170



C 34 M 17 Y 6 K 0
R 170 G 190 B 216



C 0 M 5 Y 59 K 0
R 255 G 234 B 132

Color Application

The predominant blue logo color is PMS 7690 Coated (PMS 307 for Uncoated only). The yellow logo color is PMS 1205. The light blue is a tint of the predominant PMS 651. The 4-color CMYK mixes for print and RGB colors for web are shown in the swatches above.



Clearance

The minimum spacing around the mark is illustrated in the example above. The logo should always have surrounding clearance space in order to maintain the integrity of the brand when appearing with other logos or content. Spacing should be greater than or equal to the size of the “O” in “WALTON COUNTY.”



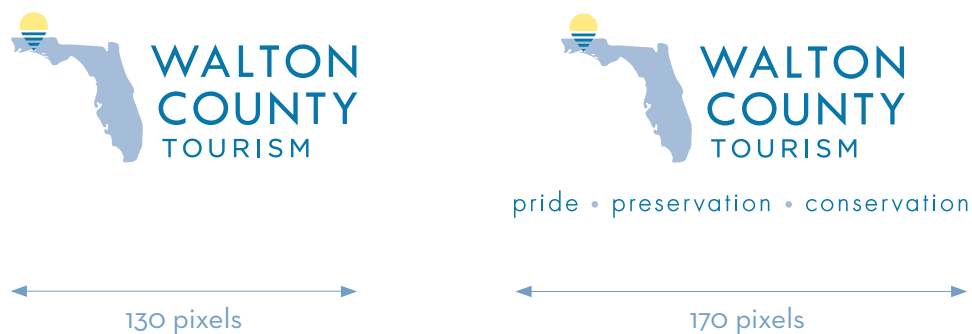
1.5 inches



2 inches

Sizing: Printed

On all print or display pieces, the minimum size the primary logo can be reproduced with “Walton County Tourism” is 1.5 inches wide. When using the logo with the tagline “pride • preservation • conservation,” it should never be reproduced smaller than 2 inches wide.



Sizing: Web

On all digital communication pieces, the minimum size the logo can be used with “Walton County Tourism” is 130 pixels wide. When using the version with the tagline “pride • preservation • conservation,” it should never be smaller than 170 pixels wide.



Logo Application – Business Card



Logo Application - Merchandise



Logo Application - Merchandise



Logo Application - Merchandise



Beach Operations

Select situations will call for a “Beach Operations” subhead to appear beneath the Walton County Tourism logo. This particular version attributes specific events or initiatives to the department that handles most of the actual beach upkeep and conservation.



Destination Sub-Brands

It is important to distinguish between the logos for Walton County Tourism; South Walton, Florida; and Authentic Walton, Florida, when promoting the brands. All feature consistent brand elements to operate as a cohesive family, but there is a significant difference in their primary audiences, purposes and use. When referencing the county's Destination Marketing Organization, its staff, the Visitor Center, etc. (previously referred to as Visit South Walton), the Walton County Tourism name and logo should be used. When promoting the 26 miles of coastline and 16 beach neighborhoods below the Choctawhatchee Bay, the South Walton logo should be used. When promoting the communities above the Choctawhatchee Bay (Paxton, DeFuniak Springs, Freeport), the Authentic Walton logo should be used.



Sub-Brands Simultaneous Appearance

In some cases, both logos for South Walton and Authentic Walton may need to appear in tandem – for example, when the destination is part of an event sponsorship and both brands require representation. Utilize the above lockup for such instances. It adds a mention of Florida to the subhead, reinforcing the Walton County location.

Neutraface Text (Book)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@":;#%^&*()-<>?/

Neutraface Text (Demi)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@":;#%^&*()-<>?/

Neutraface Text (Light)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@":;#%^&*()-<>?/

Primary & Secondary Typeface: Neutraface Text

Neutraface Text is the type family to be used for Walton County Tourism, South Walton and Authentic Walton collateral and communications. For body copy, Neutraface Text (Book) is to be used.

Neutraface Display (Medium)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@":;#%&*()-<>?/

Neutraface Text (Demi Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@":;#%^&()-<>?/*

Neutraface Text (Book Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@":;#%^&()-<>?/*

Neutraface Text (Light Italic)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@":;#%^&()-<>?/*

Primary Typeface: Display and Pull Quotes

Neutraface Display (Medium) is to be used for display applications (headlines). The Light Italic is used for pull quotes, captions and support copy.

Times New Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@”,:;#\$\$%^&*()-<>?/

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@”,:;#\$\$%^&*()-<>?/

Default System Fonts: Times New Roman & Verdana

As default system fonts, Times New Roman and Verdana should be used as alternatives on the web only when Neutraface Text is not available.

Midnight Signature
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! @ " : ; # \$ % ^ & * () - < > ? /

Invitations & Greetings: Midnight Signature

Midnight Signature for informal correspondence from Walton County Tourism for whimsical style on invitations, postcards or holiday greetings.



SOUTH WALTON

FLORIDA

BRAND GUIDELINES



Primary Logo

Brand Promise

South Walton provides visitors with a relaxing escape: an upscale, yet casual, place to unwind and rejuvenate. Charm and scenic beauty define our stretch of Northwest Florida's Gulf Coast, and our sugar-white sand beaches and turquoise water offer a natural setting where visitors feel comfortable. We deliver an unforgettable experience, filled with lasting memories.



SOUTH WALTON

find your perfect beach

Tagline Logo

Brand Story

Each and every one of us has an idea of the perfect getaway – our own ideal, a special place that helps the everyday melt away. South Walton is more than a single perfect place. Start with the purest sugar-white sand nestled alongside turquoise Gulf water. Rolling dunes covered with sea grasses, framed by towering pines against a pure blue sky. Scoop out 15 rare coastal dune lakes to reflect all that blue and marry it to a huge inland estuary teeming with all forms of life. People have been drawn to this restorative beauty for generations. The culture that has grown here has been shaped by residents and visitors alike. It has always been peaceful, respectful of the natural surroundings. The result is a strand of 16 beach neighborhoods – each possessing its own cultural traditions and visual style – all linked to each other by the bountiful natural gifts and a commitment to preserve and perpetuate this magical place. This is our promise: somewhere along this strand, you will find your perfect escape. This is South Walton. Find Your Perfect Beach®.



In-Market Logo

Logo Usage Guidelines

It is important to use the identity consistently across all applications to establish and reinforce the South Walton brand. The “Sun Wave” icon and the typeface should never be used independently of one another. The final approved lockup should be used on all materials known and unknown in print, collateral, broadcast, display and digital applications.

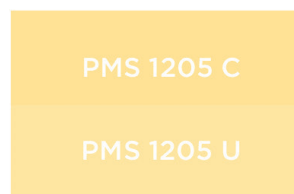


SOUTH WALTON FLORIDA

Primary Logo



C 92 M 47 Y 15 K 0
R 0 G 119 B 170



C 0 M 5 Y 59 K 0
R 255 G 234 B 132



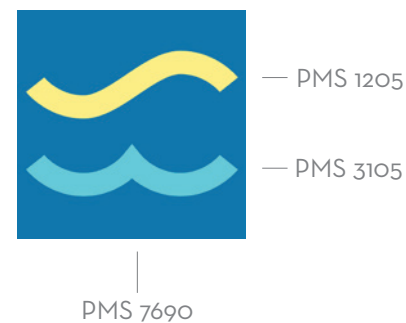
C 54 M 0 Y 14 K 0
R 104 G 203 B 218

Color Application

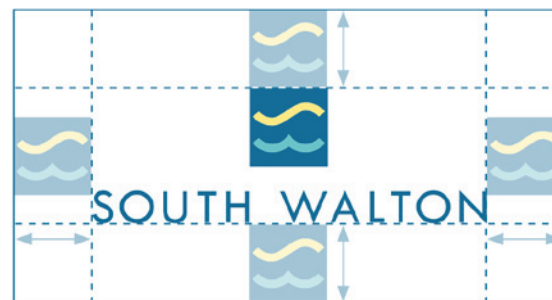
The 4-color CMYK mixes for print and RGB colors for web can be found above. When the logo is applied to a white background, the four-color logo should be used. When printing a one-color or solid logo, use the approved PMS or CMYK mix.

The predominant blue logo color for the “Sun Wave” icon box and logotype is PMS 7690 Coated (PMS 307 for Uncoated only). The yellow color for the “Sun” (top horizontal “S” shape within the icon box) is PMS 1205. The aqua color for the “Wave” (bottom “W” shape within the icon box) is PMS 3105.

Sun Wave Icon



When the logo is used over a solid-colored background or an image that doesn't provide enough contrast, the entire logo lockup should be knocked out to white.



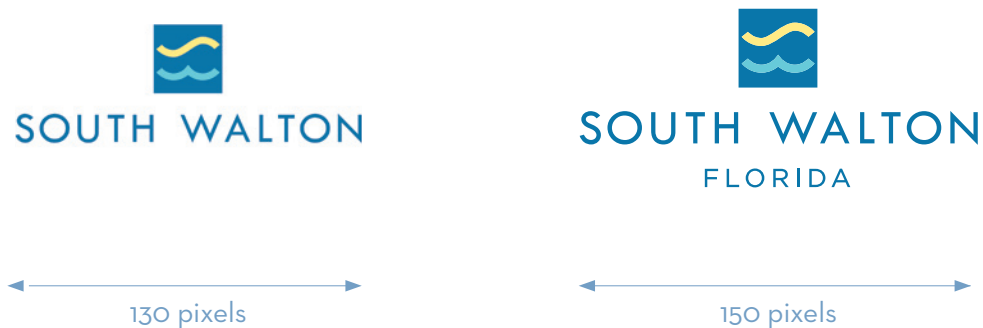
Clearance

The minimum spacing around the mark is illustrated in the examples above. The logo should always have a minimum amount of surrounding clearance in order to maintain the integrity of the brand when surrounded by other logos or content. Suggested spacing around the logo should be equal to the size of the “Sun Wave” icon box.



Sizing: Printed

On all print or display pieces, the minimum size the destination logo without “Florida” can be reproduced is 1 inch wide. The minimum size the destination logo can be reproduced with “Florida” is 1.5 inches wide. When using the destination logo with the tagline “find your perfect beach”, it should never be reproduced smaller than 2 inches wide. When using the destination logo with the URL “VisitSouthWalton.com”, it should never be reproduced smaller than 2 inches wide.



Sizing: Web

On all digital communication pieces, the minimum size the logo without “Florida” can be used is 130 pixels wide. The minimum size the logo can be used with “Florida” is 150 pixels wide. When using the version with the tagline “find your perfect beach”, it should never be used smaller than 180 pixels wide.



Stacked Destination Logo



Horizontal Destination Logo

Alternate Logo Orientations

For small vertical spaces, the stacked version of the logo may be used on a limited basis. For short wide spaces, the horizontal version may be used on a limited basis. All the prior color, clearance, and sizing guidelines should be adhered to regardless of layout orientation.

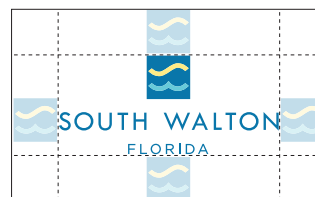


SOUTH WALTON FLORIDA

It is important to use the identity in a consistent manner across all applications to establish and reinforce the South Walton brand. The "Sun Wave" icon and the typeface should never be used independently of one another. The logo shown above should be used on all materials known and unknown in print, web, broadcast, display and digital applications.

CLEARANCE

The minimum spacing around the mark is illustrated in the example to the right. The logo should always have a minimum amount of surrounding clearance in order to maintain the integrity of the brand when surrounded by other logos or content. Suggested spacing around the logo should be equal to the size of the "Sun Wave" icon box.



SIZING

On all print or display pieces, the minimum size the logo can be reproduced is 1 inch wide. If it is smaller than this please contact Courtney@VisitSouthWalton.com for assistance with alternate logo options.

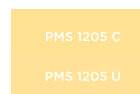


COLORS

The predominant blue logo color for the "Sun Wave" icon box and logotype is PMS 7690 Coated (PMS 307 for Uncoated only). The yellow color for the "Sun" is PMS 1205. The aqua color for the "Wave" is PMS 3105. The 4-color CMYK mixes for print and RGB colors for web are included to the right. No other variations to these colors will be acceptable.



C 92 M 47 Y 15 K 0
R 0 G 119 B 170



C 0 M 5 Y 59 K 0
R 255 G 234 B 132



C 54 M 0 Y 14 K 0
R 104 G 203 B 218

File Formats

For high quality, large format printing use the EPS file format. For small print publications, web or mobile devices, use a JPEG. Alternate file formats are available upon request.



high quality, large format



small print, web or mobile format

For questions or additional information please contact
Courtney Malone at (850) 267-1216 ext. 8514 or by email at Courtney@VisitSouthWalton.com

“South Walton”

“South Walton, Florida”

Verbal Identity

Consistency in referring to South Walton and its 16 distinct beach neighborhoods in text is critical in maintaining a strong identity. Use of correct capitalization, style and typesetting all impacts the equity of the South Walton brand. The typewritten name “South Walton” should always appear as two distinct words with the “S” and “W” capitalized. When referencing South Walton as a location in text or in speech, it should never be referred to as “Visit South Walton” (the brand name of the organization), “South Walton Beach” (no such place exists), or “Beaches of South Walton” (former brand name). The area should always be referred to as “South Walton” or “South Walton, Florida”.

All correspondence and materials promoting South Walton should be written clearly and in the welcoming tone of the brand voice. When referring to a specific time of day, “a.m.” or “p.m.” should be used in adherence to the AP Style Manual. When promoting a phone number, the following format should be used in all instances “(ooo) ooo-oooo”.

***“...sugar-white sand and
turquoise water...”***

***“...the 16 unique beach
neighborhoods...”***

Verbal Identity: Terminology

Consistency in the descriptions of South Walton is also imperative to building and maintaining a strong brand. Unique language has been established to differentiate South Walton from other destinations in the area. The color of the water should always be referred to as “turquoise” and should be referred to in the singular sense in all instances. The sand should always be described as “white,” “white quartz” or “sugar-white” referencing their pure white, granular attributes. What once were “beaches” and “communities” are now “beach neighborhoods.” A popular sport in South Walton is stand-up paddleboarding. “Stand-up” should always be hyphenated and “paddleboarding” is one word.

Miramar Beach • Seascape • Sandestin
Dune Allen • Gulf Place • Santa Rosa Beach
Blue Mountain Beach • Grayton Beach • WaterColor
Seaside • Seagrove • WaterSound • Seacrest
Alys Beach • Rosemary Beach • Inlet Beach

Verbal Identity: 16 Beach Neighborhoods Usage Guidelines

The 16 distinct beaches that make up South Walton should always be referred to as “neighborhoods.” Any community listing should include all 16 beach neighborhoods and the names should be listed West to East in the following order: Miramar Beach, Seascape, Sandestin, Dune Allen, Gulf Place, Santa Rosa Beach, Blue Mountain Beach, Grayton Beach, WaterColor, Seaside, Seagrove, WaterSound, Seacrest, Alys Beach, Rosemary Beach, Inlet Beach. In order to help raise the profile of the overall destination, the beach neighborhoods can be rearranged to prominently feature individual names with higher brand awareness in specific and limited executions. Never number the beaches in a listing to avoid appearances of preferential treatment. “Beach” should only be included in a neighborhood reference if it’s part of the name and it should be used exactly as noted above. WaterColor and WaterSound should be spelled as one word with a capital “C” and “S” respectively, unless it appears in all caps. Also, the numerical reference of the sixteen should always appear as ‘16’ when referring to the beach neighborhoods.

***“It’s a wonderful day
in South Walton...”***

Verbal Identity: Visitor Center, External Contact

Anyone who comes in contact with a representative of the Visitor Center should be greeted with warmth and a smile. Yes, you can hear a smile. When you are the first to answer a call, you should greet the caller with: “It’s a wonderful day in South Walton. How may I help you?” It is not necessary to use this greeting on your voicemail. It is a simple salutation and shouldn’t be overused as to appear meaningless or mechanical. This also extends to email signatures and out of office messages. Signatures are to be provided to staff by the communications team.

25-word Description:

Located on Northwest Florida's Gulf Coast, South Walton's pristine sugar-white sand beaches and turquoise water complement 16 unique beach neighborhoods. Find your perfect beach®.

40-word Description:

Located on Northwest Florida's Gulf Coast, South Walton's pristine sugar-white sand beaches and turquoise water complement 16 unique beach neighborhoods, each with its own personality and style. Find your perfect beach®.

Verbal Identity: Brand Descriptions

Often, through advertising opportunities or added-value media mentions, it is requested that short paragraphs of descriptive copy are provided to promote the brand. To ensure brand integrity, copy descriptions (ranging from 25 words to 250 words) are available and should be used consistently in such instances. In cases where more than 250 words are required, please contact the Walton County Tourism Department.

50-word Description:

Located along a 26-mile stretch of Northwest Florida's Gulf Coast, South Walton encompasses a strand of 16 unique beach neighborhoods, each with its distinct style. Renowned for turquoise water and sugar-white sand, South Walton is continually recognized as a premier destination that offers an upscale, yet casual place to build lasting memories.

75-word Description:

Located on Northwest Florida's Gulf Coast, South Walton is continually recognized as a premier beach vacation destination that boasts 26 miles of sugar-white sand, turquoise water and 16 unique beachside neighborhoods, each with its own personality and style. South Walton's artful mix of shops and restaurants perfectly complements the area's natural attractions and activities, from kayaking and golfing to tennis, swimming and bicycling. Find your perfect beach in South Walton.

100-word Description:

With 26 miles of stunning sugar-white sand beaches and 16 unique beach neighborhoods, South Walton offers endless opportunities for visitors to find their perfect beach. Tucked away on the Northwest Florida Panhandle along the Gulf, South Walton is easily accessible, but set apart by its unmatched natural beauty. Vast nature preserves create a relaxed respite not often found in similar destinations, offering adventure-seekers more than 200 miles of hiking and biking trails, four state parks, a 15,000-acre state forest and 15 rare coastal dune lakes. Unique landscapes, eclectic shops, luxury accommodations and award-winning restaurants help form South Walton's distinctive character.

150-word Description:

With 26 miles of stunning sugar-white sand beaches and 16 unique beach neighborhoods, each with its own personality and style, South Walton offers endless opportunities for visitors to find their perfect beach. Nestled on the Northwest Florida Panhandle along the Gulf, South Walton is easily accessible from nearly every part of the U.S., making it the ideal destination for a weekend getaway or an extended stay. South Walton is set apart by its unmatched natural beauty. Vast nature preserves create a relaxed respite not often found in similar destinations, offering adventure-seekers more than 200 miles of hiking and biking trails, four state parks, a 15,000-acre state forest and 15 rare coastal dune lakes. Unique landscapes, eclectic shops, luxury accommodations and an abundance of award-winning dining options (200-plus restaurants) are all part of South Walton's distinctive character and relaxing atmosphere.

250-word Description:

Located in Northwest Florida, South Walton is continually recognized as a premier beach vacation destination that boasts 26 miles of sugar-white sand, turquoise water and 16 unique beach neighborhoods, each with its own personality and style. In South Walton, luxury accommodations, outdoor adventure, eclectic shops, art galleries and award-winning restaurants are part of the distinctive character and relaxing atmosphere.

Outdoor activities are abundant, with four state parks, a 15,000-acre state forest, 15 rare coastal dune lakes and easy access to the Gulf. Beyond traditional sunning and swimming, adventurous travelers will enjoy stand-up paddleboarding and kayaking, or fishing on the Gulf or Choctawhatchee Bay.

More than 200 miles of trails invite nature lovers to observe rare birds while hiking through state parks and forests. The 19-mile Timpoochee Trail leads runners and bicyclists past New Urbanist neighborhoods and offers panoramic views of stunning scenic beauty.

You can challenge yourself on the tennis court or tee off on a championship golf course, but if shopping is your passion, take time to browse the area's eclectic mix of chic and sophisticated boutiques. Foodies will relish the fusion of flavors created by award-winning chefs showcasing fresh-from-the-Gulf seafood and locally sourced ingredients. As the sun makes its spectacular evening splash into the Gulf, the beach offers a front row seat to the greatest show in town.

An upscale, yet casual place to unwind, South Walton is the ideal place to rejuvenate, create lasting memories and find your perfect beach.

25-word Description, Meetings Audience:

Discover gourmet dining, premium accommodations and exceptional service, all just steps from sugar-white sand beaches and turquoise water in South Walton, Florida.

50-word Description, Meetings Audience:

Imagine modern meeting facilities, premium accommodations and exceptional service, just steps from award-winning sugar-white sand beaches and turquoise water. You'll find it in South Walton, Florida, enhanced by a lively culinary scene, boutique shopping and championship golf. Discover a premier destination for upscale, yet casual conferences that everyone will love.

Verbal Identity: Meetings Descriptions

Often, through advertising opportunities or added-value media mentions, South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity, copy descriptions (ranging from 25 words to 400 words) are available and should be used consistently in such instances.

100-word Description, Meetings Audience:

Located along a 26-mile stretch of sugar-white sand beaches and turquoise water on Northwest Florida's Gulf Coast, South Walton is continually recognized as a premier meetings destination.

Whether for an intimate executive retreat or a 1,500-person convention, South Walton offers charm and style through stunning architecture, fresh and creative dining options, championship golf and unique teambuilding activities.

Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than 25 miles from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

250-word Description, Meetings Audience:

Located along a 26-mile stretch of sugar-white sand beaches and turquoise water on Northwest Florida's Gulf Coast, South Walton has welcomed generations of visitors seeking an upscale and relaxing place to unwind. Imagine planning a meeting steps from beautiful, award-winning beaches and surrounded by gourmet dining, boutique shopping and championship golf. Now imagine that meeting is in a modern facility with premium accommodations and exceptional service.

Each year, more meeting planners discover that these 16 unique beach neighborhoods, with more than 15,000 guest rooms, 155,000 square feet of meeting space, year-round great weather and off-the-clock activities, make any time an ideal time for meetings and events.

Whether for a 10-person executive retreat or a 1,500-person convention, you'll find your perfect meeting destination in South Walton. Stay in luxury boutique hotels, full-service resorts, grand beach houses or cozy cottages. Experience a diverse culinary scene at one of more than 200 restaurants. These 16 unique beach neighborhoods have something to suit each person's style!

We make planning simple, and offer the best of both worlds: business and pleasure. Business travelers often bring their families and stay a few extra days to enjoy what TIME Magazine calls one of "The World's Greatest Places."

Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than 25 miles from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For meetings that are a pleasure from planning to execution, find your perfect beach in South Walton, Florida.

400-word Description, Meetings Audience:

Located along a 26-mile stretch of sugar-white sand beaches and turquoise water on Northwest Florida's Gulf Coast, South Walton has welcomed generations of visitors seeking an upscale and relaxing place to unwind. Imagine planning a meeting steps from award-winning beaches and surrounded by gourmet dining, boutique shopping and championship golf. Now imagine that meeting is in a modern facility with premium accommodations and exceptional service.

Each year, more meeting planners discover that these 16 unique beach neighborhoods – Miramar Beach, Seascape, Sandestin, Dune Allen, Gulf Place, Santa Rosa Beach, Blue Mountain Beach, Grayton Beach, WaterColor, Seaside, Seagrove, WaterSound, Seacrest, Alys Beach, Rosemary Beach, Inlet Beach – are also perfect for working hard and having fun. With more than 15,000 guest rooms, 155,000 square feet of meeting space, year-round great weather and off-the-clock activities, any time is an ideal time to host meetings and events in South Walton.

Whether for a 10-person executive retreat or a 1,500-person convention, you'll find your perfect meeting destination along the beaches of South Walton. Stay in luxury boutique hotels, full-service resorts, grand beach houses or cozy cottages. Enjoy a variety of teambuilding activities like paddleboarding, golf, art gallery tours or wine tastings. Unique outdoor activities are abundant thanks to four state parks, a state forest, 15 rare coastal dune lakes and easy access to the Gulf. Experience a diverse culinary scene at one of more than 200 restaurants highlighting a fusion of flavors created by award-winning chefs using fresh-from-the-Gulf and locally sourced ingredients. Make an evening reception on the beach even better with a bonfire and s'mores!

We make planning simple, but we also offer the best of both worlds: business and pleasure. Bring your family and stay a few extra days to discover why TIME Magazine named South Walton one of "The World's Greatest Places."

Travel is a breeze, whether by car or by plane – South Walton is conveniently located less than 25 miles from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS).

For meetings that are a pleasure from planning to execution, find your perfect beach in South Walton, Florida.

25-word Description, Travel Trade Audience:

26 miles of sugar-white sand beaches and turquoise water along with world-class accommodations, dining, shopping and golf. For vacations packed with possibilities, choose South Walton, Florida.

50-word Description, Travel Trade Audience:

Imagine the perfect getaway: 26 miles of sugar-white sand beaches and turquoise water, plus world-class accommodations, gourmet dining, boutique shopping and championship golf. For vacations packed with possibilities, look no further than South Walton, Florida.

Verbal Identity: Travel Trade Descriptions

Often, through advertising opportunities or added-value media mentions, South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity, copy descriptions (ranging from 25 words to 400 words) are available and should be used consistently in such instances.

100-word Description, Travel Trade Audience:

Imagine the perfect vacation: 26 miles of sugar-white sand beaches and turquoise water, plus gourmet dining, boutique shopping and championship golf.

South Walton, Florida's 16 beach neighborhoods have welcomed generations of visitors seeking an upscale and relaxing place to unwind. World-class accommodations meet art and culture, along with eco-adventure and more along this unique stretch of Northwest Florida coastline.

Stunning beaches and exciting activities are South Walton's trademark – with 16 unique beach neighborhoods to choose from, it's easy to find the ideal fit for your perfect beach retreat. For vacations packed with possibilities, look no further than South Walton, Florida.

250-word Description, Travel Trade Audience:

Imagine the perfect vacation: quiet relaxation, music and cocktails with friends, exploring nature or enjoying upscale accommodations. Now imagine it all in one place, steps from 26 miles of sugar-white sand beaches and turquoise water.

South Walton, Florida, has welcomed generations of visitors seeking an upscale and relaxing place to unwind. Help your clients discover why this collection of 16 unique beach neighborhoods is ideal for creating cherished memories. Summer might be the most popular time to hit the beach, but great weather year-round makes any time perfect for an unforgettable getaway.

Let the beach transport your clients to a peaceful, recharged state before they take advantage of the rest of what South Walton has to offer. They can stay in a grand beach house, a cozy cottage or at a full-service resort that caters to their every need. Championship golf courses, boutique shopping, a diverse culinary scene and eco-adventures are all within easy reach.

South Walton, Florida is a premier vacation destination, and travel is a breeze, whether by car or by plane. South Walton is conveniently located between two local airports – less than 25 miles from either Northwest Florida Beaches International Airport (ECP) or Destin-Fort Walton Beach Airport (VPS) – and is within a day's drive for most of the Southeast.

For vacations packed with possibilities, look no further than South Walton.

400-word Description, Travel Trade Audience:

Imagine the perfect vacation: quiet relaxation, music and cocktails with friends, exploring nature or enjoying upscale accommodations. Now imagine it all in one place, steps from 26 miles of sugar-white sand beaches and turquoise water.

South Walton, Florida, has welcomed generations of visitors seeking an upscale and relaxing place to unwind. Help your clients discover why these 16 beach neighborhoods are ideal for creating cherished memories. Summer might be the most popular time to hit the beach, but great weather year-round makes any time perfect for an unforgettable getaway.

Let the beach transport your clients to a more peaceful, recharged state before they take advantage of the rest of what South Walton has to offer. They can stay in a grand beach house, a cozy cottage or at a full-service resort that caters to their every need. When their day at the beach is done, the fun is far from over. Golf, shopping, art and a year-round schedule of events are just out the front door. Whether your clients prefer a quiet night in or an evening on the town, there's something to suit everyone's style.

South Walton, Florida, is a premier vacation destination, with everything your client needs in one place. Travel is a breeze, too, whether by car or by plane – South Walton is conveniently located less than 25 miles from Northwest Florida Beaches International Airport (ECP) and Destin-Fort Walton Beach Airport (VPS) – and is within less than a day's drive from most locations in the Southeast.

For vacations packed with possibilities, look no further than South Walton, Florida.

25-word Description, Weddings Audience:

Say “I do” alongside South Walton, Florida’s sugar-white sand beaches, steps from turquoise water. It’s so effortless, your honeymoon starts before your wedding ends.

50-word Description, Weddings Audience:

Say “I do” on a sugar-white sand beach, in a picturesque garden or at a luxury resort. South Walton, Florida’s 26 miles of beaches are just steps from golf courses, shopping, art, fine dining, ecotourism and more. It’s so beautiful, your honeymoon can start before your wedding ends.

Verbal Identity: Weddings Descriptions

Often, through advertising opportunities or added-value media mentions, Visit South Walton is asked to provide short paragraphs of descriptive copy. To ensure brand integrity, copy descriptions (ranging from 25 words to 100 words) are available and should be used consistently in such instances.

100-word Description, Weddings Audience:

Say “I do” in a beautiful beach ceremony, a picturesque garden or at a luxury resort.

South Walton, Florida’s 26 miles of sugar-white sand beaches and turquoise water have welcomed generations of visitors to create cherished memories in these 16 unique beach neighborhoods.

When your guests aren’t celebrating you, they’ll have championship golf courses, boutique shopping, art and more just out their front door.

For your once-in-a-lifetime event, let South Walton, Florida, deliver a once-in-a-lifetime experience. True love comes naturally, and so should the setting.

Public Relations Boilerplate:

Located along a 26-mile stretch of Northwest Florida's Gulf Coast, South Walton encompasses an unparalleled strand of 16 acclaimed beach neighborhoods, each with its own traditions, charm and visual style. South Walton is renowned for natural scenic beauty, with more than 40% of the area's land set aside for preservation. Its signature sugar-white sand beaches and turquoise water even earned one South Walton neighborhood the title of 2020's "#1 Beach in America" from Dr. Beach. An upscale, yet casual place to unwind, South Walton is perfect for a rejuvenating trip, and is a home away from home where generations of families have built cherished memories. Learn more at VisitSouthWalton.com.

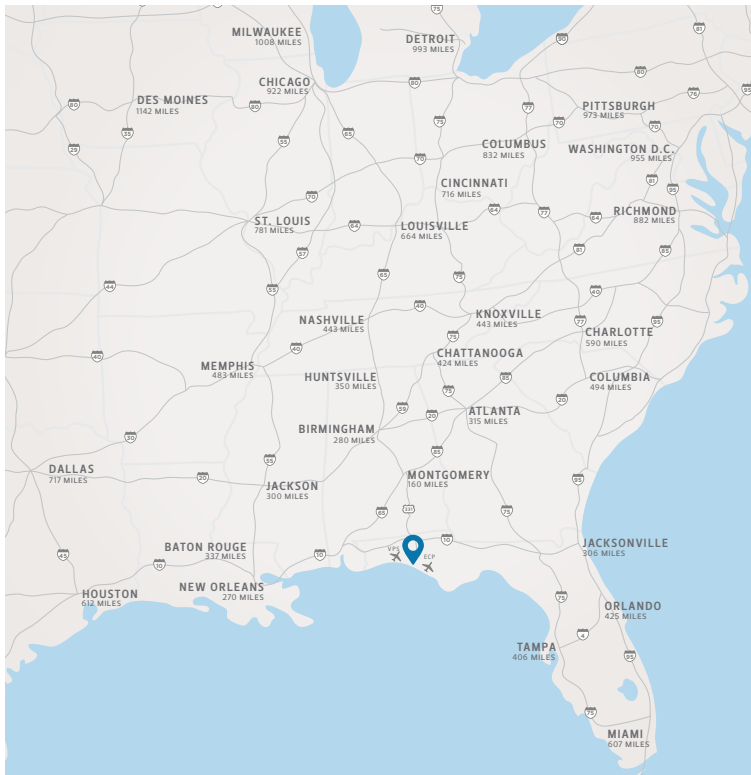
Verbal Identity: Public Relations Boilerplate

The updated boilerplate remains true to providing a short, clear description of the area and embraces the South Walton brand by encouraging visitors to come to South Walton and find their perfect beach.

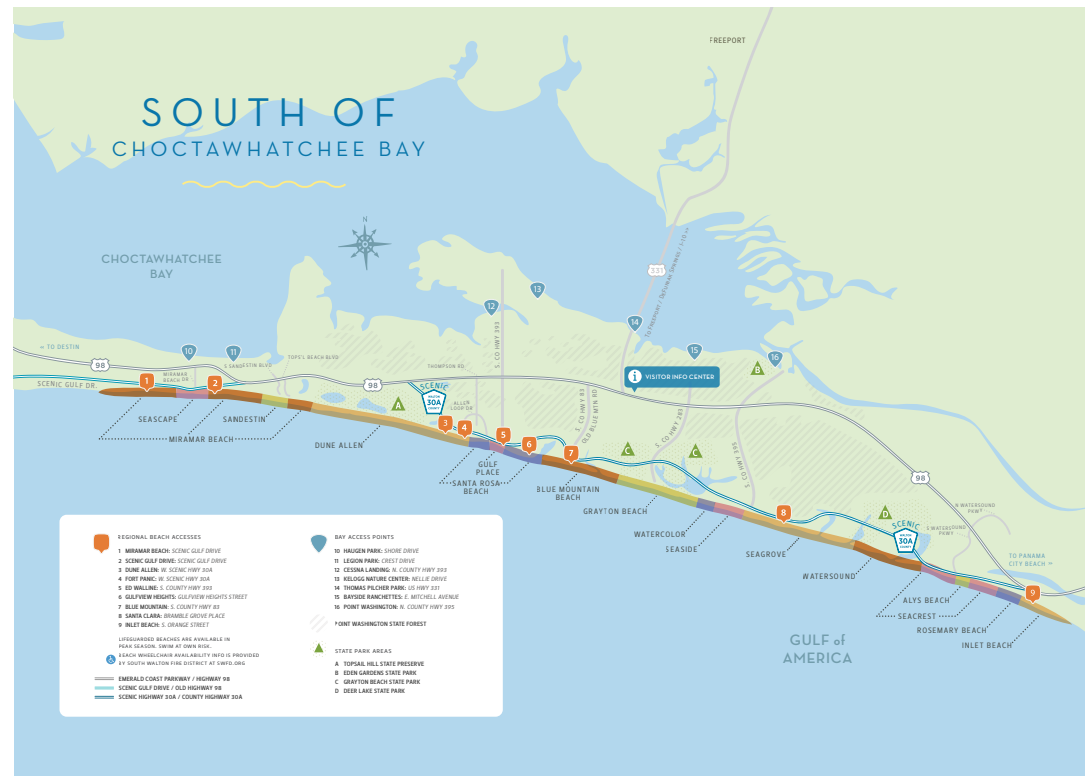


Visual System: Photography Style

South Walton photography should always feature the destination in the best possible circumstances. Images should use natural light whenever possible, reinforcing the real and natural attributes of the South Walton experience. When photographing the beach, it is important to capture the water at its brightest turquoise color and the sand at its whitest hue. The natural beauty of the area should always be the featured element in any composition. Every effort should be made to include unique qualities of the area and should never feel generic or staged. When featuring people in video or photography, the subjects' activities should feel candid while offering a sense of discovery. (When shooting sunsets, the light of the fading sun will make it necessary for the focus of the image to be on the colorful sky and not necessarily the water or sand as the brand hues may not be possible at the end of the day).



Regional Airport Map



South Walton Area Map

Visual System: Elements

South Walton, Florida has a number of supporting elements available for use in printed and interactive materials. These include maps, beach safety flags, identifiers and icons. These elements can be provided with approval for use by the Walton County Tourism Department.





C 0 M 100 Y 75 K 4
R 226 G 23 B 61



C 0 M 0 Y 100 K 0
R 255 G 241 B 0



C 96 M 0 Y 88 K 1
R 0 G 165 B 94



C 66 M 76 Y 0 K 0
R 111 G 87 B 164



Visual System: Beach Flag Warnings

Designed to simply and quickly communicate surf conditions, the colored beach safety flag system should always remain consistent. Keywords associated with Beach Safety include SAFETY (Outdoor, Feather Flags), BEACH FLAG (TV, PSA, Collateral, Print, Merchandise) and FLAG/FLAGS (Online Advertising).



Brand Print Ad Spread Sample

Print Ads: Brand & Co-Op

Printed materials are the culmination of all brand elements - typography, photography, logo, colors and language. Typically, Walton County Tourism's agency of record and agency partners are charged with creating these materials. With care and attention to the use of brand elements and referring to existing collateral, one could create communications that coordinate and complement the South Walton brand.

A TRUE DEPARTURE ON ARRIVAL

**YOUR GETAWAY. YOUR HOMECOMING.**

South Walton's 26 miles of sugar-white sand beaches in Northwest Florida offer the ultimate paradise of serenity and sophistication, relaxation and recreation. Here, treasured moments become tradition. South Walton effortlessly blends modern amenities, world class cuisine, small town charm and stunning natural vistas that draw generations of families together year after year.

Find your perfect beach at VisitSouthWalton.com.



MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH
GRAYTON BEACH • WATERCOLOR • SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH

SHARE THE SCENIC ROUTE

**YOUR GETAWAY. YOUR HOMECOMING.**

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GRAYTON BEACH • WATERCOLOR • SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH

THAT SPECIAL SOMEWHERE

**YOUR GETAWAY. YOUR HOMECOMING.**

South Walton's 26 miles of sugar-white sand beaches in Northwest Florida offer the ultimate paradise of serenity and sophistication, relaxation and recreation. Here, treasured moments become tradition. South Walton effortlessly blends modern amenities, world class cuisine, small town charm and stunning natural vistas that draw people together year after year.

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GRAYTON BEACH • WATERCOLOR • SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH

BEST SEAT IN THE HOUSE

**YOUR GETAWAY. YOUR HOMECOMING.**

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MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH
GRAYTON BEACH • WATERCOLOR • SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH

YOUR GETAWAY. YOUR HOMECOMING.

South Walton's turquoise water, 26 miles of sugar-white sand, and 16 beach neighborhoods in Northwest Florida effortlessly blend natural beauty, modern amenities, world class cuisine, and small town charm that draw generations together year after year.

**ROOMS WITH A VIEW**

From resorts to boutique hotels, South Walton is home to unique architecture, breathtaking views and accommodations to suit any style.



One Seagrove Place...

One Seagrove Place offers fully equipped 2BD/2BA condos, private Gulf-front balconies, heated pool, fitness facilities, grilling area, breathtaking views and a unique dune walkover to 300+ feet of pristine beach.

OneSeagrovePlace.com • (850) 231-5032



Hilton
SANDESTIN BEACH GOLF RESORT & SPA

Hilton Sandestin Beach Golf Resort & Spa is the area's largest full-service resort located directly on the beach. With 590 rooms, 7 seasonal dining options, an award-winning spa and access to championship golf courses, there's no need to leave the resort.

HiltonSandestinBeach.com • (888) 519-0048



W
CAMP CREEK
INN

Opening this spring at the private Watersound Club, **Camp Creek Inn** exudes a feeling of laid-back luxury - treating guests to a club membership experience with access to the area's top golf, beach and lifestyle amenities.

CampCreekInn.com

STEP AWAY AND GET CLOSER

South Walton has a way of slowing down time...an ease that invites you to relax and play. From the moment your feet touch the sand, you're home. Find your perfect beach at VisitSouthWalton.com.



MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH • GRAYTON BEACH • WATERCOLOR

SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH


SOUTH WALTON
FLORIDA

Leisure Co-Op Print Ad Sample [3-Partner Spread]

YOUR GETAWAY. YOUR HOMECOMING.

South Walton's turquoise water, 26 miles of sugar-white sand, and 16 beach neighborhoods in Northwest Florida effortlessly blend natural beauty with modern amenities and world class cuisine with small town charm. From resorts to boutique hotels, you'll find accommodations to suit any style.



One Seagrove Place...

One Seagrove Place offers fully equipped 2BD/2BA Multigenerational, private Gulf-front balconies, heated pool, fitness facilities, grilling area, breathtaking views and a unique dune walkover to 300+ feet of pristine beach.

OneSeagrovePlace.com • (850) 231-5032



Sandestin
Golf and Beach Resort

With accommodations from beach to bay, spanning the 2,400-acre resort, **Sandestin Golf and Beach Resort®** and Hotel Effie have something for every traveler. Discover championship golf, award-winning tennis, world-class dining, shopping and more!

Sandestin.com • (855) 270-5105



CAMP CREEK
INN

Opening this spring at the private Watersound Club, **Camp Creek Inn** exudes a feeling of laid-back luxury - treating guests to a club membership experience with access to the area's top golf, beach and lifestyle amenities.

CampCreekInn.com



Hilton
SANDESTIN BEACH
GOLF RESORT & SPA

Hilton Sandestin Beach Golf Resort & Spa is the area's largest full-service resort located directly on the beach. With 590 rooms, 7 seasonal dining options, an award-winning spa and access to championship golf courses, there's no need to leave the resort.

HiltonSandestinBeach.com • (888) 519-0048

A TRUE DEPARTURE ON ARRIVAL

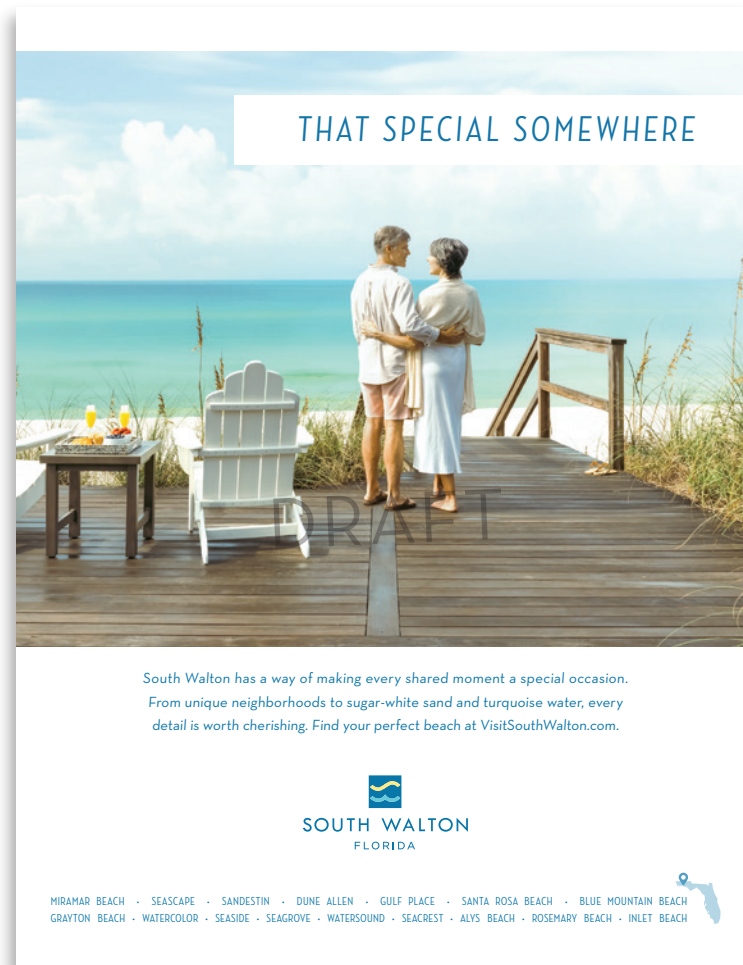
A South Walton getaway always feels like coming home and getting away from it all at the same time. Every encounter says, "welcome back." Find your perfect beach at VisitSouthWalton.com.



MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH • GRAYTON BEACH • WATERCOLOR

SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH





Full Page Brand Print Ad Sample

UNITE AND UNWIND

With 16 unique beach neighborhoods along 26 miles of sugar-white sand and turquoise water, South Walton is the ultimate event destination. Luxurious amenities meet small-town charm for getaways that feel like coming home, no matter where you're from. With convenient airport access and easy driving from Atlanta, Birmingham, and New Orleans, you'll spend less time en route and more time in good company.

**ROOMS WITH A VIEW**

From resorts to boutique hotels, South Walton is home to unique architecture, breathtaking views and accommodations to suit any style.



Sandestin
GOLF and BEACH RESORT

Book your group with **Sandestin®** and enjoy 85,000 square feet of meeting space, beach to bay accommodations spanning the 2,400-acre resort, endless opportunities for team building and more! Get full resort access, only with Sandestin®.

Sandestin.com/Gather • (844) 239-4629



HOTEL EFFIE
SANDSTIN

Where southern hospitality meets modern luxury. Nestled amongst the 2,400-acre Sandestin Golf and Beach Resort, the 4-Diamond **Hotel Effie** offers 250 guest rooms, 50,000 square feet of meeting space, and an abundance of resort amenities.

HotelEffie.com/Meetings • (855) 660-0934



THE PEARL
HOTEL

The Pearl Hotel offers a picturesque beach view locale with innovative technology and the finest amenities. The meeting spaces are just as lavish for flexible event space to accommodate up to 125 people.

ThePearlRB.com • (844) 293-0934

MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH • GRAYTON BEACH • WATERCOLOR


SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH


SOUTH WALTON
FLORIDA

PLEASURE DOING BUSINESS


South Walton meetings always feel more personal. Truly unique venues and accommodations blend effortlessly with incredible dining, nightlife, and natural beauty, making teambuilding a pleasure. Discover all the amenities and start planning at MeetInSouthWalton.com.





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SOUTH WALTON
FLORIDA

MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH
GRAYTON BEACH • WATERCOLOR • SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH


Meetings Brand Print Ad Spread Sample




PLEASURE DOING BUSINESS

DRAFT


South Walton meetings always feel more personal. Truly unique venues and accommodations blend effortlessly with incredible dining, nightlife, and natural beauty, making teambuilding a pleasure. Discover all the amenities and start planning at MeetInSouthWalton.com.


SOUTH WALTON
FLORIDA


MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH
GRAYTON BEACH • WATERCOLOR • SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH




Full Page Meetings Brand Print Ad Sample



FROM THIS DAY FORWARD






IDEAL FOR "I DO"

South Walton has a way of sweeping you off your feet from the moment you meet. It's not one thing- it's every detail. Natural beauty combined with luxurious amenities, stunning venues infused with extraordinary hospitality, and breathtaking beaches that inspire both serenity and celebration. Savor your occasion in the paradise that loves you back.

[VisitSouthWalton.com/Weddings](https://www.southwalton.com/Weddings)

Now that you've found your forever person, you'll need a forever place. South Walton's timeless natural beauty provides a perfect backdrop for your big day and for many memories yet to come. There's a feeling of familiarity that sets you at ease. Gather friends and family to join in celebrating the start of ever after.



SOUTH WALTON
FLORIDA

MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH
GRAYTON BEACH • WATERCOLOR • SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH

Weddings Brand Print Ad Spread Sample

EVERY LITTLE DETAIL

Distinctive venues. Diverse accommodations. South Walton lets you select the exact spaces to match your fairytale vision. You'll have refined amenities at your fingertips, plus services such as planners, caterers, florists, and musicians to help make your big day run smoothly.



Your wedding lasts but a day, but the memories endure for a lifetime. For ensuring that every moment is unforgettable, **The Pearl Hotel** is one of the most extraordinary wedding venues on Florida's Gulf Coast.

ThePearl988.com • (855) 421-4195



Upscale accommodations, five-star service, exceptional amenities and the comforts of Southern hospitality - **WaterColor Inn** is the ultimate beach resort experience for your wedding.

WaterColorResort.com/Groups/Weddings • (888) 739-1836



From the beach to the bay and every special place in-between. At **Sandestin®**, explore gorgeous venues, day-of wedding coordination and an inventive catering team. Plus championship golf, award-winning amenities, first-class accommodations and more!

Sandestin.com/Gather/Weddings • (866) 259-3654

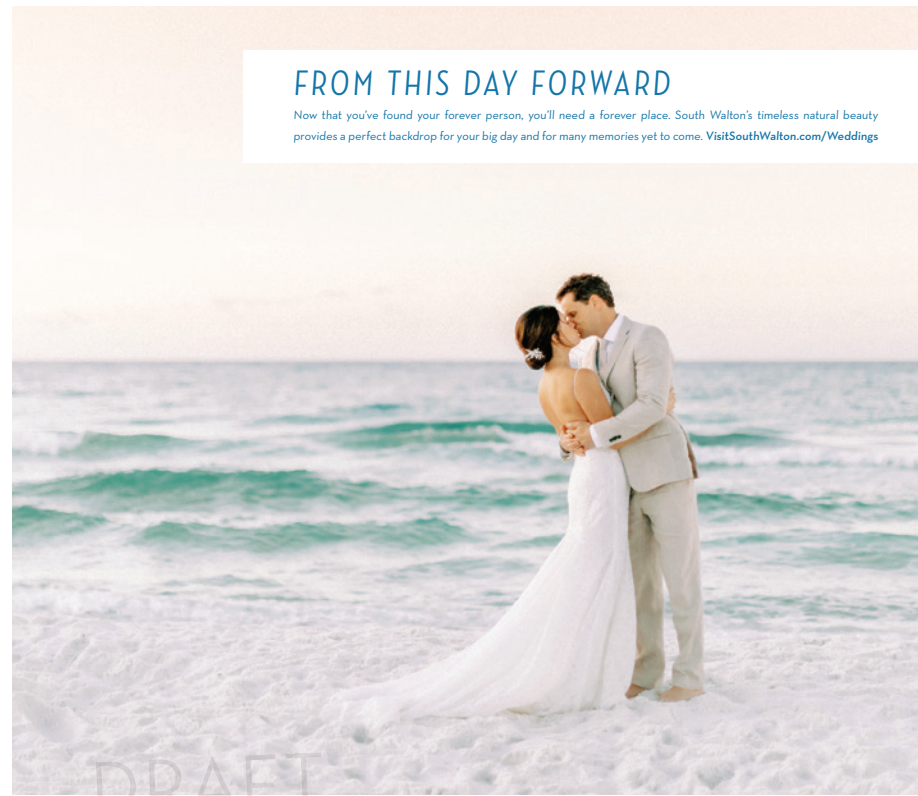


No matter your wedding style, the size of your guest list or the special touches you're dreaming of, **Hilton Sandestin Beach Golf Resort & Spa** provides the perfect venue for your wedding celebration.

HiltonSandestinBeach.com • (888) 579-0434

FROM THIS DAY FORWARD

Now that you've found your forever person, you'll need a forever place. South Walton's timeless natural beauty provides a perfect backdrop for your big day and for many memories yet to come. VisitSouthWalton.com/Weddings



DRAFT

MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH • GRAYTON BEACH • WATERCOLOR

SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH



Weddings Co-Op Print Ad Sample [4-Partner Spread]

EVERY LITTLE DETAIL

Distinctive venues. Diverse accommodations. South Walton lets you select the exact spaces to match your fairytale vision. You'll have refined amenities at your fingertips, plus services such as planners, caterers, florists, and musicians to help make your big day run smoothly.

**YOUR HONORED GUESTS**

From championship golf to award-winning chefs, these 16 beach neighborhoods will create an indelible experience for everyone attending your wedding. There are endless opportunities for exploration in the pristine natural beauty. And it all leads back to the famous sugar-white sand.



Upscale accommodations, five-star service, exceptional amenities and the comforts of Southern hospitality - **WaterColor Inn** is the ultimate beach resort experience for your wedding.

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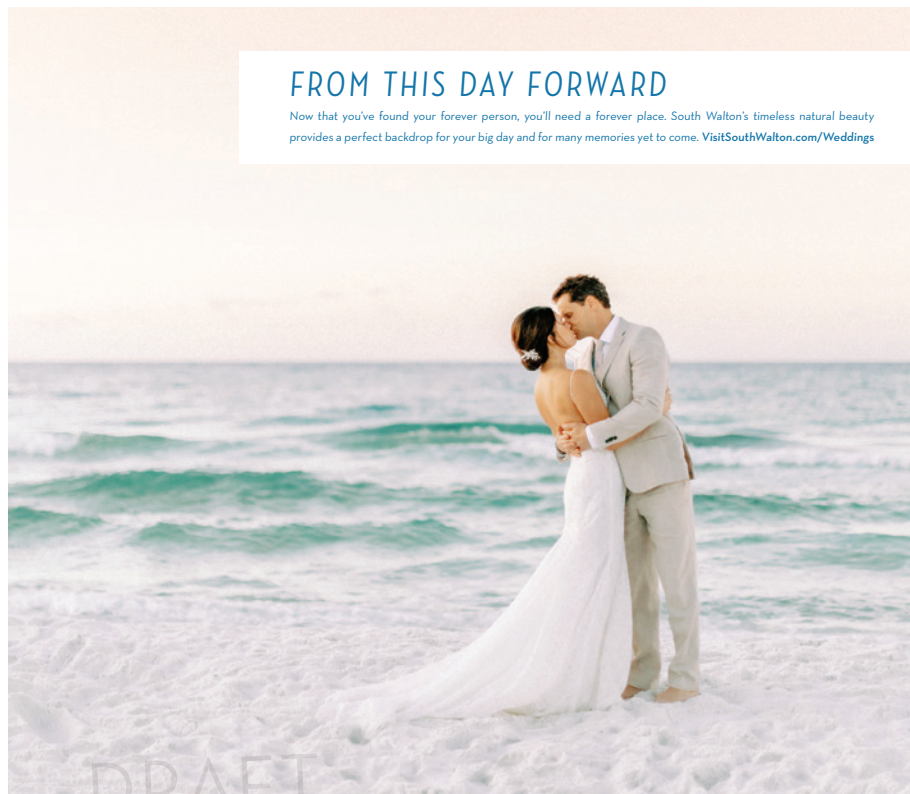


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HiltonSandestinBeach.com • (888) 579-0434

FROM THIS DAY FORWARD

Now that you've found your forever person, you'll need a forever place. South Walton's timeless natural beauty provides a perfect backdrop for your big day and for many memories yet to come. VisitSouthWalton.com/Weddings



DRAFT

MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH • GRAYTON BEACH • WATERCOLOR

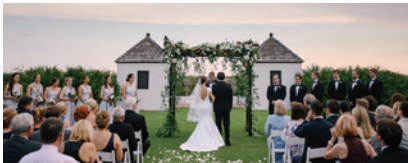
SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH



Weddings Co-Op Print Ad Sample [3-Partner Spread]

EVERY LITTLE DETAIL

Distinctive venues. Diverse accommodations. South Walton lets you select the exact spaces to match your fairytale vision. You'll have refined amenities at your fingertips, plus services such as planners, caterers, florists, and musicians to help make your big day run smoothly.

**YOUR HONORED GUESTS**

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Your wedding lasts but a day, but the memories endure for a lifetime. For ensuring that every moment is unforgettable, **The Pearl Hotel** is one of the most extraordinary wedding venues on Florida's Gulf Coast.

ThePearlRH.com • (855) 421-4195

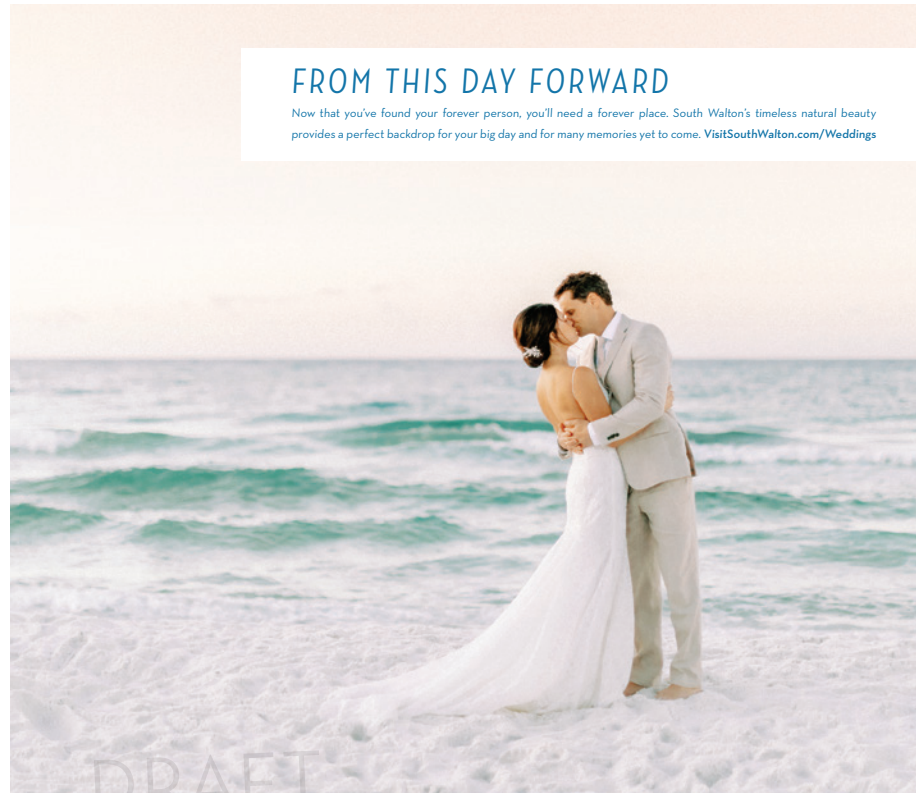


From the beach to the bay and every special place in-between. At **Sandestin®**, explore gorgeous venues, day-of wedding coordination and an inventive catering team. Plus championship golf, award-winning amenities, first-class accommodations and more!

Sandestin.com/Gather/Weddings • (866) 259-3684

FROM THIS DAY FORWARD

Now that you've found your forever person, you'll need a forever place. South Walton's timeless natural beauty provides a perfect backdrop for your big day and for many memories yet to come. VisitSouthWalton.com/Weddings



DRAFT

MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH • GRAYTON BEACH • WATERCOLOR

SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH



EVERY LITTLE DETAIL

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watercolor
inn & resort

Upscale accommodations, five-star service, exceptional amenities and the comforts of Southern hospitality - **WaterColor Inn** is the ultimate beach resort experience for your wedding.

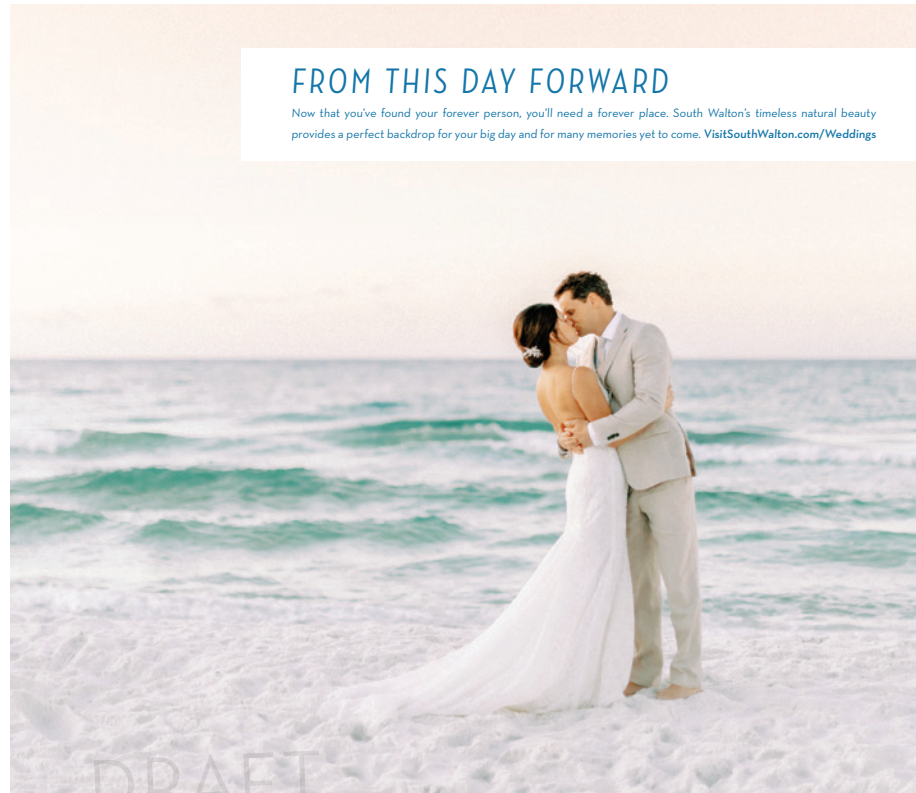
WaterColorResort.com/Groups/Weddings • (888) 739-1836



MIRAMAR BEACH • SEASCAPE • SANDESTIN • DUNE ALLEN • GULF PLACE • SANTA ROSA BEACH • BLUE MOUNTAIN BEACH • GRAYTON BEACH • WATERCOLOR

FROM THIS DAY FORWARD

Now that you've found your forever person, you'll need a forever place. South Walton's timeless natural beauty provides a perfect backdrop for your big day and for many memories yet to come. VisitSouthWalton.com/Weddings

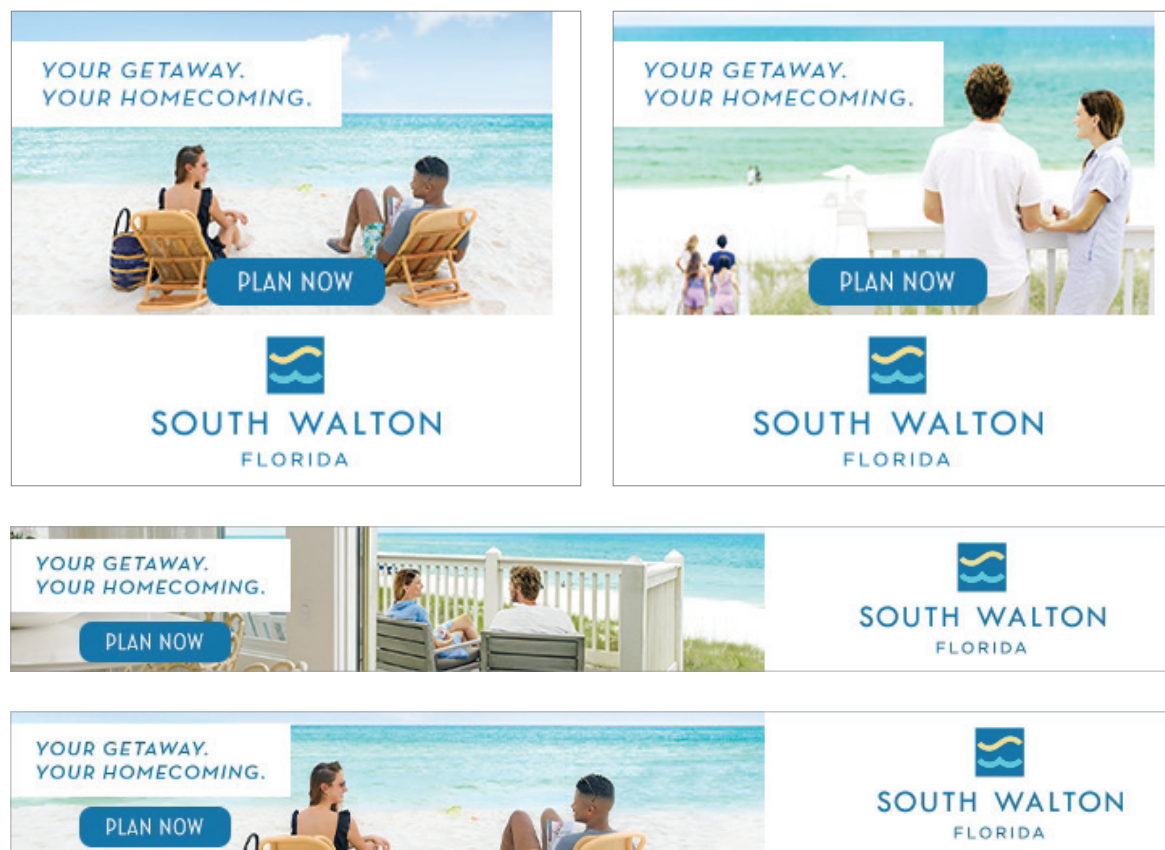


DRAFT



SOUTH WALTON
FLORIDA

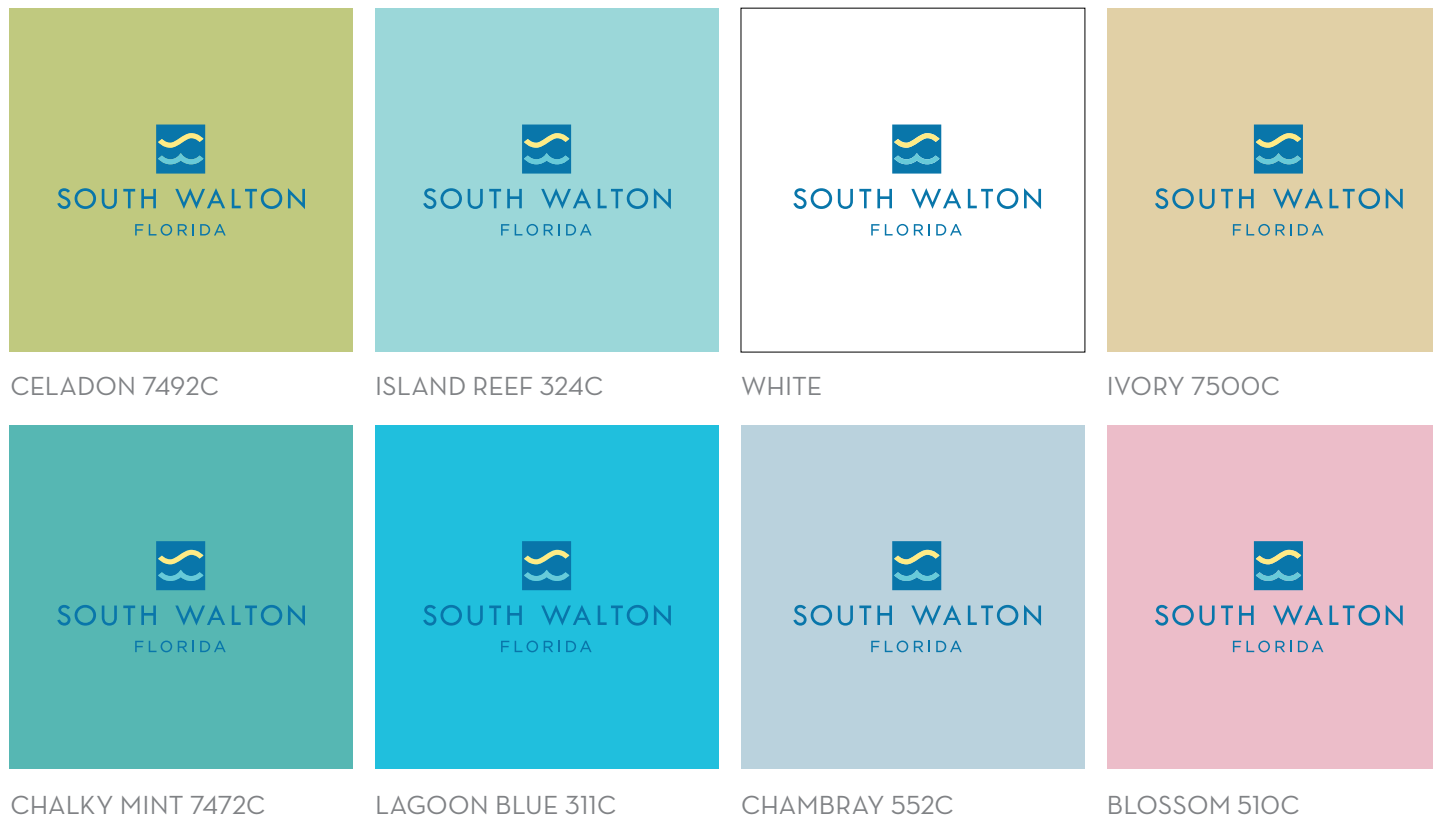
SEASIDE • SEAGROVE • WATERSOUND • SEACREST • ALYS BEACH • ROSEMARY BEACH • INLET BEACH



Brand Banner Ad Samples

Banner Ads

Digital materials are the culmination of all brand elements - typography, photography, logo, colors and language. Typically, Walton County Tourism's agency of record and agency partners are charged with creating these materials. With care and attention to the use of brand elements and referring to existing collateral, one could create communications that coordinate and complement the South Walton brand.

Full-Color Logo:**Apparel: Comfort Colors®**

The secondary color palette for merchandise was selected to complement the primary palette, adding range to the South Walton choices while still keeping tonal consistency throughout various executions. Reference this palette when considering options from other merchandise manufacturers.

One-Color Logo:



GREY 417C



ROYAL CARIBE 640C



SEAFOAM 326C



GRASS 3415C



TRUE NAVY 282C



BLUE JEAN 647C



CRUNCHBERRY 1915C



FLO BLUE 7683C



AUTHENTIC WALTON

FLORIDA



Primary Logo

Brand Positioning

A wide variety of shopping, dining and activities await in Authentic Walton, Florida. Encompassing Paxton, DeFuniak Springs and Freeport, these communities are filled with incredible historic treasures and pastoral landscapes. Every experience here just feels genuine, with a friendly vibe that makes all visitors feel welcome.

Tour past the beautiful Victorian homes and the buildings of the former Chautauqua Assembly. Discover the world-class E.O. Wilson Biophilia Center, nestled within a giant nature preserve. Explore Morrison Springs, a 161-acre park highlighted by a crystal-clear, spring-fed pool that attracts dive enthusiasts, eco-tourists and casual swimmers alike. You'll find a place that perfectly balances all the charm of its colorful past with great amenities and vibrant culture – still within easy reach of the stunning local beaches.



Primary Logo (White)

Logo Usage Guidelines

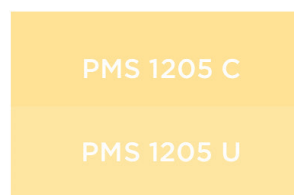
It is important to use the identity in a consistent manner across all applications to establish and reinforce the Authentic Walton brand. The circle icon and the typeface should never be used independently of one another. The final approved lockup should be used on all materials known and unknown in print, collateral, broadcast, display and digital applications.



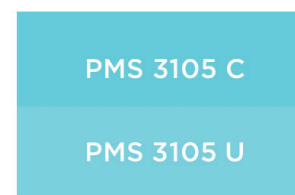
Primary Logo



C 92 M 47 Y 15 K 0
R 0 G 119 B 170



C 0 M 5 Y 59 K 0
R 255 G 234 B 132



C 54 M 0 Y 14 K 0
R 104 G 203 B 218

Color Application

The predominant blue logo color is PMS 7690 Coated (PMS 307 for Uncoated only). The yellow color is PMS 1205. The aqua color is PMS 3105. The 4-color CMYK mixes for print and RGB colors for web can be found above.



Clearance

The logo should always have a minimum amount of surrounding clearance in order to maintain the brand's integrity when adjacent to other logos or content. As illustrated in the example above, the suggested spacing around the logo should be equal to the size of the circle icon.



Sizing

On all print or display pieces, the minimum size for reproducing the primary logo is 1.75 inches wide. On all digital communication pieces, the minimum usable size for the logo is 130 pixels wide.



Horizontal Logo (Color)



Horizontal Logo (White)

Alternate Logo Orientation

For short wide spaces, the horizontal version of the logo may be used on a limited basis. All prior color, clearance, and sizing guidelines should be adhered to regardless of layout orientation.

A Refreshing Retreat



Wander off the beaten path and plunge into a crystal-clear oasis. Morrison Springs' 161 acres of pristine beauty are highlighted by a spring-fed natural pool that attracts eco-tourists and casual swimmers alike. With 300 feet of depth and underwater caves for exploration, it's also one of the most popular diving sites in the Southeast.



ALWAYS A GENUINE EXPERIENCE

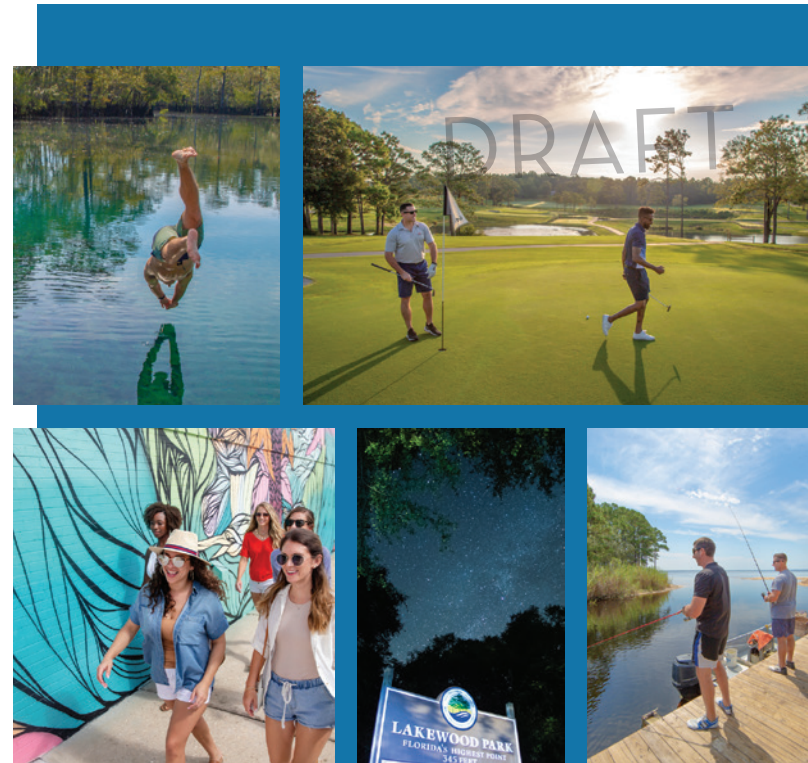
Encompassing Paxton, DeFuniak Springs and Freeport, these Walton County communities are filled with rich history and natural beauty. Take a tour of classic architecture or climb to Florida's highest point of elevation. Spend a peaceful day on a lake, in a natural spring, or by the Bay. Each new discovery greets you with a warm, small-town welcome.

Start exploring at AuthenticWalton.com.

Modern Charm, Historic Beauty



Surrounding a picturesque lake in DeFuniak Springs are nearly 200 historic buildings, many of which were part of the once-thriving Chautauqua Assembly. Nearby, Main Street is home to quaint restaurants, boutiques, and seasonal celebrations. Hop around treasure-filled antique shops before sitting down to an incredible meal.



DISCOVERIES THAT FEEL FAMILIAR

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Logo Application - Merchandise

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