



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 1.5 inches wide. If it is smaller than this please contact Courtney@VisitSouthWalton.com for assistance with alternate logo options.

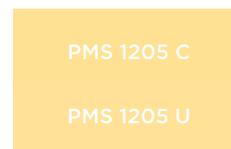


COLORS

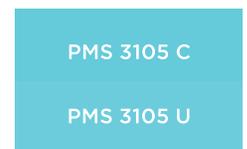
The predominant blue logo color for the “Sun Wave” icon box and logotype is PMS 7690 Coated (PMS 307 for Uncoated only). The yellow color for the “Sun” is PMS 1205. The aqua color for the “Wave” is PMS 3105. The 4-color CMYK mixes for print and RGB colors for web are included to the right. No other variations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