WALTON
COUNTY
TOURISM

pride • preservation • conservation

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.

Primary Logo

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

| PMS 7690 C | PMS 7690 C 37% | PMS 1205 C |
| PMS 307 U | PMS 307 U 40% | PMS 1205 U |

| **C** 92 **M** 47 **Y** 15 **K** 0 | **C** 34 **M** 17 **Y** 6 **K** 0 | **C** 0 **M** 5 **Y** 59 **K** 0 |
| **R** 0 **G** 119 **B** 170 | **R** 170 **G** 190 **B** 216 | **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 7690. 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.

130 pixels
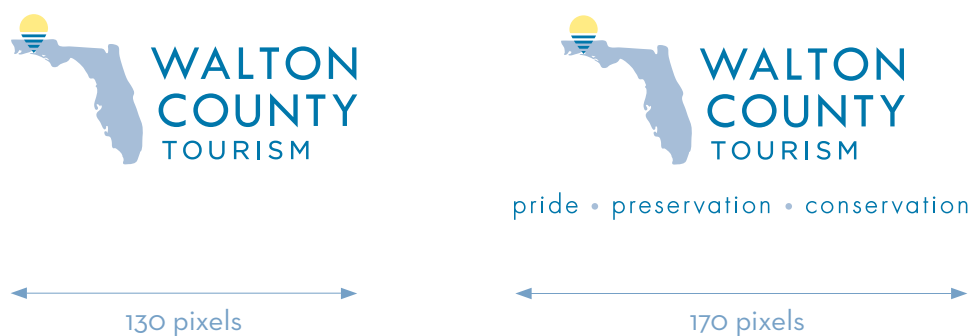
170 pixels

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

WALTON
COUNTY
TOURISM

SOUTH WALTON
FLORIDA

BEYOND the BEACH
WALTON COUNTY, FL

Destination vs Organization

It is important to distinguish between the logos for Walton County Tourism, South Walton Florida and Beyond the Beach 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.

SOUTH WALTON   BEYOND THE BEACH

WALTON COUNTY, FLORIDA

Simultaneous Appearance

In some cases, both logos for South Walton and Beyond the Beach 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.

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.

Brand Questions?

Kelli Carter — Walton County Tourism Department

Director of Marketing

kelli@visitsouthwalton.com

(850) 267-1216 Ext. 8515

Matt Algarin — Walton County Tourism Department

Tourism Director

matt@visitsouthwalton.com

(850) 267-1216 Ext. 8516

Katherine Andry — Zehnder Communications

Group Director, Account Strategy

kandry@z-comm.com

(504) 962-3736

Walton County Tourism Department

25777 US Highway 331 South, Santa Rosa Beach, FL 32459

(850) 267-1216

VisitSouthWalton.com