



PANAMA CITY
FLORIDA



Logo Guidelines



INTRODUCTION

This manual will act as a guideline for adapting the Destination Panama City logo to all areas of promotion and marketing. Following this framework will ensure a consistency that will gain strong visual recognition.

We ask all our personnel, agencies, printers and suppliers who are responsible for implementing this program to conform to the specifications included herein, and request that you contact [Jennifer Vigil](#) at Destination Panama City should you have questions concerning this manual's content.

All of the rules in this manual that are shown with the Destination Panama City logo also apply to the Panama City Logo.

DESTINATION PANAMA CITY VS. PANAMA CITY LOGOS

Use the Destination Panama City logo in reference to the tourism division itself. Examples include employees' business cards, email signatures, letterhead, etc.

Use the Panama City logo in reference to the tourism product itself. Examples include advertisements and printed materials, promotional items, etc.



REFERS TO THE
TOURISM AGENCY



REFERS TO PANAMA CITY
AS A TOURISM DESTINATION

ELEMENTS OF THE VISUAL IDENTITY

The foundation, or core elements, of Panama City Florida’s visual identity include logo, text lock-ups, size relationships and color palette.

As the cornerstone of Panama City Florida’s visual brand identity, the logo’s consistent application is essential. In effect, it is a property of Panama City Florida and should be protected as an important asset.

VERTICAL LOGO



HORIZONTAL LOGO



Always use the approved, master art for the logo – there’s no need to re-create it yourself.

Brand equity for Destination Panama City and Panama City will be achieved by strength and permanence of logo use. For our audience, the logo helps build recognition and awareness.

The logo is intended for use on print ads, literature, broadcast, letterhead and promotional materials. It may not be used on building signage, vehicles or any other application without advanced written consent from Destination Panama City.

MINIMUM AREA OF PROTECTION

The protection kept around the Destination Panama City logo must never be less than this minimum area.

VERTICAL LOGO



HORIZONTAL LOGO



MINIMUM SIZES

The Destination Panama City logo should have a prominent, substantial presence wherever it is used and shouldn't compete for visual attention with adjacent graphic elements. While the logo can be used in a wide variety of sizes, when it is sized too small, legibility is reduced, and it loses brand impact.

Establishing a minimum size ensures proper protection of the integrity of the logo and helps us to develop a strong, cohesive look throughout our communications.

Always scale Destination Panama City logo elements together as a unit to ensure that the approved proportions and relationship between these elements can always be maintained.

VERTICAL LOGO



1.5" MINIMUM WIDTH
USABLE WITH TAGLINE



1" MINIMUM WIDTH
USABLE WITHOUT TAGLINE

HORIZONTAL LOGO



2.5" MINIMUM WIDTH
USABLE WITH TAGLINE



1.5" MINIMUM WIDTH
USABLE WITHOUT TAGLINE

LOGO VERSIONS FOR VARIOUS APPLICATIONS

When choosing which version of the Panama City or the Destination Panama City logos, please reference the guide below. The goal is to create contrast between the background and the logo.

This ensures that the logo will be displayed prominently in the various applications that it will be used on.

<p>FULL COLOR - DESTINATION PANAMA CITY</p>	<p>FULL COLOR - PANAMA CITY</p>
<p>SINGLE COLOR - ON LIGHT BACKGROUND</p>	<p>SINGLE COLOR - ON LIGHT BACKGROUND</p>
<p>SINGLE COLOR - ON DARK BACKGROUND</p>	<p>SINGLE COLOR - ON DARK BACKGROUND</p>

LOGOS USED OVER IMAGERY

When choosing the correct logo variant, contrast is paramount in this decision. Refrain from placing any variant over complex images. Look for images or locations in your image that aren't overly busy to place your logo.



IMPROPER USE

To protect the Destination Panama City logo, we must not alter or distort it in any way. Changes made to the logo weaken its brand recognition and its impact. Even small, well-intentioned alterations can detract from the consistent image we want to project and have a negative impact on overall branding. Here are some common mistakes to avoid.

DO NOT UNEVENLY SCALE THE LOGO



DO NOT REARRANGE LOGO ELEMENTS



DO NOT CHANGE LOGO COLORS



DO NOT PLACE THE LOGO AT ODD ANGLES



DO NOT REMOVE LOGO ELEMENTS



DO NOT ADD EFFECTS TO THE LOGO

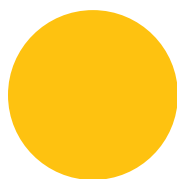


DO NOT PLACE THE LOGO ON BUSY IMAGERY NO MATTER WHICH LOGO VARIANT USED

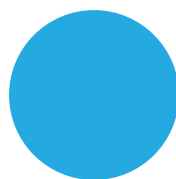


APPROVED LOGO & CORPORATE COLORS

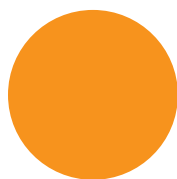
To build a strong association between color and the Destination Panama City brand, we've designed a flexible logo system that includes multiple color options. This allows designers greater latitude in advertising and marketing communications.



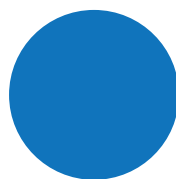
PMS 116c
C 0 M 25 Y 100 K 0
R 255 G 194 B 14
HEX #fec20e



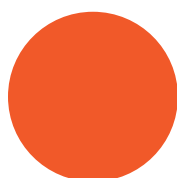
PMS 298c
C 70 M 15 Y 0 K 0
R 39 G 170 B 225
HEX #27aae1



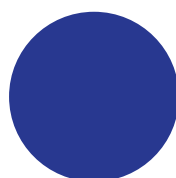
PMS 1495c
C 0 M 50 Y 100 K 0
R 247 G 148 B 29
HEX #f7941d



PMS 7461c
C 85 M 50 Y 0 K 0
R 28 G 117 B 188
HEX #1c75bc



PMS 172c
C 0 M 80 Y 95 K 0
R 241 G 90 B 41
HEX #f15a29



PMS 7687c
C 100 M 95 Y 5 K 0
R 43 G 57 B 144
HEX #2b3990

TYPOGRAPHY – BRAND TYPEFACE

Futura is our corporate typeface. This font family provides a system that can be applied to a broad typographic spectrum from collateral material, newsletters and signs to web page design and advertising typography.

FUTURA - BOLD

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

FUTURA - MEDIUM

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

FUTURA - LIGHT

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