



VISIT
LAUDERDALE
EVERYONE UNDER THE SUN

Brand Guidelines



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VISIT
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Brand Introduction

BRAND INTRODUCTION

What Is a Brand?

Logos, taglines and ads are all important elements representing and defining a brand. But any one of them alone is not the brand.

A “brand” is how our target defines us. It’s what our destination means to them, how they view our destination in relation to them and especially how they view our destination in relation to other, competing destinations.

Given that visitors travel to a destination for an experience, in many ways the brand is a promise to the consumer of the experience they will get from us.

BRAND INTRODUCTION

Why We Brand?

Destinations that define themselves through meticulous branding efforts can better market themselves as a clear alternative to the competition. A strong, distinct brand separates your brand from the din of the marketplace. Successful branding efforts define a destination as unique among its competition and clearly offer why the destination is more desirable over the alternatives.

Once determined, the destination brand becomes part of everything a destination does. It's reflected in advertising, public relations, its website and social media. But it's also reflected in what events the destination considers, how its representatives answer the phone, how the various destination partners reflect their role in relation to the brand, how the destination identifies itself in-market and much, much more.

When branding is done correctly, the brand touches and becomes a part of everything the destination says and does.

BRAND INTRODUCTION

Who We Are

POSITIONING STATEMENT

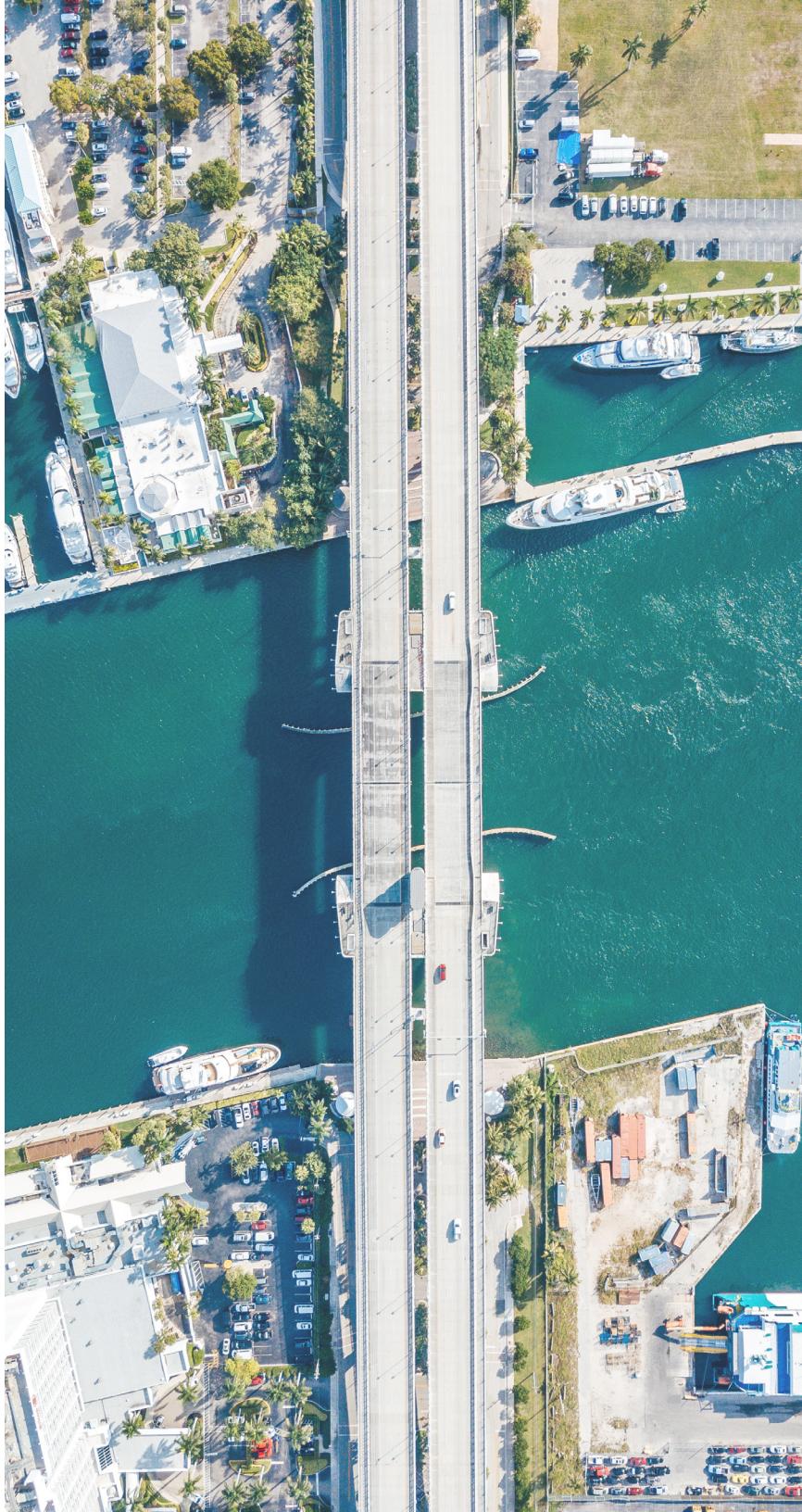
From 24 miles of beaches in the east, to the Florida Everglades in the west, we are a diverse and inclusive community that's 31 municipalities strong. Together with civic leaders, partners and residents, we're working for the common good.

With easy access through Fort Lauderdale-Hollywood International Airport and Port Everglades, we are the heart of South Florida.

BRAND DEFINITION

We're letting the world know that time spent here is a chance to refresh and recharge, while exploring the opportunity to meet new people and try something unexpected—all while providing a safe and clean experience in the new normal.

People from over 170 countries, speaking more than 147 languages call Broward County home. They are our welcoming committee into distinctive neighborhoods that are alive with culture, flavors and activities.



BRAND INTRODUCTION

Who We Are

BRAND PROMISE

Featuring a diverse community that is truly greater together, in Greater Fort Lauderdale we welcome everyone under the sun.

BRAND PERSONALITY

The following traits are synonymous with the destination, and will help express the brand's personality.

Community-Driven

We support and foster relationships with local businesses and leaders, while finding new opportunities for innovation and collaboration.

Invigorating & Inviting

We bring a fresh perspective to typical vacations. We surprise visitors with new ways to relax and recharge, while remaining uncomplicated.

Diverse & Inclusive

Diversity is in our DNA. We welcome everyone under the sun with open hearts.

Cosmopolitan

We are an emerging, dynamic and international destination – evolving every day.

Progressive & Provocative

We are advocates of growth and change. We stay curious. We seek out the unexpected and encourage residents and visitors to do the same.



VISIT
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EVERYONE UNDER THE SUN

Brand Design

BRAND DESIGN

Brand Name

Naming is critical in branding. The name a destination uses to present itself to the world is a vital element in correctly positioning and defining it as a destination.

It was determined that Broward County should present itself as: Visit Lauderdale. All forms of messaging and communication come from: Visit Lauderdale. However, the destination itself is referred to as Greater Fort Lauderdale. Travelers are visiting Greater Fort Lauderdale, but are invited (through marketing efforts) by Visit Lauderdale to do so.

TAGLINE DEFINED

The branding tagline, “Everyone Under the Sun” reflects the Brand Promise, provides a romanticized invitation to the brand experience, highlights the warm, sunny weather synonymous with the destination and supports the brand’s commitment to inclusiveness and diversity. The line can be used as a headline or an ending line to communication.

EVERYONE UNDER THE SUN

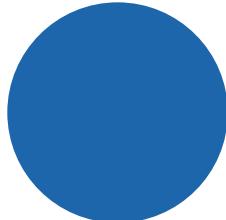
BRAND DESIGN

Color Palette

Beyond the verbal aspects of constructing and expressing a brand, some of the most obvious, unique and defining features of a brand are its visual expression.

Color is a cornerstone of brand identity. The clear, consistent and constrained use of specific colors helps to clearly identify a brand and separate it from its competition. Given that potential visitors had drawn color references from the destination's environment, it was determined to construct a palette of color reflecting the area physically.

Of course, this meant relying on colors that reflected the area's breadth of water activities, locations and types as well as its clear, blue sky - Marina and Everglades. Secondary colors, Shine, Seafoam and Sky, further supported the various bodies of water found throughout the destination, including canals, the Everglades, lakes and the ocean. It also nodded to the destination's tagline, "Everyone Under the Sun" with a pop of yellow amongst a sea of blue.

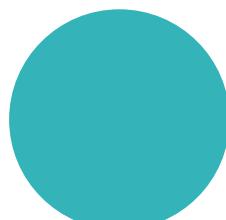


PRIMARY

Marina

PMS 2935 C
HEX #1765A8

R23 G101 B168
C91 M62 Y5 K0



Everglades

PMS 7710 C
HEX #3EB3B8

R62 G179 B184
C69 M7 Y29 K0



SECONDARY

Shine

PMS 1345 C
HEX #FFD899

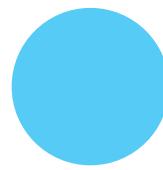
R255 G216 B153
C0 M15 Y45 K0



Seafoam

PMS 565 C
HEX #A2D8C8

R162 G216 B200
C36 M0 Y26 K0



Sky

PMS 305 C
HEX #5BCBF5

R91 G203 B245
C55 M0 Y0 K0

BRAND DESIGN

Fonts

HEADERS

Neutra Text TF Demi Italic Alt (Title Case)

ALTERNATIVE FONT: Montserrat Semi-bold 600 Italic

SUBHEADS

NEUTRA TEXT TF BOOK ALT (CAPS)

ALTERNATIVE FONT: Montserrat Regular 400

BODY COPY

Neutra Text TF Light Alt

ALTERNATIVE FONT: Montserrat Light 300

Neutra Text TF Bold Alt (for bold phrases)

ALTERNATIVE FONT: Montserrat Semi-bold 600

NOTES

- Use the “Alt” versions of Font Family.
- Lists and footnotes should be indented .5” from the left.
- Space / line breaks should be added in between headers, subheaders, body paragraphs, lists, and footnotes.
- When possible, use increased leading between copy lines.

Lorem ipsum

EPRREM QUAT QUE VELIQUE

Lis ut exeritia es cone voluptae odis
dias es eos nis **doluptatum qui occae:**

- Onsequo ipsam*.
- Nosaepo vid et.

* Eprem quat que velique

Lorem ipsum

EPRREM QUAT QUE VELIQUE

Lis ut exeritia es cone voluptae odis
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- Onsequo ipsam*.
- Nosaepo vid et.

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BRAND DESIGN

Logos

The logo combines two of the destination's most beloved features: sunshine and water. The different colored waves are placed literally beneath the sun, drawing a strong reference to the destination's tagline and commitment to welcome people of all races, backgrounds and cultures (everyone) to bask in the warm glow of Greater Fort Lauderdale's sunshine (under the sun).

There are multiple variations of the Visit Lauderdale logo. Use the full-color "Primary" logo with the tagline and navy color in all designs that you can. If horizontal space is limited, you can use the full-color "Stacked" logo with tagline. Use the Visit Lauderdale "Icon" sparingly and only in specific placements, such as social media profile pictures. The Icon should remain full-color in all placements.

TAGLINE USE

Whenever possible, the "EVERYONE UNDER THE SUN" tagline should be included with the Primary and Stacked logos, and displayed in all capital letters.



Primary logo with tagline



Stacked logo with tagline



Icon

BRAND DESIGN

Logos

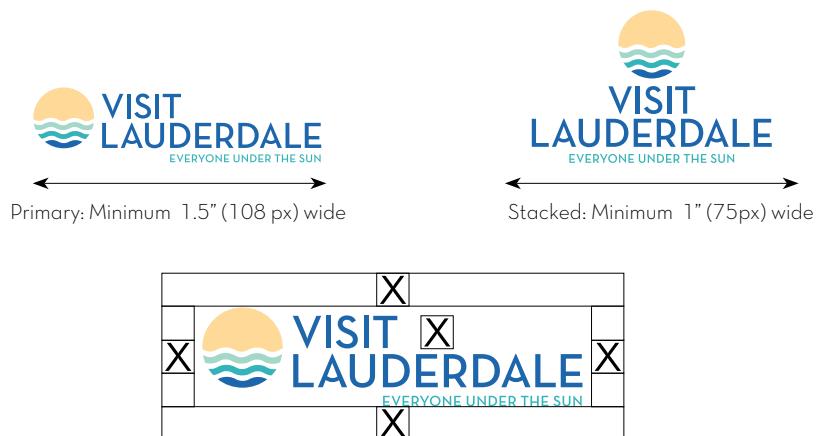
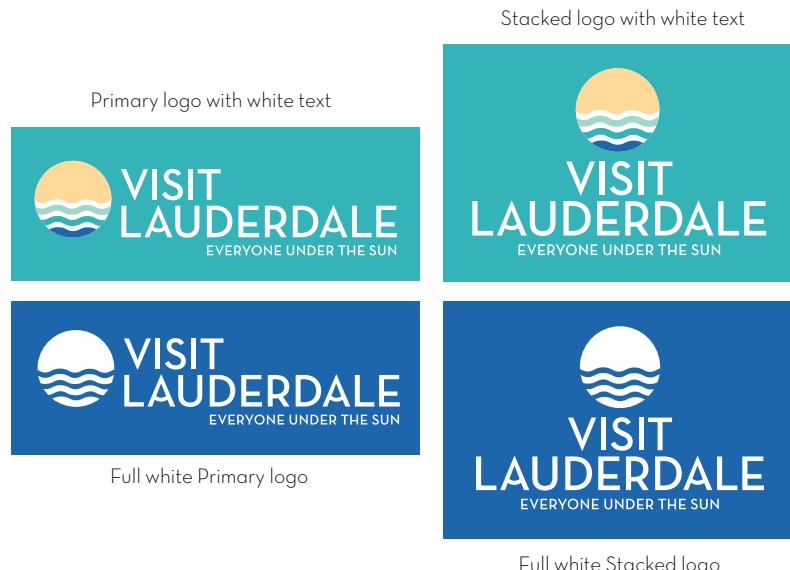
VARIATIONS

Variations of the Visit Lauderdale logos are available to meet certain publishing parameters.

The Primary logo with navy text should always be the go-to logo. When your background is darker, use the versions of the logo that have white text. The full white logos are only to be used when the project is one-color specific.

MINIMUM SIZES & CLEARANCE

In order to maintain legibility, all logos should be at least the minimum sizes outline on the right. Using “Visit” or “Lauderdale” as a guide, the amount of white space around the logo should be no less than the height and width of a single letter.



BRAND DESIGN

Logos

WHAT TO DO

- DO use the high-resolution files provided based on print or digital placement.
- DO use the version with the best legibility on top of your background; the full-color version of all logos is preferred.

WHAT NOT TO DO

- Do NOT adjust the colors of the logo. All approved versions are provided.
- Do NOT stretch or distort the logo.
- Do NOT reproduce over strong patterns or high contrast areas.
- Do NOT rearrange the elements.
- Do NOT recreate the logo.



Design Elements

YELLOW EMPHASIS LINES

As shown beneath “Design Elements”, and throughout the Brand Guide, a yellow line can be used to underscore headers. The line can be vertical or horizontal, and should be 2px in width. Use it sparingly, and it shouldn’t span an entire statement.

COLOR FLOODS

Floods of color can be added to separate sections of copy or add visual interest. They should be in a brand color, and any text on top should have strong contrast from the flood color. When used over an image, the flood should have some transparency so the image can be seen beneath it.

ILLUSTRATIONS

For added visual interest, illustrations can be made to enhance copy and messaging in a design. These pieces should be simple in detail, one color, thin, and uniform in stroke. If multiple illustrations are on one page, they all should have the same stroke width.

FLAGS

Flags can also be used to emphasize or highlight subheaders or important phrases.



Like flags, circles can also be used as callouts. Your copy should fit in the circle neatly. Avoid breaking / hyphenating words, and don't use with large amounts of copy.

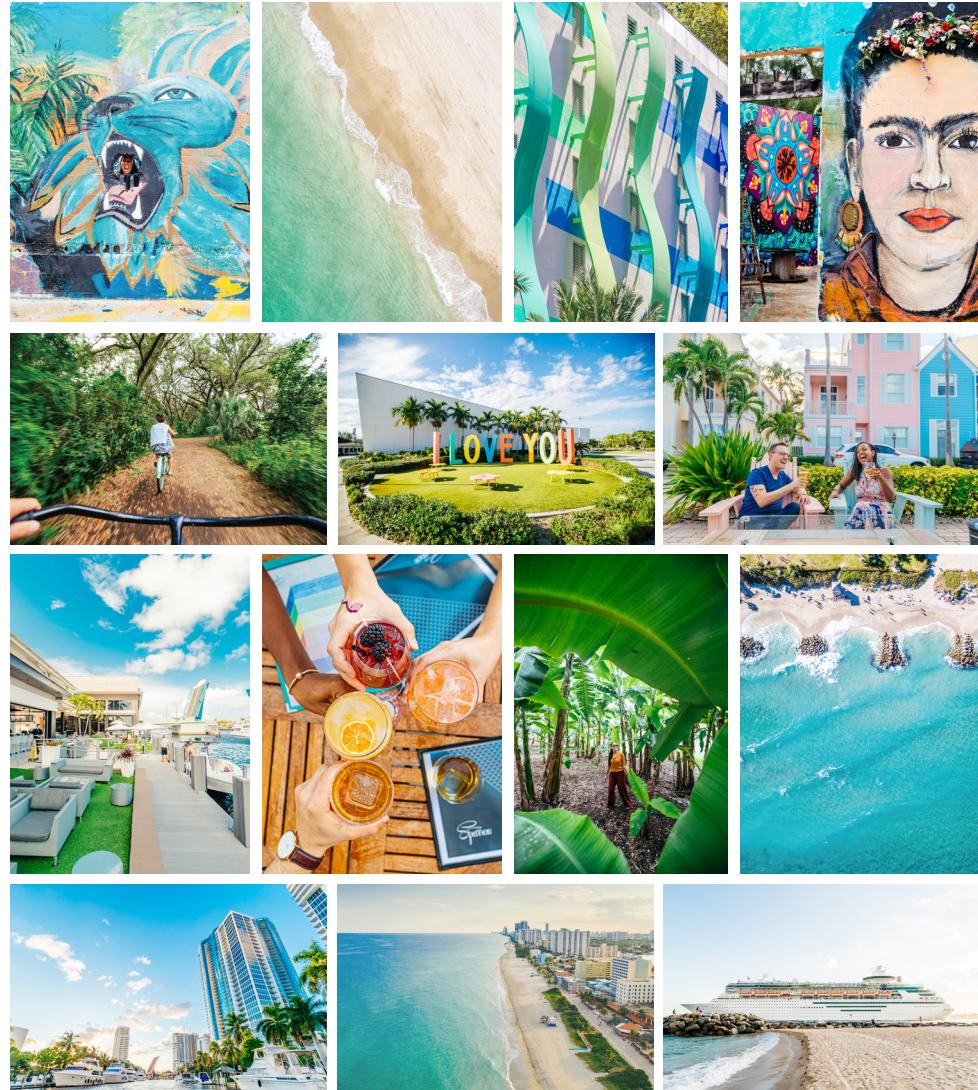


BRAND DESIGN

Photography

Our photography should move and inspire the viewer. Visual drama and a sense of warmth is important to this brand. Severe high- and low-angles, first-person perspectives, subtle sun flares, and capturing the natural, authentic experience should be the goal when showcasing our destination.

Illustrating diversity is also essential to our brand. Talent should reflect the vast variety of identities that make up our visitors and community. Additionally, geographical diversity is important to show as Greater Fort Lauderdale includes 31 different municipalities, all with unique qualities and offerings.



BRAND DESIGN

Applications

Study the provided examples to easily understand how the many brand design elements work together to create a variety of different advertisements. Notice how the logo changes based on the space available. The brand's color palette plays a role in the color of the "EXPLORE NOW" button, and the capitalization of every letter in "EXPLORE NOW" follows the established style of the "EVERYONE UNDER THE SUN" tagline and "VISIT LAUDERDALE" logo. Photo selection follows the themes expressed on the previous page of this guide, and the copy reflects the brand personality, definition, promise and position statement.



BRAND DESIGN

Applications

WHAT'S NEW in Greater Fort Lauderdale

Safe + Clean PLEDGE




Over 700 (and growing) hotels, restaurants, attractions, shops and other businesses throughout the region have committed to the Visit Lauderdale Safe + Clean Pledge ensuring practices and protocols are followed to prevent the spread of COVID-19. For visitor guidelines and local policies visit [sunny.org/healthadvisory](#).

Take advantage of special savings offered throughout Greater Fort Lauderdale. Visit Lauderdale's LauderDeals offers spectacular hotel packages, restaurants specials, savings on attractions and limited time only promotions/on experiences.

NEW ON THE SCENE

Comfort Hotel Lauderdale Beach opened in January 2021. The 104 room hotel offers ocean views, a meeting room, coffee bar, pool deck and fitness room.

Turbo Hilton and Home2 Suites by Hilton Fort Lauderdale-Downtown Flamingo Village opened in November 2020. The dual-branded property has 112 Tri guestrooms and 106 Home2 Suites guestrooms. At 19 stories high, the hotel features two distinctive lobbies - each of which has its own breakfast bar, lounge and other brand-specific amenities. The property also offers an outdoor pool deck complemented by an outdoor bar, a fitness center and 4,843 square feet of private event and conference space.





NEW IN DINING

Riviera, the ground-floor centerpiece restaurant of Hotel Moran Fort Lauderdale Beach, a Curio Collection by Hilton, features coastal Italian cuisine with Mediterranean influences by celebrity chef Fabio Viviani, known for his turn as a "Top Chef" contestant.

Takota, a Japanese-Korean fusion restaurant, is now open in the Conrad Fort Lauderdale Beach. Takota, meaning "in a state of extreme happiness" in Japanese, features an upscale menu with shareable small plates and entrées with an emphasis on sushi. The kitchen is headed up by Executive Chef Taeck Lee (Takota), former executive sushi chef at Zuma in Miami and former executive chef at Monitali in the Diplomat Beach Resort.

Salt7 restaurant opened at the icon Las Olas. The restaurant also includes a 2,200 square foot mezzanine with VIP Pareo and DJ booth.

Bodega Taqueria y Tequila Fort Lauderdale double as a fast-casual taqueria and a late-night speakeasy-style lounge. The front half of the venue is a taqueria featuring an authentic Mexican street food menu, created by culinary director and Chef Bermeo Mazz. Guests order from a full-sized, rusticfied vintage airstream trailer turned into a taco truck and then dine in the garage chic setting of picnic tables, neon bar stools and graffiti walls. In addition to the regular menu, a weekend brunch menu is available. Inside the taqueria, a door leads guests to Bodega's late-night speakeasy, featuring an extensive cocktail menu and live music by local bands and DJs.

Wooly Brewhouse Artisan Beers opened in Lauderdale. The craft brewery and restaurant offers small-batch beers brewed with all-natural fruits, spices and herbs.



ESCAPE TO SOUTH FLORIDA... VIRTUALLY

LIVE VIRTUAL SITE TOUR SERIES

Experience Greater Fort Lauderdale from the comfort of your home. Live bi-monthly virtual site tours bring the beauty of South Florida to you. Next Tour: Wednesday, July 29, 11 a.m. EST.

TUNE IN LIVE ON:

- 7/29 - Riverside Las Olas Fort Lauderdale
- 8/12 - Margaritaville Hollywood Beach Resort
- 8/26 - Marriott Harbor Beach Resort
- 9/09 - The Dalmar, Fort Lauderdale

Watch previous tours at: [sunny.org/meetings-and-groups/virtual-site-tours](#)

Email Jennifer Sena, Sr. Regional Sales Executive at JSena@broward.org for Zoom dial in details.

visitlauderdale

Fort Lauderdale, Florida



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visitlauderdale Falling for Greater Fort Lauderdale

(📸: @carlosl)