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Welcome

This document is designed to ensure uniformity in your marketing and communication efforts for Mexico Beach Community Development Council. These combined assets will prove to be a very powerful tool for all of Mexico Beach's advertising and marketing initiatives.

HOW TO USE THE CREATIVE STANDARDS BOOKLET :

Specific instructions are provided in each section, but here is a quick look at the tools included in this kit:

CREATIVE STANDARDS : Instructions for typography and color palette use. These standards should be strictly followed in all materials.

IMAGE LIBRARY : Beach and background images. The images provided in this booklet are examples of images to be used in marketing materials.

ONLINE : Examples of website look and feel. Online marketing materials should follow this look.

ADVERTISING : Examples of advertising. This look should be strictly followed in all advertising materials.

COLLATERAL : Examples of collateral. This look should be strictly followed in all collateral materials.

Typography

PRIMARY FONT : Permanent Marker

Used for page headings, headlines and display type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

SECONDARY FONT : Helvetica Neue (*bold*)

Used in body copy as an accent font.

abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT : Helvetica Neue (*light*)

Used in body copy as an accent font.

abcdefghijklmnopqrstuvwxyz
1234567890

SECONDARY FONT : Helvetica Neue (*regular*)

Used in body copy as an accent font.

abcdefghijklmnopqrstuvwxyz
1234567890

Color Palette

ACCENT COLOR :

Used for page headings, headlines and display type.

PANTONE 624C
C 56 M 25 Y 45 K 01
R 121 G 159 B 146

PANTONE 1375C
C 00 M 45 Y 96 K 00
R 255 G 158 B 22

PANTONE 542C
C 50 M 20 Y 05 K 00
R 126 G 175 B 212

PANTONE 426C
C 73 M 65 Y 62 K 67
R 38 G 39 B 41

C 00 M 00 Y 00 K 00
R 255 G 255 B 255

PRIMARY COLOR :

Used for page body copy and contact information.

PANTONE 426C
C 73 M 65 Y 62 K 67
R 38 G 39 B 41

C 00 M 00 Y 00 K 100
R 00 G 00 B 00

C 00 M 00 Y 00 K 00
R 255 G 255 B 255

LOGOS

Logos

BLACK

WHITE

GRAYSCALE

ONE COLOR

Image Library

Image Library: Beach

Image Library: Beach

Image Library: Family

Image Library: Family

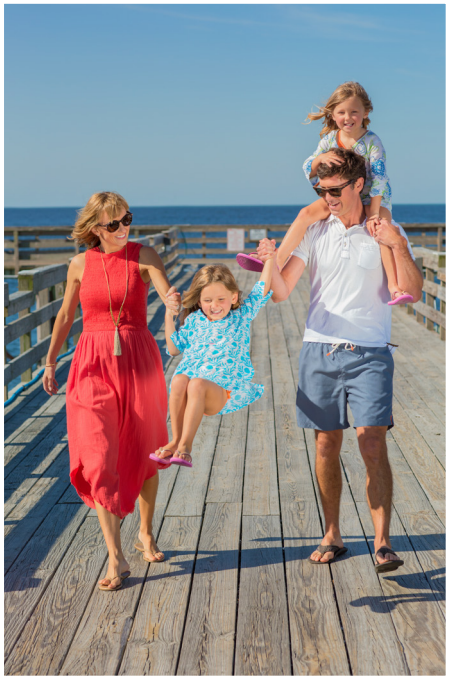
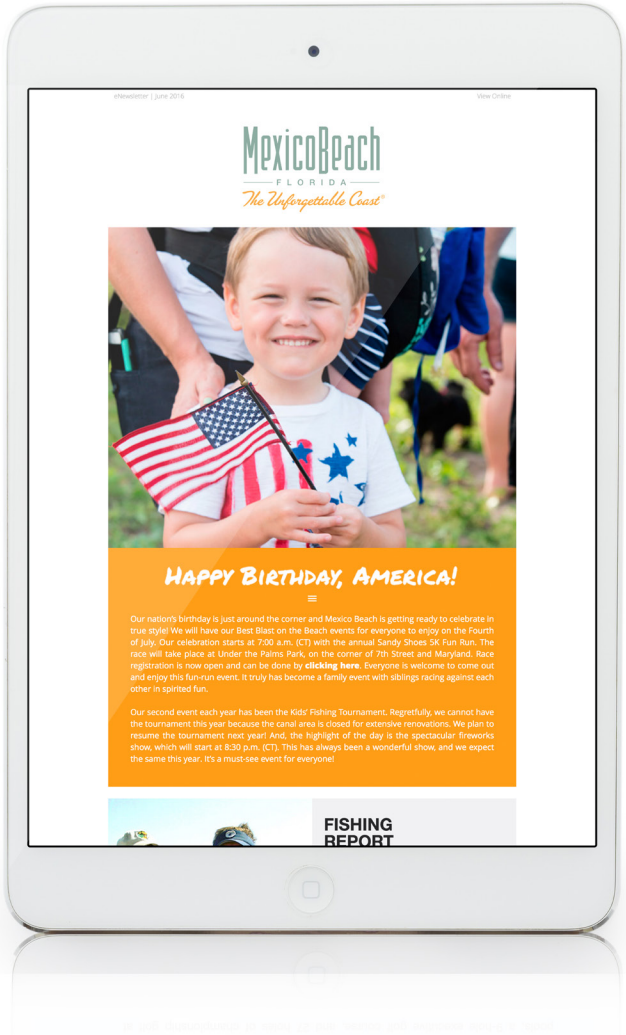


Image Library: Lifestyle & Event

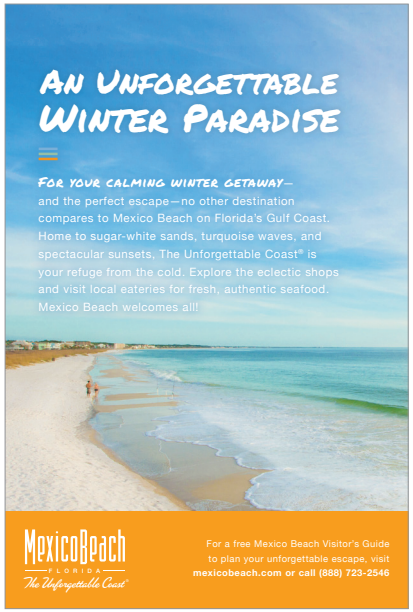
Online: Website

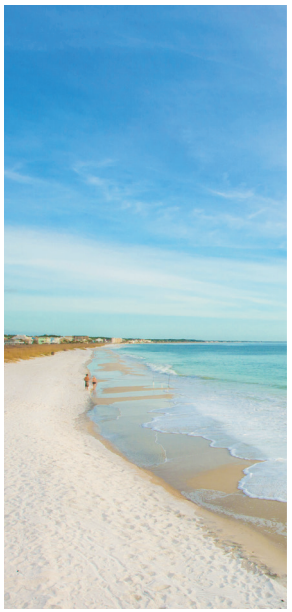
Online: Eblast Newsletters



Advertising

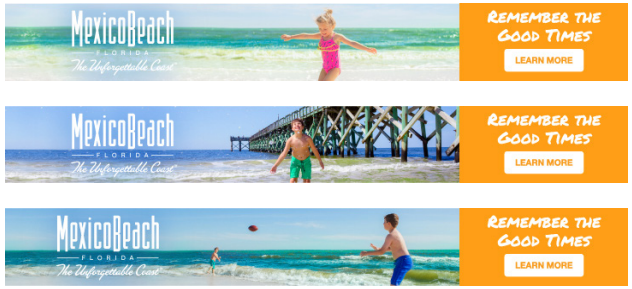
Advertising: Print





Advertising: Web

BANNER ADS :

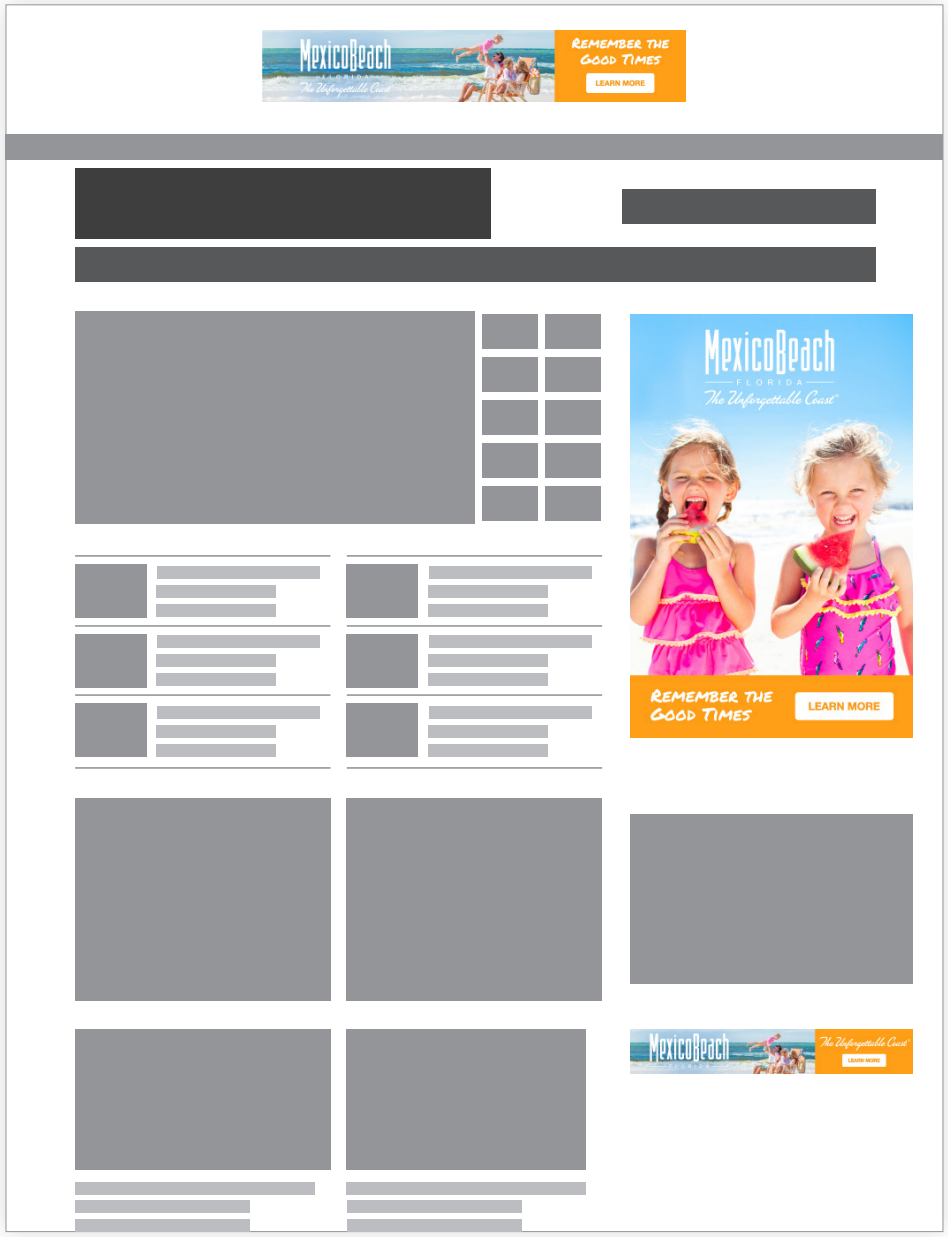


728 PX BY 90 PX

160 PX BY 600 PX

300 PX BY 250 PX

Advertising: Web



BANNER ADS :

480 PX BY 80 PX

320 PX BY 50 PX

320 PX BY 480 PX

Advertising: Billboard

{the idea boutique}®

USA | IRELAND

IRELAND
The Grain Store, Suite 1
Clifden, Co. Galway
85.158.9879

USA
114 Logan Lane, Suite 4
Grayton Beach, Florida 32459
850.231.3087

TheIdeaBoutique.com