Ocala

MARION COUNTY, FL

BRAND TOOLKIT

INTRODUCTION

INTENT OF THE GUIDE

THE VALUE OF THE OCALA/MARION COUNTY BRAND

Tourism is a key economic driver in Ocala/Marion County and our brand should best reflect what defines us.

Therefore, we will create a dynamic brand that allows us to cultivate new guests and inspire our current guests to continue visiting.

By building our community and visitors into brand loyalists, Ocala/Marion County will capitalize on the positive economic impact we have seen and will continue to see in the coming years.

This document supports these efforts by providing guidelines for how to use the Ocala/Marion County brand to:

- Create visitor and community brand loyalists to expand and retain tourism in the area
- Continue partnerships within the community
- Engage with local partners to enhance the community's brand
- Align with partners for how to use the Ocala/Marion brand properly within their own materials
- Enhance and create adoption of the Ocala/Marion County brand to continue tourism economic growth
- Optimize messaging to resonate with target audiences
- Outline integrated channel communication strategies to connect with audiences regularly and measure the impact of those efforts
- Maintain the integrity of the brand across all media vehicles

USE OF THE GUIDE

This style guide should be used as a reference when creating any and all marketing materials for the Ocala/Marion County brand including, but not limited to:

•   Marketing Materials and Collateral

•   Website Updates

•   Trade Show Graphics

•   Promotions & Advertisements

•   Business Cards

•   Letterhead

•   Training Materials & Manuals

•   Presentations & Reports

•   Partner/Grant Materials

•   Photography/Videography

•   Social Media Posts

•   Strategic & Business Plans

Ocala/Marion County Visitors and Convention Bureau brand assets (inclusive of video and photography) are protected in this brand standards guide and under Copyright Law in order to protect brand identity and company trademarks.

Branded images will not be given to other parties for use (unless as part of approved advertising) in order to maintain brand integrity. Any requests must be made in writing to staff with clear distinction of the assets and the final intended use. Any assets that are given permission for use must credit the Ocala/Marion County Visitors and Convention Bureau, either in copy or displaying our logo.

BRAND SYSTEM

OBJECTIVE

Create an ownable, inspiring brand that resonates with audiences.

DESIRED OUTCOME

Increase consideration for Ocala/Marion County as a place to get away and vacation.

DEFINE THE OCALA/MARION COUNTY BRAND

A foundational brand narrative supported by a new brand campaign
- Brand Unique Selling Proposition (USP)
- Brand Platform
- Brand Tagline
- Target Audiences
- Brand Voice

VISUAL IDENTITY

Impactful identity distinct to Ocala/Marion County

WEBSITE

New site to reflect brand identity and serve key audiences:
- Potential Visitors
- Returning Visitors
- Meetings & Events Organizers
- Community Members
- Arts & Culture Decision Makers
- Media

SUB-BRANDS & SEGMENTATION

Segment and reinforce brand messaging for each target audience

CONTENTS

I. BRAND POSITIONING

OUR BRAND

KEY MESSAGING

Ocala/Marion County is unlike anything you've seen or imagined. "How did I not know about this?" sums up the wonder that first-time visitors experience in Ocala and surrounding communities like Dunnellon, Belleview, McIntosh and Reddick.

From its otherworldly natural springs to the compounds of World Equestrian Center and Florida Aquatics Swimming and Training to its vibrant restaurants, quaint shops, dynamic arts and culture, and historic sites, the destination takes you by surprise in the best of ways.

Internationally renowned among equestrians, cyclists, geologists, and even the world of classic cinematography, Ocala/Marion County still feels like a hidden gem to those who aren't already insiders. And yet, when you're here, you're never an outsider. The relaxed, genuine friendliness of the county's communities makes you feel welcome wherever you go.

BRAND PROMISE

Ocala/Marion County exceeds expectations and fills visitors with awe.
Its charm, landscape, and natural wonders truly have to be seen to be believed.

COMPETITIVE POSITIONING

From natural wonders and outdoor adventure to world class sporting facilities and culture, every mile of this destination surprises, delights, and welcomes you. It inspires awe in a way its competitors may promise but can't deliver.

UNIQUE SELLING PROPOSITION (USP)

To discover Ocala/Marion County is to discover an unexpected Florida.

II. VISUAL IDENTITY GUIDELINES

OUR LOGO

PRIMARY LOGO

This modern evolution of the current logo transitions it to a bolder, more distinctive look. The horse's mane suggests rolling hills and crystal water. The destination's key features are seamlessly updated in a single cohesive mark.

The Ocala/Marion County logo was designed to offer quick recognition and a positive impact. It consists of a logotype and symbol – both of which are integral elements that should not be altered in any way. The primary logo features a horizontal orientation to be used whenever possible.

OUR LOGO

SECONDARY LOGO

The secondary logo features a vertical orientation to be used whenever horizontal space is limited.

OUR LOGO

URL LOGO

When paired with the website URL, please use the logos as shown below.

PRIMARY

SECONDARY

TAGLINE

The tagline evokes Ocala/Marion County's spirit of adventure and discovery in the great outdoors as well as its approachable personality. It resonates with the logo while expanding its message beyond the equine community.

When paired with the tagline, the logo should be used as shown below.

PRIMARY

SECONDARY

SUB-BRANDS

VISITORS AND CONVENTION BUREAU

The following are the official Ocala/Marion County Visitors and Convention Bureau logos.

PRIMARY

SECONDARY

SUB-BRANDS

COUNTY SEAL

The following are the official Ocala/Marion County Visitors and Convention
Bureau logos to be used with the Marion County seal.

SUB-BRANDS

SPORTS AND EVENTS

The following are the official Ocala/Marion County Sports and Events logos and are to be used when promoting Ocala/Marion County to sports event right holders and governing bodies.

PRIMARY

SECONDARY

ICON

The horse icon may be used independently of the full logo as shown below in full color or white. Please only utilize the icon by itself when the full logo is already present within marketing materials, or in other suitable applications such as merchandise.

MINIMUM SIZE

PRIMARY LOGO

To maintain efficient communication, the primary logo should not be reproduced smaller than 1.5 inches in width. This applies to all primary logo variations.

1.5"

SECONDARY LOGO

To maintain efficient communication, the secondary logo should not be reproduced smaller than 1 inch in width. This applies to all secondary logo variations.

1"

CLEAR SPACE

To protect its brand integrity, the logo should always appear with an acceptable amount of surrounding clearance.

Use the height of the 'a' in 'Ocala' as a measuring benchmark for keeping the logo clear from other elements such as competing logos, images, or text on all sides. This clearance applies to all primary and secondary logo variations.

PRIMARY

SECONDARY

DON'TS

PLEASE DO NOT...

1. Do not skew the proportions or dimensions.

2. Do not change any part of the logo to an unapproved color.

3. The logo should be placed on a background that gives enough contrast between the logo and the background, and in these cases the logo should be white.

4. The logo's type and icon lockups must remain consistent in size to one another.

5. Effects may not be applied to the logo.

6. Neither the logo nor any parts of the logo elements may be rotated in any instance.

1.

2.

3.

4.

5.

6.

COLOR
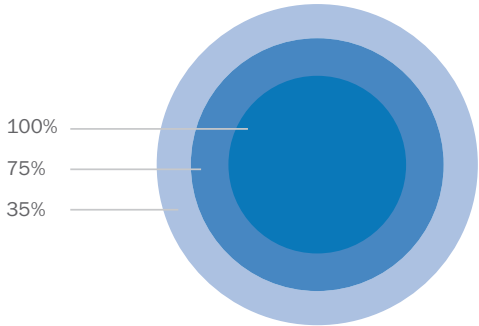
100%
75%
35%

C: 87 M: 47 Y: 4 K: 0
R: 0 G: 120 B: 184
HEX#: 0078B8
PMS 7461 C
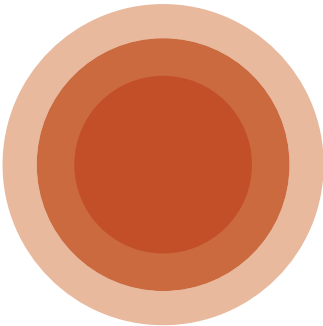
C: 18 M: 81 Y: 100 K: 6
R: 194 G: 80 B: 40
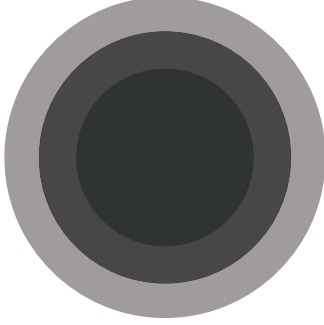HEX#: C25028
PMS 7580 C
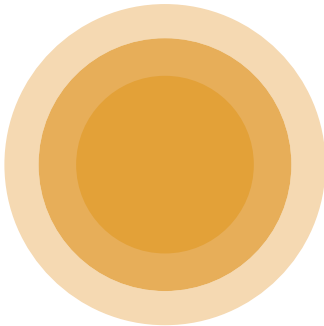
C: 10 M: 40 Y: 90 K: 0
R: 227 G: 160 B: 57
HEX#: E3A039
PMS 7563 C
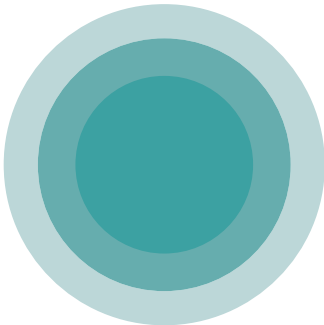
C: 73 M: 18 Y: 38 K: 0
R: 62 G: 160 B: 162
HEX#: 3EA0A2
PMS 7472 C
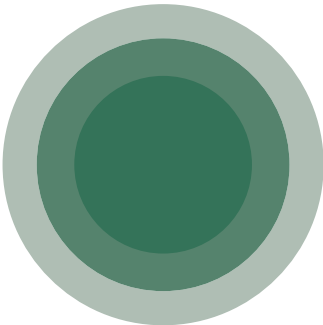
C: 79 M: 30 Y: 70 K: 11
R: 57 G: 129 B: 101
HEX#: 398165
PMS 555 C

C: 70 M: 62 Y: 63 K: 59
R: 50 G: 51 B: 50
HEX#: 323332
PMS 426 C

COLOR

Display the logo using the approved primary color palette whenever the mark is used on white or light backgrounds. When a one-color logo is needed, use the grayscale version. When the logo is used on a dark background, utilize the white version. Please use the CMYK version for 4-color printing, and the PMS version for spot color printing.

FULL COLOR

GRAYSCALE

WHITE

TYPOGRAPHY

Typographic styling is essential to the proper delivery of our message. Consistent typographic use across multiple platforms is imperative in order to communicate quickly and efficiently to our audience.

Ocala Marion/County brand fonts include the Abril Display and Mr Eaves San OT font families. Examples of usage are shown accordingly.

When using Mr Eaves San OT for display and headings, alternate character glyphs are available for use, such as the "R". Ex: **R** vs **R**

In the instance that web fallback fonts are needed, please substitute Bodoni for Abril Display and Lucida Grande for Mr Eaves.

Abril Display Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Abril Display Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Abril Display ExtraBold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Abril Display ExtraBold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mr Eaves San OT Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mr Eaves San OT Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mr Eaves San OT Bold Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mr Eaves San OT Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mr Eaves San OT Regular Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*more weights available

HEADING 1
Abril Display Bold

Heading 2
Abril Display Bold

HEADING 3
Mr Eaves San OT Heavy

HEADING 4
Mr Eaves San OT Bold
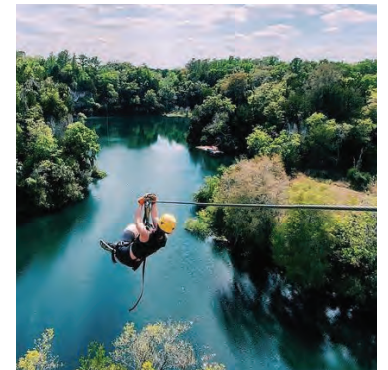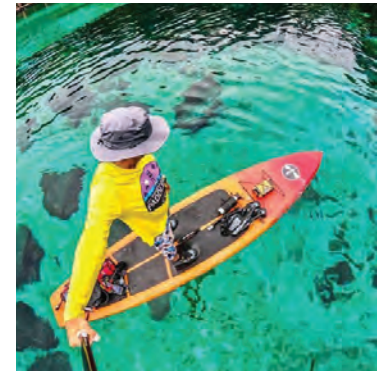
Body Copy
Mr Eaves San OT Regular

Sample Heading
SAMPLE SUBHEADING

This is a sample body paragraph. Natata dolore, que nobis est est rem et volut volumquam volorum sequo to que occulpa riorumq uiatio dolut quid maiore nus inihictem reium nonsequam reperferem lit lautest iusant autemque comnimi ligenit la exere, cus.

IMAGERY STYLE

When using imagery in marketing materials, images should showcase Ocala/Marion County's natural beauty and attractions. Use inviting, colorful images focusing on nature, adventure, art, and community to best adhere to the brand look and feel.

III. BRAND APPLICATIONS

WEBSITE (SAMPLE)

SOCIAL MEDIA PAGE (SAMPLE)

MERCHANDISE (SAMPLE)

Please note that staff may need to approve/work with vendors on alternate artwork based on available imprint sizes

BUSINESS CARD (SAMPLE)

FirstName LastName | Title
Ocala/Marion County Visitors & Convention Bureau

Phone: 352.438.2800 | Fax: 352.438.2801 | 1.888.FL.OCALA
FirstName.LastName@marionfl.org

109 West Silver Springs Boulevard
Ocala, FL 34475

OcalaMarion.com

IV. LOGO GUIDELINES FOR APPROVED OUTSIDE USES

(I.E. FUNDING RECIPIENTS, ETC.)

LOGO GUIDELINES FOR APPROVED OUTSIDE USES

(I.E. FUNDING RECIPIENTS, ETC.)

It is important to use the identity in a consistent manner across all applications to establish and reinforce the Ocala/Marion County brand. The logos show to the right should be used on all materials known and unknown in print, web, broadcast, display and digital applications. Please use the primary horizontal version whenever possible, and utilize the secondary vertical when horizontal space is limited.

CLEARANCE

To protect its brand integrity, the logo should always appear with an acceptable amount of surrounding clearance.Use the height of the 'a' in 'Ocala' as a measuring benchmark for keeping the logo clear from other elements such as competing logos, images or text on all sides. This clearance applies to all primary and secondary logo variations.
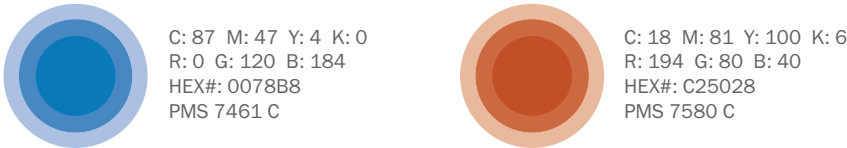
SIZING

To maintain efficient communication, the primary logo should not be reproduced smaller than 1.5 inches in width. This applies to all primary logo variations. The secondary logo should not be reproduced smaller than 1 inch in width. This applies to all secondary logo variations.

1.5"   1"

COLORS

The brand colors used in the logo are outlined to the right. The top swash of the icon and the secondary type utilize a 75% tint of the primary blue. No variations to brand colors in the logo will be acceptable.

C: 87 M: 47 Y: 4 K: 0
R: 0 G: 120 B: 184
HEX#: 0078B8
PMS 7461 C

C: 18 M: 81 Y: 100 K: 6
R: 194 G: 80 B: 40
HEX#: C25028
PMS 7580 C

FILE FORMATS

For print materials, use the EPS file format. For web or mobile devices, use a JPEG or PNG. Alternate file formats are available upon request.

V. MARKETING BY KEY AUDIENCE

IDENTIFYING TARGET AUDIENCES

Ocala/Marion County has a variety of key audiences and each has a distinctive set of interests, priorities and KPIs. Ocala/Marion County recognizes and celebrates its position as the Horse Capital of the World® and as such the equestrian industry influences and is considered in the audiences outlined below. An audience-first mindset creates the most compelling and effective strategies that move each specific group to action.

LEISURE TRAVELERS

Potential and returning visitors who view Ocala/Marion County as a getaway and escape for themselves and their families.

SPORTS EVENTS

Organizers, coaches, players, and attendees of sporting events from equestrian competitions to swim meets and tournaments who appreciate the location and the facilities in Ocala/Marion County.

MEETINGS & EVENTS

Organizers, speakers, and attendees of meetings and events who appreciate the location, food, activities, and amenities Ocala/Marion County provides while in attendance.

MEDIA RELATIONS

Traditional and digital media representatives, bloggers, and influencers who want to have a one-of-a-kind experience in Ocala/Marion County that they can tell their viewers or followers about.

ARTS & CULTURE

Organizers, performers, patrons, and attendees who appreciate the artist events and culture celebrations that Ocala/Marion County offers.

TOURISM ECONOMIC GROWTH

Provide tools that can potentially assist future business owners, stakeholders and influencers in the equestrian industry and beyond who are searching for a destination to move or build their company.

IMPLEMENTATION PLAN

Create defined communications strategies and channels for each target audience.

TACTIC

Develop and implement messaging and channel matrixes for each target audience allowing them to be reached across each point of their decision journey.

DESIRED OUTCOME

Build brand awareness and consideration for Ocala/Marion County, ultimately driving tourism.

TARGET AUDIENCE				
	AWARENESS	CONSIDERATION	DECISION	LOYALTY
MESSAGING	Defines messaging targeted to each audience based on where they are in their journey with and awareness of Ocala/Marion County.			
CHANNELS	Defines the methods and tactics that can be used to reach this audience with each message.			
KPIs	Defines how success at each stage of the journey will be measured.			