

***You are my Sunshine
City Campaign***

BRAND GUIDE

YOU *sun* **SHINE**
ARE MY CITY

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02 COPY STANDARDS

ARTS & CULTURE

The arts shine in St. Pete.

Come find your sunshine in our acclaimed arts scene, with scores of galleries, dazzling performing arts, six art districts, world-class museums, centers for glass and clay. Creating a cultural climate that rivals the world's greatest cities – all within steps of Florida's most scenic urban waterfront.

SPORTS & RECREATION

Cheer-worthy excitement.

Come find your sunshine with our professional sports teams, the Rowdies, Rays, Bucs and Lightning to our world class entertainment with acclaimed local stages and a calendar full of events. Relax under the stars with a concert in the park or revel in luxury at the state-of-the-art Mahaffey Theater. It's all happening here.

LIFESTYLE

Find your place in the sun.

361 days of sunshine every year is only the beginning. St. Pete also shines through its charming, bungalow-lined neighborhoods, originalcraft brew pubs, world-class restaurants led by award-winning local chefs, and a community mindset as diverse as its offerings

ECONOMIC DEVELOPMENT

A bright spot for business.

According to a recent study by KMPG, St. Pete is one of the easiest and most cost-effective regions to do business in the nation. Not to mention the high quality of life with sunshine, arts, culture, and unending outdoor activities. Come see how your business can shine in an innovative and diverse community where every opportunity awaits under our sun.

03 TYPOGRAPHY USAGE

These fonts and the family members have been approved by the City of St. Petersburg as their brand typographic fonts. These fonts should be used in accordance to any templates or standards associated with this guide.

Helvetica Neue

Helvetica Neue Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue LT Std Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Helvetica Neue Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

04 TYPOGRAPHY USAGE

These fonts and the family members have been approved by the City of St. Petersburg as their brand typographic fonts. These fonts should be used in accordance to any templates or standards associated with this guide.

Poster Bodoni

Poster Bodoni Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

Poster Bodoni Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()

05 LOGO USAGE

These logos have been approved by the City of St. Petersburg as their brand typographic fonts. These logos should be used in accordance to any templates or standards associated with this guide.

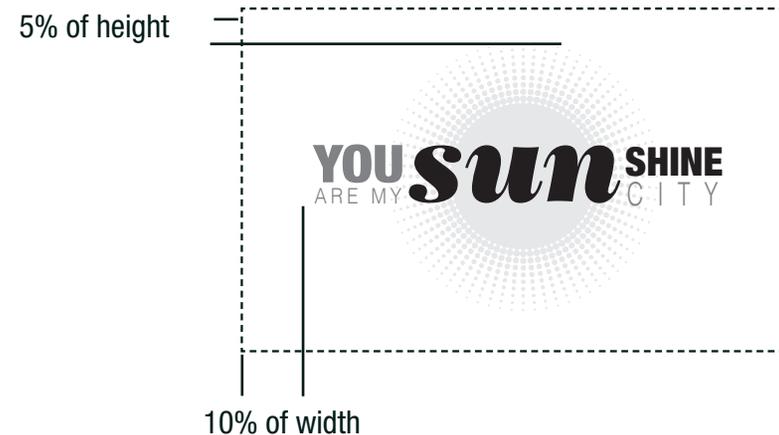
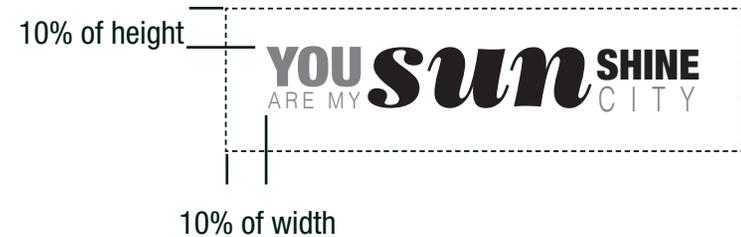
STANDARD USAGE - ONE COLOR



STANDARD USAGE - ONE COLOR WITH SUN INSIGNIA



WHITE SPACE FOR LOGO



06 LOGO USAGE

These logos have been approved by the City of St. Petersburg as their brand typographic fonts. These logos should be used in accordance to any templates or standards associated with this guide. **All logo usage must be approved by The City of St. Petersburg**

COLLATERAL USAGE - TWO COLOR WITH SEGMENT COLOR



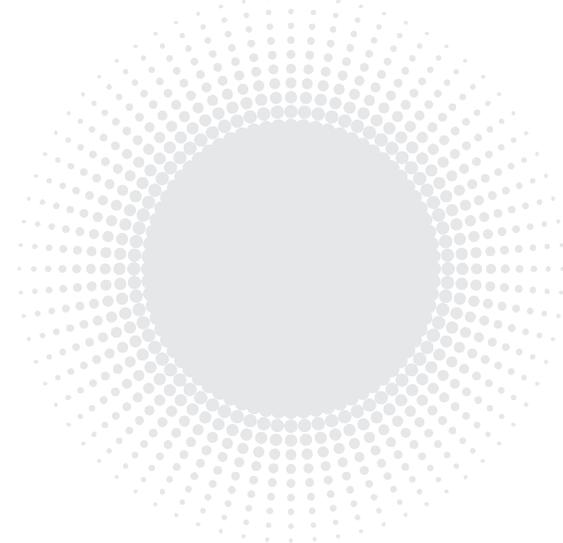
COLLATERAL USAGE - ONE COLOR WITH SEGMENT COLOR



07 ELEMENT USAGE

These elements have been approved by the City of St. Petersburg as their brand typographic fonts. These elements should be used in accordance to any templates or standards associated with this guide. Possible uses include video & powerpoint slide design elements. As well as campaign collateral, such invitations and e-mails. **All element usage must be approved by The City of St. Petersburg**

SUNBURST INSIGNIA GRAPHIC



RUNNING COLOR BARS (BRAND NICHE COLORS)



08 COLOR USAGE

These colors have been approved by the City of St. Petersburg as their brand typographic fonts. These colors should be used in accordance to any templates or standards associated with this guide. **All color usage must be approved by The City of St. Petersburg**

PANTONE 143C - ARTS & CULTURE

CMYK | C2 | M32 | Y92 | K0 RGB | R247 | G179 | B52

PANTONE 7417C - SPORTS & RECREATION

CMYK | C3 | M86 | Y85 | K0 RGB | R232 | G75 | B55

PANTONE 563C - LIFESTYLE

CMYK | C59 | M6 | Y36 | K0 RGB | R103 | G186 | B175

PANTONE 7417C - ECONOMIC DEVELOPMENT

CMYK | C34 | M12 | Y100 | K0 RGB | R182 | 189 | B0

PANTONE COOL GRAY 11C

CMYK | C65 | M57 | Y52 | K29 RGB | R85 | G86 | B90

09 NICHE COLORS

These colors have been approved by the City of St. Petersburg as their Niche Marketing colors. Each should be used with the corresponding niche. These colors should be used in accordance to any templates or standards associated with this guide. **All color usage must be approved by The City of St. Petersburg**

ARTS & CULTURE

SPORTS & RECREATION

LIFETSYLE

ECONOMIC DEVELOPMENT

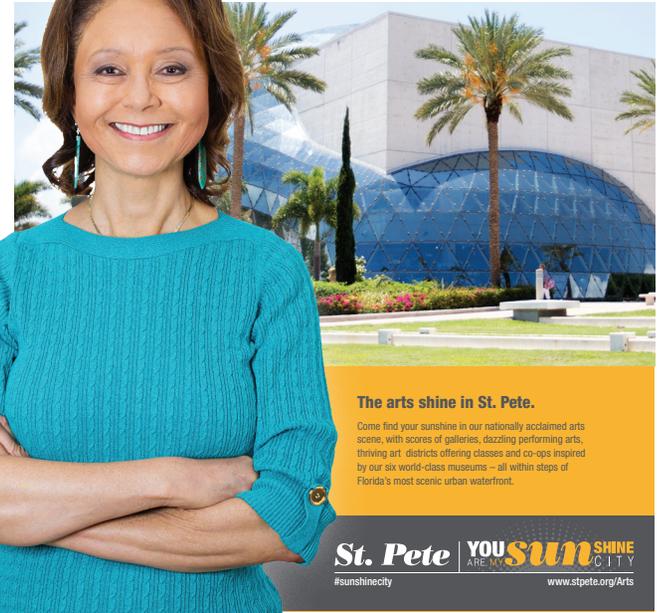
YOU *sun* **SHINE**
ARE MY CITY

10 BRAND CREATION

ARTS & CULTURE

“ The **St. Pete** que nis ex expedi consequi ditias dolupta ssectaecab il id modicianti apeliqas suscit rempelitam, verro volorero etur moluptatquid minum vitat.

my sunshine.
AMBASSADOR NAME = Ambassador title here for the niche target in St. Petersburg



The arts shine in St. Pete.
Come find your sunshine in our nationally acclaimed arts scene, with scores of galleries, dazzling performing arts, thriving art districts offering classes and co-ops inspired by our six world-class museums – all within steps of Florida's most scenic urban waterfront.

St. Pete | **YOU** **SUN** SHINE
ARE MY CITY
#sunshinecity | www.stpete.org/Arts

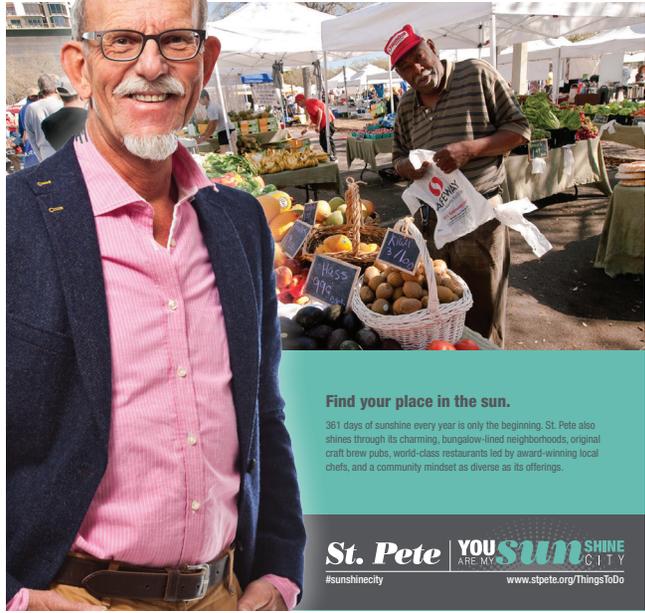
BakerPete_ver 04.indd 1 7/15 11:07 AM

The brand was created with four niche markets in mind. These are 1. Arts & Culture (Orange) 2. Lifestyle (blue) 3. Economic Development (green) 4. Sports & Recreation (red) Any brand usage must be approved by The City of St. Petersburg.

LIFESTYLE

“ The **St. Pete** que nis ex expedi consequi ditias dolupta ssectaecab il id modicianti apeliqas suscit rempelitam, verro volorero etur moluptatquid minum vitat.

my sunshine.
AMBASSADOR NAME = Ambassador title here for the niche target in St. Petersburg



Find your place in the sun.
361 days of sunshine every year is only the beginning. St. Pete also shines through its charming, bungalow-lined neighborhoods, original craft brew pubs, world-class restaurants led by award-winning local chefs, and a community mindset as diverse as its offerings.

St. Pete | **YOU** **SUN** SHINE
ARE MY CITY
#sunshinecity | www.stpete.org/ThingsToDo

BakerPete_ver 04.indd 3 7/15 11:08 AM

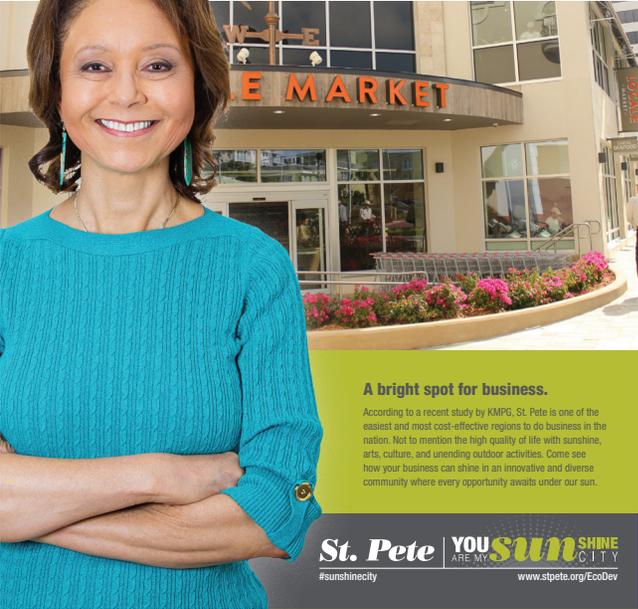
11 BRAND CREATION

ECONOMIC DEVELOPMENT

“ The *St. Pete* que nis ex expedi consequi ditias dolupta ssectaecab il id modicianti apeliqus suscit rempelitam, verro volorero etur moluptatquid minum vitat.

my sunshine.

AMBASSADOR NAME • Ambassador title here for the niche target in St. Petersburg



A bright spot for business.

According to a recent study by KMPG, St. Pete is one of the easiest and most cost-effective regions to do business in the nation. Not to mention the high quality of life with sunshine, arts, culture, and unending outdoor activities. Come see how your business can shine in an innovative and diverse community where every opportunity awaits under our sun.

St. Pete | **YOU SUN SHINE**
ARE MY CITY

#sunshinecity | www.stpete.org/EcoDev

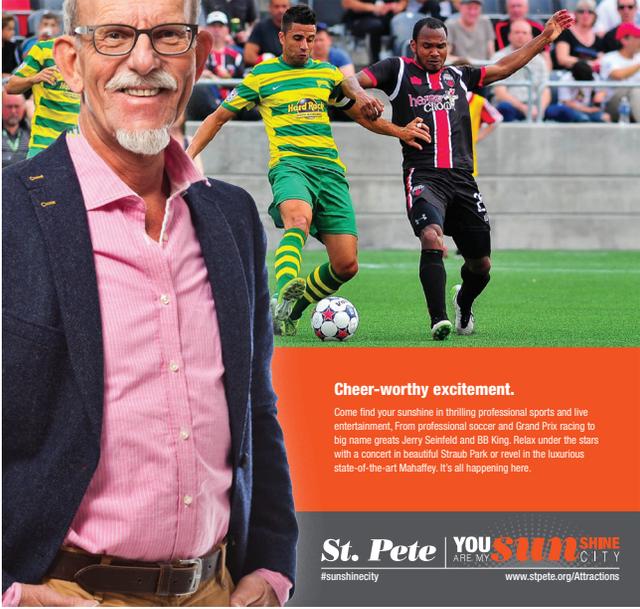
7/1/15 11:08 AM

SPORTS & RECREATION

“ The *St. Pete* que nis ex expedi consequi ditias dolupta ssectaecab il id modicianti apeliqus suscit rempelitam, verro volorero etur moluptatquid minum vitat.

my sunshine.

AMBASSADOR NAME • Ambassador title here for the niche target in St. Petersburg



Cheer-worthy excitement.

Come find your sunshine in thrilling professional sports and live entertainment. From professional soccer and Grand Prix racing to Big name greats Jerry Seinfeld and BB King. Relax under the stars with a concert in beautiful Strada Park or revel in the luxurious state-of-the-art Mahaffey. It's all happening here.

St. Pete | **YOU SUN SHINE**
ARE MY CITY

#sunshinecity | www.stpete.org/Attractions

7/1/15 11:08 AM

12 BRAND CREATION

General

The flyer is enclosed in a black border with registration marks. At the top, there are color calibration bars and a registration mark. The main headline is in a large, bold, orange font. Below it is a paragraph of text and a photo of a man and a woman. The photo shows a man in a grey button-down shirt and a woman in a teal dress standing in front of a waterfront with buildings and boats. Below the photo is a yellow box with text. At the bottom, there is a dark grey box with the city logo and website information.

“St. Pete is our sunshine.”

We came to St Pete on vacation and found our new home. The weather, arts and culture, restaurants and entrepreneurial spirit make St Pete the perfect place to spend a weekend and the smartest place to spend a lifetime.

Andy & Jill Salyards — owners of three St. Pete restaurants

Come find your sunshine.

Come bask in the fun of Florida's most vibrant urban playground, that boasts an arts scene as dazzling as our sparkling waterfront. Discover world-class museums and galleries, one-of-a-kind shopping and dining, pro sports games, craft brew pubs and so much more. Your sunshine is here.

St. Pete **YOU ARE IN THE sun SHINE CITY**
#sunshinecity www.stpete.org/VISIT

04/04/15 11:07 AM

13 USAGE PROPORTIONS

- Brand Ambassador should be approximately 30% of the total area of the design. They can be positioned to the left or right.
- The iconic location should be approximately 33% of the total area of the design. It should be placed 10% above center.
- The logo area and tag location should be approximately 8% of the total area of the design. It should be placed at the bottom right or left depending on the locations of the ambassador.
- The niche color area should be approximately 15% of the total area of the design.
- The header area should be approximately 15% of the total area of the design.

YOU *SUN* SHINE
ARE MY CITY

While these proportions have been determined to be effective they are by no means exclusive when using the brand imagery and elements. Follow these as close as possible for consistency.

“ **ST. PETE** que nis ex expedi consequi ditias dolupta ssectaecab il id modicianti apeliqas suscit il id modicianti apeliqas repellitam, verro volorero in **15%** *my sunshine.*”
HANK HINE | DIRECTOR, THE DALI MUSEUM

33%

30%

15%

The arts shine in St. Pete.
Come find your sunshine in our vibrant arts scene, with scores of galleries, dazzling museums, thriving art districts offering classes and co-ops inspired by our six world-class museums – all within steps of Florida’s most scenic urban waterfront.

St. Pete YOU ARE MY **8%** SHINE CITY
#sunshinecity www.stpete.org

14 HEADLINES & SUBHEADS

These font specs have been approved by the City of St. Petersburg as their brand typographic specifications. These font specs should be used in accordance to any templates or standards associated with this guide.

Headline Font & Specs: **“my sunshine”**

The headline should be between 30pt. and 80pt.
-10 tracking | 5% leading | any other size should be approved

Subhead Fonts & Specs **The arts shine in St. Pete.**

The headline should be between 16pt. and 24pt.
-10 tracking | 5% leading | any other size should be approved

Body Copy Fonts & Specs

Come find your sunshine in our nationally acclaimed arts scene, with scores of galleries, dazzling performing arts, thriving art districts offering classes and co-ops inspired by our six world-class museums – all within steps of Florida’s most scenic urban waterfront.

The headline should be between 9pt. and 12pt.
0 tracking | 5% leading | any other size should be approved

15 STANDARD DIMENSIONS

These collateral specs have been approved by the City of St. Petersburg as their brand specifications. These specifications should be used in accordance to any templates or standards associated with this guide.

STANDARD PRINT COLLATERAL SIZES*

POSTER: 11" X 17" (CMYK @300DPI)

RACK CARD: 9" X 4" (CMYK @300DPI)

INSERT: 8.5" X 3.5" (CMYK @300DPI)

POST CARD: 8.5" X 5.5" (CMYK @300DPI)

BROCHURE: 11" X 8.5" (CMYK @300DPI)

TABLOID BROCHURE: 17" X 11" (CMYK @300DPI)

INFO SHEET: 8.5" X 11" (CMYK @300DPI)

FULL PAGE AD: 8.5" X 11" (CMYK @300DPI)

HALF PAGE AD: 8.5" X 5.5" (CMYK @300DPI)

QUARTER PAGE AD: 4.25" X 5.5" (CMYK @300DPI)

BUSINESS CARD: 3.5" X 2" (CMYK @300DPI)

16 STANDARD DIMENSIONS

These collateral specs have been approved by the City of St. Petersburg as their brand specifications. These specifications should be used in accordance to any templates or standards associated with this guide.

STANDARD DIGITAL COLLATERAL SIZES* **

LEADERBOARD: 728PX X 90PX (RGB@72DPI)

HALF PAGE AD: 300PX X 600PX (RGB@72DPI)

WIDE SKYSCRAPER: 160PX X 600PX (RGB@72DPI)

SKYSCRAPER: 120PX X 600PX (RGB@72DPI)

SQUARE POP-UP: 250PX X 250PX (RGB@72DPI)

LARGE RECTANGLE: 336PX X 280PX (RGB@72DPI)

VERTICAL RECTANGLE: 240PX X 400PX (RGB@72DPI)

FULL BANNER: 468PX X 60PX (RGB@72DPI)

MEDIUM RECTANGLE: 300PX X 250PX (RGB@72DPI)

SQUARE BUTTON: 240PX X 240PX (RGB@72DPI)

*See accepted collateral templates

** Contact your vendor for any other specifications needed

17 VIDEO CREATION STANDARDS

Shot Sequence

The following is a sequence of shots & footage which need to be adhered to for the video to maintain continuity and brand integrity.

1. Establishing exterior shots to lead the audience from outside to inside. Ideally one of the shots should include some recognizable element of the St. Pete cityscape or waterfront. No voiceover. KO Super: Site/Venue/Business Name, St. Pete.
2. Interior/venue/site shots to lead the audience from outside to inside where ambassador will be introduced. These shots need to show people/movement. Voiceover begins.
3. Interior/venue/site shots with ambassador in a variety of locations within the venue/site, eventually leading to the location where the interview will take place. KO Super: Brand Ambassador name, Site/Venue/Business Name.
4. Intersperse a variety of venue/site shots concentrating on any unique environs or particularly “St. Pete” elements. Take care to ensure some of these shots include the community are visible or interacting with the site/venue.
5. Here we want a Site/venue shot with strong brand association for the ambassador’s answer to “Why St. Pete?”
6. Shot of ambassador signing the “Sunshine” poster.
7. Finally end with one of the stronger venue shots for the conclusion with St. Pete, the “sunshine logo,” sunburst, URL, #sunshinestpete, No voiceover.
8. Fade venue image to yellow, leaving all other elements and adding social networking icon, seamlessly shifting into static slide with live links.

18 VIDEO CREATION STANDARDS

Storyboards

Storyboards are a critical tool to ensure the video develops in concert with the other video's pace and content. A 12-frame storyboard using shots from the site visit should be sufficient to preserve continuity.

Sunshine C1 Ambassador Video Concept:



Establishing shot of C1 Bank building with building signage. 2 shots of building to best advantage from outside to both, front and side.



Establish C1 interior shot, today's office from outside the building when there are still people in the office. Establish the office as a place of work, not a place of leisure. Establish the office as a place of work, not a place of leisure.



Establish C1 interior shot, today's office from outside the building when there are still people in the office. Establish the office as a place of work, not a place of leisure. Establish the office as a place of work, not a place of leisure.



Establish C1 interior shot, today's office from outside the building when there are still people in the office. Establish the office as a place of work, not a place of leisure. Establish the office as a place of work, not a place of leisure.



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Establish C1 interior shot, today's office from outside the building when there are still people in the office. Establish the office as a place of work, not a place of leisure. Establish the office as a place of work, not a place of leisure.

Music

The music should strive to incorporate the YAMS (You Are My Sunshine) instrumental tracks whenever there is no voiceover and in the ending interactive slide. The music selected needs to strive to achieve the following aesthetic values:

- Upbeat
- Youthful
- Vibrant
- Intelligent
- Instrumental
- Evenly-paced

19 VIDEO CREATION STANDARDS

VIDEO: **Brand Ambassador** Development & Production Process

STEP 1 | **City:** Define the why behind the Brand Ambassador.
Provide a list of desired questions

STEP 2 | **Clear:** Schedule initial Site Visit
Prepare Ambassador quote

STEP 3 | **City & Clear:** Visit Site with the following people:
Nina or Robert or both
Michael Flanagan
Lawson Mitchell
& Clear Labs Team Member

STEP 4 | **City & Clear:** Refine interview questions
Prepare storyboard
Prepare shot list

STEP 5 | **City:** Approve Ambassador quote
Approve interview questions
Approve storyboard

STEP 6 | **City & Clear:** Shoot video with the following people:
Michael Flanagan
Lawson Mitchell
& Clear Labs Team Member

STEP 7 | **City & Clear:** Prepare final cut as defined in
Approved Video Brand Standards

STEP 8 | **City:** Approve final cut or request edits within
the scope of the Approved Video Brand Standards

STEP 9 | **City & Clear:** Present the final edited cut

20 STANDARD DIMENSIONS VIDEO

These collateral specs have been approved by the City of St. Petersburg as their brand specifications. These specifications should be used in accordance to any templates or standards associated with this guide.

STANDARD VIDEO COLLATERAL SIZES*

1920 X 1080 HDTV FORMAT

SHOOT VIDEO @ 30 OR 60 FPS

RENDERED TO QUICKTIME .MOV

RESOLUTION: HDTV WITH H.264 CODEC

NOTE:

ALL VIDEO SHOULD BE UPLOADED TO THE CITY OF ST. PETERSBURG YOUTUBE OR VIMEO CHANNEL. ANY OTHER UPLOADS MUST BE APPROVED BY THE CITY OF ST. PETERSBURG