

G R A P H I C S T A N D A R D S G U I D E

Culinary Coast.™



Southern Delaware

Beaches are just the beginning.

The Logo



SPACING

The safe area on each side of the logo is equal to the height of the "C" in Culinary. Always provide adequate space around the logo.



The Call to Action Logo

This phrase is used most often as a headline in many forms of communication. There are several examples of how this is used on pages 8, 9 and 10.

LOGO

Come to the Culinary Coast.™

LIFE TASTES BETTER HERE.™

BRAND TAGLINE

Come to the Culinary Coast.™

LIFE TASTES BETTER HERE.™

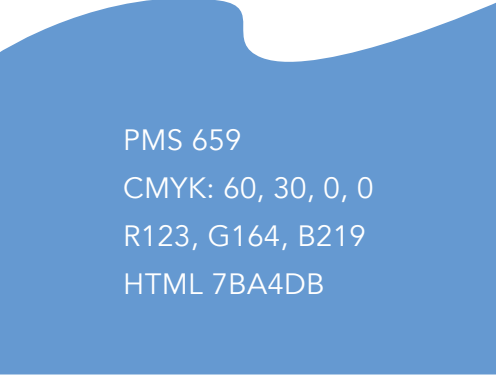
Come to the Culinary Coast.™

LIFE TASTES BETTER HERE.™

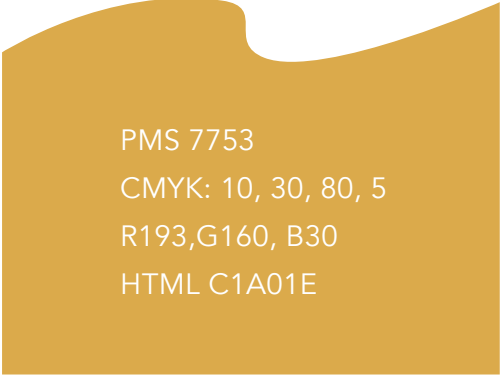
Variations on usage of logo



The Colors of the Brand



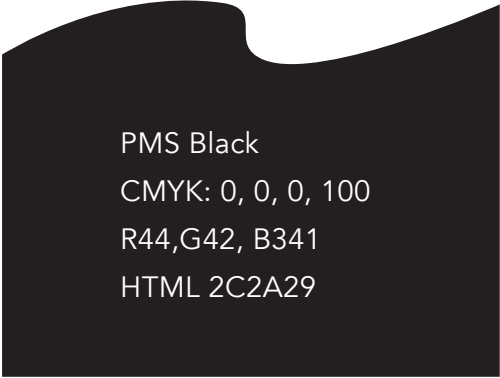
PMS 659
CMYK: 60, 30, 0, 0
R123, G164, B219
HTML 7BA4DB



PMS 7753
CMYK: 10, 30, 80, 5
R193, G160, B30
HTML C1A01E



PMS Cool Grey 6
CMYK: 16, 11, 11, 27
R167, G168, B170
HTML A7ABAA



PMS Black
CMYK: 0, 0, 0, 100
R44, G42, B341
HTML 2C2A29

The Font

Consistency in typography is an essential part of maintaining a strong brand, as is the uniform use of the logo and the approved color palette. The font below complements the feeling and style of Culinary Coast.

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Helvetica 45 Light

Helvetica 46 Light Italic

Helvetica Neue Light Condensed

Helvetica Neue Light Condensed Oblique

Helvetica 55 Roman

Helvetica 56 Italic

Helvetica Neue Condensed

Helvetica Neue Condensed Oblique

Helvetica 65 Medium

Helvetica 66 Medium Italic

Helvetica Neue Medium Condensed

Helvetica Neue Medium Condensed Oblique

Helvetica 75 Bold

Helvetica 76 Bold Italic

Helvetica Neue Bold Condensed

Helvetica Neue Bold Condensed Oblique

Substitution Fonts

The following fonts are acceptable for use only when the recommended fonts are not available. Uses include the web, emails, Word files and PowerPoint.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Brand Communications

Our communications partners will develop most of our marketing materials. By reviewing the recommended approaches, you will see how the brand expresses itself in customer-focused promotional communications.

Come to the Culinary Coast.™

Life tastes better here.™ Delaware's famed Culinary Coast is home to a smorgasbord of exceptional chefs and renowned restaurants. From Italian and Mexican to Pacific Rim and more, it's a foodie's paradise that stretches from Lewes to Rehoboth Beach to Fenwick Island. You'll also love our farm-fresh produce, wine and beer adventures, hand-made candies, and ice creameries. So come hungry. And give yourself a few days—and nights—to eat and drink it all in. Learn more about our fantastic eateries and accommodations at great rates at www.visitsoutherndelaware.com/culinarycoast.

Delaware TAX FREE

Southern Delaware
Beaches are just the beginning.

Follow us on Twitter
www.twitter.com/VisitSouthDel

LOCAL ON THE MENU
Sussex County Farms Fresh

Culinary Coast General Ad

Brand Communications (CONTINUED)

	
CO-OP NAME Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.	CO-OP NAME Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.

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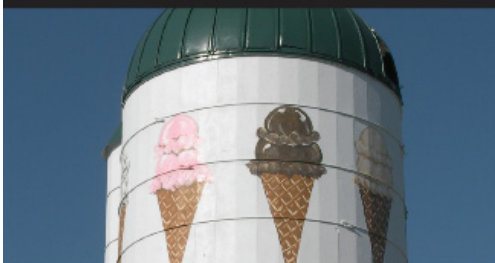


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Follow us on Twitter
www.twitter.com/VisitSouthDel

CO-OP NAME Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.	CO-OP NAME Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolor erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl.
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Typical Co-op Ad

Brand Communications (CONTINUED)



Come to the Culinary Coast.™
Life tastes better here.™ Learn more about our culinary hotspots and accommodations at great rates at www.VisitSouthernDelaware.com/culinary-coast.

Southern Delaware
Beaches are just the beginning.

 What's your favorite Southern Delaware restaurant?
 Tell us at www.twitter.com/VisitSouthDel. **You could win a weekend for two!**



LAND, WATER OR AIR.
More reasons to get out there!

If you're the adventurous type, get ready to get out there. On land, you're in for outstanding biking, hiking and nature trails, challenging golf, beautiful state parks and campgrounds. Love water? Come paddle our back bays, rivers and wildlife refuges. Go surfing or skimboarding. Enjoy fishing or boating. Still up in the air? Go skydiving, parasailing or birding. Or just relax on our pristine 5-star beaches—and do nothing at all. For a full calendar of events, activities and deals go to VisitSouthernDelaware.com/outdoor

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Follow us on Twitter www.twitter.com/VisitSouthDel 



Come to the Culinary Coast™
 and take a spring culinary adventure.

Celebrate Rehoboth Beach Restaurant Week and enjoy delicious samplings from 15 of the Cape Region's best chefs, plus brews, spirits, wines and sweets.

Thursday, June 11, 2015
 • 5-8 pm Rehoboth Beach Convention Center
 • \$50 in advance, \$55 at the door
 • Ticket price benefits your local Meals on Wheels, Lewes-Rehoboth and includes 2 free drink tickets. (Under 21 y/o not admitted.)

FOR TICKETS online go to www.visitsoutherndelaware.com or call 302-645-7449

 **Plan your culinary adventure** and enjoy farm-fresh food from our partners by visiting: www.localonthemenu.com. Spring is a great time to sample farm fresh food grown locally and served locally at over 30 restaurants in Southern Delaware.

To learn more about some of the region's fantastic eateries visit www.visitsoutherndelaware.com/culinary-coast

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