



LAKE  CITY
FLORIDA'S SPRINGLANDS

LOGO GUIDE



OUR BRAND

Welcome to Lake City, Florida's Springlands.

A place where the only thing more beautiful than our sunny skies and vast stretches of forest are the crystal-clear springs that flow beneath them.

We're easy to get to, and even easier to get along with.

We have everything you need for a memorable, fun-filled getaway: Natural waterways and parks to play in. Historic sites to explore. Unique boutiques to shop in. And restaurants that range from the familiar to the funky.

If Lake City were a person, we'd be someone you'd immediately take a liking to. Because we're more than just a place to visit.

We're a trusted friend. And we love making new ones.

So come spend some time with us.

We're pretty sure we'll get along great.



OUR VOICE

We're conversational. We talk with people, not at them.

We're big fans of contractions. And short sentences.

Whenever possible, we prefer to let pictures do the talking. (Especially when they're taken by someone who's visited us.)

We're proud of what our beautiful destination has to offer, but we don't brag about it.

That's because we're comfortable in our own skin, and don't feel the need to try and be something (or someplace) we're not.

Straightforward. Authentic. Honest. Welcoming. All are great words that sum up how we should describe ourselves.

We are Lake City, Florida's Springlands. And we love it when people stop by for a visit.

PRIMARY STACKED LOGO



Colored

SECONDARY STACKED LOGOS (SINGLE COLOR)



Black



Blue



Coral



White



Teal



Forrest Green

STACKED LOGO COLOR VARIATIONS

The primary and preferred logo for Lake City is the stacked fully colored logo on a light background. There are instances when the logo must be displayed on a busy, dark or colored background.

When the logo starts to blend into the background due to lack of contrast, the white logo version should be utilized.

The primary or secondary color palette logos can be used when the primary logo is not available. These colored versions of the logo are preferred to the black logo.

PRIMARY HORIZONTAL LOGO



Colored

SECONDARY HORIZONTAL LOGOS (SINGLE COLOR)



Black



Blue



Coral



White



Teal



Forrest Green

HORIZONTAL LOGO COLOR VARIATIONS

The primary logo for Lake City is also available in a horizontal version. Its preferred usage is the fully colored logo on a light background. There are instances when the logo must be displayed on

a busy, dark or colored background. When the logo starts to blend into the background due to lack of contrast, the white logo version should be utilized.

The primary or secondary color palette logos can be used when the primary logo is not available. These colored versions of the logo are preferred to the black logo.

URL LOGO (PRIMARY PALETTE COLOR)

LAKEcityFL.COM

Blue

LAKEcityFL.COM

Teal

URL LOGO (SECONDARY PALETTE COLOR)

LAKEcityFL.COM

Coral

LAKEcityFL.COM

Forrest Green

URL LOGO (BLACK & WHITE)

LAKEcityFL.COM

Black

LAKEcityFL.COM

White

URL LOGO COLOR VARIATIONS

The Lake City URL logo is available as a single color logo. The favored usage is a primary palette colored logo on a light background. Using the URL logo in a secondary palette color is brand consistent but is not the preferred version.

There are instances when the URL logo must be displayed on a busy, dark or colored background. When the URL logo starts to blend into the background due to lack of contrast, the white URL logo version should be utilized.



STACKED LOGO WHITE SPACE

To create instant recognition for the brand and to maximize visual impact, the Lake City logo must always have a white or negative space margin around it — a minimum amount of clear space that is free of text, logos, symbols or other graphic elements.

The recommended minimum space around the Lake City logo should be equal to the width of the kayak icon centered between 'Lake' and 'City'.

MINIMAL SIZE

The various versions of the logo can increase in size as necessary for outdoor signage, advertisements, billboards, or posters.

For smaller applications, factors such as printing and reproduction need to be considered. This will ensure the optimal readability of the Lake City logo.

It is recommended that the height of the Lake City logo should never be smaller than 0.375".



HORIZONTAL LOGO WHITE SPACE

To create instant recognition for the brand and to maximize visual impact, the horizontal Lake City logo must always have a white or negative space margin around it — a minimum amount of clear space that is free of text, logos, symbols or other graphic elements.

The recommended minimum space around the horizontal Lake City logo should be equal to the width of the kayak icon centered between 'Lake' and 'City'.

MINIMAL SIZE

The various versions of the logo can increase in size as necessary for outdoor signage, advertisements, billboards, or posters.

For smaller applications, factors such as printing and reproduction need to be considered. This will ensure the optimal readability of the Lake City logo.

It is recommended that the height of the horizontal Lake City logo should never be smaller than 0.3125".



LAKECITYFL.COM | 0.1875"

URL LOGO WHITE SPACE

To create instant recognition for the brand and to maximize visual impact, the Lake City URL logo must always have a white or negative space margin around it — a minimum amount of clear space that is free of text, logos, symbols or other graphic elements.

The recommended minimum space around the Lake City logo should be equal to the width of the letter 'M', the last character in the URL.

MINIMAL SIZE

The various versions of the URL logo can increase in size as necessary for outdoor signage, advertisements, billboards, or posters.

For smaller applications, factors such as printing and reproduction need to be considered. This will ensure the optimal readability of the Lake City URL logo.

It is recommended that the height of the Lake City URL logo should never be smaller than 0.1875".



Original Logo



DO NOT recolor the logo



DO NOT resize the logo disproportionately



DO NOT add effects to the logo



DO NOT customize the text in the logo



DO NOT change the font in the logo



DO NOT resize individual elements of the logo

IMPROPER STACKED LOGO USE

The Lake City logo must always be presented in a consistent manner throughout all formats, media, publications, ads and collateral pieces.

This is accomplished by following the standards outlined in this logo style guide. Possible common misuses (not exhaustive) of the Lake City logo are shown here.



Original Logo



DO NOT recolor the logo



DO NOT resize the logo disproportionately



DO NOT add effects to the logo



DO NOT change the font in the logo



DO NOT customize the text in the logo



DO NOT resize individual elements of the logo

IMPROPER HORIZONTAL LOGO USE

The horizontal Lake City logo must always be presented in a consistent manner throughout all formats, media, publications, ads and collateral pieces.

This is accomplished by following the standards outlined in this logo style guide. Possible common misuses (not exhaustive) of the Lake City horizontal logo are shown here.

LAKEcityFL.COM

Original Primary Blue

~~LAKEcityFL.COM~~

DO NOT recolor parts of the logo

~~KEcityFL.CI~~

DO NOT resize the logo disproportionately

~~LAKEcityFL.COM~~

DO NOT use unapproved colors or patterns

~~LAKEcityFL~~

DO NOT remove or replace parts of the logo

~~LAKEcityFL.COM~~

DO NOT add effects to the logo

~~LAKECITYFL.COM~~

DO NOT change the font in the logo

IMPROPER URL LOGO USE

The Lake City URL logo must always be presented in a consistent manner throughout all formats, media, publications, ads and collateral pieces.

This is accomplished by following the standards outlined in this logo style guide. Possible common misuses (not exhaustive) of the URL Lake City logo are shown here.

PRIMARY PALETTE



SKY BLUE

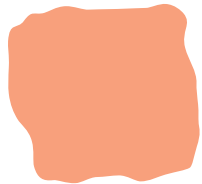
PMS	3015
CMYK	83, 42, 20, 0
RGB	40, 127, 169
HEX	#287FA9



SPRING TEAL

PMS	319
CMYK	68, 0, 27, 0
RGB	51, 191, 195
HEX	#33BFC3

SECONDARY PALETTE



CORAL

PMS	1635
CMYK	0, 45, 50, 0
RGB	250, 143, 107
HEX	#FA8F6B



FOREST GREEN

PMS	328
CMYK	100, 40, 60, 0
RGB	0, 123, 120
HEX	#007B78



LIMESTONE

PMS	COOL GRAY 1
CMYK	7, 5, 8, 0
RGB	234, 234, 229
HEX	#EAEAE5

COLOR PALETTE

Lake City has two color palettes. The primary color palette is the core of our visual brand. These are the colors used in the full color version of the logo. A second set of colors are available to support the primary colors and enhance the consistent brand communication. These colors are in the secondary palette and should never dominate the creative.

Make sure to choose the correct values from this guide for the respective color space and do not approximate or sample the colors from other creative. This could, over time, lead to a departure from these approved colors.

AA

LE GOURMET BOUNCY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0
 . , : ; ? ! \$ % & # @ * ' " / < > () { }

AA

AMATIC BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 7 8 9 0
 . , : ; ? ! \$ % & # @ * ' " / < > () { }

Aa

Lato Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 a b c d e f g h i j k l m n o p q r s t u v w x y z
 1 2 3 4 5 6 7 8 9 0
 . , : ; ? ! \$ % & # @ * ' " / < > () { }

TYPOGRAPHY

There are three fonts available to use.

Le Gourmet Bouncy is the main headline font that gives the creative across various platforms a distinctive look. *Amatic Bold* is a font that lends itself for secondary headlines. *Lato* is the font

used for body copy. Lato comes in five different weights and each weight has a cursive variant.

Keep within the approved fonts and refrain from using unapproved fonts.