



Unlock Tampa Bay Brand Brief

Credo:

“Fortune Favors the **Bold**”

- Ancient Latin Proverb

Vision: Ignite global passion for visiting Tampa Bay.

Brand Values:

DISCOVERY • EXPLORATION
ADVENTURE • ACTIVITY • ENTERPRISING

Call-to-Arms:

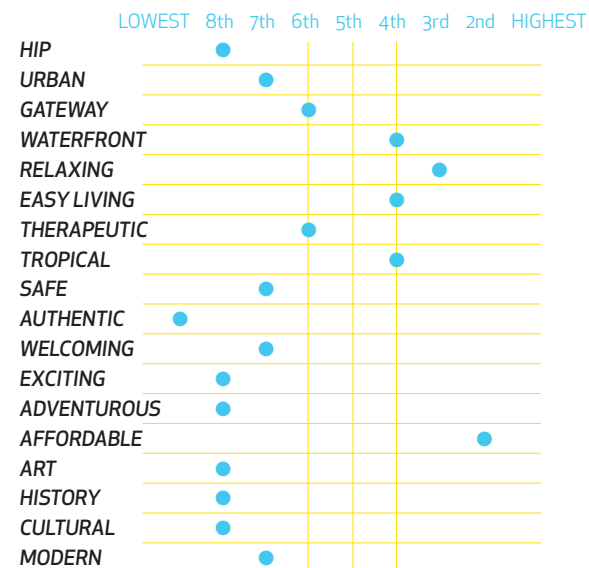
Share Your Treasures. Find New Ones.
Dare To Be Different.
Together, We'll Unlock Something New.

Worldwide Perception Studies:

(Local Focus Groups & Qualitative Online Surveys)

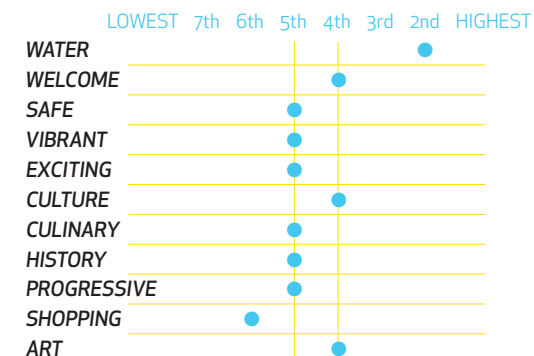
Leisure Travelers

(U.S. Argentina, Brazil, Canada, U.K. & Germany)



Meeting Planners

(Domestic)



Core Purpose: Branding the Tampa Bay destination—not an organization.

Brand Positioning Statement: Tampa Bay is an invitation to **explore** and **discover**. We live a daily quest to seize life and all it has to offer. There’s an **attitude** that drives us forward, a **daring spirit** that arrived here with our first visitors. In fact, if we see something we like, look out—it won’t be long before we’re hoisting our flag and claiming it in the name of **adventure**. **SEIZE LIFE DAILY.**

WE AREN'T BRANDING PALM TREES AND SUN.
WE'RE BRANDING AN ATTITUDE
THAT HAS - AND WILL DEFINE TAMPA BAY.



Key Competitors:

AUSTIN
LIVE MUSIC CAPITAL OF THE WORLD™

Charlotte's
got a lot.

Louisville
IT'S POSSIBLE HERE.

Nashville
MUSIC CITY

Visit Baltimore

greater FORT LAUDERDALE
sunny.org

Visit Orlando

Worldwide Brand Identity Testing:

(Domestic Focus Groups & Qualitative Online Surveys)

Meeting Planners (Domestic)



“Intriguing” “Adventurous” “Hip”
“Symbols that relate to Tampa Bay—the whole “unlock” thing, the keyhole, the whole pirate theme. It shows history and culture. I liked ‘treasure awaits.’”



“I feel like there are a lot of symbols of Tampa Bay. The logo was great. It was just eye-catching. The keys with the keyhole, you’re unlocking an opportunity.”

Leisure Travelers (U.S., Argentina, Brazil, Canada, U.K. & Germany)



“I want to know what I’ve been missing”
“I love the association with the pirates and the adventure. It shows a different side to Tampa Bay that’s not just the beach.”

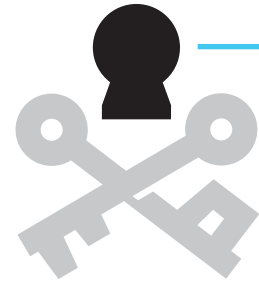


“I really like ‘unlock Tampa Bay’ and ‘treasure awaits’—it’s mysterious. Seems like I can explore there and gets my mind going. Other things to do there besides lay in the sun.”



Unlock Tampa Bay Brand Experience

Treasure Awaits is a rally cry for all there is to see and do in Tampa Bay.



Design Elements: The 'Lock'

The 'Lock' is an important visual device for the Tampa Bay brand. As such, it can be used on its own to communicate the theme of 'Unlock' and it can be used as a window to frame our destination.



Brand Elements: Ads/Banners/Website

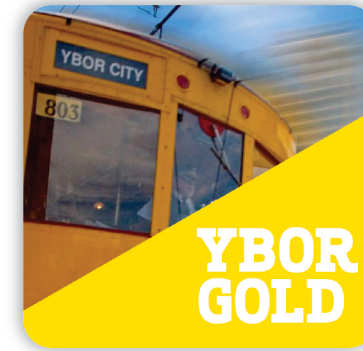


Design Elements: Color

Bay Blue: PMS 2985C
C 60 M 00 Y 03 K 00 • R 041 G 219 B 231

Ybor Gold: PMS 109C
C 00 M 09 Y 100 K 00 • R 251 G 209 B 0

Gaspars' Hull: PMS Black 6C
C 75 M 65 Y 20 K 100 • R 016 G 024 B 032



Color is one of the key elements to the Tampa Bay brand. Not only does it help us stand out from the rest of the industry and Florida, our unexpected palette is a bold statement about Tampa Bay.

Design Elements: Logo



- 1 Unlock** is our call to action. It applies to both the residents who already live here and the visitors we hope to attract. There is always more to discover in Tampa Bay, we invite you to unlock your treasure and seize life daily.
- 2 Lock and Key** is our icon that fulfills on 'Unlock'. Bold and unique, it plays on elements of our tourism and history while all the time referencing our proud pirate culture.
- 3 Tampa Bay** is set in a unique typeface, specifically designed for our identity. It is crafted to mirror the qualities of the icon, from the subtle breaks in the type to the serif overhangs that resemble the keys.
- 4 Treasure Awaits** is a public facing delivery of seize life daily. It ties our identity system together and answers our challenge for our audience to 'Unlock Tampa Bay.'

Brand Apparel



Business Cards

