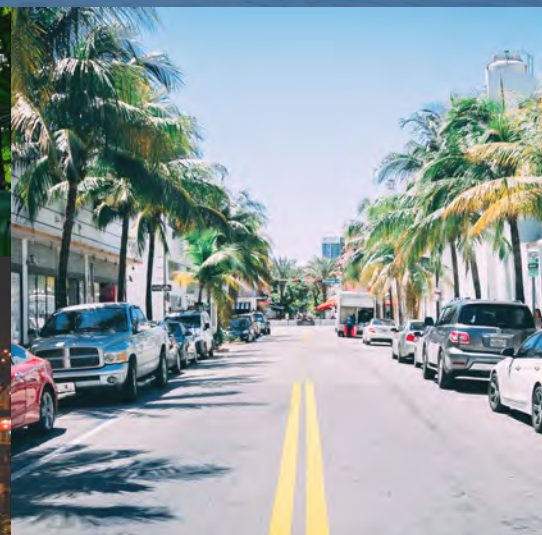




BRAND STANDARDS





CONTENTS

Brand Identity

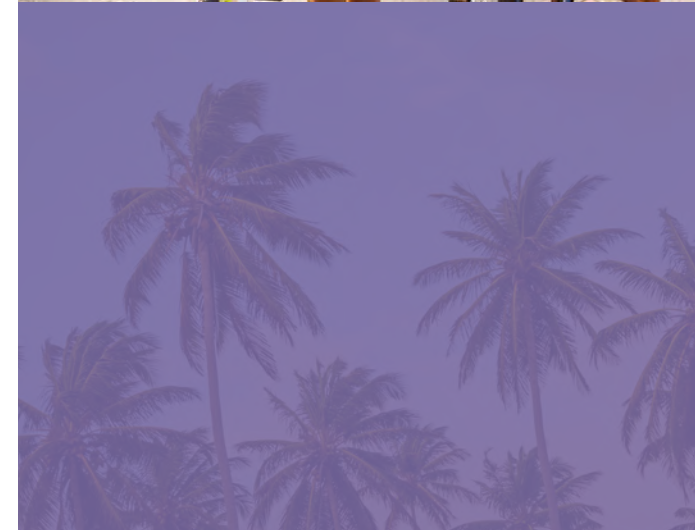
Who We Are	4
How We Do It	5
Brand Personality	6
Our Audience	7

Brand Strategy

Brand Architecture	8
Brand Touchpoints	9

Brand Visuals

FRVTA Main Logo	10
SuperShow Logo	12
Roadie Variations	14
RVers Guide Logo	16
Fonts	18
Colors	19
Photographic Styles	20
Resources	22



BRAND IDENTITY

Who We Are

The purpose of the **Florida RV Trade Association** is to lead, educate, promote, and protect the general welfare of the RV Industry in Florida.

Established in 1979, The FRVTA stands as one of the largest and most successful state RV associations in the country.

The FRVTA is a non-profit (501-c 6) organization made up of campgrounds and resorts, RV dealers, finance and insurance company firms, RV manufacturers and service and supplier companies representing thousands of employees. All of these companies work together to ensure that customers receive the finest RV products, services, supplies and accommodations available.



How We Do It

PUBLICATIONS / WEB / SOCIAL MEDIA

A Collection of Resources and Tips & Tools to enhance the RV Lifestyle and Experience: Florida Travel, Entertainment, Destinations, Amusement Parks, Attractions & Dining

MEMBERS

Regional Chapters, Business Networking & Promotion, Discounts & Benefits

CONNECTIONS

Campgrounds, Resorts, Dealers, Manufacturers, Finance, Insurance, Service/Repair & Suppliers

SHOWS

Latest Technology, Parts, Accessories & Designs



Brand Personality

Our brand personality defines our voice and image, The brand is described in human terms because the personality needs to resonate with our members as well as those experiencing it.

FRVTA is:

EXPLORATIVE **FUN** HONORABLE **USEFUL** ORGANIZED EXPANDING
PRINCIPLED
INFORMATIVE
COLLABORATIVE CONVENIENT
DEPENDABLE **FRVTA**
ADVENTUROUS **FRIENDLY**



Our Audience

Through research, we have divided our audience into six different types of RV travelers. Audience members could potentially overlap more than one category.

RETIRED <ul style="list-style-type: none">• 50+ crowd looking for rest and relaxation• Enjoying life they always dreamed of• Investing in motorhomes for freedom in retirement• Visiting family & warm climates• Bucket-list adventures• Long-trip traveler	COUPLES <ul style="list-style-type: none">• Kid-free adult adventurers• Uses travel apps / smart phone• Likes planning ahead• Is motivated by green living, small house movement• Likes to explore lesser known destinations• Interested in convenience / affordability of RVing• Travels with pets	FAMILY WEEKENDERS <ul style="list-style-type: none">• Have young children• Uses travel apps / smart phone• Looking for easy places to get to, not far from home• Interested in family-friendly, affordable destinations• Wants to experience nature, history, culture• Most likely to have rented a RV
FULL TIMERS <ul style="list-style-type: none">• Shedding traditional living, making the RV their home• Go where they want, stay as long as they want• Younger full-timers telecommute for work• Nomadic lifestyle	SOLO EXPLORERS <ul style="list-style-type: none">• 20-somethings• Uses travel apps / smart phone• Likes to find opportunities for outdoor sports or recreation• Wants to discover the world• Likes secluded areas	ECLECTIC ADVENTURERS <ul style="list-style-type: none">• 30-40 year olds• Uses travel apps / smart phone• Wants to go off the beaten path• Likes to discover hidden gems• Wants to experience nature, history, culture

BRAND STRATEGY

Brand Architecture



Brand Touchpoints

In order to be efficient and powerful in our brand, we need to communicate in a clear, consistent manner through all of our touchpoints.

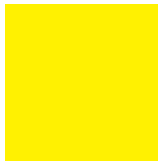


BRAND VISUALS

FRVTA Main Logo



PMS Bright Red C
0/100/100/0
237/28/36



PMS 102 C
0/0/100/0
255/242/0



PMS Dark Blue C
100/100/0/0
46/49/146



Logo Clearspace

To ensure legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.



Logo Fonts

Original typefaces used in this logo are **OnStage Serial** and **Freestyle Script**.

Approved Variations



Color Version



Black Version



One Color Version

Members



Logo Don'ts



DON'T rotate logo.



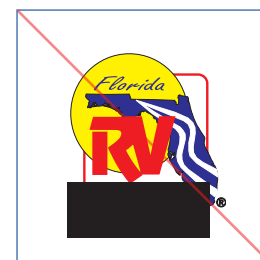
DON'T add graphic effects.



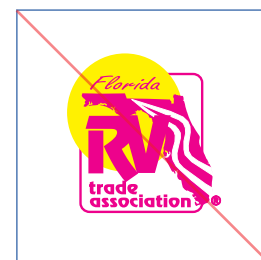
DON'T crop logo.



DON'T squish or stretch logo.



DON'T overlap logo.



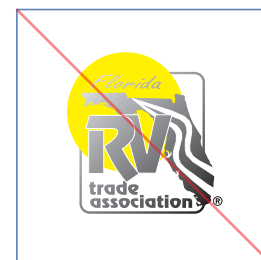
DON'T use unapproved colors.



DON'T add glow effects.



DON'T skew logo.



DON'T use a gradient.



SuperShow Logo



20/92/100/10
184/55/38
PMS 180 C



1/37/90/0
248/171/53
PMS 137 C



1/15/67/0
253/214/111
PMS 127 C



83/78/1/1
73/81/159
PMS 7670 C



100/88/27/12
33/59/115
PMS 661 C



Logo Clearspace

To ensure legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.



Logo Font

The original typeface used in this logo is called **Belwe Condensed**. This font should always be visually kerned, so that all letters and numbers are equally distributed without any awkward gaps.



Approved Variations



Main Version



Main Version on Color Background



Official Program Version



Official Program Version on Color Background

Logo Don'ts



DON'T rotate logo.



DON'T add graphic effects.



DON'T crop logo.



DON'T squish or stretch logo.



DON'T overlap logo.



DON'T use unapproved colors.



DON'T add glow effects.



DON'T skew logo.



DON'T use a gradient.

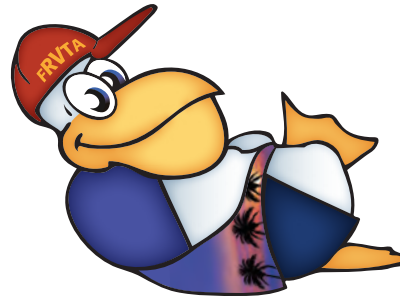
Roadie Variations

Roadie is the official FRVTA mascot. He was born-and-raised in the great state of Florida making him a native Floridian. When he was a little chick, his family packed up the nest and left Pelican Island to travel Florida in a RV. He has a wealth of knowledge and experience about RVing in Florida.

Roadie will always be found wearing his tropical shirt, and a red FRVTA hat.



Roadie Facing Forward



Roadie Facing Right



Roadie Pointing Right



Roadie With Sunglasses



Roadie Facing Left



Roadie Pointing Left

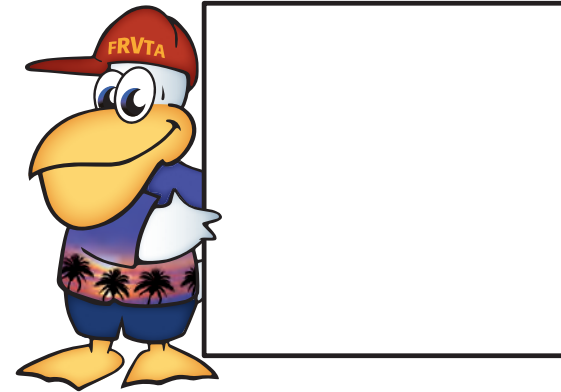




Roadie Arrow Right



Roadie Computer Right



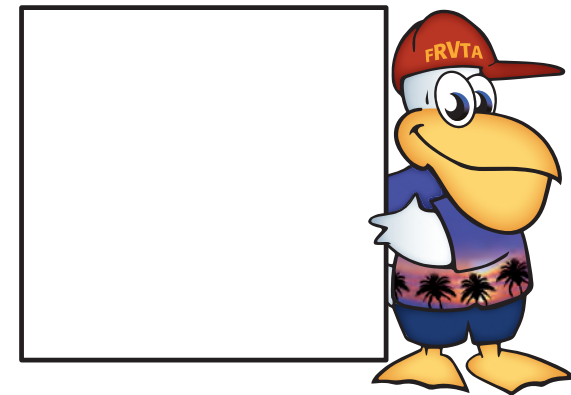
Roadie Sign Right



Roadie Arrow Left



Roadie Computer Left



Roadie Sign Left

RVers Guide Logo



100/86/27/2
34/69/127
PMS 7687 C



0/71/76/0
243/111/74
PMS 164 C

*Please Note: Colors of RVers Guide logo
will be pulled from photography
to compliment cover of RVers Guide magazine.*

Logo Clearspace

To ensure legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.



Logo Fonts

Original typefaces used in this logo are **Gotham Bold** and **Chasing Embers One**.



Approved Variations



Main Color Version for use on white background.



Color Version for use on color background.



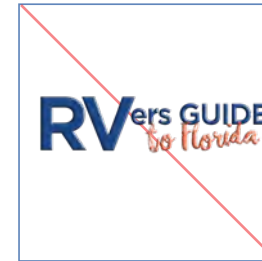
Magazine Version for use on color or photographic background.

Color of 'The Official [DATE]' and 'to Florida' will be pulled from photography to compliment cover of magazine.

Logo Don'ts



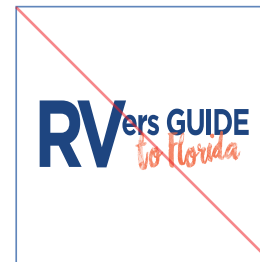
DON'T rotate logo.



DON'T add graphic effects.



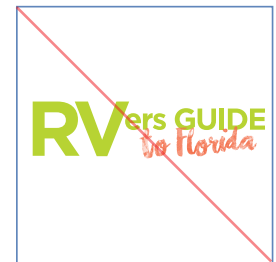
DON'T outline font.



DON'T squish or stretch logo.



DON'T separate logo.



DON'T use unapproved colors.



DON'T add glow effects.



DON'T skew logo.



DON'T use a gradient.

Fonts

FRVTA uses Gotham as its primary font family. It should be used in all materials to maintain consistency in our messaging and branding. Chasing Embers is to be used as a secondary font as an accent only.

Gotham

Gotham Book
Gotham Book Italic
Gotham Medium
Gotham Medium Italic
Gotham Bold
Gotham Bold Italic
Gotham Black
Gotham Black Italic

A simple sans-serif font can be substituted if necessary; such as, Montserrat, available on Google Fonts.

Chasing Embers

chasing embers one
CHASING EMBERS TWO



Colors

FRVTA is bright, vibrant and colorful just like Florida. Our color palette is not limited to this selection; however, these are additional approved colors to use.



100/86/27/2
34/69/127
PMS 7687 C



65/17/28/0
87/169/179
PMS 7709 C



71/33/19/0
77/143/177
PMS 7696 C



65/42/7/0
98/135/186
PMS 7682 C



87/51/0/0
12/115/187
PMS 285 C



77/50/15/11
66/109/153
PMS 7683 C



20/92/100/10
184/55/38
PMS 180 C



0/71/76/0
243/111/74
PMS 164 C



1/37/90/0
248/171/53
PMS 137 C



51/12/84/0
139/180/90
PMS 367 C



60/63/8/0
121/107/105
PMS 7676 C



1/15/67/0
253/214/111
PMS 127 C

Photographic Style

Our photography should communicate our brand while also promoting the experiences and the wonder of the Florida RV lifestyle. It is a key tool for showing our diverse and dynamic community. It captures all regions of Florida and connects with people in ways that words alone can't.

We use a square grid of photos to showcase Florida's diversity. Grids of photos never overlap or have photoshopped effects. Mixing photos of recreational vehicles with Florida experiences across all regions is the best way to convey our vision.

Make sure all photos speak to the beauty, grandeur and magic of the state of Florida.

Guidelines

- Must be 300 dpi at the size expected to print to maintain integrity of the photos.
- Must use imagery that is not visibly dated.
- Must only use images that are from Florida – unless utilized within Region 10 in the RVers Guide.
- Must depict attractions that are open to the public/places you can visit.
- Use transparent color box (from approved color palette) over photos to make copy/logos pop.

Recommendations

- Apply attribution from photographer or Include where image is from.
- Identify location wherever feasible and/or appropriate.





Photo courtesy of GoRVing.com

Photo courtesy of GoRVing.com

RESOURCES

Download FRVTA Resources on Dropbox.

Logos & Fonts

FRVTA Logos (Vector EPS, PDF, High Resolution JPG & Transparent PNG)

www.dropbox.com/sh/tmlpf38l32fr6bs/AAD2waShFEWZloFzi7PPU0yya?dl=0

Roadie Variations (Vector EPS, PDF, High Resolution JPG & Transparent PNG)

www.dropbox.com/sh/sbbzkqz11zgck86/AACvl2ZOzHg3lwnhjAq3zaqYa?dl=0

FRVTA Fonts

www.dropbox.com/sh/8gb49jzpenxzdys/AAD02elsGrzJ2aMdGxd68eQma?dl=0



Photography

FRVTA Image Database

Our image database has been carefully selected to represent all regions of Florida, and it is updated annually. All images are royalty-free for commercial use.

www.dropbox.com/sh/djy8b5q474fid6f/AAAO3nO7hChlvplweQdOrn15a?dl=0

