





Florida RV trade association®

BRAND STANDARDS








Florida
RV
trade association®

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
Certified RV Service Center Logo 15
Regional Show Badge 15
RVers Guide Logo 16
Fonts 18
Colors 19
Photographic Styles 20
Resources 22





Photo courtesy of GoRVing.com

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:



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

- 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

- 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

- 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

- 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

- 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

- 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 distrubuted without any awkward gaps.





Approved Variations



Main Version



Main Version on Color Background



Official Program Version



Offician 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.

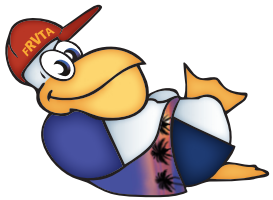
Roadie Variations

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 Computer Right



Roadie With Sunglasses



Roadie Facing Left



Roadie Pointing Left



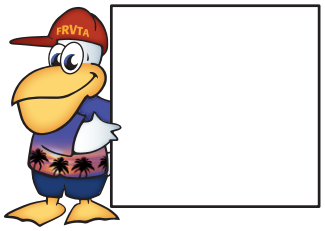
Roadie Computer Left



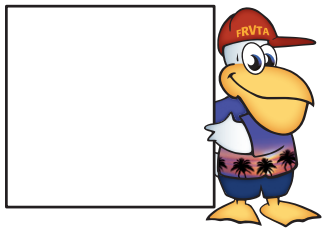
Roadie Arrow Right



Roadie Arrow Left



Roadie Sign Right



Roadie Sign Left

Regional Show Badge

For consistency, all regional ads appearing in the RVers Guide to Florida will display this badge to promote their regional show. The badge will include the dates and name of the show in the open blue area, see below for more information.

Example Layout Showing Regional Information

Fonts shown are Gotham Black and Gotham Book.

March 4-7
Ocala RV Show





RVers Guide Logo

RVers GUIDE to Florida

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 **Passengers Script**.

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. Passengers Script 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 Black
Gotham Ultra
Gotham Ultra Italic

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

Passengers Script

Passengers Script

This font can be downloaded FREE at:
https://befonts.com/passengers-script-font.html

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.







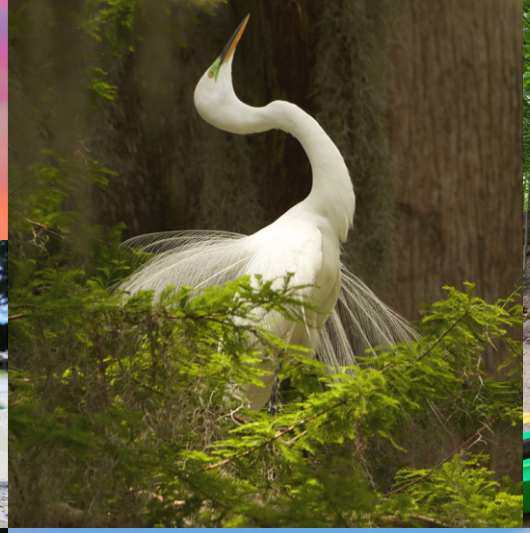
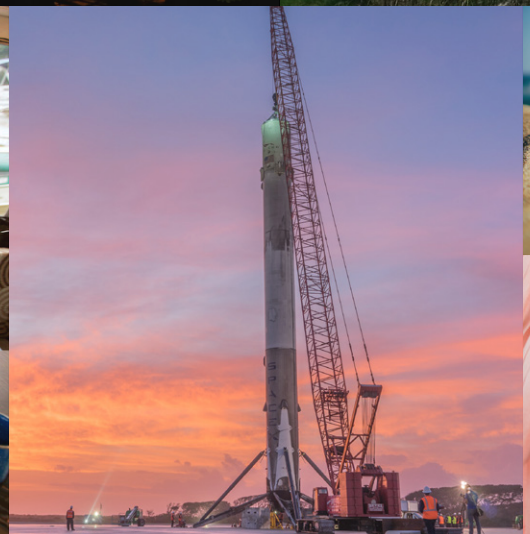



Photo courtesy of GoRVing.com






Photo courtesy of GoRVing.com









RESOURCES

Download FRVTA Resources on Dropbox.

Logos & Fonts

FRVTA Logos (Vector EPS, PDF, High Resolution JPG & Transparent PNG)
https://www.dropbox.com/sh/4jpz2pra9l2qz5n/AAAH2AbJ8DbrT5sXH_owcEtaa?dl=0

Roadie Variations (Vector EPS, PDF, High Resolution JPG & Transparent PNG)
https://www.dropbox.com/sh/4jpz2pra9l2qz5n/AAAH2AbJ8DbrT5sXH_owcEtaa?dl=0

FRVTA Fonts
https://www.dropbox.com/sh/pdyt4rh4n4j9rhz/AACtLwVbNwWgaGCjrmdeAruQa?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.

https://www.dropbox.com/sh/8od3mabezfp516h/AABp771Jdj2Rv6UvPV-cRT2Ya?dl=0

Member Logos & Media Kit

Advertising Resources (Vector Logo PDFs) and requirements are available on our website at:

www.frvta.org/members/httpfrvta-wpengine-comwp-content/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