



CAMPAIGN GUIDELINES





FOUND IN MIAMI

THE NEW "FOUND IN MIAMI" CAMPAIGN HAS BEEN DESIGNED TO BE A MULTIYEAR, MULTIPURPOSE BRAND CAMPAIGN. IT IS NOT A STAND-IN FOR THE MIAMI BRAND AND DOES NOT NEED TO BE USED UBIQUITOUSLY FOR ALL MIAMI COMMUNICATIONS. IT DOES, HOWEVER, REPRESENT A DISTINCT SHIFT IN HOW GREATER MIAMI CONVENTION & VISITORS BUREAU PRESENTS MIAMI TO THE WORLD. THE CAMPAIGN STANDS FOR THE GMCVB'S UNDERSTANDING THAT THE WORLD IS SHRINKING – THAT VISITORS TO MIAMI ARE MORE WORLDWIDE, AND THAT THEY DEMAND NEW EXPERIENCES AND FLAVORS FROM THEIR TRAVELS.

GREATER MIAMI ALREADY HAS THESE EXPERIENCES AND FLAVORS, AND WE ARE EXCITED TO SHARE THEM.

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IN THE MATERIALS THAT FOLLOW, YOU WILL FIND AN OVERVIEW OF OUR NEW CAMPAIGN – ITS LOOK, FEEL AND TONE – AS WELL AS SOME GUIDELINES AS TO HOW YOU CAN HELP BRING THE CAMPAIGN TO LIFE.

ORIGINS

THE "FOUND IN MIAMI" CAMPAIGN WAS CREATED FROM THE DESIRE TO PRESENT MIAMI AS THE ULTIMATE SOUL-STIRRING EXPERIENCE.

ITS ENERGY EMBOLDENS YOUR SENSES, YOUR YEARNINGS, YOUR CREATIVITY – AND REVEALS A WHOLE NEW SIDE OF YOU.



**VISUAL
GUIDELINES**

'FOUND IN MIAMI' LOGO

THE "FOUND IN MIAMI" LOGO HAS BEEN CREATED TO SPECIFICALLY SERVE THE NEW BRAND CAMPAIGN "FOUND IN MIAMI." IT IS TO BE USED AS A STAND-ALONE LOGO IN ALL CAMPAIGN WORKS, NOT TO REPEAT MIAMI BRANDING WITH THE OFFICIAL LOGO.



CLEAR SPACE AND MINIMUM SIZE

DEFINING A CLEAR SPACE ALLOWS US TO KEEP THE "FOUND IN MIAMI" LOGO CLEAR OF ANY GRAPHIC ASSETS TO MAXIMIZE IMPACT.

A THE CLEAR SPACE IS EQUAL TO $\frac{1}{2}$ OF THE WIDTH OF "M." FOR LEFT SIDE, IT IS THE SAME WIDTH OF "M."

B THE MINIMUM HEIGHT OF THE LOGO IS 100px.



A



B

COLOR PALETTE

PRIMARY PALETTE

<p>PRIMARY 1 R254 G173 B185 C0 M37 Y9 K0 HEX FEADB9</p>	<p>R255 G234 B237 C2 M6 Y2 K0 HEX FFEAED</p>	<p>PRIMARY 2 R28 G171 B204 C72 M7 Y8 K1 HEX 1CABCC</p>	<p>R189 G229 B238 C00 M3 Y4 K0 HEX BDEEEF</p>	<p>WHITE R255 G255 B255 C0 M0 Y0 K0 HEX FFFFFFFF</p>	<p>R249 G249 B249 C2 M1 Y1 K0 HEX F9F9F9</p>
	<p>R247 G199 B208 C2 M10 Y3 K0 HEX F7CDD0</p>		<p>R129 G204 B223 C38 M1 Y4 K0 HEX 81CCDF</p>		<p>R34 G34 B34 C81 M76 Y72 K43 HEX 222222</p>
	<p>R105 G110 B120 C31 M59 Y35 K3 HEX A56E78</p>		<p>R17 G22 B26 C51 M27 Y20 K13 HEX 117A92</p>		

THE PRIMARY COLORS SYMBOLIZE THE BRIGHT COLORS OF MIAMI'S GEOGRAPHICAL CHARACTERISTICS.

PRIMARY PALETTE
COLOR 1 AND 2 ARE PRIMARY COLORS.

SECONDARY PALETTE
THE SECONDARY COLOR PALETTE IS ONLY FOR DIGITAL USE.

ENSURE THE CORRECT SPECIFICATIONS FOR PRINT ARE USED TO ACHIEVE COLOR CONSISTENCY.

SECONDARY PALETTE DIGITAL USE ONLY

<p>SECONDARY 1 R255 G109 B255 C0 M64 Y56 K0 HEX FF6D5C</p>	<p>SECONDARY 2 R69 G134 B255 C63 M38 Y0 K0 HEX 4586FF</p>	<p>SECONDARY 3 R208 G232 B105 C19 M0 Y65 K0 HEX D0E869</p>	<p>SECONDARY 4 R254 G48 B80 C63 M38 Y0 K0 HEX FE3050</p>	<p>SECONDARY 5 R112 G102 B210 C67 M51 Y0 K0 HEX 7066D2</p>
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✔ CORRECT USAGE

COLOR VARIANTS

A THIS LOGO IS PREFERRED, BECAUSE IT WILL STAND OUT AGAINST THE COLORFUL VISUAL LANGUAGE OF THE CAMPAIGN

B 1-5 OUR PRIMARY LOGO WHITEOUT OUR PRIMARY LOGO WHEN USED ON FULL COLOR BACKGROUNDS OR IMAGERY.



A



B-1



B-2



B-3



B-4



B-5

✘ INCORRECT USAGE

COLOR VARIANTS

A DO NOT USE SOLID BLACK BACKGROUND COLOR.

B DO NOT USE WHITE LOGO ON LIGHT BACKGROUND.

C DO NOT USE BLACK LOGO ON COLOR BACKGROUND.

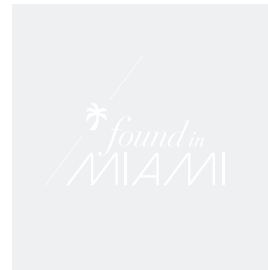
D DO NOT ADD DROP SHADOW ON A SOLID COLOR BACKGROUND UNLESS THE LOGO NEEDS TO STAND OUT FROM BACKGROUND PHOTOGRAPHY.

E DO NOT USE PATTERNED OR TEXTURED BACKGROUND.

F DO NOT APPLY COLORS TO THE LOGO, AND DO NOT USE COLOR LOGO ON TOP OF COLOR BACKGROUND OR PHOTOGRAPH.



A



B



C



D



E



F



TYPOGRAPHY TREATMENT

THE "FOUND IN MIAMI" CAMPAIGN USES TWO TYPEFACES: NEUTRAFACE 2 TEXT BOLD AND ADOBE CASLON PRO.

NEUTRAFACE 2 TEXT BOLD

- HEADLINES
- TYPOGRAPHIC
- ILLUSTRATION
- UPPERCASE

ADOBE CASLON PRO

- BODY COPY
- CONTENT
- INFORMATION
- SENTENCE CASE

WEB FONT (ALT FOR NEUTRAFACE 2)

- REEM KUFİ (GOOGLE WEB FONT)

HEADLINE FONT

**NEUTRAFACE 2
TEXT BOLD**

150 pt. Letter Spacing

BODY COPY FONT

Adobe Caslon Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789



DIRECTION

WE WANT TO CAPTURE THE SOUL AND ESSENCE OF THE GREATER MIAMI AREA. THIS MEANS KEEPING PHOTOGRAPHY AS AUTHENTIC AS POSSIBLE – NOTHING OVERLY POSED OR HYPERSTYLIZED. OUR EYE IS TO BE A STAND-IN FOR THE TRAVELER, CAPTURING SCENES AND DETAILS THAT MAKE MIAMI UNIQUE.



PEOPLE



PLACES



DETAILS



HOW TO USE

USE THESE FEW SIMPLE GUIDELINES TO STICK TO THIS LOOK AND FEEL:

- ASK YOURSELF IF YOUR IMAGE REVEALS A HIDDEN PART OF THE CITY FEW PEOPLE KNOW ABOUT.
- DOES YOUR IMAGE SHOW A PART OF THE CITY FROM A NEW ANGLE (I.E., YOU'VE NEVER SEEN A PHOTO LIKE IT)?
- AVOID MARKETING CLICHÉS LIKE STAGED IMAGES, IMAGES WITH MODELS AND IMAGES SHOWING ONLY ONE DEMOGRAPHIC.
- AVOID INSTAGRAM CLICHÉS LIKE SELFIES AND BIRD'S-EYE PHOTOS.
- FEATURE GENUINE EMOTIONS, CANDID BUT IN-FOCUS PHOTOS AND SMALL DETAILS.
- FEEL FREE TO FEATURE MIAMI-BASED PHOTOGRAPHERS (AND CREDIT THEM)! GMCVB IS ESTABLISHING RELATIONSHIPS WITH SOME MIAMI-BASED PHOTOGRAPHERS BECAUSE WE BELIEVE OUR LOCALS SHOW OFF THE CITY AT ITS BEST.

**This image was sourced from the @freehandmiami instagram handle.*





**VIVACIOUS.
THOUGHTFUL.
CREATIVE.**

THESE ARE QUALITIES GMCVB IS AIMING TO CAPTURE THROUGH THE WAY WE SPEAK WITHIN OUR "FOUND IN MIAMI" CAMPAIGN. ON THE NEXT FEW PAGES ARE SOME EXAMPLES OF HOW THIS TONE TRANSLATES TO OUR OWN CAMPAIGN CONTENT.

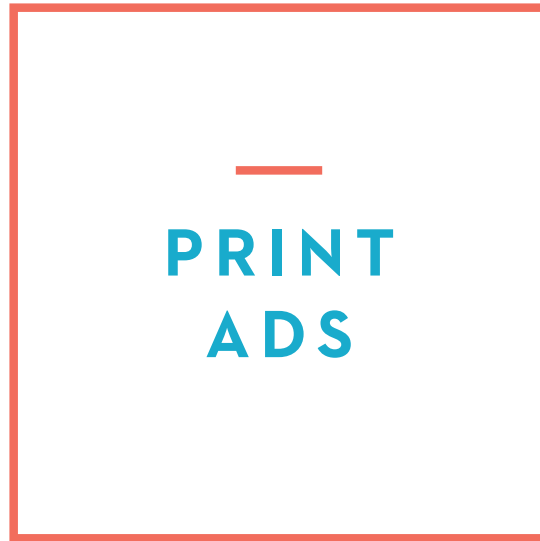


VOICE & COPY

WE WANT TO REVEAL THE DEEPER, MORE SOULFUL SIDE OF THE CITY THAT MAY SURPRISE TRAVELERS. TO DO THIS, WE TRY TO BE A LITTLE MORE POETIC, A LITTLE MORE ELEVATED IN HOW WE SPEAK.

HERE ARE A FEW THOUGHTS TO KEEP IN MIND:

- AVOID SPEAKING IN MIAMI CLICHÉS OR USING CLICHÉD MIAMI ADJECTIVES OR ADJECTIVES THAT MIGHT SOUND YOUNG OR JUVENILE: **SEXY, HOT, SUNNY, COOL, SUPER, YUMMY.**
- INSTEAD LOOK FOR RICHER, MORE DESCRIPTIVE AND SENSORY LANGUAGE, OR LANGUAGE THAT REVEALS AN EMOTIONAL BENEFIT FOR THE TRAVELER: **SENSUAL, SAVORY, SOUL-STIRRING, THOUGHT-PROVOKING, TIMELESS.**
- THIS APPLIES TO VERBS, TOO. ALONG WITH SIMPLE CALL-TO-ACTIONS LIKE **RELAX, EAT** AND **FIND**, TRY TO USE VERBS THAT SPEAK TO A DEEPER LEVEL OF EXPERIENCE LIKE **DISCOVER, BASK** OR **EXPLORE.**
- **ALSO AVOID PUNS, SLANG OR COLLOQUIALISMS** THAT MIGHT FEEL YOUNG OR JUVENILE (SUCH AS REFERRING TO THE CITY AS "THE 305").
- TRY TO FIND THE MOST **EVOCATIVE WAY** TO DESCRIBE THE EXPERIENCE YOU ARE SHOWING OFF TO THE WORLD.



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**PRINT
ADS**

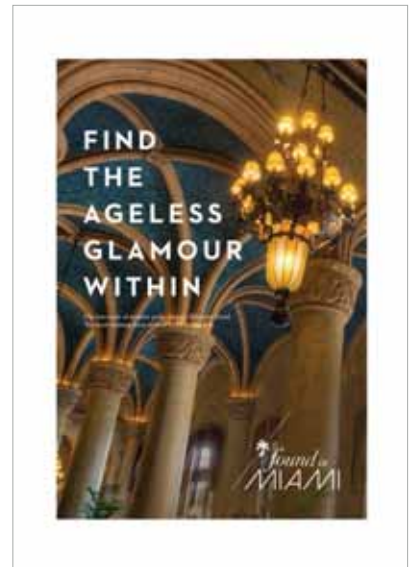
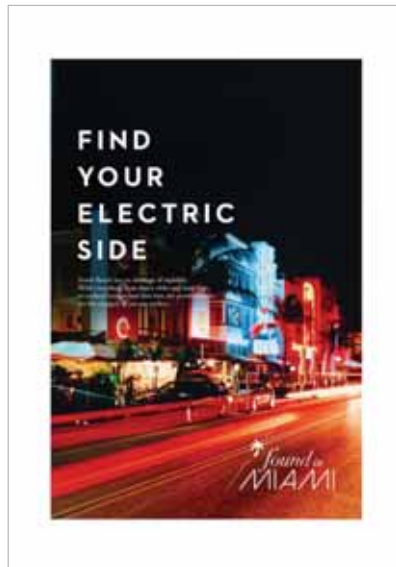
ONE PAGE VER.1

THIS IS THE APPROVED LAYOUT FOR HEADLINE-DRIVEN PRINT ADS. THIS DESIGN ALLOWS FOR MORE ELABORATE COPY TO TELL A BROADER STORY ABOUT AN ASPECT OF THE CITY. PHOTOGRAPHY IN THIS VERSION SHOULD FOCUS ON WIDER SHOTS WHERE WE SEE MORE SCENE CONTEXT.



ONE PAGE VER.1

EXAMPLES



ONE PAGE VER.2

THIS IS THE APPROVED LAYOUT FOR LOGO-DRIVEN PRINT ADS. THIS DESIGN FOCUSES ON CLOSE-UP MICRO-MOMENTS TO BE FOUND IN THE CITY, WITH SHORTER, SIMPLER COPY TO REINFORCE THE "FOUND IN MIAMI" TAGLINE AND LOCKUP.



ONE PAGE VER.2

EXAMPLES



TWO PAGE SPREAD

IN THE EVENT OF RUNNING A SPREAD AD, WE WILL PAIR THE TWO PRINT LAYOUT VERSIONS TOGETHER OVER A SINGULAR IMAGE WITH THE CAMPAIGN URL.





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**DIGITAL
BANNERS**

DIGITAL BANNERS

THE FOLLOWING ARE APPROVED LAYOUTS FOR ONLINE ADVERTISING, BASED ON STANDARD BANNER SIZES. OUR DEFAULT CALL-TO-ACTION IS "EXPLORE MORE" UNLESS DRIVING DIRECTLY TO BOOKING, IN WHICH CASE "BOOK NOW" SHOULD BE USED.

EXAMPLE - 4 STANDARD SIZE



STANDARD 300X250

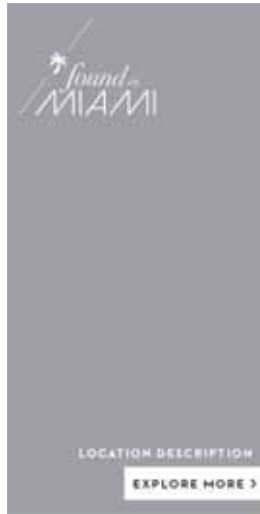


EXAMPLES



STANDARD 300X600

EXAMPLES



STANDARD 728X90

THE WIDTH OF THE "FOUND IN MIAMI" LOGO IS 179px.
PROVIDED IN PSD, JPEG AND PNG.
THE BACKGROUND HEX CODE IS #F9F9F9.



EXAMPLES



STANDARD MOBILE 320X50

THE WIDTH OF THE "FOUND IN MIAMI" LOGO IS 103px.
PROVIDED IN PSD, JPEG AND PNG.
THE BACKGROUND HEX CODE IS #F9F9F9.



EXAMPLES





CAMPAIGN HASHTAG BASICS

- **UTILIZE THE #FOUNDINMIAMI HASHTAG FOR ALL DISCOVERABLE, ENGAGING, EXCLUSIVE NEIGHBORHOOD CONTENT MOVING FORWARD.** AS THE LARGER CAMPAIGN FOCUSES ON THE UTILITY OF DISCOVERING NEIGHBORHOODS, ACTIVITIES AND MOMENTS IN MIAMI AND CAN HELP PUSH A BROADER CONVERSATION.
- **ATTACH 1 TO 2 POPULAR HASHTAGS TO RELEVANT CONTENT DURING EVENTS OR LARGER INITIATIVES** ON TWITTER AND INSTAGRAM TO EXPAND REACH OF BRAND CONTENT WITHIN POPULAR CONVERSATION (e.g., #SOBEWFF, #MIAMIARTWEEK).
- **UTILIZE NEIGHBORHOOD HASHTAGS WHEN RELEVANT TO CONTENT** ON TWITTER AND INSTAGRAM TO EXPAND PERCEPTION AND KNOWLEDGE OF EXTENDED AREAS WITHIN DESTINATION CONVERSATION (e.g., #WYNWOOD, #BRICKELL).

#FOUNDINMIAMI

USING #FOUNDINMIAMI

BRAND HASHTAGS ARE DIFFICULT FOR USERS TO ADOPT UNLESS THERE IS A CLEAR PURPOSE OR UTILITY. GMCVB BELIEVES PARTNERS SHOULD TAKE AN OVERARCHING LOOK AT WHAT HASHTAGS THEIR BRAND UTILIZES, AND ZERO IN ON THE HASHTAGS WITH THE MOST ADOPTION AND CONVERSATION PROBABILITY.

AS PART OF OUR NEW CAMPAIGN, GMCVB WILL SCALE BACK OUR OWN HASHTAG USAGE TO PROMOTE ONE CORE HASHTAG, **#FOUNDINMIAMI**.

WHEN?	<ul style="list-style-type: none"> • CONTENT THAT ASSISTS CONSUMERS IN DISCOVERING LESSER-KNOWN "HIDDEN GEMS" ABOUT YOUR ATTRACTION OR PROPERTY • CONTENT THAT TELLS A PIECE OF YOUR ATTRACTION/PROPERTY/VENUE STORY THAT IS UNIQUE AND INTRIGUING • CONTENT THAT DISPLAYS AN INTRIGUING OR UNIQUE GUEST EXPERIENCE OR STORY, ELEVATED PAST A TRADITIONAL TESTIMONIAL
WHERE?	<ul style="list-style-type: none"> • INSTAGRAM • TWITTER • PINTEREST • AVOID USING ON FACEBOOK, WHERE HASHTAGS HAVE LITTLE VALUE AND CLICK-ORIENTED POSTS ARE COMMON.
WHY?	<ul style="list-style-type: none"> • HELPS DEEPEN THE STORY OF WHAT CAN BE DISCOVERED IN MIAMI AND BROADEN PERCEPTIONS OF THE CITY.

SOCIAL FILM CONTENT PILLARS

THE UNDISCOVERED	CELEBRATION	SUBTLE BEAUTY	HEARTBEAT
<ul style="list-style-type: none"> ·UNEXPECTED PLACES TO SEE (EG. REDLANDS) ·THINGS TO DO THAT WILL EXPAND YOUR HORIZON/MIAMI EXPERIENCE (EG. FROST SCIENCE MUSEUM) ·HIDDEN GEMS OF MIAMI 	<ul style="list-style-type: none"> ·MIAMI LOCALS WITH AN INTERESTING STORY (EG. AVRA JAIN) ·UNIQUE MIAMI THINGS (EG. CAFECITOS, 305 TATTOOS) 	<ul style="list-style-type: none"> ·LANDSCAPES ·ARCHITECTURE ·ART ·CAPTURE UNUSUAL ANGLES, PRETTY DETAILS 	<ul style="list-style-type: none"> ·EVENTS THAT SHOW OFF A MULTICULTURAL NEIGHBORHOOD ·MIAMI-ONLY EVENTS (EG. ART BASEL, ULTRA) ·EVENTS RELATED TO ART, MUSIC, CULTURE ·CAPTURE CANDID AND HUMAN MOMENTS, ALWAYS

EXAMPLES

HOTEL



♥ katiemarieg and 71 others

miamiandbeaches Find your eye for lush Art Deco in Miami Beach. #FoundinMiami #artdeco #MiamiBeach

RESTAURANT/ATTRACTION



♥ katiemarieg and 71 others

miamiandbeaches #Wynwood, where art galleries are as colorful outside as in. #FoundinMiami #graffiti

LOCAL EVENT



♥ katiemarieg and 71 others

miamiandbeaches Why not venture to #Homestead to find your inner culture seeker? #FoundinMiami #latindance #calleocho

Hotel Content Filter:

- #FoundinMiami hashtag
- 1 neighborhood hashtag
- 1 other relevant hashtag (event/interest/person/etc.)

Restaurant/Attraction Content Filter:

- #FoundinMiami hashtag
- 1 neighborhood hashtag
- 1 other relevant hashtag (event/interest/person/etc.)

Local/Event Content Filter:

- #FoundinMiami hashtag
- 1 neighborhood hashtag
- 1 to 2 other relevant hashtags (event/interest/person/etc.)

SAMPLE POSTS



miamiandbeaches #Wynwood, where art galleries are as colorful outside as in. #FoundinMiami #graffiti



miamiandbeaches What unexpected things will you find in Miami? Show us with #FoundinMiami



miamiandbeaches Journey beyond the beat and find your love of heritage. #FoundinMiami