



VERO BEACH

REGIONAL AIRPORT

OPPORTUNITY ABOVE AND BEYOND



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WELCOME TO THE VERO BEACH REGIONAL AIRPORT

Our Vision

A vibrant, forward-looking regional airport serving the aviation industry and the general public; an airport that contributes to our local economy while honoring our historic and natural heritage.

Mission Statement

The mission of the Airport is to provide safe and efficient aviation facilities and associated services to both commercial and non-commercial users, while operating in harmony with the community's quality of life goals.



The Future of the Airport

In 2016, the City completed an Airport Master Plan that projects a vibrant airport that will meet the needs of the entire region along the Treasure Coast from southern Brevard county to Martin County.

The airport operating environment has dramatically evolved over the past 20 years and now includes commercial airline service and several growing FBOs. In addition, Piper Aircraft is experiencing exceptional success and growth, a new bank has located at the airport, a new brewery has located on airport property which creates craft beer serving over 200 restaurants, and 2 hotels within 2 miles are scheduled to be completed within 2 years.



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LOGO USAGE

HORIZONTAL

FULL COLOR BRANDMARK

The preferred version of the horizontal Vero Beach Regional Airport logo is full color and should be used whenever possible. As the centerpiece of the visual identity, the Vero Beach Regional Airport logo is designed to clearly communicate the brand wherever it appears. It is flexible enough to be used across a variety of media and is unique to the Vero Beach Regional Airport.



ONE COLOR BRANDMARK

The brandmark may also appear in black only when color is not available.



REVERSE BRANDMARK

The brandmark may also appear in white on solid or simple backgrounds. When possible place the reverse brandmark on an approved brand color.



LOGO USAGE

STACKED

FULL COLOR BRANDMARK

The preferred version of the stacked Vero Beach Regional Airport logo is full color and should be used whenever possible. As the centerpiece of the visual identity, the Vero Beach Regional Airport logo is designed to clearly communicate the brand wherever it appears. It is flexible enough to be used across a variety of media and is unique to the Vero Beach Regional Airport.



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LOGO CLEAR SPACE AND SIZE

To preserve the integrity of the Vero Beach Regional Airport identity in all applications, it is important to keep the area immediately surrounding the logo, or clear space, free of visually competing typography or graphics.

CLEAR SPACE

The minimum clearance around the logo should be scaled to equal the height of the “V” extending out from the logo.

MINIMUM SIZE

To maintain readability and brand impact, the overall logo should never appear smaller than 1” measured horizontally. The secondary logo should never appear smaller than 0.5” measured horizontally.



INCORRECT LOGO USAGE

The Vero Beach Regional Airport logo should not be altered, redrawn or modified in any way. To maintain its integrity and visibility, the logo should not be applied to a background color, texture or pattern that does not offer sufficient contrast for legibility.

When designing materials, be judicious in combining the brandmark with other graphic elements. Improper use dilutes the brand value. The preceding examples are of how NOT to use the brandmark.



DO NOT
Change the
logo colors



DO NOT
Rotate logo



DO NOT
Skew logo



DO NOT
Use special
effects



DO NOT
Use a background that
competes with the logo



DO NOT
Attempt to create
the logo manually



DO NOT
Separate the parts
of the logo



DO NOT
Alter the proportions
of the logo

COLOR PALETTE

The brand color palette has been developed for Vero Beach Airport (VRB). The color palette positions VRB as a trusted, reliable airport with historic and natural heritage. Clean white space should be used in Vero Beach Regional Airport branding.

The core color palette can be used as solids or to create gradients required in all full color communications. To maintain a consistent and strong brand, use these colors for all brand communications.

Desktop Printing

For applications of the Vero Beach Regional Airport colors that will be printed on a desktop color printer or printed digitally, use the CMYK build. RGB colors may also be suitable for low-resolution printing on personal inkjet or laser printers.

On-Screen Applications

For any on-screen use including, but not limited to, PowerPoint, video production, and software applications please use the RGB build.

Web Applications

Due to the fluctuation between browsers and platforms, Web colors are seldom the same as RGB. The Vero Beach Regional Airport Web colors has been selected as the closest equivalents.

CMYK: 98/85/36/27
RGB: 30/53/94
HEX: #1e355e



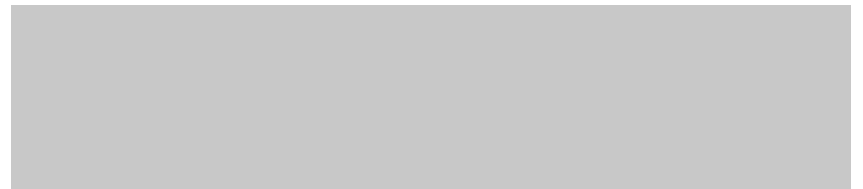
CMYK: 43/41/45/5
RGB: 33/173/228
HEX: #958a82



CMYK: 08/25/46/0
RGB: 232/192/145
HEX: #e8c091



CMYK: 21/16/17/0
RGB: 200/200/200
HEX: #c8c8c8



TYPOGRAPHY

Calibri is the featured typeface for the Vero Beach Regional Airport brand. Below is a guideline that explains how to use the different styles of the typeface.

Calibri

HEADING TYPEFACE

Variations of the Calibri typeface should be used in headlines. Use variations of the family to add interest to layout.

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Italic

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bold Italic

APPROPRIATE PHOTOGRAPHY

Professional or stock photography is preferred in major external communications materials and tools, such as brochures, websites, signage, and advertising. Color photos are preferred to showcase the vibrancy of the airport and its amenities. Black and white and sepia photos can be used to reference the airport's rich history. As needed, team members can take and use photographs in social media posts to showcase current activities at the airport.

Staged photos should be avoided and every effort should be taken to ensure authenticity. It's important to look for photos that complement the overall Vero Beach Regional Airport brand.

Photos should tell a story and include a diverse mix of people and families. Below are considerations to keep in mind when taking or selecting imagery:

SAFE

RELIABLE

FRIENDLY

VIBRANT



INAPPROPRIATE PHOTOGRAPHY

The following are examples of images that may not represent the Vero Beach Regional Airport brand and should be avoided. Images should not be staged, unnatural, stereotypical, dated or consist of graphics or artwork. Common imagery should be avoided.

AVOID

Images with odd graphics and unnatural symbols.

Images that are digitally enhanced.

Cartoon drawings.

Stereotypical images with staged settings.

Images that look outdated.

Images that are unclear and don't show a particular purpose.

Using images that are frequently used.





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