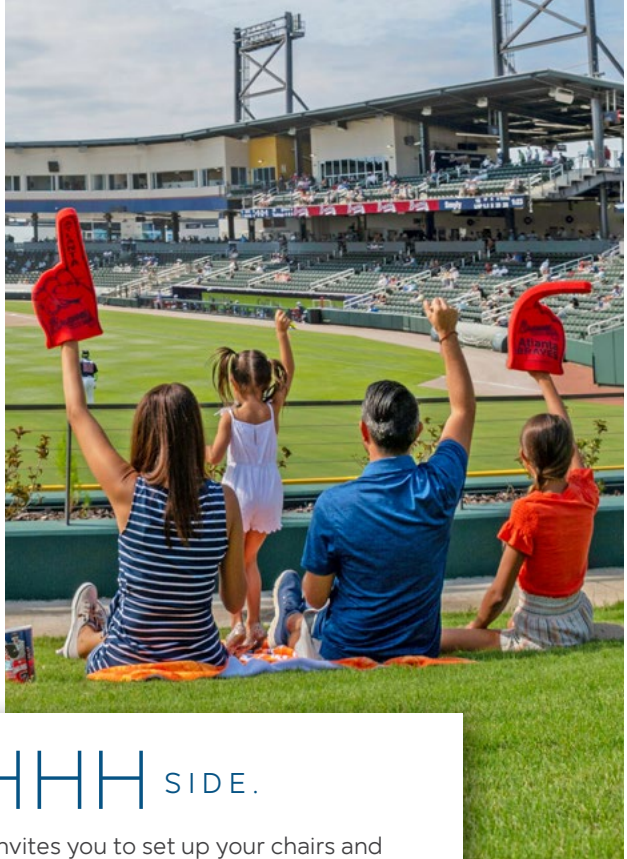


# 2023 BRAND GUIDE



VISIT  
*Sarasota*  
beaches and beyond





## THE AHHHH SIDE.

Pristine white sand, soft as a pillow, invites you to set up your chairs and umbrellas. This is your spot. Your little moment away from the world. Gentle emerald Gulf waters lap the shoreline. Cool. Inviting. Calling "Come. Play."



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# The Visit Sarasota Brand

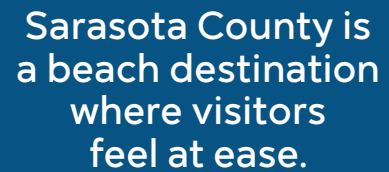
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## Brand position

Relaxed. A word that can describe most any beach destination. Yet in Sarasota, that word takes on a whole new dimension. It transcends beyond “rest” and attributes itself to an emotion. Visitors stated time and time again that compared to other beach destinations, Sarasota felt more inviting—a place where they were welcomed and free to vacation as they pleased without pressure to fit in or adhere to a schedule.

That small differentiator has an enormous impact on visitor appeal. Every vacationer has visions of arriving at a destination, setting down their bags and letting the world stop for a few days. However, that’s seldom the case. There’s a checklist of places to go. Questions of “Will I fit in?” Wondering if they are experiencing the most of their vacation. Sarasota alleviates those pressures. It’s an open book. One day at a time. Do ... or don’t. Visitors here truly make their time here their own. Sarasota is a vacation not only of body, but of spirit.

In short, Sarasota is a place visitors feel at ease.



**Sarasota County is  
a beach destination  
where visitors  
feel at ease.**

## Brand application

Translating the brand position from the abstract to something tangible is not a simple task. While “at ease” is the message of the brand, it is unspoken. Rather, “at ease” is expressed through soft, colorful imagery that communicates relaxing, peaceful moments throughout Sarasota County. Copy is expressive, light-hearted and in few words creates a voice that invites rather than tries to detail and describe. We aren’t trying to tell visitors our version of Sarasota; we are inviting them to make Sarasota part of their story.

The Sarasota visitor is intelligent and sophisticated. Brand executions should allow room for visitors to interpret the message in their own way. They’ll get it.



# Supporting the brand through research

Between August 2015 and September 2016, surveys and focus groups were conducted with both previous visitors to Sarasota and potential first-time visitors. In addition, similar studies were performed with local residents, community leaders and travel industry partners.

The studies were conducted in proven Sarasota-interest markets of New York City, Chicago and Washington D.C. Local participants were interviewed in Sarasota.

These studies served as discovery for what differentiates Sarasota and as testing for conceptual executions of marketing materials.

An executive summary of the findings is available through the Visit Sarasota County office.

Sample research results



**Key Emotional Descriptors for Sarasota<sup>1</sup>**

Sarasota	Key West	Hilton Head Island	Pg. in Beach	Amelia Island	St. Peter/ Clearwater	Miami Beach	Naples/ Marco Island	Pt. Myers/ Sanibel	Tampa
Warm	Warm	Warm	Warm	Warm	Warm	Warm	Warm	Warm	Warm
Relaxing	Relaxing	Relaxing	Relaxing	Relaxing	Relaxing	Relaxing	Relaxing	Relaxing	Relaxing
Beautiful	Beautiful	Beautiful	Beautiful	Beautiful	Beautiful	Beautiful	Beautiful	Beautiful	Beautiful
Great beaches	Great beaches	Great beaches	Great beaches	Great beaches	Great beaches	Great beaches	Great beaches	Great beaches	Great beaches
Friendly	Friendly				Friendly				
Welcoming	Welcoming								
Gorgeously sunsets	Gorgeously sunsets			Gorgeously sunsets	Gorgeously sunsets		Gorgeously sunsets	Gorgeously sunsets	Gorgeously sunsets
Enjoyment	Enjoyment								Enjoyment
Comfortable		Comfortable		Comfortable	Comfortable				
Family oriented		Family Oriented			Family oriented				Family oriented
Feel at ease									
Outdoor activities					Outdoor activities		Outdoor activities	Outdoor activities	Outdoor activities
Warmth			Warmth						

Top 13 emotional descriptors for Sarasota.  
This table also shows when Sarasota's emotional descriptors are in other destinations' top 13 descriptors.  
For example, "warm" is in all destinations' top 13 emotional descriptors.

VISIT SARASOTA COUNTY  
16  
downs & st. germain RESEARCH

# The Visit Sarasota Logo

The Visit Sarasota logo is the defining graphic that associates Visit Sarasota County promotional and marketing efforts. Consistent use is required to uphold clear identification and brand integrity. The logo and its variations contained within these standards are the only approved versions for use. No other variations or alterations of the logo structure are permitted.



## About the Visit Sarasota logo

Free-flowing letterforms and the graduated blue color reflect Sarasota County's vast water attractions. The bright green adds an element of fun and highlights Sarasota County's natural settings.

The font used in the Sarasota name is a customized letterform and cannot be reproduced with standard keystrokes. **Always use the logo as a placed graphic.**

"VISIT" reinforces the official name for Visit Sarasota County tourism and equally serves as a call to action.

The "wave" connecting the "ota" serves to distinguish the logo and represents our calm gulf waters.



The byline "beaches and beyond" presents Sarasota County's largest attraction, our beaches, and offers readers a suggestion that there is much more to discover. The byline will change depending upon use as outlined further in this logo standards.

## The Visit Sarasota logo colors

In order to ensure the most accurate color reproduction of the Visit Sarasota logo, the colors outlined to the right should always be used. PMS color or CMYK process builds should always be used for print, while the RGB color formula should always be used online or in video.

The gradient used in the Visit Sarasota logo is a blend of the Secondary Blue graduated to the Primary Blue.

Special care should be used when applying the Visit Sarasota logo to promotional items or textiles that involve embroidery or screen printing. The logo colors should be replicated in thread selection and specialty printing with the color outlined in the primary color palette section. Always ensure that legibility of the lettering will hold up at the proposed reproduction size.

Primary: Blue	C: 83 M: 43 Y: 0 K: 41	PMSP - 108-7 C	R: 7 G: 83 B: 132 #075384
Secondary: Blue	C: 61 M: 0 Y: 0 K: 0	PMSP - 118-5 C	R: 62 G: 199 B: 244 #3ec7f4
Primary: Green	C: 62 M: 0 Y: 100 K: 0	PMSP - 154-8 C	R: 111 G: 191 B: 74 #6cbe45



## Logo color options

When the full-color version of the Visit Sarasota logo cannot be used due to color or contrast restrictions, use of the non-gradient, solid blue, or black-and-white versions of the Visit Sarasota logo is permitted.

If the logo is to be used in reverse, it may be placed against backgrounds of 100% black or of a color with sufficient contrast to ensure legibility. If reproduction process allow, the preferred backgrounds should match the Primary Blue, Secondary Blue, Primary Green or a use of the gradient.



Primary Blue



Secondary Blue



Primary Green



100% Black



Gradient

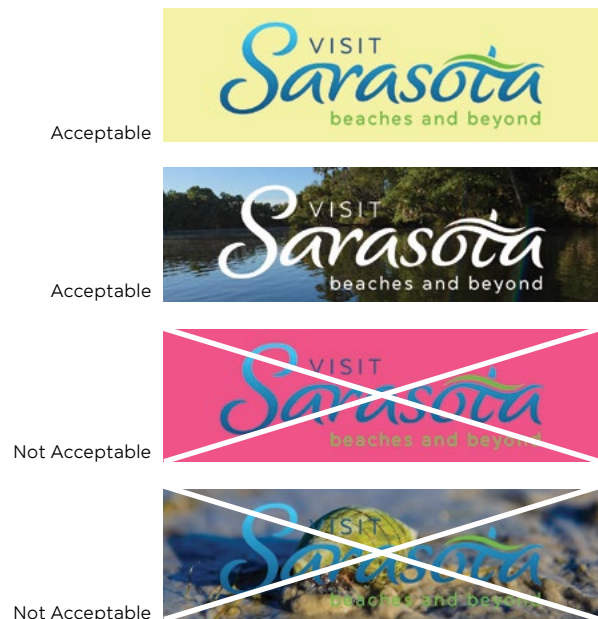


Contrasting color if unable to use logo colors as a background.

## Placement

Use of the Visit Sarasota logo against any encumbered background (such as a dark color, pattern or a complex photo) is not in keeping with the approved graphic standards. The logo should always be printed on a white or solid muted color background. If the logo must be placed over an image, it should be placed in an unencumbered area of the image so legibility is maximized.

All printing should be done on white or off-white paper stock. Printing on colored stock is not acceptable.



## Minimum size

In order to ensure legibility of type in the Visit Sarasota logo, the width, measured from the left edge of the "S" to the right edge of the "a," should never be less than 1.25" in print or 150 pixels digitally.

1.25" print | 150 pixels digital



## Minimum size using the two-line listing

When the logo is used with the islands and towns listing in the preferred two-line format, the width should never be less than 2.5" in print or 250 pixels digitally.

The two-line format is the preferred structure for the islands and towns listing. Always try to use the two-line format when space allows.

2.5" print | 250 pixels digital | Listing = 6 pt.



LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY  
VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

## Minimum size using the three-line listing

If using the islands and towns listing and a smaller size is required than can be accommodated by the two-line format, use the three-line format. The three-line format should never be a width less than 1.5" in print or 175 pixels digitally.

1.5" print | 175 pixels digital | Listing = 5.25 pt.



LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT

## Clear space

Any information that accompanies the Visit Sarasota logo, such as type, photos and other graphics, must be kept at a minimum distance from the logo and/or logo and island and town listing.

The surrounding clear space is defined as the height of the lowercase "a" in the word "Sarasota."





## Distortion

Never stretch, squeeze, skew or rotate the Visit Sarasota logo.



## Reproduction quality

To allow for optimum versatility and reproduction quality, the Visit Sarasota logo is provided in the both vector and raster formats. Please note, that EPS vector is the preferred format for commercial printing.

### Vector

Vector uses mathematical points to draw curves and lines. As a result, vector files can be infinitely scaled with no loss in sharpness or quality.

The Visit Sarasota logo is provided in **EPS**, **PDF** and **SVG** vector formats.

**EPS vector is the preferred format for commercial printing.** However, not all software programs accept or recognize EPS.

**PDF** is recognized by almost all software and is the best alternative when not using EPS.

**SVG** is a relatively new file format intended primarily for web use. Not all software programs accept or recognize SVG.

### Raster (Bitmap)

Raster files provide quick and easy placement in almost all software programs, including Word, Power Point and Excel, and are the most common format for web use.

Raster files have limitations because they are made of pixels and become blurry and/or jagged when enlarged or reduced. It is acceptable to reduce a raster image with minimal loss of quality, but raster images should never be enlarged.

The Visit Sarasota logo is provided in **JPEG**, **TIFF** and **PNG** raster formats.

**JPEG** is the most universally recognized; however, JPEG files retain solid backgrounds, making them difficult to place over colors or images.

**TIFF** is an uncompressed raster format that reproduces at higher quality than JPEG. File sizes are often much larger in size compared to JPEG.

**PNG** files place with a transparent background but may not be recognized by some software.

## Visit Sarasota logo bylines

There are four approved variations of the byline under the Visit Sarasota logo graphic. Each is presented with and without the listing of Sarasota County's islands and towns. Determining which logo to use is dependent upon the type of visitor targeted in Visit Sarasota County's marketing communications.

### "beaches and beyond"

Consider the "beaches and beyond" byline to be the default logo/byline combination for all Visit Sarasota County marketing and communications.

The use of all lowercase letters in the byline is intentional. Use this version when marketing Visit Sarasota County tourism to:

**Out-of-State Visitors**

**In-State Visitors**

**General Audiences**



### "Florida's Gulf Coast®"

Use this version when marketing Visit Sarasota County tourism to:

**International Visitors**

**Media (relative to international marketing)**

The registered trademark symbol "®" must always be present at the end of the "Florida's Gulf Coast" byline.





## **“COUNTY”**

The “COUNTY” byline is to be used for official business and representation of Visit Sarasota County as an organization.

The use of all uppercase letters in the byline is intentional.

Use this version when representing Visit Sarasota County tourism to:

**Local and State Government**

**Media**

**Local Civic Groups**

**Local Tourism Partners**



## **“County Sports Commission”**

The “County Sports Commission” byline is to be used for official Sarasota County Sports Commission business and when marketing the Sports Commission directly to sport organizations on an industry level.

Use this version when representing Sarasota County sports to:

**Sports Marketing Organizations**

**Sports Industry Partners and Prospects**

**Local and State Government (relative to Sarasota sports)**

**Media (relative to Sarasota sports)**

**When marketing Sarasota County sport venues and attractions to visitors, always use the “beaches and beyond” byline.**

The word “VISIT” is not used within the County Sports Commission logo.

A URL specific to the Sarasota County Sports Commission is provided. Always use this URL in substitution of “VisitSarasota.com.”

A logo version including this URL is provided.



## Islands and town listing

When possible, the islands and town listing should accompany the Visit Sarasota logo. The listing has been structured to fit the width of the logo in both a two-line and three-line format.

The listing represents Visit Sarasota County's locations in a specific geographic order. Always use the listing in the structure provided and not reordered, retyped, resized or altered in any way.

The islands and town listing is the same regardless of which Visit Sarasota logo and byline is used.

**Always use the logo and islands and town listing as a placed graphic.**

## Using a single-line listing

Use of a single-line format is primarily for creative brand advertisement use and should not be used for any other applications without approval from the Visit Sarasota County office.

The single-line format is not provided as a structured format.

When using a single-line islands and town listing, the Visit Sarasota logo may be placed flush left, centered or flush right.

The listing text can be tracked to match the width of the live area, provided that the text remains legible and does not appear crowded or too far apart.

Special care should be taken to ensure the size ratio between the listing text point size and the Visit Sarasota logo is well-balanced. As a general rule, begin with listing point size to match either the two-line or three-line placed graphic with respect to their minimum size requirements and adjust tracking accordingly.

## SAMPLE

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT



LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY  
VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT



LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT



LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

## The VisitSarasota.com URL

There are no specific guidelines on placement for the VisitSarasota.com URL when the Visit Sarasota logo is used with the listing of Sarasota County's islands and towns. However, best practices for design, balance and scale should be used at all times when placing the URL as an extension to body copy or as a separate element.

When placing the Visit Sarasota logo without the islands and towns listing, use the supplied logo versions that have the incorporated URL.



## Visit Sarasota avatar and favicon

The Visit Sarasota avatar and favicon are only to be used in web browser and social media applications as graphic representations of the Visit Sarasota logo. No other use is permitted.

The favicon is specifically used for web browsers which display at 16x16 pixels. It's not recommended to use the favicon for anything larger than 36x36 pixels. When the use requires a size larger than 36x36 pixels use the Visit Sarasota avatar.

The avatar is for social media channels and small applications when the standard Visit Sarasota logo becomes too small to read properly. The maximum size allowed for the avatar is 250x250 pixels. When the use requires a size larger than 250x250 pixels use the Visit Sarasota logo.



This is the optimal logo to use on promotional items and/or placements where space is limited.



### FAVICON

Standard use:  
16x16 pixels

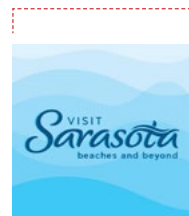
Maximum size:  
36x36 pixels



### AVATAR

Minimum size:  
37x37 pixels

Maximum size:  
250x250 pixels



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Other Brand Logos

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Savor Sarasota



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Work Where You Want to Live







## Visit Sarasota Partner Badge

As a Visit Sarasota County partner, you are entitled and encouraged to use the Visit Sarasota Proud Partner logo in your business consumer tourism marketing materials such as print advertising.

Please note usage does not include placement on products for promotion, retail sale or in conjunction with non-tourism marketing messaging. Only approved licensees are authorized to produce or sell Visit Sarasota branded products. The primary Visit Sarasota logo is reserved for exclusive use by Visit Sarasota County only.

## Gain Access to Visit Sarasota Brand Toolkit

Sarasota County's Brand Toolkit makes it easy to request content and images that make Sarasota County such a special place to visit with people around the world. Whether you are a local business, travel media, a tour operator or a travel agent - you can find everything you may need. This includes:

- Logos
- Images
- Partner Resources
- Press Info

Visit the following link to learn more:

[Visit Sarasota County Brand Toolkit](#)

For more information about the Sarasota County's Brand Toolkit, contact:

**Erin Duggan, CDME**

**Vice President**

301 N Cattlemen Rd, Suite 203

Sarasota, FL 34232

[eduggan@VisitSarasota.com](mailto:eduggan@VisitSarasota.com)

# The Visit Sarasota Brand Style

## Visit Sarasota brand color palette

### Main colors



**CMYK:** 83/43/0/41  
**RGB:** 7/83/132  
**HEX:** 075384



**CMYK:** 61/0/0/0  
**RGB:** 62/199/244  
**HEX:** 3EC7F4



**CMYK:** 62/0/100/0  
**RGB:** 111/191/74  
**HEX:** 6CBE45

### Supporting colors



**CMYK:** 10/20/100/0  
**RGB:** 233/195/30  
**HEX:** E9C31E



**CMYK:** 0/62/87/0  
**RGB:** 245/127/56  
**HEX:** F57F38



**CMYK:** 15/90/76/1  
**RGB:** 207/64/69  
**HEX:** CF4045



**CMYK:** 9/45/81/42  
**RGB:** 147/99/44  
**HEX:** 93632C



**CMYK:** 35/64/0/0  
**RGB:** 169/113/176  
**HEX:** AB71B0



**CMYK:** 15/15/0/80  
**RGB:** 73/72/83  
**HEX:** 494853

# Visit Sarasota brand typography

## Typography\_Print

Typography is a key component of the Visit Sarasota brand. The consistent use of fonts in print materials elevates brand awareness and recognition.

Primary

Mirai Regular

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headlines — Mirai Regular

Subtitles — **Mirai Medium**

Body Copy — Mirai Regular

License available from myfonts.com

## Typography\_Web

The following are designated web-safe fonts to use in developing digital and online marketing materials.

Primary:

Mirai Regular

abcdefghijklmnopqrstuvwxyz 1234567890  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headlines — Mirai Regular

Subtitles — **Mirai Medium**

Body Copy — Mirai Regular

License available from myfonts.com

## Visit Sarasota brand photography

The primary style of photography is vibrant and colorful. Images focus on visitors participating in Sarasota County activities within a mood reflecting the brand's emotional attributes of relaxation and at ease.

At this early stage of the brand development, the images shot specifically within the brand style and used for advertising represent a limited amount of activities and destinations within Sarasota County. As the brand development continues, more images will be added to fully round out the Sarasota County brand.

In addition to the branded advertising imagery, Visit Sarasota County maintains a library of images for use in promoting Sarasota County tourism outside of primary advertising. These images specifically represent locations and activities within Sarasota County and are used primarily for public relations and editorial purposes.

Use of any Visit Sarasota County images for non-tourism promotion or personal use is strictly prohibited.

Images can be cropped to fit a specific image space, but cannot be altered or manipulated in any way that changes the original message and intent of the image.

The watercolor effect as described on page 22 is the only post-production effect permitted.

### Photo releases

Photos used in Visit Sarasota County materials are used to promote the Visit Sarasota brand. With few exceptions, any photograph that features people or private property and presents the subject in a way that he/she/it can be identified requires a signed release.







## Visit Sarasota brand videography

Video captures a mood and tells a story like no other medium. The same colorful and relaxing style of the photography also applies to video.

Below are guidelines that will help aid in quality productions.

- **Keep it simple.** Let the focus be on a single action.
- **Keep it moving.** Video is about action. Avoid static scenes that appear as still photos. Movement can be as varied as the subtle movement of waves lapping against the shore to the more obvious, such as kayaking on the bay. Consider camera moves to help keep the story flowing. A small camera move can make a significant difference in enhancing a scene.
- **Keep it varied.** A mixture of wide shots, close-ups and angles keep the story moving and make it more dynamic. If the production features an interview, place the subject in his/her environment. Consider multiple camera angles during the interview and cut away to supporting B-roll images to add interest.
- **Keep it concise.** Don't hesitate to cut scenes. Short videos are more effective than long productions. Two- to three-minute videos are the ideal length.

## Titles

Opening titles have creative freedom, provided they fit within the style of the Visit Sarasota brand.

Titles identifying interviews or locations should be positioned in the lower third of the screen. Keep titles short and with sufficient contrast to be able to be read in 3-4 seconds.

For interview and location titles, use the Mirai typeface.

## The Visit Sarasota logo

For opening and closing titles, use the Visit Sarasota logo with the appropriate byline. Adhere to the guidelines for proper use of the Visit Sarasota logo.

## Video releases

With few exceptions, any video that features people or private property and presents the subject in a way that he/she/it can be identified requires a signed release.



Sample closing title

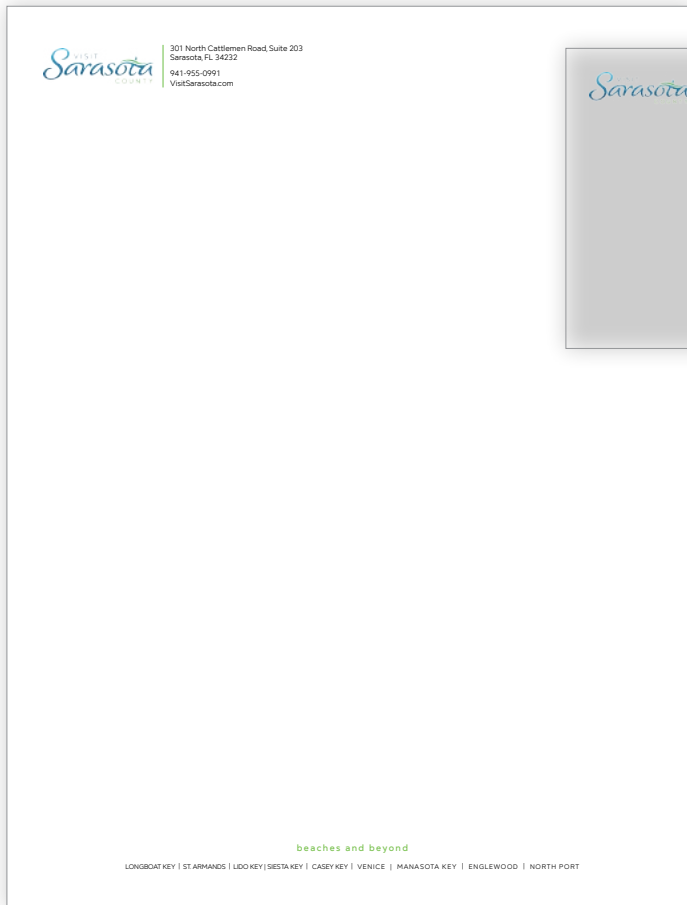


# The Visit Sarasota Brand Creative

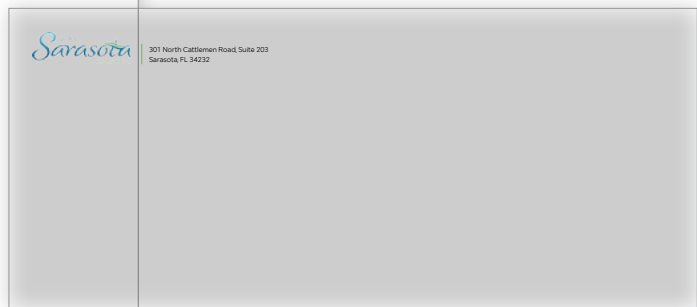
The following pages represent a sampling of creative developed for the Visit Sarasota brand.

Each of these samples reflect the processes outlined in this guide and can serve as reference in developing additional materials.

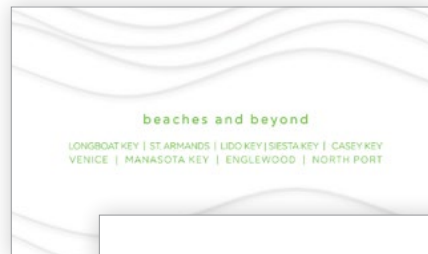
## Corporate Presentation



Letterhead



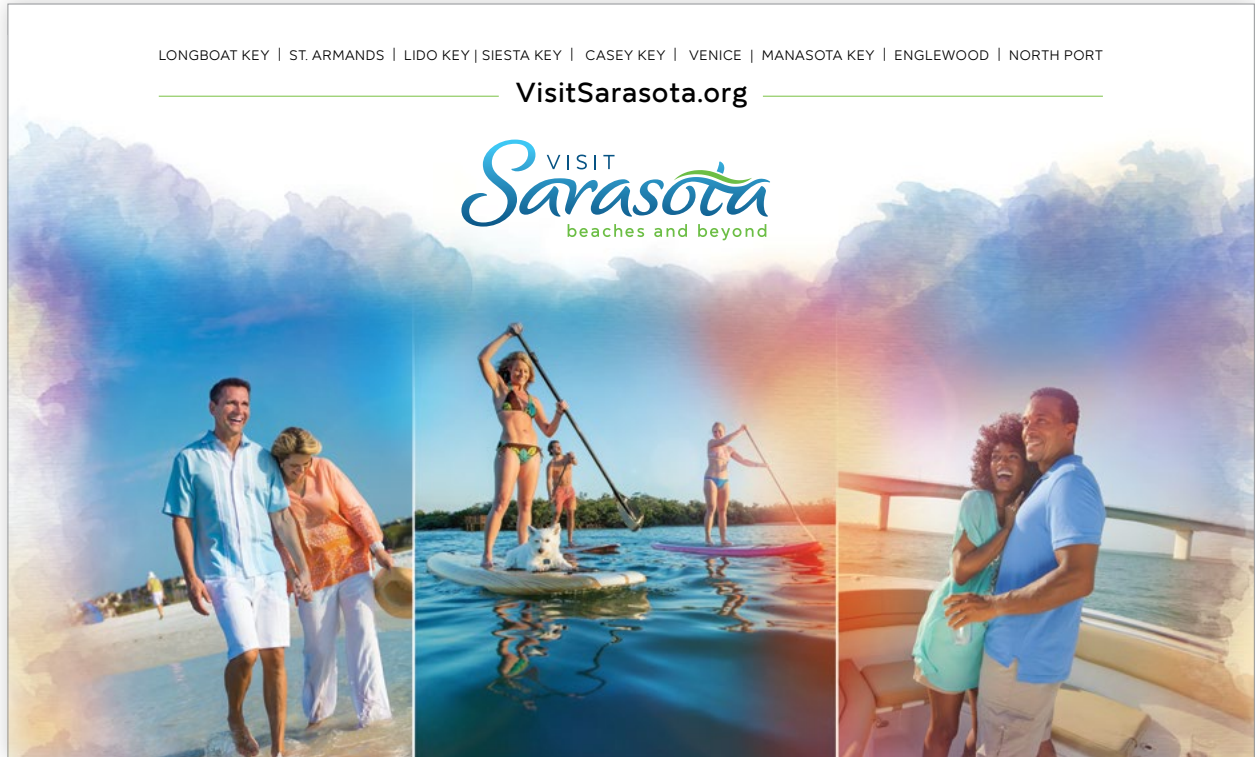
Envelope



Business Card



# Brand Presentation



Tradeshow



Table Top Displays



## Print Creative



Post Card



Visitor Center Banner



Airport Banner





# Print Creative

**VISIT SARASOTA COUNTY**  
LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT

**HOW TO HELP VISITORS IN SARASOTA COUNTY**

Visitor Information Vehicle (VIV) stays on the road, attending major events, sporting events, and farmers markets throughout Sarasota County. The VIV is a Sarasota County Official and provides brochures, maps, and additional information on all there is to see & do in our area. It also holds valuable resources on where to eat and have a good time while living in or visiting our County.

For more information on scheduling the VIV for your event or to learn more about Visitor Services, contact us:  
941-706-1253 (text-friendly)  
info@visitsarasota.org  
VisitSarasota.com

Find us on:    

Interested in Partnership? JoinVSC.com

**VISIT SARASOTA COUNTY**  
LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT

VisitSarasota.com

Printing paid for by Sarasota County Tourist Development Tax Revenue.

**Fun With Kids**

**VISIT SARASOTA**  
beaches and beyond

**ANIMALS**

- Big Cat Habitat and Gulf Coast Sanctuary**  
7101 Palmway Blvd, Sarasota, FL 34240  
941-371-6379 • bigcat@bigcat.org
- Dakin Dairy Farms**  
30771 Beets Rd, Myakka City, FL 34251  
941-322-2802 • DakinDairyFarms.com
- Epic Equine Experiences**  
Sarasota Area  
941-706-3884 • EpicEquineExperiences.com
- Fox Lea Farm**  
800 N Auburn Rd, Venice, FL 34292  
941-809-6367 • FoxLeaFarm.com
- Marie Selby Botanical Gardens Downtown Sarasota Campus**  
900 S Palm Ave, Sarasota, FL 34236  
941-364-5731 • selby.org
- Myakka River Farms**  
23347 W. 55 E, Bradenton, FL 34208  
941-363-3679 • MRFarm.com
- Myakka Wildlife Laboratory & Aquarium**  
6001 S. Thompson Hwy, Sarasota, FL 34236  
941-363-6411 • Mofa.org
- Prospect Riding Center**  
34250 SR 30, Myakka City, FL 34251  
941-713-7325 • ProspectRidingCenter.com
- Sarasota Aurlubon Society**  
599 Central Blvd, Sarasota, FL 34240  
941-312-6537 • SarasotaAurlubon.org
- Sarasota Honey Company**  
2227 University Pkwy, Sarasota, FL 34243  
941-726-8755 • SarasotaHoney.com
- Sarasota Jungle Gardens**  
3701 Bay Shore Rd, Sarasota, FL 34234  
941-355-5305 • SarasotaJungleGardens.com
- TreeUmp! Adventure Course**  
1695 3rd Rd 70 East, Bradenton, FL 34202  
941-348-1377 • treeumph.com

**MUSEUMS**

- Marie Selby Botanical Gardens Historic Spanish Point Campus**  
337 N Tamiami Trl, Osprey, FL 34229  
941-366-5218 • hispanic@spanishpoint.org

**VISIT SARASOTA**  
LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT

VisitSarasota.com

**SARASOTA AREA BEACHES**

**VISIT SARASOTA COUNTY**  
LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT  
beaches and beyond

**HOW TO HELP VISITORS IN SARASOTA COUNTY**

- Beach Access
- Beach Chair
- Beach Ramp
- Camping
- Canoe/Kayak Launch
- Concession/Restaurant
- Dog Park/Dog Friendly
- Fishing Pier
- Grills
- Historical/Cultural Resource
- Historic Trolley
- Horseshoes
- Indoor Pavilion
- Life Guard
- Outdoor Fitness Equipment
- Paddleboard Rentals
- Playground
- Playground
- Play Area
- Pool
- Restroom
- Rinse Station
- Shelter/Pavilion
- Shower
- Swimming
- Tennis Court
- Unpaved Trail
- Volleyball
- Wildlife Viewing

**Map of Sarasota Area Beaches:**  
Longboat Key, Lido Key, St. Armands Circle, Siesta Key, Casey Key, Venice, Manasota Key, Englewood, North Port.

**VISIT SARASOTA**  
LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT

VisitSarasota.com

Scan me with your phone for more information.

**Accommodations**

**VISIT SARASOTA**  
beaches and beyond

- Whispering Palms Resort** RESORTS  
5429 Palms Rd, Sarasota, FL 34242-1720  
(941) 569-6000 • whisperingpalms.com
- Your Vacation** VACATION RENTALS  
5111 Ocean Blvd, Suites A-D, Sarasota, FL 34242  
(941) 369-1125 • yourvacation.com

**SURROUNDING AREAS**

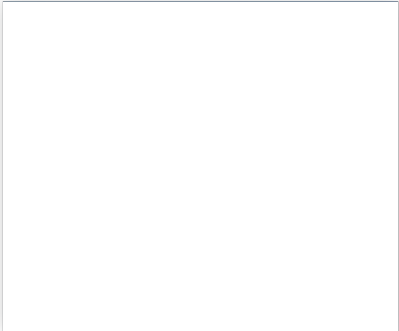
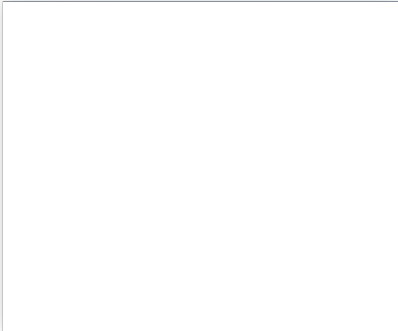
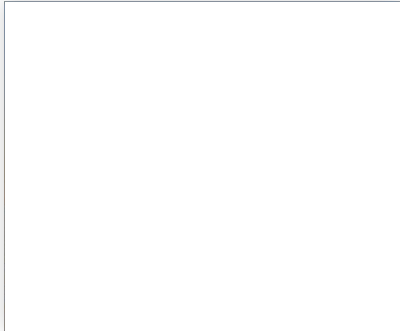
- Compass Inn & Suites by Radisson Bradenton/Lakewood** HOTELS/MOTELS  
1209 E. Bay Blvd, Bradenton, FL 34212  
(941) 746-2882 • compassinn.com
- Compass Inn & Suites by Radisson Bradenton/Lakewood** HOTELS/MOTELS  
12224 Manatee Ave W, Bradenton, FL 34209  
(941) 746-9700 • compassinn.com
- Hampton Inn & Suites by Radisson Bradenton/Lakewood** HOTELS/MOTELS  
6910 Minor Hill Ln, Bradenton, FL 34203  
(941) 764-4000 • courty@hilton.com/bradenton
- Hampton Inn & Suites by Radisson Bradenton/Lakewood** HOTELS/MOTELS  
800 N. Sarasota, Sarasota, FL 34236  
(941) 363-2726 • hilton.com/bradenton
- Hampton Inn & Suites by Radisson Bradenton/Lakewood** HOTELS/MOTELS  
5450 Bradenton Blvd, Bradenton, FL 34210  
(941) 363-1900 • hilton.com/bradenton
- Best Western Plus Ambassador Suites** HOTELS/MOTELS  
402 Commercial Ct, Venice, FL 34292  
(941) 480-0988 • https://www.bestwestern.com/en\_US/booking/venues/hotel-rooms/best-western-plus-ambassador-suites-venice/propertyCode:10693.html
- Fairfield Inn & Suites - Venice** HOTELS/MOTELS  
2935 Executive Dr, Venice, FL 34292  
(941) 488-4343 • fairfield.com/arc
- Hampton Inn & Suites by Radisson Venice** HOTELS/MOTELS  
8871 Venice Bay Blvd, Venice, FL 34292  
(941) 488-9800 • hamptoninn.com
- Holiday Inn Express Venice** HOTELS/MOTELS  
380 Commercial Ct, Venice, FL 34292  
(941) 584-4800 • https://holidayinn.com/bradenton
- Renaissance by Wyndham Hotel Venetia** HOTELS/MOTELS  
7425 US 41 Bypass N, Venice, FL 34285  
(941) 306-7300 • renaissancetexas.com
- Venice Beach Villas** VILLAS/RESORTS  
501 W. Venice Ave, Venice, FL 34285-2011  
(741) 488-1580 • venicebeachvillas.com

**VISIT SARASOTA**  
LONGBOAT KEY | ST. ARMANDS | LIDO KEY  
SIESTA KEY | CASEY KEY | VENICE  
MANASOTA KEY | ENGLEWOOD | NORTH PORT

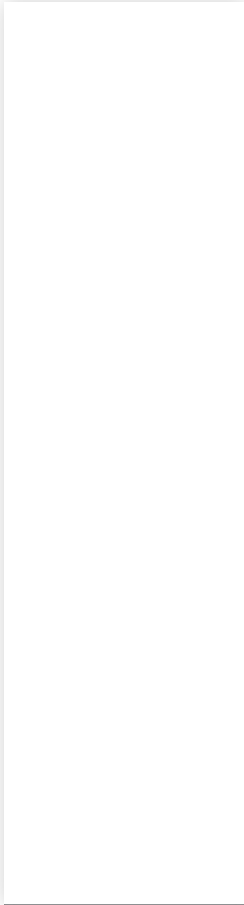
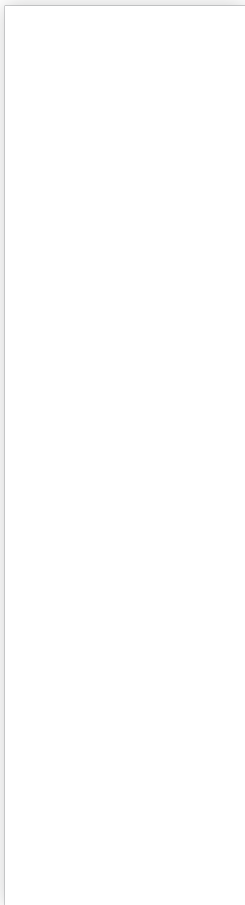
VisitSarasota.com

Brochures

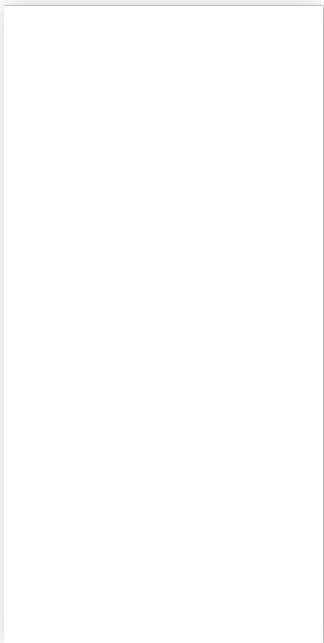
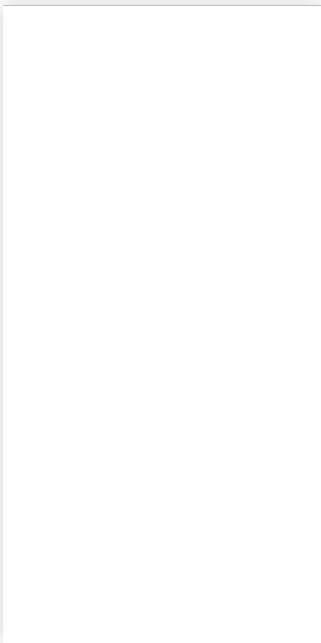
# Digital Marketing



300x250



160x600



300x600

# Print Marketing



READY TO TRAIN  
IN PARADISE?  
SARASOTA COUNTY—WHERE  
ATHLETES COME TO PLAY AND STAY

A top destination for professional, amateur and recreational sports, Sarasota County's blue skies, blue waters and elite amenities attract athletes near and far. World-class sporting facilities range from MLB Spring Training stadiums to Nathan Benderson Park's internationally acclaimed rowing venue and an outdoor Olympic-size pool at Selby Aquatic Center. No matter your sport or the season, come for cross-training and competition, stay for sunshine and good times.

Find us on:    

**VISIT**  
*Sarasota*  
beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

[VisitSarasotaSports.com](http://VisitSarasotaSports.com)

SOME DAYS ARE  
FOR SHARING OFFLINE.



Saltwater or freshwater, Sarasota County continues to be one of the most coveted coastal destinations in the country for anglers and water enthusiasts alike. From paddlesports and boating to fly fishing and deep sea fishing—you can find a body of water just about anywhere in Sarasota to enjoy some seagoing splendor and offline enjoyment.

Find us on:    

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*Sarasota*  
beaches and beyond

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[VisitSarasota.com](http://VisitSarasota.com)

TRAVEL FOR THE SUN,  
STAY FOR THE FOOD



award-winning  
find every cuisine and craving on the coast.

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[VisitSarasota.com](http://VisitSarasota.com)

SCAN THE QR CODE OR VISIT OUR WEBSITE TO DISCOVER  
ALL THE THINGS TO DO IN SUNNY SARASOTA



**VISIT**  
*Sarasota*  
COUNTY

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

[VisitSarasota.com](http://VisitSarasota.com) | 941-706-1233



# Meetings

HERE, THE STANDARD BRIEFCASE ISN'T SO STANDARD.



Find us on:    

For your next meeting consider trading office chairs for beach chairs, business suits for swim wear and board rooms for wide open spaces it just may be the change that inspires change.

Contact Visit Sarasota County for exclusive meeting incentives.

**VISIT Sarasota**  
beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

**65+** Venues      **99%** Pure White Quartz Sand Beaches      **5,000+** Hotel Rooms

SarasotaMeetings.com 941-955-0991

WHERE BUSINESS VENTURES BECOME ADVENTURES



Find us on:    

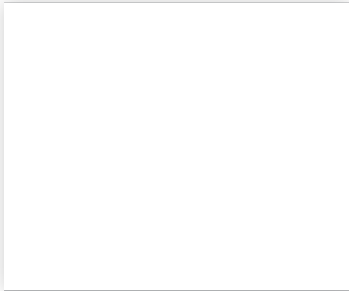
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Contact Visit Sarasota County for exclusive meeting incentives.

**VISIT Sarasota**  
beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

## Print Advertising



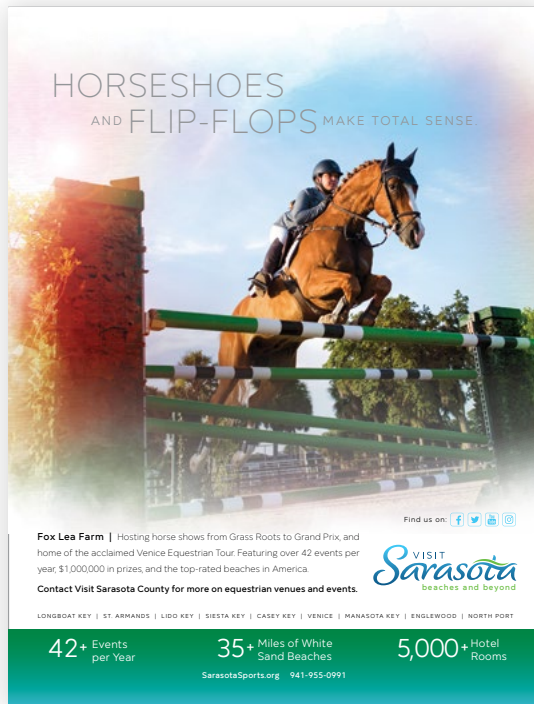
Digital Advertising

# Additional Brand Applications

## Sports



Digital Advertising



Print Advertising

# Additional Brand Applications

## Weddings

**VISIT Sarasota**  
beaches and beyond

SAY "I DO" TO SARASOTA COUNTY WEDDING

**Sarasota Beaches & Beyond Wedding Guide**

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY  
VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

WeddingsSarasota.com

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**FEATURED ACCOMMODATIONS**

**Hyatt Regency Sarasota**  
1000 Blvd of the Arts, Sarasota, FL 34236  
941-953-1234 | Sarasota.Hyatt.com

- 294 Guest Rooms
- 13 Suites
- Event Capacity 20-750

- Over 30,000 sq ft of indoor and outdoor event space including an outdoor wedding terrace
- Lagoon style, free-form pool with zero-depth entry
- Private balcony suites overlooking the city, marina or Sarasota Bay
- Waterfront dining at Currents Restaurant and Bar

© WeddingsSarasota.com

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**FEATURED ACCOMMODATIONS**

**The Westin Sarasota**  
100 Marina View Dr, Sarasota, FL 34236  
941-217-4777 | WestinSarasota.com

- 240 Guest Rooms
- 18 Suites
- Event Capacity 10-350

- Ballroom with 18 ft. ceilings and chandeliers
- Rooftop pool and bar with panoramic views
- Balcony suites with bay views
- Relaxing, full service spa and salon

Sarasota Beaches & Beyond Wedding Guide 9

Wedding Guide

WHERE "I DO'S" BECOME "MUST-DO'S"

Sugar-sand beaches white as wedding gowns. Emerald Gulf waters. Trendy downtowns. The two of you, family and guests are sure to take home lots of "I do's".

VisitSarasota.com

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beaches and beyond

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MANASOTA KEY | ENGLEWOOD | NORTH PORT

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FIND YOUR SOMETHING BLUE RIGHT HERE.

**A Beautiful Setting for Lasting Memories**  
The Lakewood Ranch Golf and Country Club accommodates indoor and outdoor wedding ceremonies, receptions, bridal showers and rehearsal dinners.  
941-907-4700  
LakewoodRanchGolf.com

Sugar sand beaches white as wedding gowns. Emerald Gulf waters. Trendy downtowns. The two of you, family and guests are sure to take home lots of memories.

WeddingsSarasota.com  
844-4-MY-SARASOTA

**VISIT Sarasota**  
beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

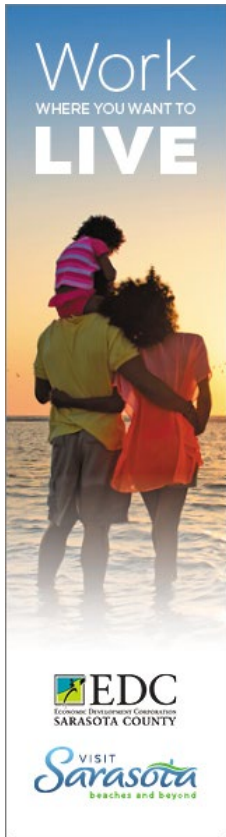
Print Advertising

# Additional Brand Applications

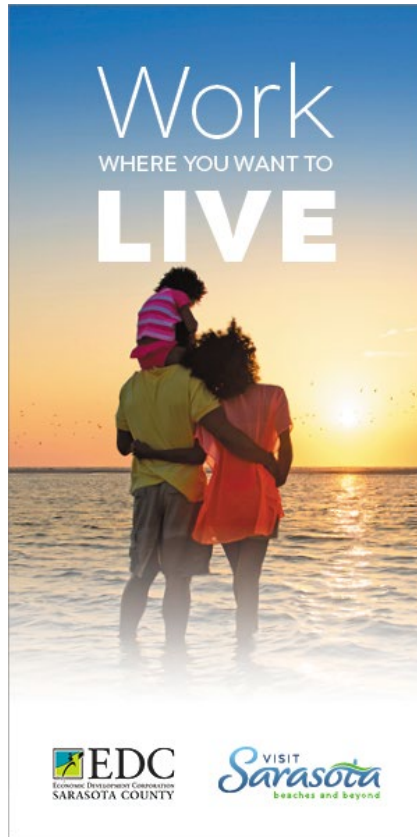
## Relocation



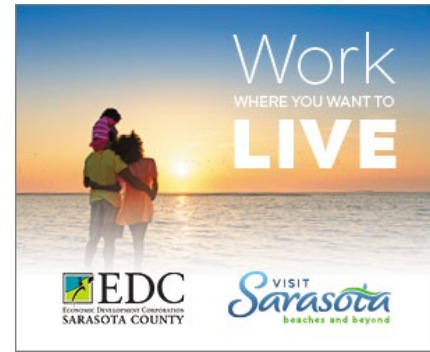
728x90



160x600



300x600



250x300



320x50



300x50



VISIT  
*Sarasota*  
COUNTY

arts and cultural  
*alliance*  
OF SARASOTA COUNTY

# 2023 ARTS BRAND STANDARDS





The goal of this toolkit is to align arts organizations throughout Sarasota County to work towards the same goal of promoting arts and culture. By creating this toolkit, Visit Sarasota aims to get us all on the same page to consistently showcase our arts community.

To access the full Sarasota County Brand Toolkit for complete information on how to use the Visit Sarasota County brand, visit [SarasotaCountyBrandToolkit.com](http://SarasotaCountyBrandToolkit.com). Here you can download logos and learn how to use the full VSC brand, as well as download VSC-owned images for free. And when submitting images to VSC, please ensure they are fresh, relevant and follow these brand guidelines, including ensuring VSC has the proper rights to your images.

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## Florida's Cultural Coast Brand Mark

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Florida's Cultural Coast® means Sarasota County is *the* place to go for arts and culture, including museums, galleries and performing arts venues.

We encourage you to use the phrase Florida's Cultural Coast® in your media placements and collateral, including the trademark symbol to show that Visit Sarasota County has ownership of the tagline ... and so do you!

The text lockup for Florida's Cultural Coast® may be used for headlines or as a stand-alone mark.



*Visit Sarasota Logo with  
Florida's Cultural Coast tagline*



*Florida's Cultural Coast text lockup*

In order to ensure the most accurate color reproduction of the Visit Sarasota logo, the colors outlined should always be used.



CMYK: 83/43/0/41  
RGB: 7/83/132  
#075385



CMYK: 61/0/0/0  
RGB: 62/199/244  
#3ec7f4



CMYK: 62/0/100/0  
RGB: 111/191/74  
#6cbe45

# Tourist Development Tax Logo/Wording

## Tourist Development Tax

The TDT logo or wording should accompany the Visit Sarasota Arts materials.

- Paid for in part by Sarasota County  
Tourist Development Tax revenues

OR

- Paid for by Sarasota County  
Tourist Development Tax revenues



**Tourist Development Tax**  
Paid for in part by Sarasota County



**Tourist Development Tax**  
Paid for by Sarasota County

## — Highlights of Sarasota County as an Arts Destination —

Visit Sarasota County has collected the below accolades highlighting our arts community. To build value and awareness of our community and to continue advocating for it, we recommend using these talking points in communication with outside agencies and publications.

- One-quarter of all visitors to Sarasota County participate in at least one cultural activity on their vacation, according to third-party research conducted by Visit Sarasota County.
- *Southern Living* magazine once hailed Sarasota as **“the nation’s per-capita arts capital.”**
- Sarasota’s reputation as a leading area for arts and culture began when circus magnate John Ringling and his wife Mable moved to the area in the early 1900s. The John & Mable Ringling Museum of Art remains **one of the “pre-eminent art and cultural collections in the United States,”** according to the museum’s website.
- Van Wezel Performing Arts Hall is a perennial **“Top Stop” for venues** with a capacity of 2,000 or fewer, according to *VenuesNow* magazine.
- Southern Living magazine calls Sarasota a **“design lover’s dream”** for its architectural marvels.
- **62.6% of tourists** say the primary reason for their visit to the Greater Sarasota/Bradenton area is to attend a specific arts or cultural event, an Americans for the Arts study reports.
- Asolo Repertory Theatre is **Florida’s oldest theater company**, Sarasota Orchestra is **Florida’s oldest continuing orchestra**, Sarasota Ballet is **the Gulf Coast’s first professional ballet company**, and Sarasota Opera is **the Gulf Coast’s first professional opera**, according to the Sarasota County Economic Development Corporation.
- Described as **“One of the finest venues for opera in America”** by MusicalAmerica.com, the Sarasota Opera House in downtown Sarasota hosts everything from opera, symphony and classical ballet to film festivals, music concerts and comedy.

If you have additional accolades to share with VSC, please send them to [PitchUs@VisitSarasota.org](mailto:PitchUs@VisitSarasota.org).

Not only is Sarasota County a great place to visit because of its cultural organizations, but these same groups make it a great place to WORK in the arts. See what others have to say:

Work  
WHERE YOU WANT TO  
**LIVE**®

- Sarasota is one of the **top five cities for the arts in Florida**, according to the real estate site Movoto.
- [TopRetirements.com](http://TopRetirements.com) says Sarasota has the most big cultural institutions per square Inch, making it one of the website’s **Best Retirement Towns for the Arts**.
- The same Americans for the Arts study reports that the economic impact of nonprofit arts and culture organizations in Sarasota County is **\$295 million**, supporting the equivalent of 8,705 full-time jobs.

## 2023 Visit Sarasota Relocation Toolkit

The goal of this toolkit is to align organizations throughout Sarasota County to work towards the same goal of promoting our city as *the* place to live. By creating this toolkit, Visit Sarasota aims to get everyone on the same page to consistently showcase our community.

Continually topping the charts as one of the happiest and best places to live in the country, Sarasota County has gained a reputation as one of the most desirable places in the U.S. to live and work. And with this economic and demographic upswing, Visit Sarasota County continues to value its collaboration with the EDC of Sarasota County to help attract established professionals and discerning entrepreneurs from all over the country to relocate. Together, we are making a better place for people to live, work and play. With safe, family-friendly neighborhoods, one of the top-ranked school systems in the state, countless opportunities for capital ventures and a community feel that leaves you with more friends than strangers, Sarasota County is a place to see both businesses and families flourish and grow.

The text lockup for Work Where You Want to Live® may be used for headlines or as a stand-alone mark. In order to ensure the most accurate color reproduction the text should be used in white or blue as defined below.

Work  
WHERE YOU WANT TO  
**LIVE**®

*Stacked Text Lockup*

Work WHERE YOU  
WANT TO **LIVE**®

*Horizontal Text Lockup*



CMYK: 83/43/0/41  
RGB: 7/83/132  
#075385



*sample banner ad 300x600*



# Highlights of Sarasota County Relocation

People seeking to relocate are attracted to Sarasota County's exceptional quality of life in combination with abundant job opportunities in multiple sectors, excellent schools, a variety of housing options and an inimitable beachside vibe. In addition, Florida has no personal income tax—making Sarasota County an enviable area code for families, couples, capitalists and entrepreneurs. From endless outdoor activities, downtown retailers and restaurants, a robust arts scene and unbeatable sunsets over the Gulf, it isn't hard to see why many of our visitors end up becoming locals.

Visit Sarasota County has collected the below accolades highlighting our county. To build value and awareness of our community and to continue advocating for it, we recommend using these talking points in communication with outside agencies and publications.

- **Best Places to Live in Florida, 2021-2022** (Sarasota is #2) – *U.S. News & World Report*
- **Fastest Growing Places in the US, 2021-2022** (Sarasota is #2) – *U.S. News & World Report*
- **Best Places to Live in the US, 2021-2022** (Sarasota is #9) – *U.S. News & World Report*
- **Top 10 Cities in Florida for Tech Jobs** (Sarasota is #9) – *Finance Buzz*
- **10 Hottest Neighborhoods Nationwide** (7 are in the Sarasota Metro) – *Redfin*
- **Sarasota Named #2 Nationwide for Emerging Housing Markets** – *Wall Street Journal*
- **Safest Places to Live in the US, 2021-2022** (Sarasota is #5) – *U.S. News & World Report*
- **Best Place in America to Start a Small Business, 2021** (Sarasota is #2) – *Verizon*

## Business Relocation

Those who wish to move a business to Sarasota County have a partner in the **Economic Development Corporation (EDC) of Sarasota County**. The EDC is the only organization that focuses solely on diversifying the economy of Sarasota County. It provides business intelligence and helps companies in certain industries

with their relocation or expansion needs, from making referrals to real estate and financing institutions to, under certain conditions, liaising with local government to apply for economic development grants and tax reductions.

## Education and Schools

- Sarasota County's public school system is highly rated and consistently performs above the state average.
- There are multiple options for technical training as well as higher education including state universities, a regional community college and private institutions

## Employment

- At the end of Q3 2021, the unemployment rate in Sarasota-Bradenton-North Port was 3.7%
- The mean hourly wage in Sarasota-Bradenton-North Port as of May 2020 was \$23.16
- Top employers in the area include the Sarasota County School Board and Sarasota Memorial Health System (by number of employees); Roper Technologies and Intertape Polymer (by revenue for a public company); and FCCI Insurance Group and Dental Care Alliance (by revenue for a privately held company). Additional information on top employers can be found on Economic Development Corporation of Sarasota County's website.
- The EDC also has a local job search tool for job seekers, searchable by category, that aggregates all local openings

## Housing and Cost of Living

- Sarasota County's cost of living is near the national average.
- The median listing home price in Sarasota County was \$562,700 as of April 2022
- Nearly half of millennials in Sarasota County own their homes, above the national average

# VISIT *Sarasota* beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY  
VENICE | MANASOTA KEY | ENGLEWOOD | NORTH PORT

301 North Cattlemen Road, Suite 203 | Sarasota, FL 34232 | 941-955-0991

