

2026 Brand Guide

VISIT Sarasota COUNTY®







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

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.

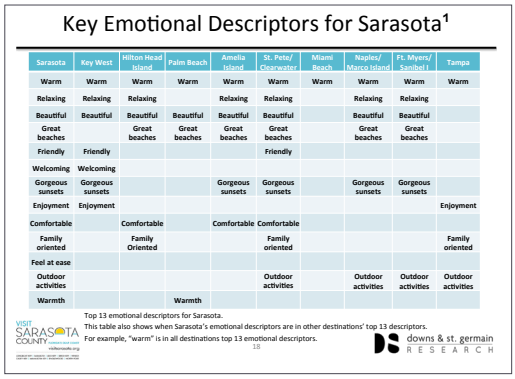
These studies served as discovery for what differentiates Sarasota and as testing for conceptual executions of marketing materials.

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

Sample research results







Sarasota	Key West	Hilton Head Island	Palm Beach	Amelia Island	St. Pete/ Clearwater	Miami Beach	Naples/ Marco Island	Ft. Myers/ Sanibel	Tampa
Warm	Warm	Warm	Warm	Warm	Warm	Warm	Warm	Warm	Warm
Relaxing	Relaxing	Relaxing		Relaxing	Relaxing		Relaxing	Relaxing	
Beautiful	Beautiful	Beautiful	Beautiful	Beautiful	Beautiful		Beautiful	Beautiful	
Great beaches		Great beaches	Great beaches	Great beaches	Great beaches		Great beaches	Great beaches	
Friendly	Friendly				Friendly				
Welcoming	Welcoming								
Gorgeous sunsets	Gorgeous sunsets			Gorgeous sunsets	Gorgeous sunsets		Gorgeous sunsets	Gorgeous 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						

Audience Overview

Visit Sarasota County's brand serves multiple audiences, each playing a distinct role in the destination's success. Our marketing strategy is designed to speak to these audiences individually—recognizing that no single message can represent everyone at once. Taken together, our campaigns reflect the full scope of Sarasota County and ensure that across audiences, experiences, and seasons, the brand remains inclusive, intentional, and representative of our community.

Our Audiences are:

- Leisure
- Meetings & Groups
- Sports
- Relocation & Workforce Development
- Nature & Outdoors
- Arts & Culture
- New Air Service Development



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 section.

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	PMS P - 108-7 C	R: 7 G: 83 B: 132 #075384
Secondary: Blue	C: 61 M: 0 Y: 0 K: 0	PMS P - 118-5 C	R: 62 G: 199 B: 244 #3ec7f4
Primary: Green	C: 62 M: 0 Y: 100 K: 0	PMS P - 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.

Non-gradient

Solid blue

Black and white

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.

Acceptable

Acceptable

Not Acceptable

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 FOUR-LINE LISTING

Use the four-stacked-line version of the island and town names as the default application whenever space allows, as it provides the strongest readability and destination presence. The four-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.



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

In layouts with limited vertical space, the names may be reformatted into two horizontal lines to maintain legibility and visual balance. Both configurations should preserve consistent spacing, typography, and hierarchy beneath the primary Sarasota logo.

1.25" print | 150 pixels digital



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**, **PD**F 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)

"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

"FLORIDA'S CULTURAL COAST®"

Use this version when marketing Visit Sarasota County tourism to:
Arts & Culture Audiences



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 three-line and four-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.

VISIT Sarasota beaches and beyond®

LONGBOAT KEY | ST. ARMANDS | LIDO KEY
SIESTA KEY | CASEY KEY | VENICE | OSPREY
MANASOTA KEY | ENGLEWOOD | NORTH PORT
LAKEWOOD RANCH | WELLEN PARK | NOKOMIS

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 three-line or four-line placed graphic with respect to their minimum size requirements and adjust tracking accordingly.

SAMPLE

VISIT Sarasota beaches and beyond®

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | OSPREY | MANASOTA KEY | ENGLEWOOD | NORTH PORT | LAKEWOOD RANCH | WELLEN PARK | NOKOMIS



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.

~~VisitSarasota.org~~

✓ VisitSarasota.com

VISIT Sarasota .com

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

VISIT Sarasota beaches and beyond®

VisitSarasota.com

VISIT Sarasota® Florida's Gulf Coast

VisitSarasota.com

VISIT Sarasota COUNTY®

VisitSarasota.com

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 representions 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.

FAVICON

Standard use:
16x16 pixels

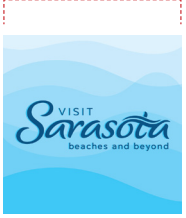
Maximum size:
36x36 pixels



AVATAR

Minimum size:
37x37 pixels

Maximum size:
250x250 pixels





Other Brand Logos

SAVOR SARASOTA





Brand Taglines

WORK WHERE YOU WANT TO LIVE

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

Work WHERE YOU WANT TO **LIVE**®

Work
WHERE YOU WANT TO
LIVE®

LIVE WHERE YOU WANT TO PLAY

The text lockup for Live Where You Want to Play® may be used for headlines or as a standalone mark. In order to ensure the most accurate color reproduction, the text should be used in white or blue.

Live WHERE YOU WANT TO **PLAY**®

Live
WHERE YOU WANT TO
PLAY®



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.

Tourist Development Tax Wording

The following wording should accompany all printed materials for Visit Sarasota County:

Paid for in part by Sarasota County
Tourist Development Tax revenues

OR

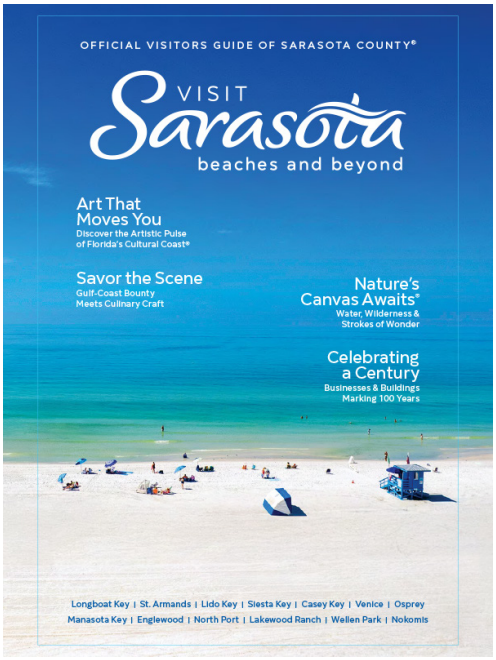
Paid for by Sarasota County
Tourist Development Tax revenues



Proprietary Assets

Visit Sarasota County owns the rights to several proprietary assets that support and strengthen the brand. The following trademarks are actively used across marketing, communications, and partnership initiatives, and must be applied consistently and in accordance with brand standards:

Visit Sarasota County®
Florida's Cultural Coast®
Cultural Coast®
Official Visitors Guide of Sarasota County®
Beaches and Beyond®
Work Where You Want To Live®
Live Where You Want To Play®
Nature's Canvas Awaits®



Visit Sarasota owned URLs

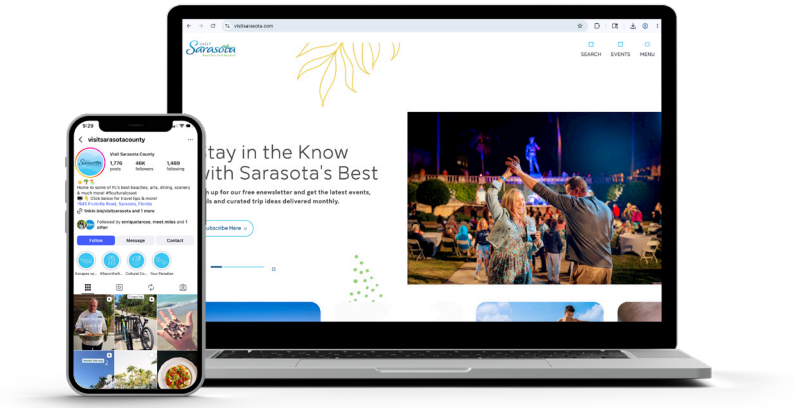
FloridasCulturalCoast.com
Funinthe941.com
JoinVSC.com
LiveWhereYouWantToPlay.com
MeetingsSarasota.com
NaturesCanvasAwaits.com
SarasotaBeachPass.com
SarasotaCountyBrandToolkit.com
SarasotaCountyLovesTourists.com
SarasotaRecovers.com
SavorSarasota.com
Sports.VisitSarasota.com
Supportthe941.com
VisitSarasota.com
VisitSarasotaArts.com
VisitSarasotaCountyTransparency.com
VolunteerSarasota.com
VSCHub.com
WorkWhereYouWantToLive.com

SOCIAL HANDLES

Instagram:
@visitsarasotacounty

Facebook:
@VisitSarasota

YouTube:
@VisitSarasotaCounty





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 — **Benton Modern Display Bold**
Subtitles — **Benton Modern Display Bold**
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

TYPOGRAPHY_POWERPOINT

Primary:

Segoe UI

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Headlines — **Segoe UI Semibold**
Subtitles — Segoe UI
Body Copy — Segoe UI



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.

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.

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.

Sample closing title



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.



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.

Greeting Cards



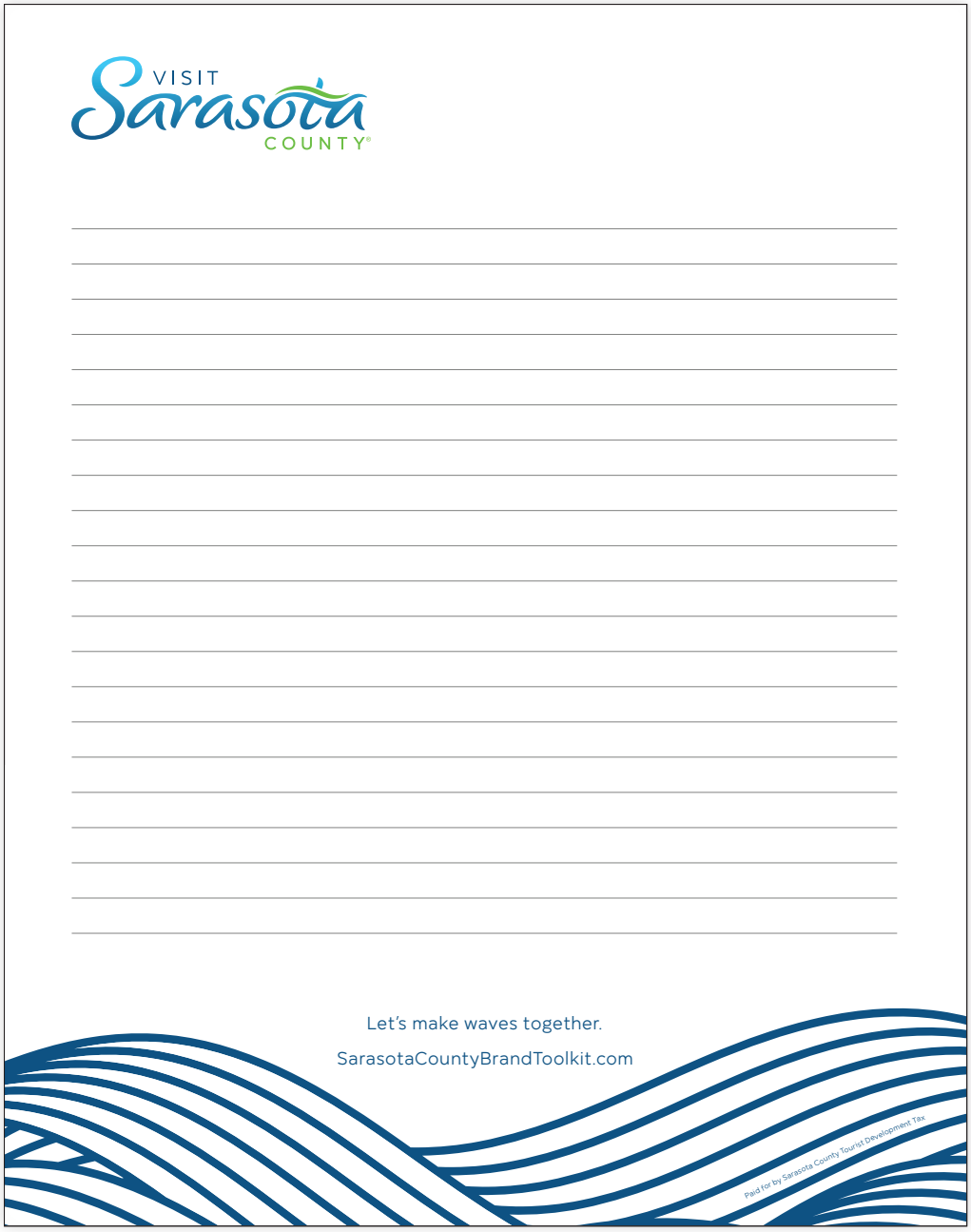
Outside



Inside



Notepads


VISIT
Sarasota
COUNTY
Let's make waves together.
SarasotaCountyBrandToolkit.com
Paid for by Sarasota County Tourist Development Tax



Kids' Activity Page

Welcome, Sarasota Explorers!

Get ready to dive into a world of fun in Sarasota! From building sandcastles on sunny beaches to exploring cool parks, playgrounds and exciting museums, your Sarasota adventure is about to begin.

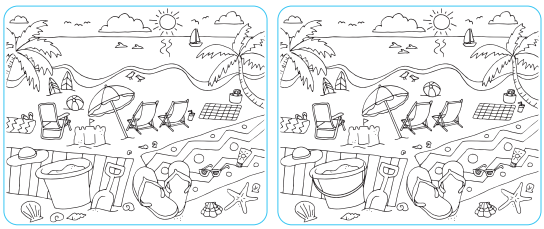
WACKY WORD ADVENTURE

Use your imagination to create a fun and wondrous Sarasota story by filling in the blanks!

A group of adventurous friends set off to explore the magical world of nature in sunny Sarasota. Armed with their trusty _____ (noun), they set out for the park, where they found _____ (adjective) trails and _____ (adjective) waters. As they hiked through the _____ (adjective) park, they spotted a _____ (adjective) bird flying among the mangroves. The friends giggled and followed the wacky bird to a hidden _____ (noun), where they found a treasure chest filled with _____ (adjective) seashells and sparkling _____ (noun). They celebrated their discovery by having a _____ (adjective) picnic under the _____ (noun), sharing their excitement over the incredible adventure they shared in Sarasota's wild wonderland.

FIND THE DIFFERENCES

Can you spot the surprises between these two Sarasota scenes? Grab your magnifying glass and find the hidden treasures below!



Answers: 1) The beach ball moved to the other side of the umbrella. 2) There are three dolphins in the water. 3) The seashell at the bottom left is missing. 4) The handle was added to the pail. 5) The cup moved to the other side of the blanket.

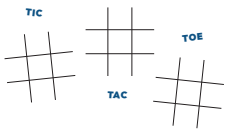
Explore area beaches and earn prizes with Beach Pass!

VISIT Sarasota beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | OSPREY
MANASOTA KEY | ENGLEWOOD | NORTH PORT | LAKEWOOD RANCH | WELLEN PARK | NOKOMIS

SARASOTA BINGO

Get ready for an epic quest around town! Choose your path to hit the coolest spots and activities in a row, and be sure to mark off each adventure so you can shout BINGO!



Build sandcastles at Lido Beach	Visit manatees at The Bishop Museum	Explore Sarasota Jungle Gardens' wildlife	Climb in a clown car at The Ringling	Bike the scenic Legacy Trail
Marvel at Sarasota's stunning sunsets	Spot a colorful lifeguard stand on Siesta Beach	Admire flowers in bloom at Selby Gardens	Spot dolphins on a Sarasota Bay cruise	Dine, shop & play at St. Armands Circle
Hunt for seashells at Turtle Beach	Meet the lions and tigers at Big Cat Habitat	FREE	Unearth sharks' teeth at Caspersen Beach	Catch Gulf Coast waves at Nokomis Beach
Paddleboard Lido Key's mangrove tunnels	Climb the ibis at The Bay Park	Skate or scoot at Payne Park	Take a free trolley ride	Count the sailboats anchored at Bayfront Park
Get a hole-in-one at PopStroke	Discover native wildlife at Crowley Museum & Nature Center	Shop fresh goodies at the Farmers' Market	Spot an alligator at Myakka River State Park	Fish off a Venice jetty

WORD SEARCH

Can you find all the Sarasota arts & culture words?

ASOLO REP
BALLET
BURNS COURT CINEMA
CIRCUS
OPERA
RINGLING MUSEUM
ROSEMARY DISTRICT
SELBY GARDENS
THEATER
VAN WEZEL

R	O	S	E	M	A	R	Y	D	I	S	T	R	I	C	T	P	S	G
R	K	C	E	T	C	V	H	C	X	A	S	O	L	O	R	E	P	U
I	A	B	C	F	V	W	A	W	L	A	R	O	P	E	R	A	L	B
X	K	J	O	Z	S	C	O	N	C	U	O	H	L	G	N	P	V	U
S	K	Y	R	V	V	X	I	L	W	C	D	R	O	L	V	Y	S	R
Q	E	Y	A	I	Y	H	D	R	A	E	G	E	C	T	S	H	M	N
F	U	L	N	S	N	V	W	N	C	K	Z	I	V	O	E	P	B	S
E	S	U	B	B	Q	G	Y	Z	C	U	X	E	D	R	L	T	E	C
L	H	K	M	Y	I	F	L	U	P	G	S	H	L	I	B	H	P	O
M	K	G	A	J	G	F	H	I	A	J	U	K	Q	C	V	E	H	U
R	G	K	W	O	P	A	N	O	N	T	S	P	D	L	I	A	L	R
D	I	O	U	D	O	Q	R	S	A	G	C	R	B	G	M	T	F	T
Q	U	G	B	T	R	C	Z	D	Z	S	M	Y	R	W	A	E	M	C
W	H	D	A	E	U	B	A	Y	E	Z	A	U	V	G	D	R	X	I
M	Q	W	L	G	F	P	E	N	K	N	T	X	S	L	H	I	T	N
C	Q	C	L	J	A	U	D	R	C	B	S	U	N	E	D	Q	J	E
B	W	Z	E	L	F	E	B	K	T	G	A	V	J	H	U	F	W	M
V	E	H	T	C	K	S	O	R	I	C	D	O	J	B	L	M	Y	A

VISIT Sarasota beaches and beyond

LONGBOAT KEY | ST. ARMANDS | LIDO KEY | SIESTA KEY | CASEY KEY | VENICE | OSPREY
MANASOTA KEY | ENGLEWOOD | NORTH PORT | LAKEWOOD RANCH | WELLEN PARK | NOKOMIS

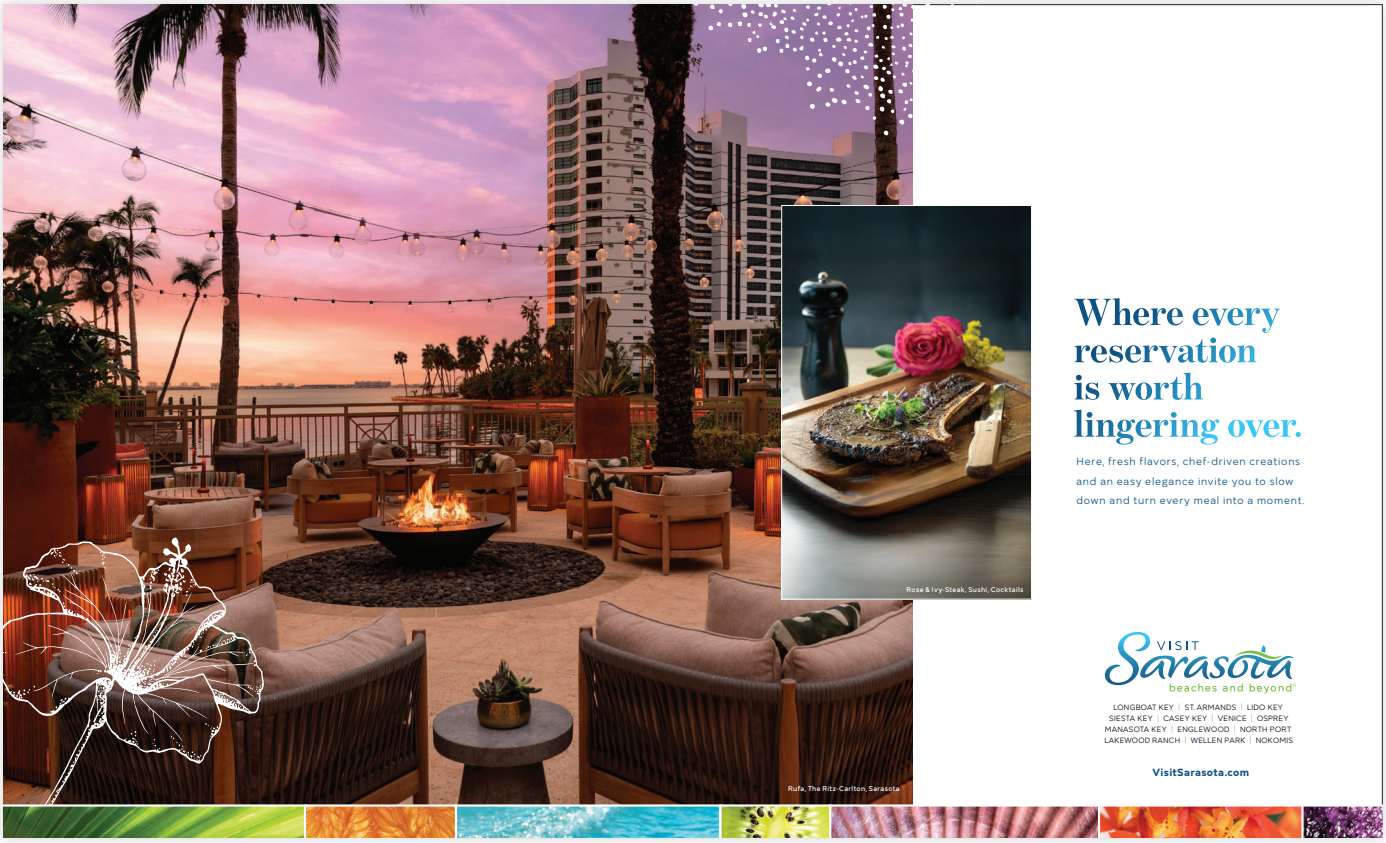
Printing paid for by Sarasota County Tourist Development Tax revenues.







Print Media Creative - Leisure



18"x10.75"

Print Media Creative - Outdoors & Nature



8"x10.5"

Print Media Creative - Arts & Culture



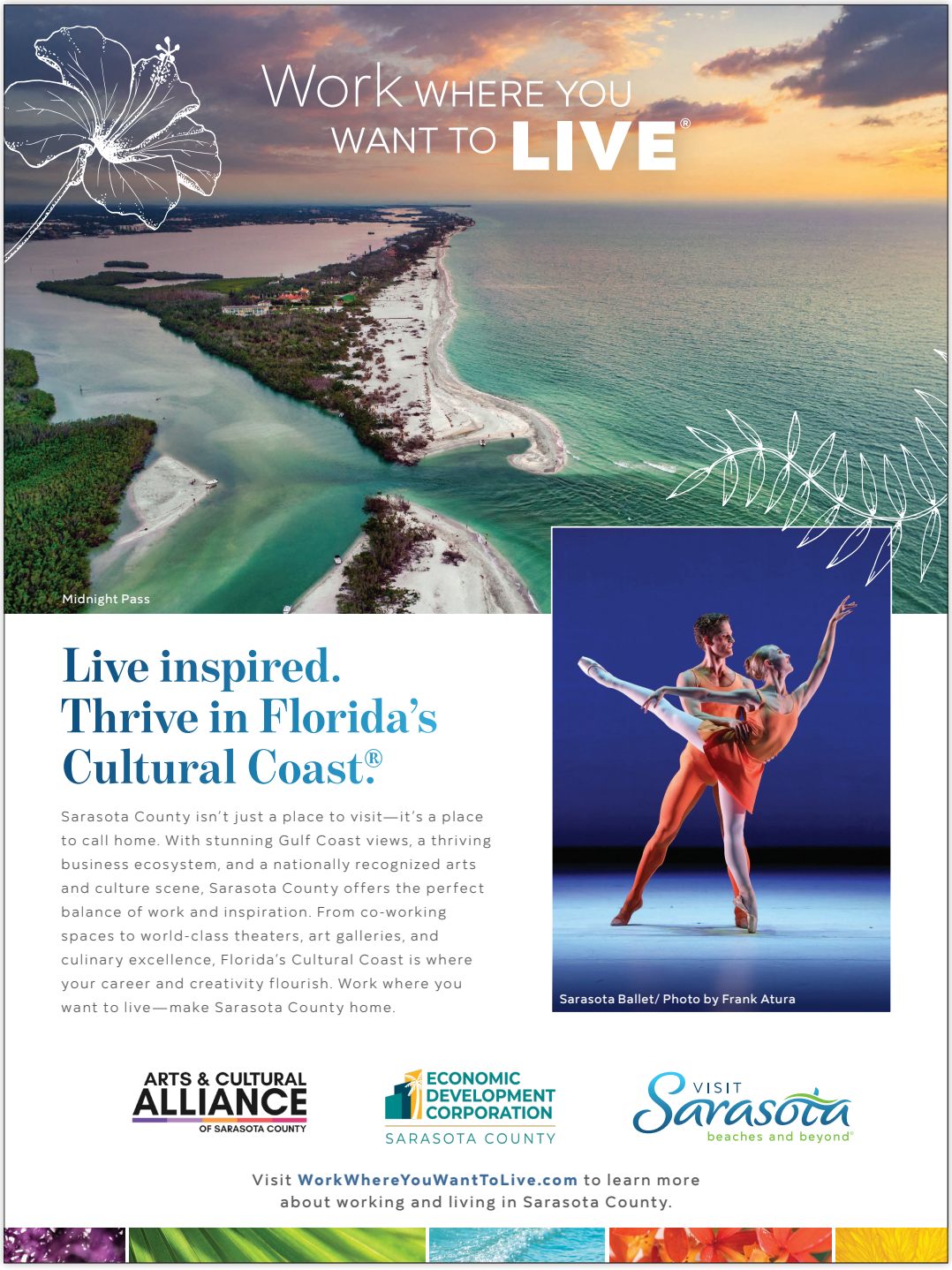
9.625"x13.5"

Print Media Creative - Meetings & Groups



9"x10.875"

Print Media Creative - Relocation/Workforce Development



8.25"x11"

Digital Media Creative - Leisure



160x600



160x600



160x600

Digital Media Creative - Meetings

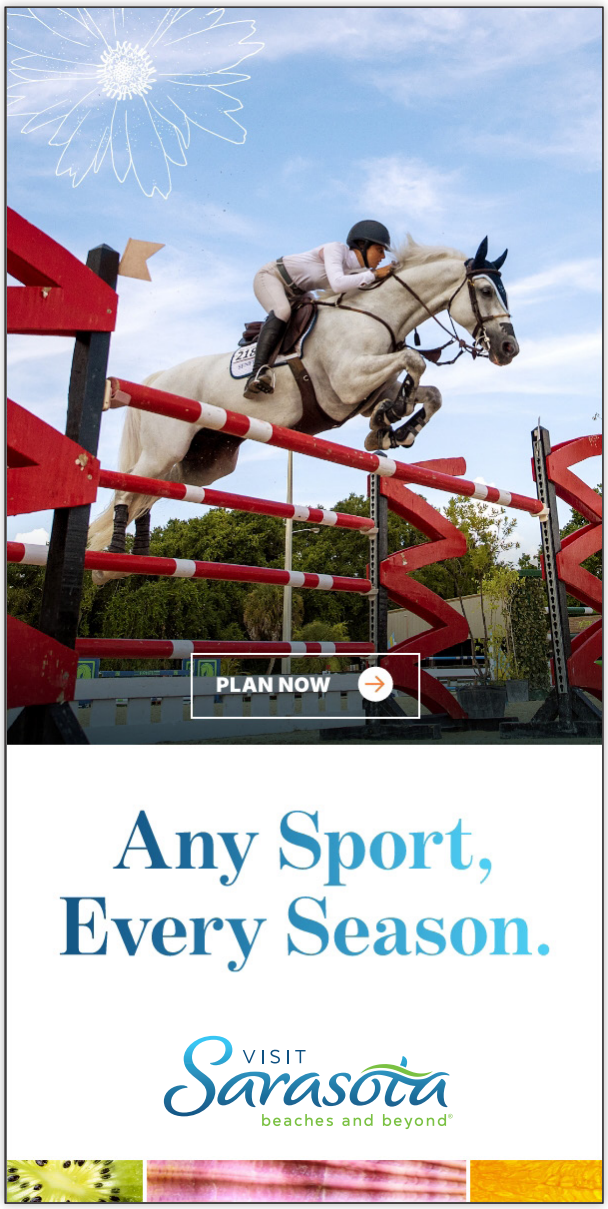


300x250

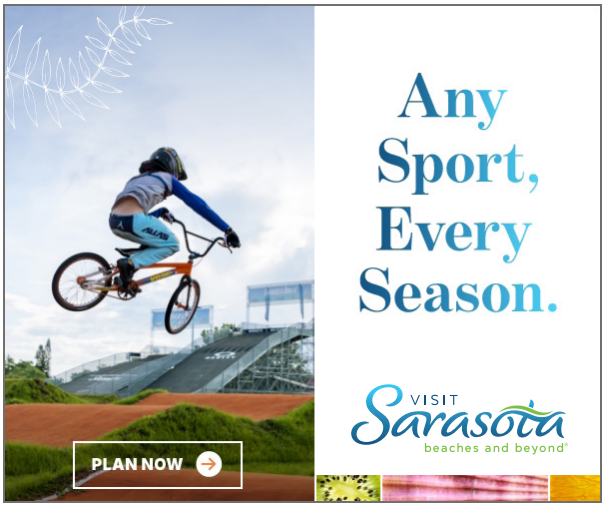


728x90

Digital Media Creative - Sports



300x600



300x250



728x90

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 Visit Sarasota County Brand Toolkit, contact:
Kelly M. Harb, CMP
VP of Marketing & Communications
301 N Cattlemen Rd, Suite 203
Sarasota, FL 34232
kharb@visitsarasota.com



VISIT Sarasota COUNTY

ARTS & CULTURAL ALLIANCE OF SARASOTA COUNTY

2026 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. Here you can learn how to use the full VSC brand, download the tagline, 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.

Florida's Cultural Coast® Tagline

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 Registered 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.

Florida's
CULTURAL
COAST®

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 Wording

The following wording should accompany all printed materials for Visit Sarasota County:

Paid for in part by Sarasota County
Tourist Development Tax revenues

OR

Paid for by Sarasota County
Tourist Development Tax revenues


VISIT
Sarasota
beaches and beyond®
LONGBOAT KEY | ST. ARMANDS | LIDO KEY
SIESTA KEY | CASEY KEY | VENICE | OSPREY
MANASOTA KEY | ENGLEWOOD | NORTH PORT
LAKEWOOD RANCH | WELLEN PARK | NOKOMIS
301 North Cattlemen Road, Suite 203 | Sarasota, FL 34232 | 941-955-0991