

Meet

PHILADELPHIA

SPRING 2022 CAMPAIGN
STYLE GUIDE

PHLCVB





01 **CAMPAIGN OVERVIEW**

02 **COLOR PALETTE**

03 **TYPOGRAPHIC EXPRESSION**

04 **GRAPHIC ELEMENTS**

05 **PHOTO DIRECTION**

06 **PUTTING IT ALL TOGETHER**

01

CAMPAIGN CONCEPT OVERVIEW

VISUAL DIRECTION * WILL UPDATE LAYOUT*

where
DELIGHT
exceeds
EXPECTATIONS



MEET US
in the
MIDDLE



meets



SOMETHING

NEW



SOMETHING

OLD



MEET

Philadelphia

NEED DESCRIPTION COPY * WILL UPDATE WITH ALL FINAL HEADLINES*

Copy Direction

WHERE X MEETS X

Can Matt write something that goes over the overarching theme/concept of headlines.

Juxtaposition, overall usage direction.

CULTURE *meets* **HISTORY**

SCENIC *meets* **THE SCENE**

VENUES *meet* **VISTAS**

STRIDE *meets* **STROLL**

TRADITION *meets* **INNOVATION**

02

COLOR PALETTE

Campaign Colors

PRIMARY PALETTE

Inspired by Philadelphia itself, our primary color palette consists of Society Hill Brick, Riverfront Blue and Parchment. Secondary accents elevate the look and push the main hues out of their patriotic realm into fresh, bold color combinations.

RGB colors values should be used to digital applications only. HEX color values are used specifically for web. CMYK color values should be used for process color print applications.

Primary

SOCIETY HILL BRICK

RGB: 220 82 58
HEX: #DC523A
CMYK: 0 100 63 12

RIVERFRONT BLUE

RGB: 49 85 166
HEX: #3155A6
CMYK: 0 100 63 12

PARCHMENT

RGB: 252 244 230
HEX: #FCF4E6
CMYK: 0 100 63 12

Secondary

OLD CITY GREEN

RGB: 96 160 140
HEX: #60A08C
CMYK: 0 100 63 12

BARNES GOLD

RGB: 230 164 60
HEX: #E6A43C
CMYK: 0 100 63 12

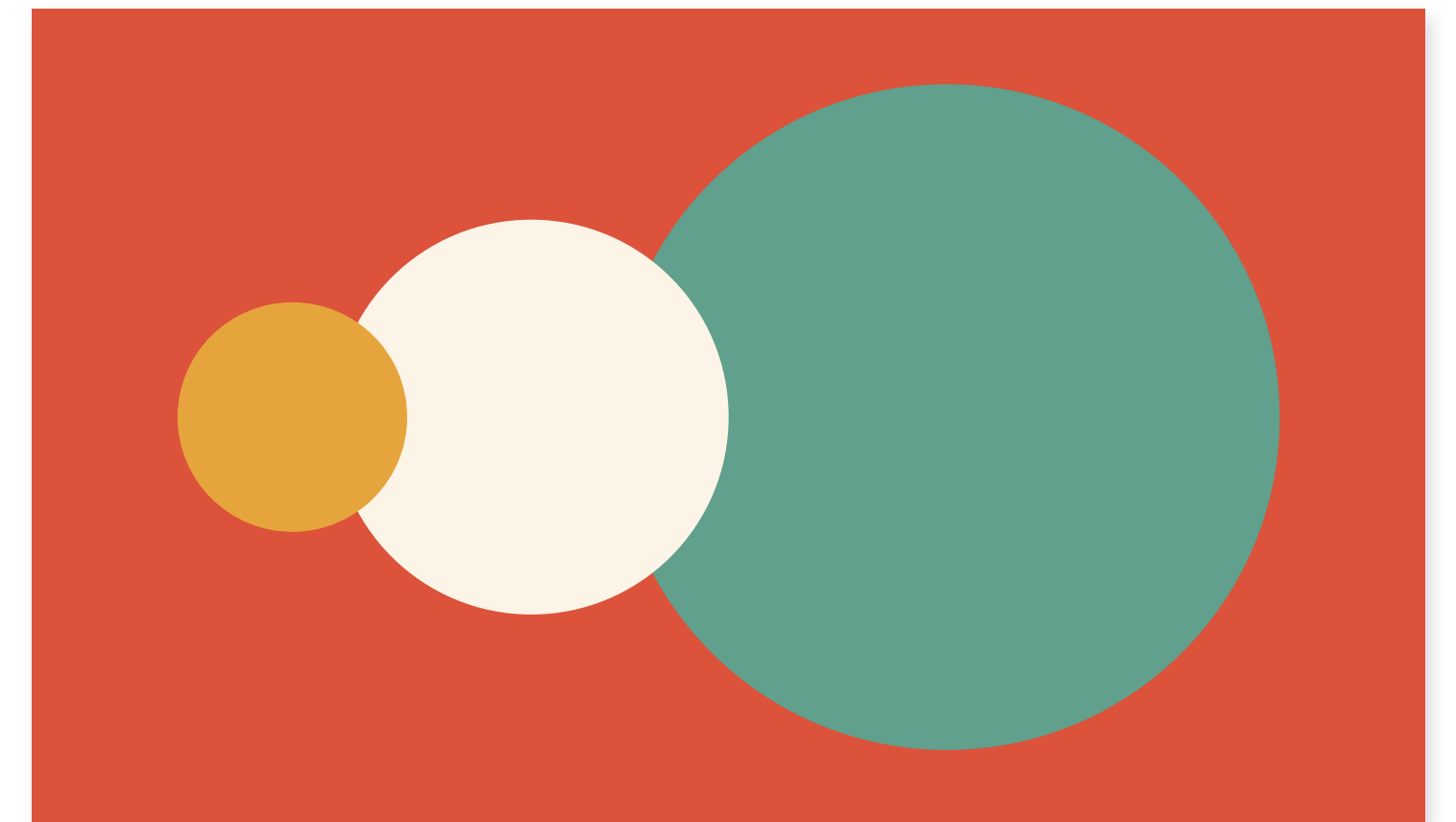
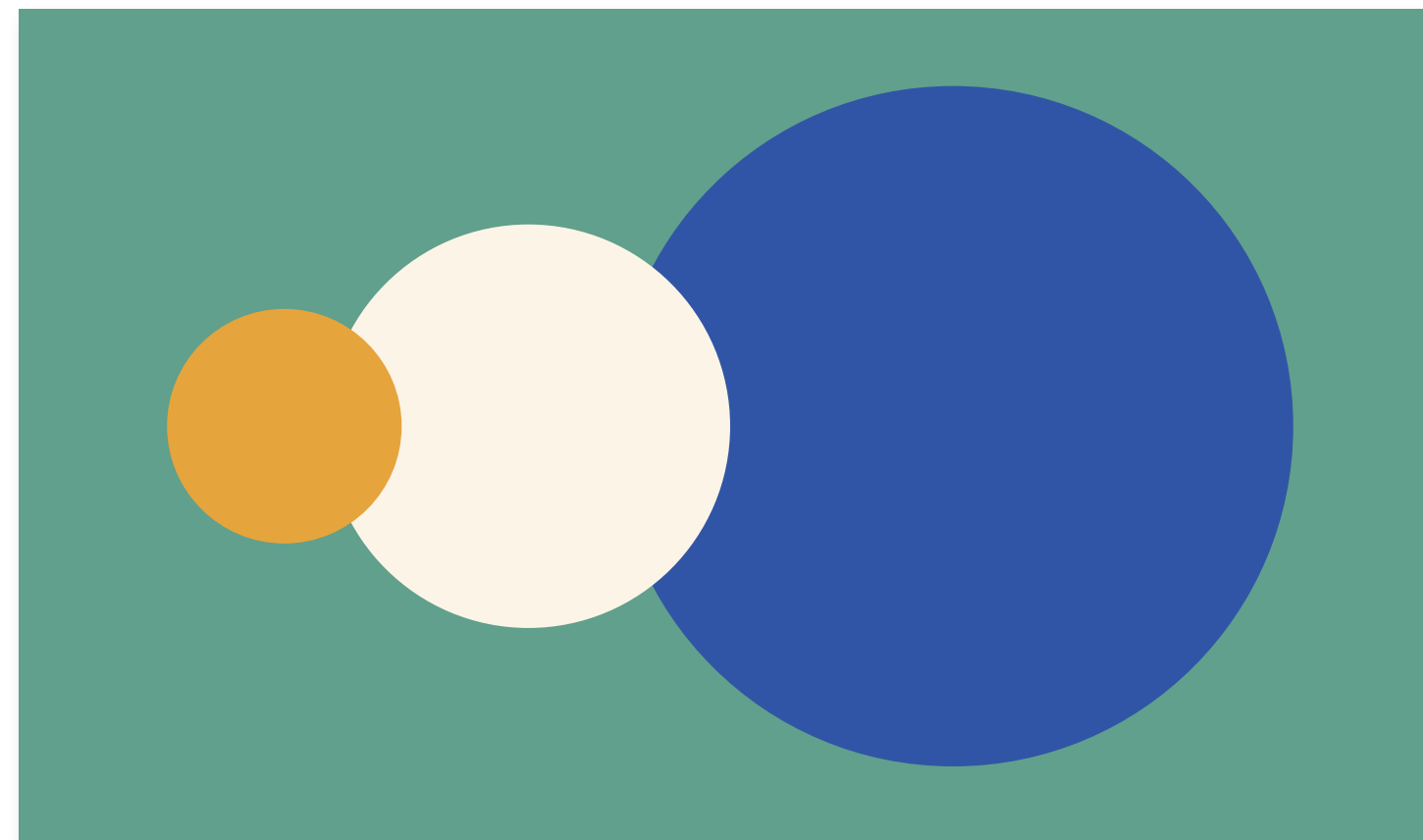
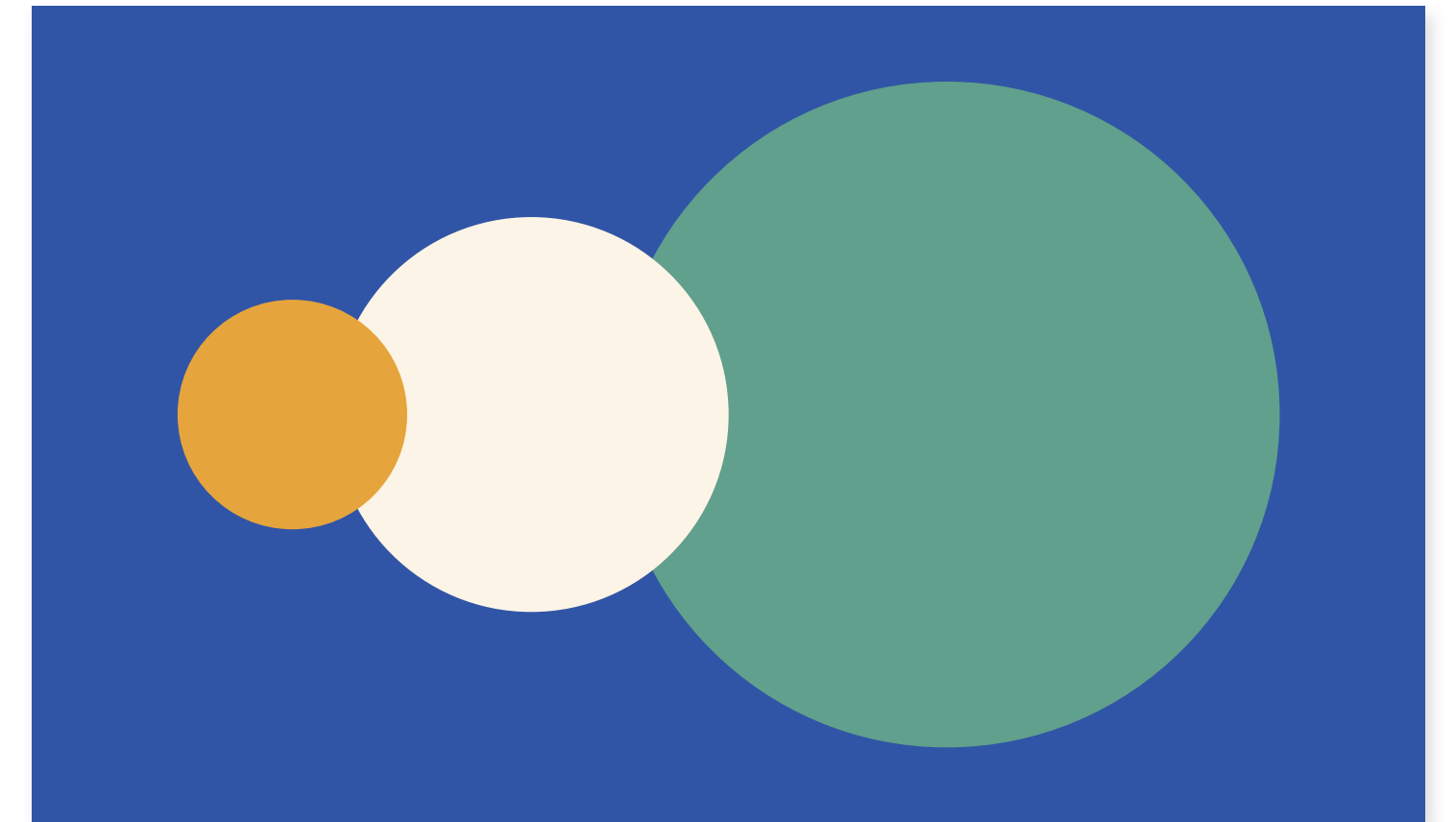
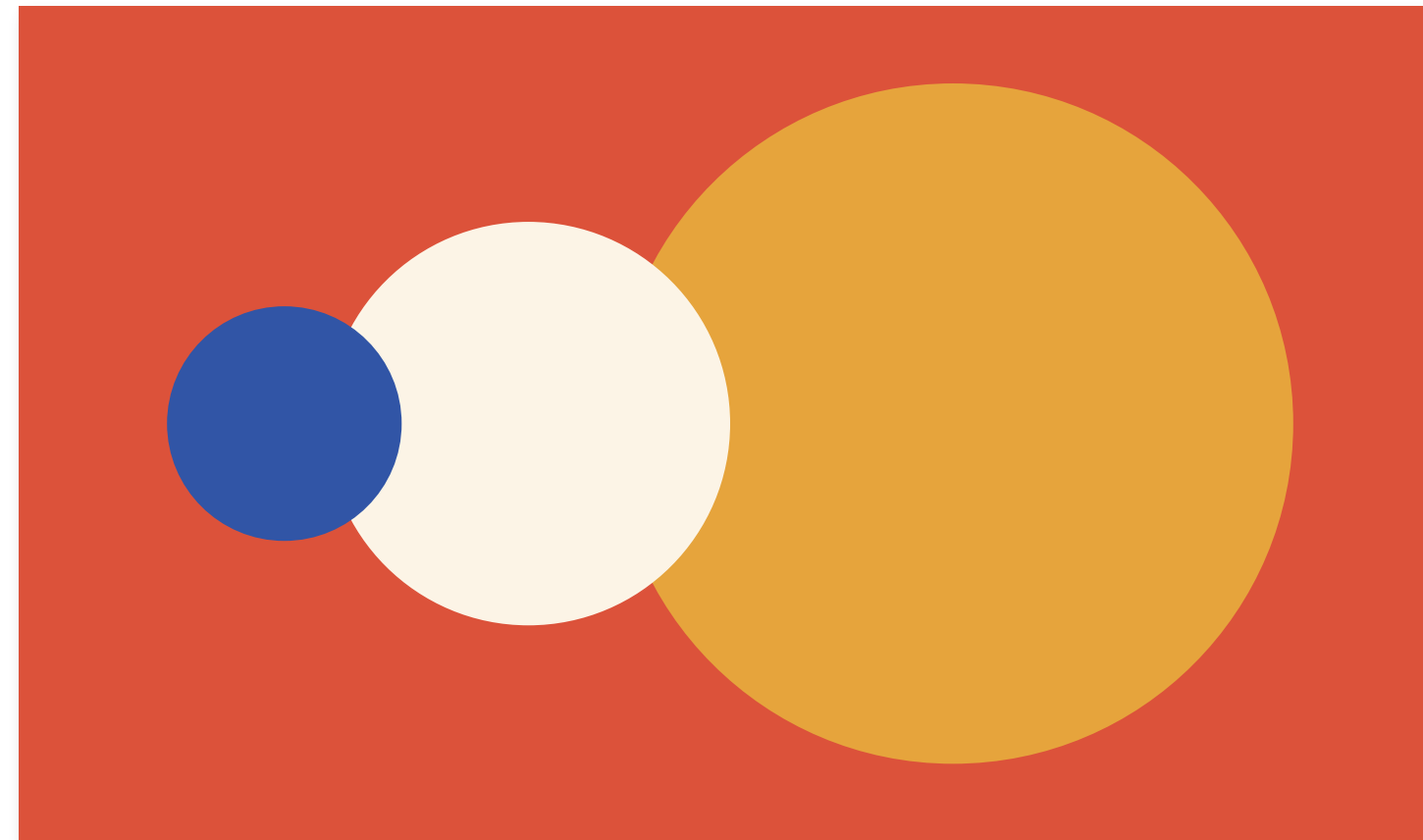
Color Use Hierarchy

BACKGROUND & ACCENT INTERACTIONS

While the primary colors are patriotic in nature, we utilize specific color combinations to keep campaign assets feeling fresh and unique to Philadelphia.

- » **Large Circle:** larger graphic elements, colorblock layering
- » **Medium Circle:** primary headlines
- » **Small Circle:** smaller detail elements, buttons, etc.

Please Note: we never use Barnes Gold or Parchment as background colors, but Old City Green is acceptable, sparingly.



03

TYPOGRAPHIC EXPRESSION

Style Overview

TYPOGRAPHY SYSTEM

Meet Philadelphia's Spring 2022 campaign is all about juxtaposition, and the typefaces are no exception.

Combining together a clean, bold sans-serif with an organic, elegant, textural script further drives the idea of unlikely yet harmonious pairings and adds a sense of humanity to a campaign focused on unique experiences.

Welcome to
PHILADELPHIA

THE CITY OF BROTHERLY LOVE

Philadelphia is ready to help bring your next meeting, convention, tradeshow or sporting event to the city. Find out what to do and where to meet, stay and eat in Philadelphia right now.

We look forward to seeing you!

COME EXPLORE

Visit Us →

EYEBROW & HEADLINE EMPHASIS

Golden Plains, Regular

HEADLINES

District Pro, Black

SUBHEADLINES

District Pro, Black

BODY

Gotham, Book

BODY EMPHASIS

Gotham, Bold

CTAS

Buttons: District Pro, Black

Links: Golden Plains, Regular

Headline Fonts

District Pro and Golden Plains work together for headlines — delicate emphasis meets bold key words.

01 DISTRICT PRO, BLACK

District Pro is a slight update to PHLCVB's Gotham headlines. It's bold, clean and slightly more narrow than Gotham with a more friendly twist. Headlines always use District Pro Black in all uppercase, with 20–40 tracking. Subheadlines follow the same format, except tracking is 100–140.

02 GOLDEN PLAINS, REGULAR

Golden Plains is a modern, elegant script with hand-drawn texture. This typeface also includes some alternate underline swashes. Only use this script in title case or lowercase, never uppercase. Always make sure tracking is set to 0.

01 **DISTRICT PRO, BLACK**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

02 *Golden Plains, Regular*
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body Copy Font

To maintain a sense of brand familiarity, we maintain Gotham for body copy. Its geometric, slightly wider nature is great for lengthy copy legibility.

01 GOTHAM, BOOK

Gotham, Book should be used for all body copy, with tracking set to 0. We like to give lengthy content some room to breathe by increasing the leading between lines. For example, copy set at 20 pt. size would have a 34 pt. leading.

02 GOTHAM, BOLD

Only use the bold weight for added emphasis regarding important words or phrases. This should be used sparingly, i.e. leading into a call of action at the end of a paragraph, with tracking set to 5.

01 Gotham, Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

02 Gotham, Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Call to Action Fonts

CTAs can be displayed as either underlined links or rectangular buttons.

01 UNDERLINED LINKS

Underlined links utilize Golden Plains script in combination with a brush stroke underline and arrow. [Click here](#) for an overview on these graphic elements.

02 BUTTONS

Buttons use District Pro, Black in all caps, tracked out to 140. Always use Parchment as the typeface color for buttons. All buttons also incorporate Brush 3 as an outer stroke to add a slight textured edge. [Click here](#) for an overview on the provided brush library.

01 *Visit Us →* *Check it Out →*

COME EXPLORE

02

MEET PHILADELPHIA

CONTACT US

*** WILL UPDATE WITH PRICING***

Font Sourcing

District Pro can be sourced and activated through Adobe Fonts. Golden Plains can be sourced and purchased with a Tier 1 Commercial Extension through BLKBK.

GET HELP

For more information and assistance on how to activate fonts through Adobe Creative Cloud [click here](#).

COMMERCIAL EXTENSION

For more information on BLKBK's font licensing, [click here](#).

DISTRICT PRO

ACTIVATE

Golden Plains

PURCHASE

As with everything from Adobe Fonts, you can use these fonts for:



Design Projects

Create images or vector artwork, including logos



Website Publishing

Create a Web Project to add any font from our service to your website



PDFs

Embed fonts in PDFs for viewing and printing



Video and Broadcast

Use fonts to create in-house or commercial video content

04

GRAPHIC ELEMENTS

Background Textures

CONCRETE LAYERING

An optional asset, these background textures can help create a sense of depth and serve as a subtle nod to the city's urban landscape.

Please Note: concrete textures can be cropped and rotated as needed.

01



02



03



Collage Elements

Textural and with a hand-drawn flare, these elements are meant to add to the overall layering effect of a design.

01 STAMP

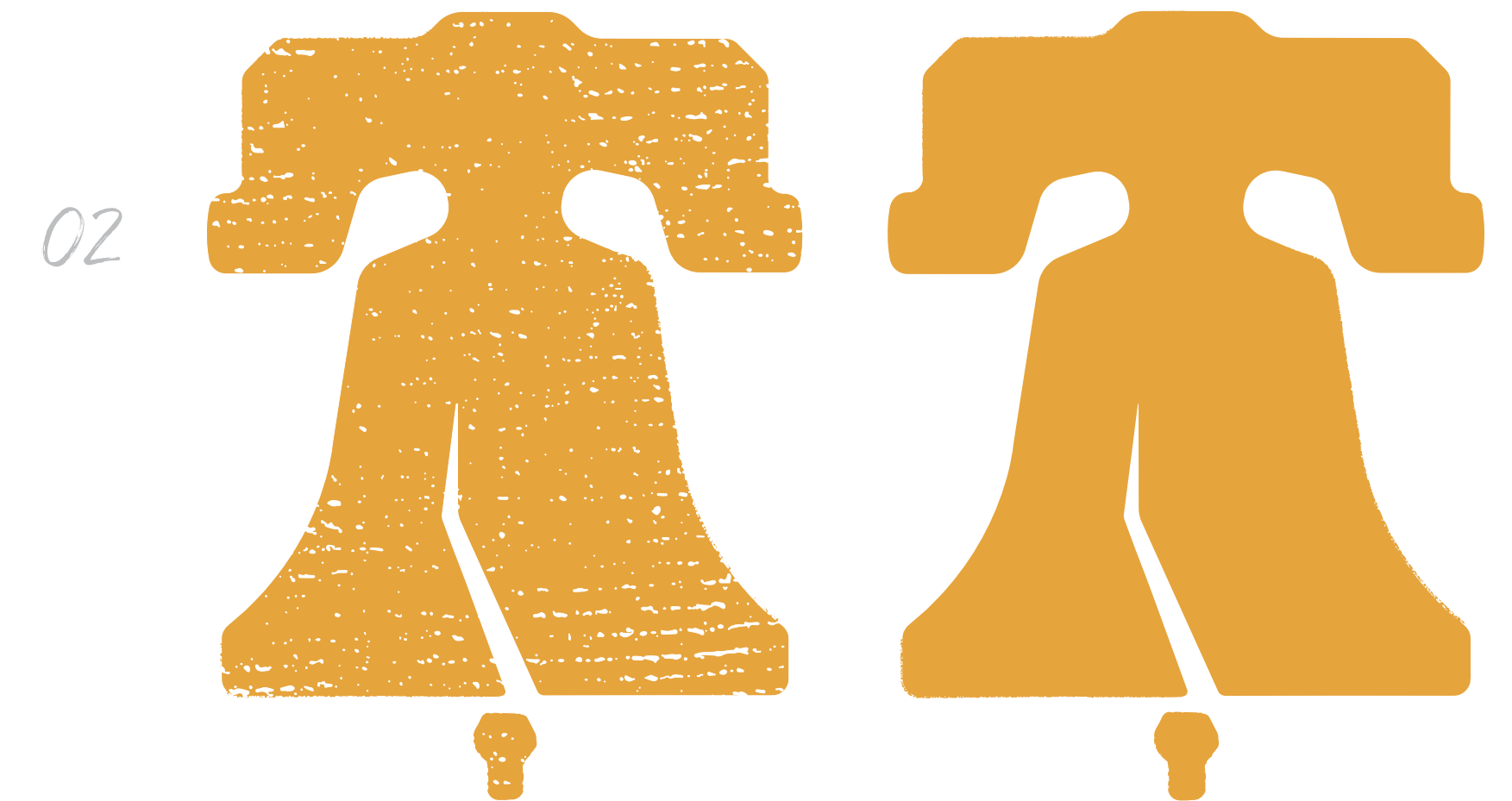
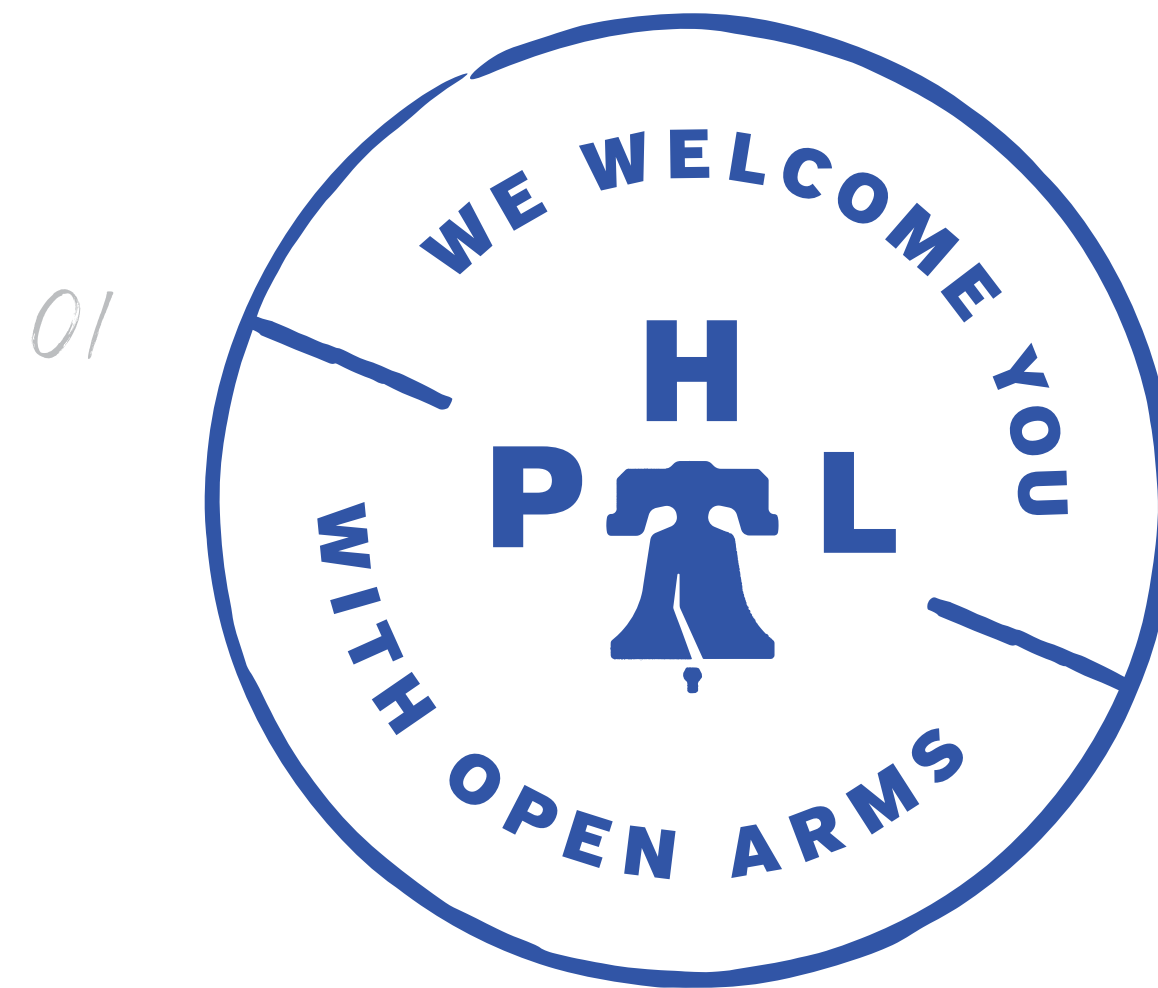
The circular stamp reads “We welcome you with open arms” and features Philadelphia’s abbreviated initials and a Liberty Bell icon for added recognition.

02 LIBERTY BELL

Taken from the stamp, this custom Liberty Bell icon can be used as a super graphic, cropped and layered within design layouts.

03 STARS

Stars are a tertiary elements that can be used as small overlay details.



Hand-drawn Linework

Dynamic linework adds to the overall expressive nature of the visuals. We've created a brush library featuring 3 different hand-drawn brushes.

01 ARROWS & LINES

Arrows and lines help guide viewers throughout layered photo and type layouts. They can interact with type and image — disappearing and reappearing off the edge of an asset, going behind the subject of a photograph, etc. Always use Brush 1 or 2 for arrows and guiding lines.

02 UNDERLINES

We often underline the primary verb (almost always “meets”) in many of the application headlines. Always use Brush 3 from the provided library, as well as a slightly curved stroke, for underlines.

Brush Library

BRUSH 1

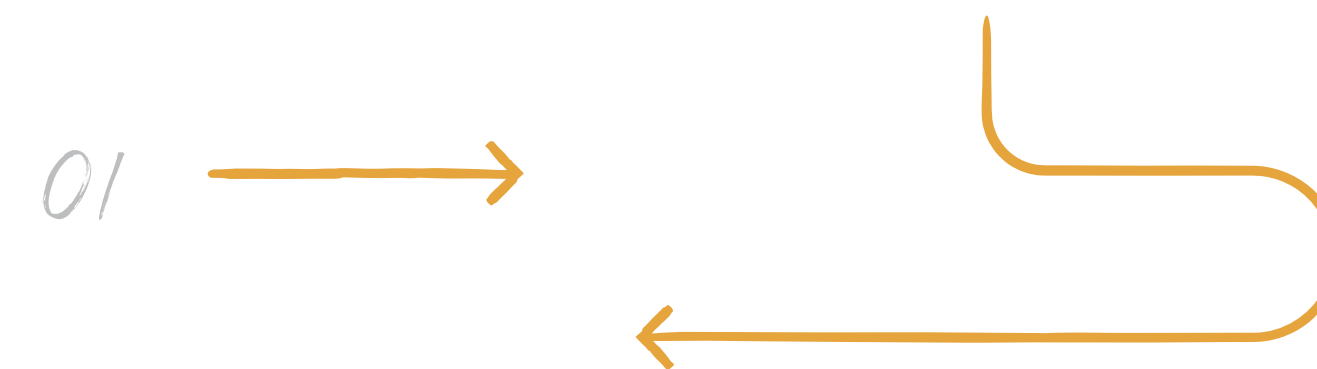
Felt tip stroke with rounded ends, mostly straight

BRUSH 2

Quick, slightly upward freehand stroke

BRUSH 3

Side pencil with top edge straight ruled



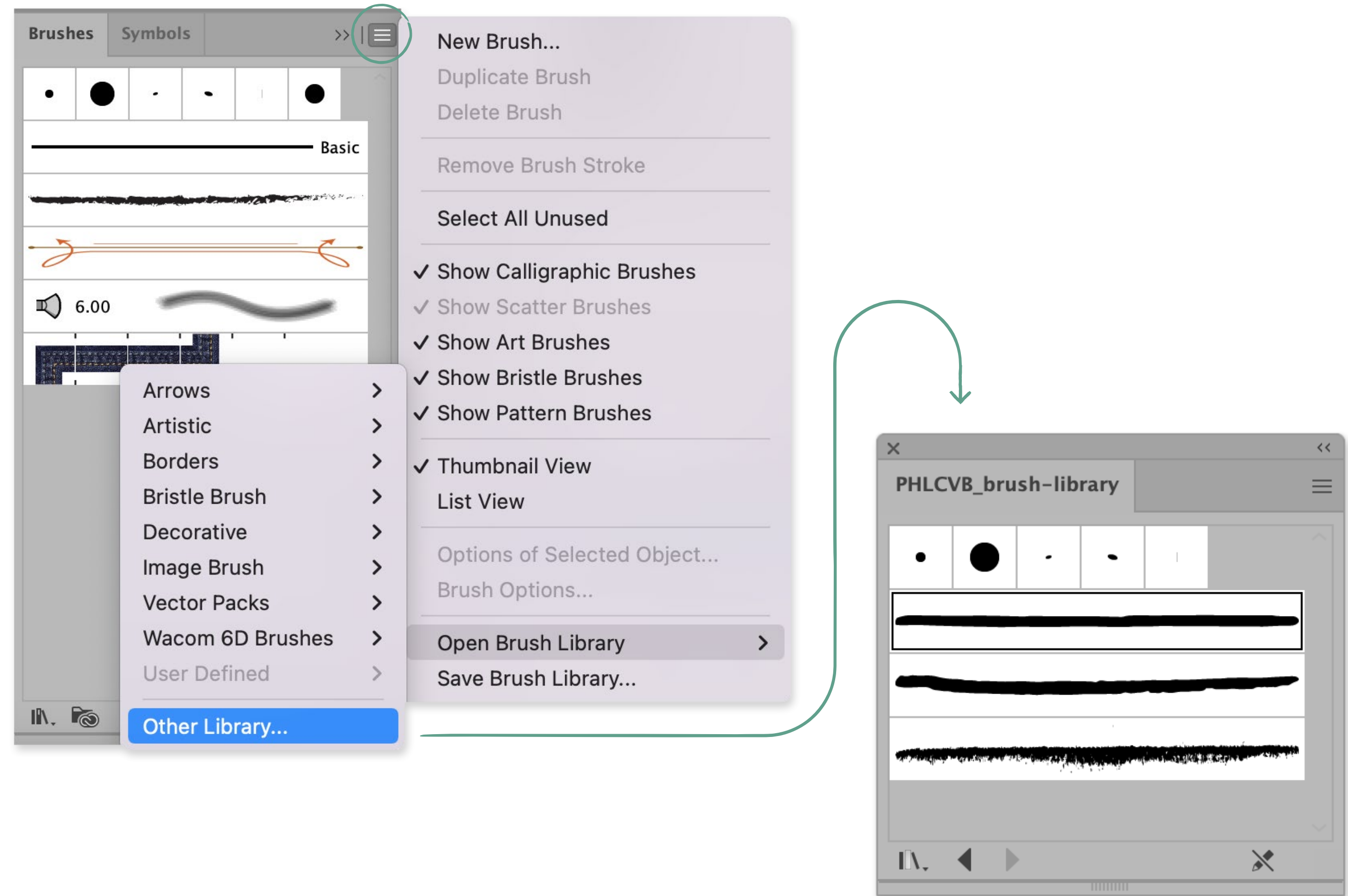
02 **CULTURE** *meets* **HISTORY**

Hand-drawn Linework

IMPORTING BRUSHES TO ADOBE ILLUSTRATOR

Open up the Brushes panel through Illustrator's main menu: **Window » Brushes**.

Click on the hamburger menu on the brushes panel and hover on **Open Brush Library**. Select **Other Library...** at the bottom of menu, which will open the computer system's file manager. Select the file **PHLCVB_brush-library.ai** and the 3 brushes will now open in the current Illustrator file.



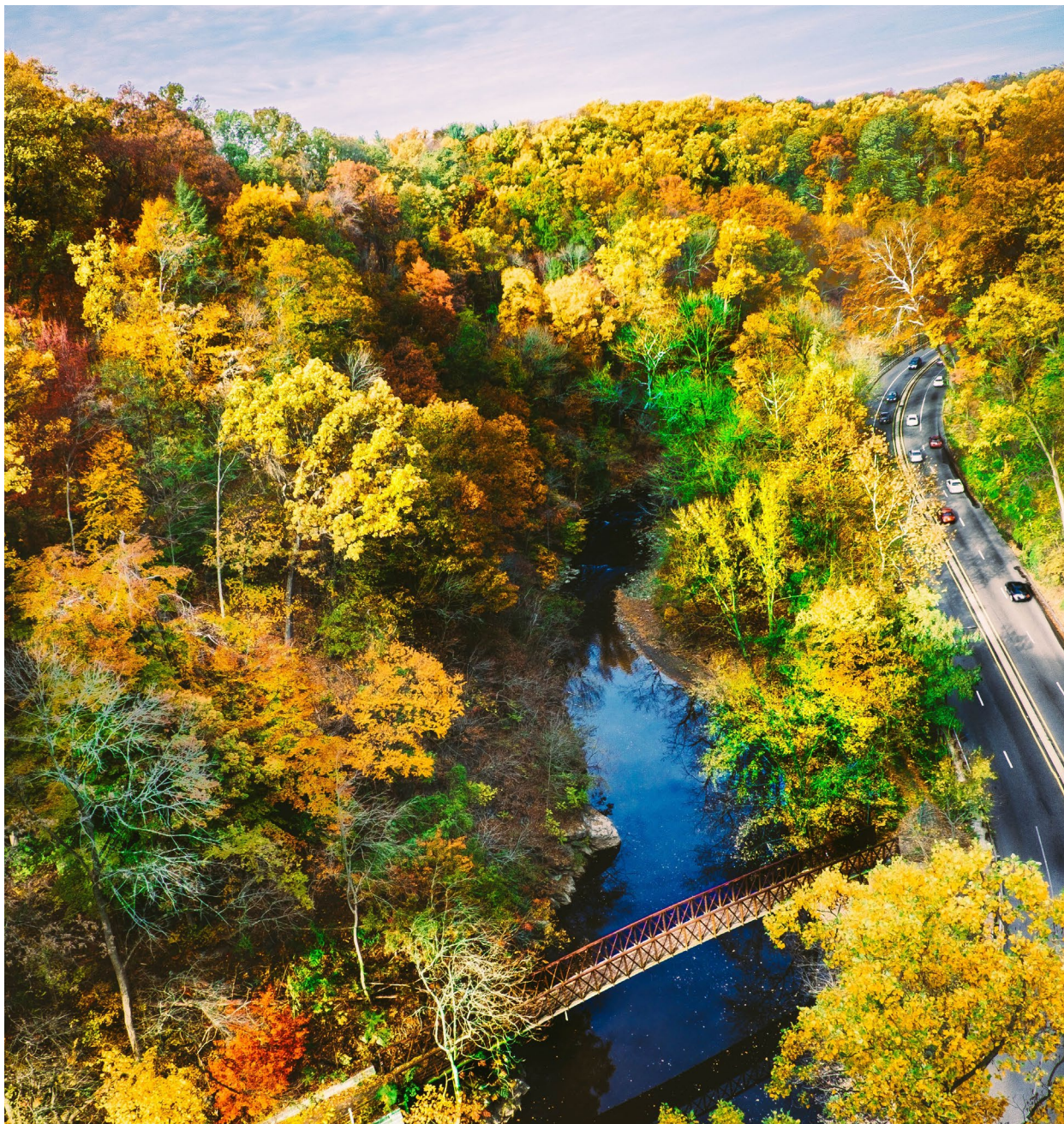
05

PHOTO DIRECTION

CITY ATMOSPHERE



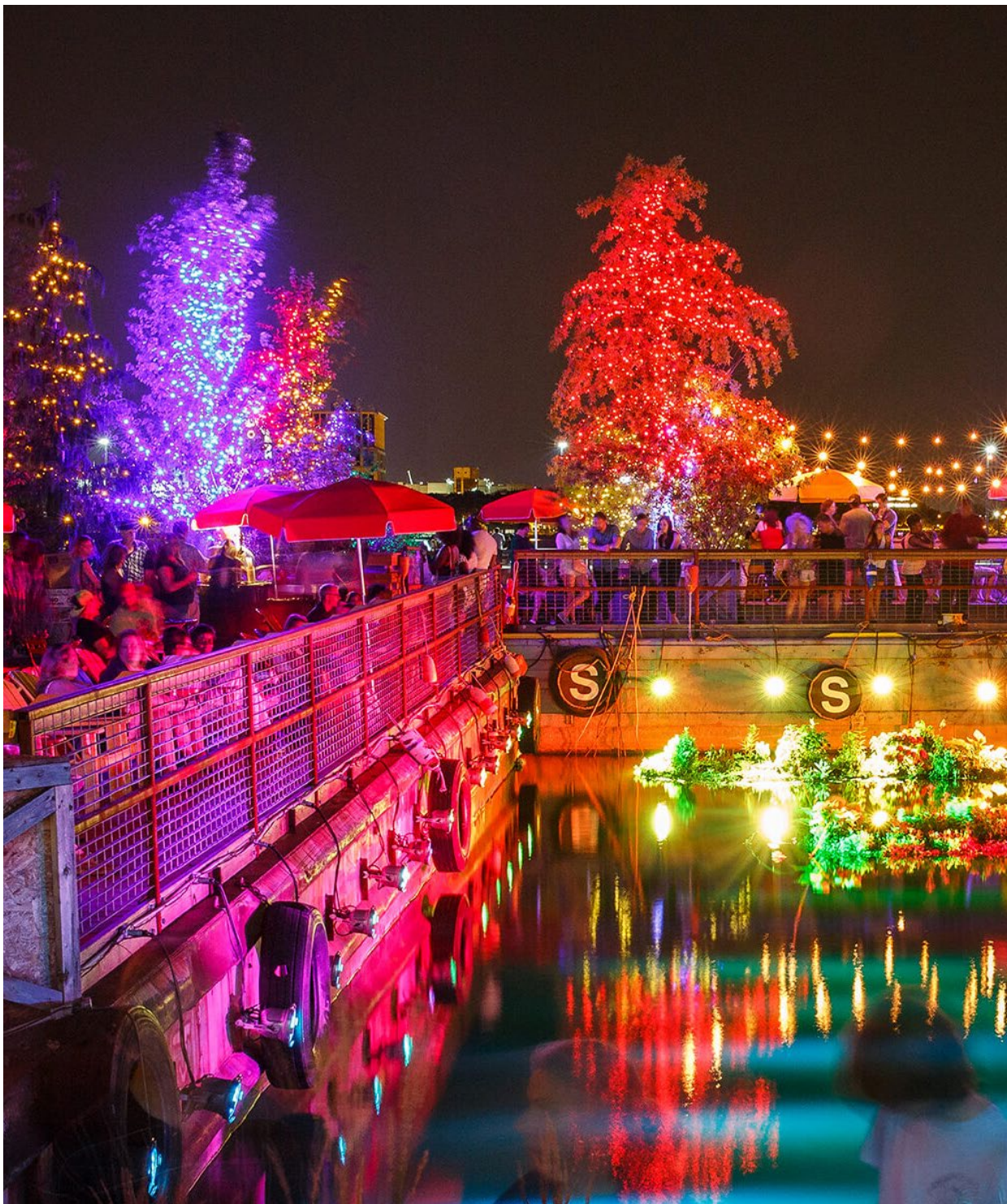
- Attention to campaign palette inclusion
- Dynamic — shows a good range including historic brick, street art, scenic views, new & old architecture, plus more modern experiences



HUMAN EXPERIENCE

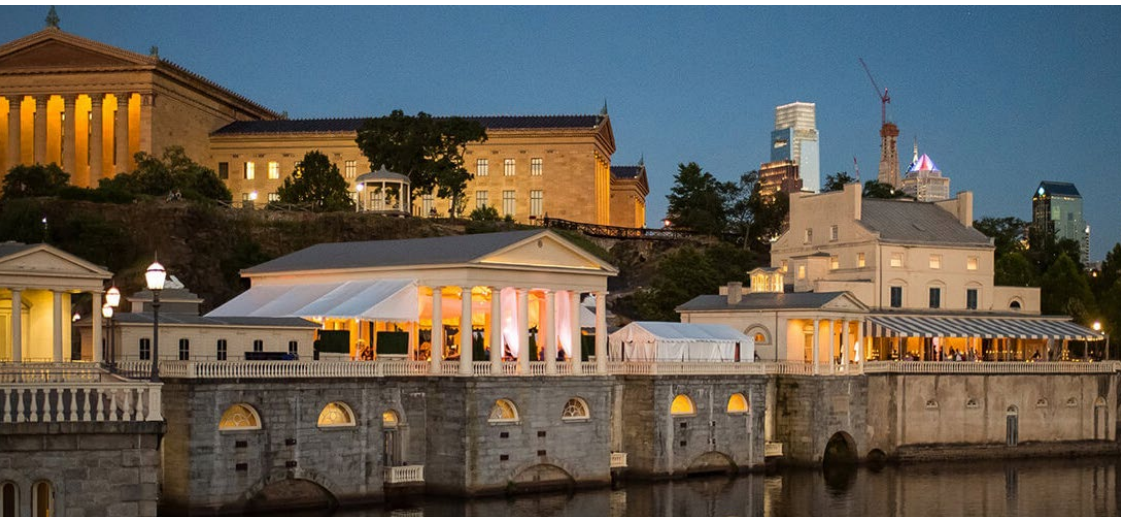


- Attention to campaign palette inclusion
- Focus on vibrant, inviting, engaging experiences



MEETING PLACES & SPACES

- Highlight more unique spaces and venues, scenic views, where hustle of downtown meets exciting interesting experiences
- All photos on this page already belong to PHLCVB



06

PUTTING IT ALL

Together

Splash Page of All Sample Assets Here

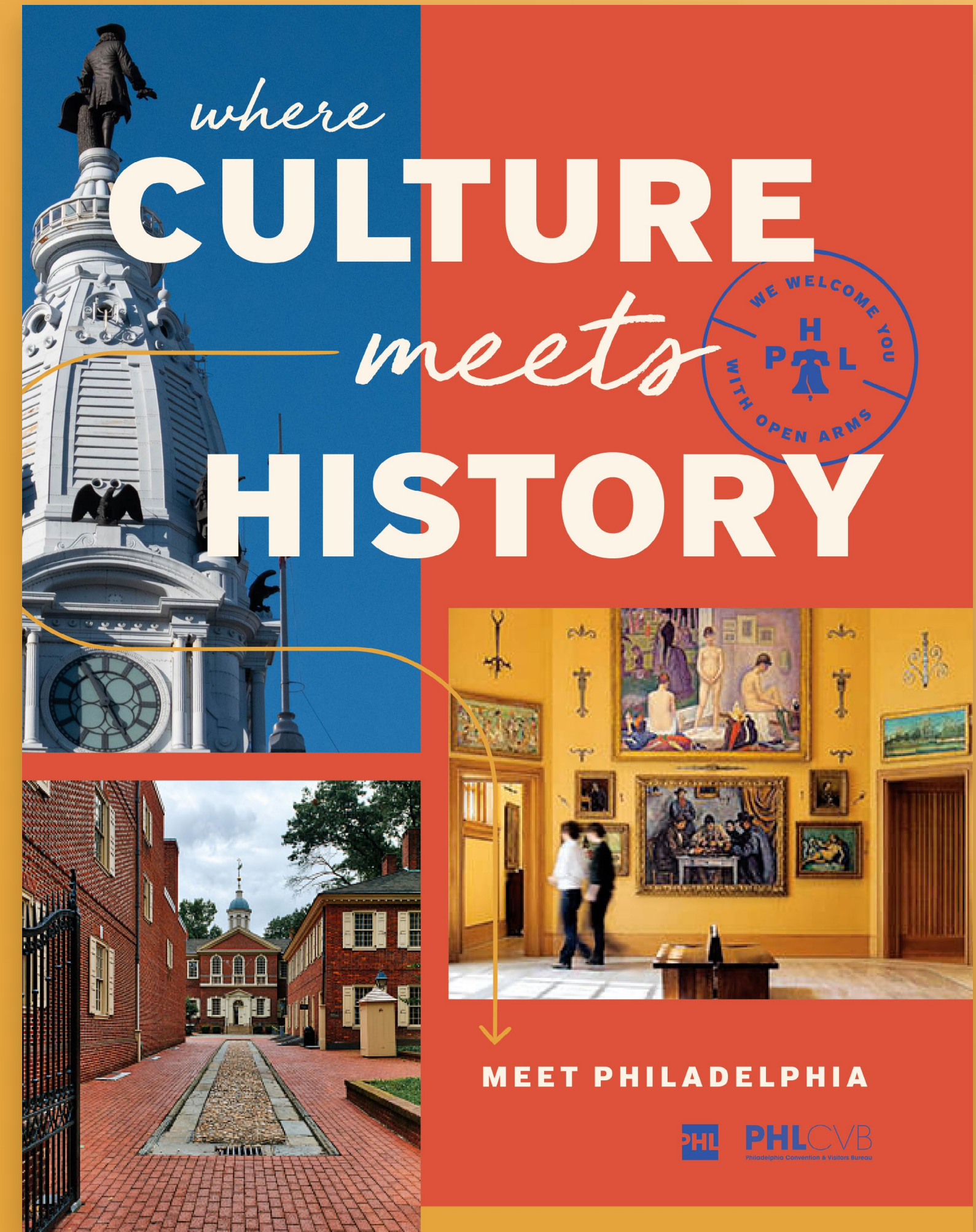
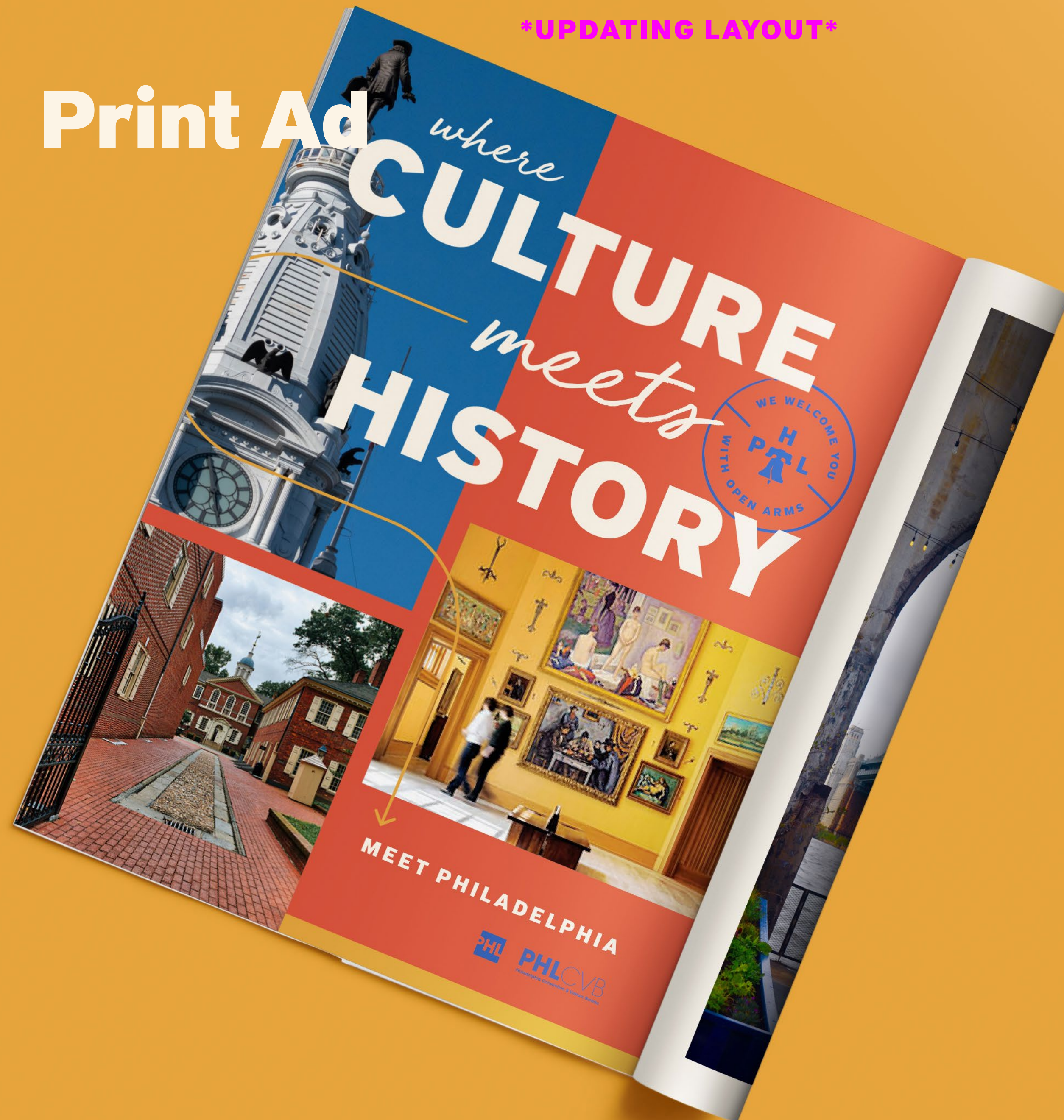
Print Ad

UPDATING LAYOUT



Print Ad

UPDATING LAYOUT



UPDATING LAYOUT

Digital Banner Ads



300 × 250 PX



300 × 600 PX

UPDATING LAYOUT

Digital Banner Ads

- Note image use



728 × 90 PX



CHANGE
560 × 150 PX



320 × 50 PX

UPDATING LAYOUT

Digital Banner Ads

- Images slide in from top and bottom as juxtaposition type pops in
- Images continue to change as ad ends on “Meet Philadelphia” with CTA

Banner Ads: Animation Frame Example

*For concept purposes only.



Email Template

UPDATING LAYOUT



Pennsylvania
CONVENTION CENTER
THE EAST COAST'S PREMIER VENUE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1

HIGHLIGHT POINT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.



2

HIGHLIGHT POINT

Duis aute irure dolor in



2

HIGHLIGHT POINT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.

3

HIGHLIGHT POINT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.



Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

CTA BUTTON

PHLCVB
Philadelphia Convention
& Visitors Bureau

DISCOVERPHL.COM



Pennsylvania
CONVENTION CENTER
THE EAST COAST'S PREMIER VENUE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

1

HIGHLIGHT POINT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.



2

HIGHLIGHT POINT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.

3

HIGHLIGHT POINT

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in.



Headline

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt.

CTA BUTTON

PHLCVB
Philadelphia Convention
& Visitors Bureau

PHLCVB

DISCOVERPHL.COM

UPDATING LAYOUT

Thank You/End