

EMERALD GRANDE™ at HARBORWALK™ VILLAGE



BRAND VISION Emerald Grande at HarborWalk Village is Destin's shining jewel overlooking some of the most marvelous turquoise water and sugar sand beaches. Experience breathtaking views, luxurious resort amenities, boutique shopping, Gulf-to-table dining, and endless family adventures. Emerald Grande is unlike any other vacation destination on the Emerald Coast.



LOGO Maintain the logo proportions, never distort or skew the logo from its original form. Maintain the size and spacing ratios of each component. Only the official styled text shown may be used, do not change or manipulate the fonts in any way.



The logo may be reversed in white or black if the design application requires.



PMS 343



PMS 281



PMS 1215

SUPPORTING COLORS Color usage to be bright and lively. To convey the feel of a waterfront, beach destination.



R 1 / G 142 / B 194
C 81 / M 31 / Y 8 / K 0



R 33 / G 76 / B 140
C 97 / M 79 / Y 16 / K 3



R 76 / G 160 / B 167
C 70 / M 20 / Y 34 / K 1



R 241 / G 210 / B 46
C 7 / M 13 / Y 92 / K 0



R 90 / G 210 / B 220
C 55 / M 0 / Y 17 / K 0

FONTS Font usage for the Headlines can vary to reflect seasonal and festive events, but must be paired with a sans serif font for the secondary body copy. No more than three different fonts can be used.

BODY COPY FONT
OSWALD LIGHT
OSWALD REGULAR
OSWALD BOLD

BODY COPY FONT (Horizontal Scale 90%)
HALIS GR LIGHT
HALIS GR BOOK
HALIS GR REGULAR
HALIS GR MEDIUM

Headline Example
Thirsty Rough Regular

HEADLINE EXAMPLE
BOHEM PRESS

Headline Example
Gist Rough

Headline Example
Great Vibes