

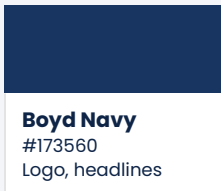
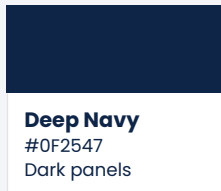
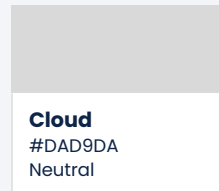
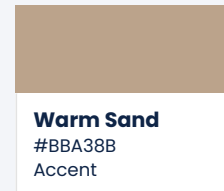
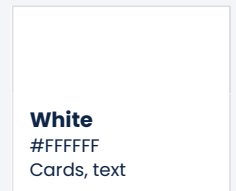


BRAND GUIDELINES · QUICK REFERENCE

LOGOS



COLORS



TYPOGRAPHY

Montserrat extra-bold uppercase for titles, regular for body. **Pinyon Script** as a thin, elegant accent word over headlines.

DO

- Use navy on light and the white logo on dark or photos.
- Pair a bold uppercase title with one script accent word.
- Frame photos in arches, circles and rounded shapes.
- Put email on every call to action.

VOICE

Professional and knowledgeable, data-driven about the Ocala market, polished yet approachable. Local and community-minded, never flashy.

DON'T

- Separate the script Boyd from the GROUP bar.
- Use colors outside the navy and slate palette.
- Stretch or add effects to the logo.
- Crowd posts with small text.