



# BRANDING GUIDELINES

## 2021



## OUR TOWN

LBTS traces its roots to 1920s when Melvin Anglin, a builder and real estate investor from Indiana fell in love with the area and bought the land with the intention of creating a new beachside community. He built the fishing pier as a draw and later became the first Mayor after the Town incorporated in late 1927. (Some of his descendants still own property and live in Town.)

The Town developed over the next three decades. Things changed in the sleepy little haven in 1965 when a bridge was constructed across the Intracoastal Waterway. The next big change occurred in 2001, when the Town almost doubled in size through annexation of the unincorporated areas north of its municipal boundaries.

While numerous other coastal cities in Florida allowed the development of huge condominium complexes on the beach, LBTS strived to maintain its small-town charm and ocean views by severely limiting building heights in the Charter in 1973. The Townspeople are fiercely protective of those height restrictions. The annexed areas in the northern half of Town do contain apartment buildings and oceanfront high-rise condominiums that are grand-fathered in, as are several high-rise condominiums at the very southern end of Town.

## OUR STYLE

The new Lauderdale-By-The-Sea logo was designed to evoke a signature relaxed atmosphere and to reflect the true nature of the town.

The design features a quintessentially American outdoor chair, already a favorite at our beach portals. Inspired by the classic early 20th century Westport and Adirondack chairs our chair evokes heartland outdoor America; down-home hand-built and familiar style.

These chairs fit in perfectly with the iconic mid-century modern buildings found in our town, and we wanted to use something that we can all feel at home with whether we've travelled from near or far. It's that home-from-home feeling.

The pelican was inspired partly by the pelican sculpture by Carl Wagner in our town square, and also by the regular pelican visitors to Anglin's Pier; here to keep an eye out for easy fishing, and relax in our bright Florida sunshine. Its important that our pelican isn't flying off into the blue, but is happy and at home right here in Lauderdale-By-The-Sea.

Multi-generational tourism



## LBTS COLOR SCHEME

The range of colors associated with the primary and secondary brand elements are:



Flamingo Pink / PMS 177C / CO M70 Y35 K0



Sky Blue / PMS 311C / C75 M0 Y10 K0



Citrus Orange / PMS 164C / CO M60 Y85 K0



Leaf Green / PMS 367C / C40 M0 Y90 K0



Bright Yellow / PMS 123C / C10 M20 Y100 K0

## TYPEFACE

The official font used in the Lauderdale-By-The-Sea branding is called Neutra Bold and it is supported by using a complementary Neutra Light and Neutra Italic in subheaders. All supporting text is in Gotham - in medium and bold settings. While Neutra is a stylish font it is not designed for use in body text.

The font was designed by 20th century modern architect Richard Neutra - trained and mentored by Frank Lloyd Wright - so is a perfect font for our town, with so many unsung Mid Century Modern buildings.

## HEADLINE FONT

• **NEUTRA BOLD CAPS ALT** • NEUTRA DEMI CAPS ALT

## TEXT FONTS

• Gotham Book Alt • **Gotham Bold Alt**

This is the text font to be used when the Neutra typefaces mentioned earlier offer too limited a choice for a good clear design.

In situations where neither font families are available, Sans Serif fonts such as Ariel, Helvetica, Calibri, and Verdana are best. Please avoid serif fonts such as Times New Roman.

It is important that you use the ALT version of the font when you are using numbers, as this has a stronger set of number characters.

## LOGOTYPE

The Lauderdale-By-The-Sea logotype is best written in sky blue capital letters with bold dots to separate the words.

The logotype can be used in different formats as appropriate, but if in doubt, please use Sky Blue.:

# LAUDERDALE•BY•THE•SEA

The primary treatment is the lettering on one line in (above) and also stacked (below).

**LAUDERDALE  
BY•THE•SEA**

**LAUDERDALE  
BY•THE•SEA**

**LAUDERDALE  
BY•THE•SEA**

A secondary treatment can be any one of four different colored panels where the letters are in white.

## THE TOWN OF...

New for 2019 is the introduction of the prefix “the Town of...” to materials aimed outside of the immediate Town market and environment.

The approach is still being developed, but is easy to follow.



TOWN OF  
**LAUDERDALE•BY•THE•SEA**  
Relax...You're Here.



TOWN OF  
**LAUDERDALE•BY•THE•SEA**  
Relax...You're Here.



Town of  
**LAUDERDALE  
BY•THE•SEA**  
Relax...You're Here.



Town of  
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TOWN OF  
**LAUDERDALE  
BY•THE•SEA**  
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TOWN OF  
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TOWN OF  
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LBTS-FL.gov

TOWN OF  
**LAUDERDALE•BY•THE•SEA**  
LBTS-FL.gov

## BLOCK LOGO

### GUIDELINES FOR LOGO USE

1. The logo and logotype should be used in the same proportions that are shown here. An important feature of the design is that there are three different colors that can be used as well as a range of pelican positions.

The icon can be used alone - but always with the full name LAUDERDALE-BY-THE-SEA shown on the same page/package.

2. The logo should not be altered in any way by stretching, skewing or cutting apart to change the size relationship. The logo must be scaled proportionally to maintain visual integrity (Tip: To resize the logo in Photoshop for use on the web, keep the proper proportions by only resizing using the image size properties. Please do not re-size gifs)

3. LAUDERDALE-BY-THE-SEA logo must be clearly readable. Minimum sizes for use on the web are:

Minimum pixel size for electronic use  
 Primary LBTS Block Logo 70w x 85h  
 LBTS Block Logo with supporting title 70w x 100h

4. Allow generous space around the logo, so that the name of the town will stand out. The minimum space surrounding the logo should equal the height, proportionally, of the letters in the logotype.

5. Do not attempt to combine the logo with other art or logos. The logo is designed for marketing and branding purposes at this stage. Names of individual LBTS or projects should be presented in Gotham Med capital lettering text below the logotype to avoid competing logos, letterspaced setting 200.

6. The logo may not be used as a background element, part of a wallpaper background on a website or screened behind type.

7. For readability and professionalism, do not use a low-resolution web version (jpg file) of the logo in print. Contact XXX to get a high-resolution version of the logo that will print clearly.

8. The logo should not be used against a patterned or pale background.

9. The logo may not be altered or be incorporated into another logo or design, particularly background patterns, animated gifs or bullets on a website.



## LOGO VARIATIONS

There are a number of tertiary brand elements that can be developed for additional use in specified circumstances.

1. Gotham font variants for text, headlines and subheaders
2. The signature NEUTRA BOLD CAPS font in Sky Blue **LAUDERDALE•BY•THE•SEA** with a supporting description in Demi or Light fonts.

Note: This lettering is for primary brand name use only. It may be used also on high-end high-finish publications and color advertising but only for headlines. Do not use for body copy.

3. Core shapes and tagline - see below.
4. Core colors - Flamingo Pink / Sky Blue / Citrus Orange / Leaf Green / Bright Yellow
5. Backgrounds and fonts

Choose white paper, white stock and white backgrounds as far as possible. Pale and opaque sky blues are acceptable.

*Our tag line can be used as an advertising headline above the image or in the logo panel.*

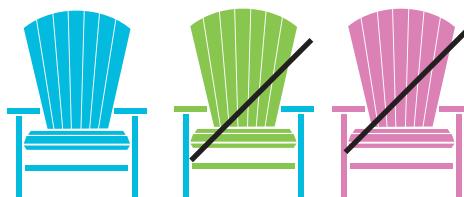
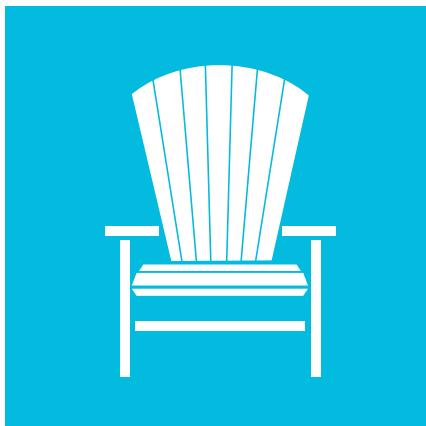
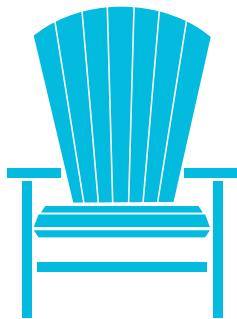
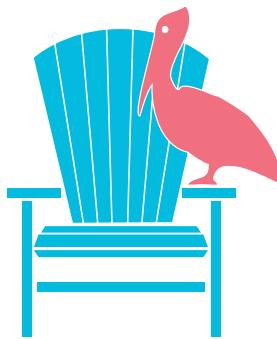
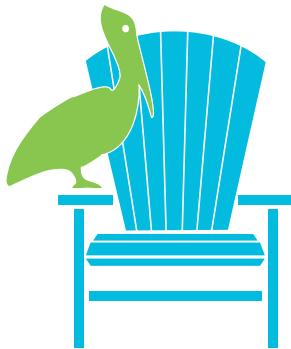
*As a secondary position it can sit below the panelled logo as below.*



## CORE SHAPES

Examples of brand component use and shape

IMPORTANT - The chair is not to be depicted in any other colors than sky blue or white. The Pelican is always pink, orange or green (not yellow or blue). Note that the pelican has a white keyline when used with the chair.



## ROUNDEL

A round variation of the Town logo has been developed, and is used increasingly for representations in public works contexts, such as vehicles, street furniture and informational signage.

The roundel comes in two main formats; white disk and blue disk.



A more formal 'town' version has been used on civic items in 2019.



The roundel format has been used for one-of-a-kind marketing logos. Here are a few examples:

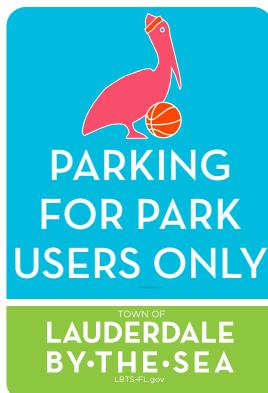


## STREET SIGNS

We have developed two different styles for signs in Lauderdale-by-the-Sea. The first is a two color green and blue style that should be used on LBTS properties, and park grounds.

The second is a more informational style that used a new green and blue border style.

The condensed font is called NEUTRAFACE CONDENSED ALT. We use the ALT version as the numbers are larger and not so stylized.



## TAG LINE

The primary tagline for the town’s marketing in since 2012 is “Relax...You’re Here.”

It is a statement that draws together the impression given by those sky blue tones, the nostalgic 50s colors and mid-century modern typeface, the friendly pelican and the classic easy outdoor chair.

Here is a place that give you a family welcome, and a ‘forget your cares’ place you can unwind and relax.

To residents it speaks to the reasons that they are living and working in the town. It is a reminder and a calling card.

To visitors it gives a friendly, easy welcome. It hints at the bustling modern world that our guest has left behind, and says that, here in Lauderdale-By-The-Sea, there are people who understand the real values of a vacation and promise an easy atmosphere that is like the summer days remembered from childhood.

To those who are not ‘here’, it is an invitation to a well kept vacation secret. Yes, there is still a place right on the Florida coast that promises the kind of easy living family-friendly stay that is remembered from childhood. You can be ‘here’ too.

In 2019, the tag has been extended to add a secondary tag:  
“Relax, You’re Here...To Dine...To Play...To Stay...To Live”

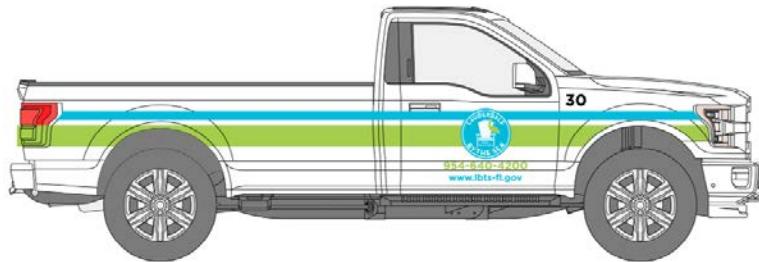
New tag introduced in 2017 has been added to the Strategic Marketing Plan  
“Being Small is Big to Us.”



RELAX... *Next Time* YOU'RE HERE!

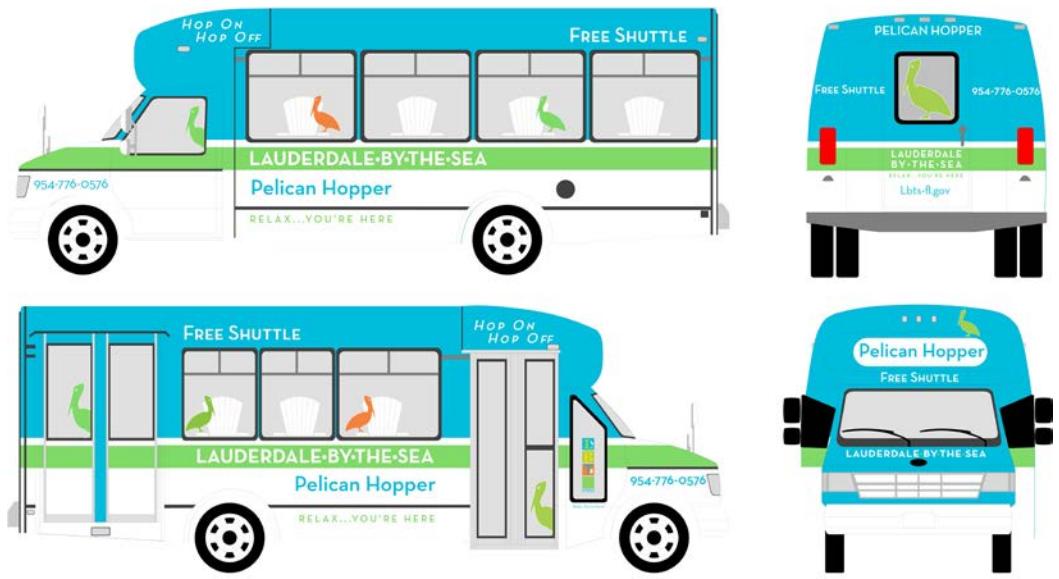
## VEHICLES

The main feature of the town vehicle style is a two-tone green and sky blue stripe wrapping the whole vehicle horizontally. The roundel logo is used on doors and information is written in Gotham Bold font.



# PELICAN HOPPER

The Pelican Hopper is FREE, air-conditioned, wheelchair accessible and equipped with bike racks, operating a daily service throughout the Town and to Holy Cross Hospital.



### CONNECTIONS

Connecting to Sun Trolley going to the Galleria Mall

Broward County Transit ROUTE 11

BCT Route 11 - A1A  
Las Olas Blvd restaurants, shops,  
Museum of Discovery and Science,  
Museum of Art

GALLERIA MALL

FORT LAUDERDALE BEACH

LAUDERDALE-BY-THE-SEA

## Pelican Hopper

For more information about the Pelican Hopper routes and connections, call: **954-640-4200** or visit [lbtsevents.com](http://lbtsevents.com) or [lbtse-fl.gov](http://lbtse-fl.gov).  
Monday - Friday 8:30 am - 5 pm

Hearing/speech impaired/TTY:  
Florida Relay 7-1-1

NEW! EVENING SERVICE

FREE SHUTTLE Hop On Hop Off

LAUDERDALE-BY-THE-SEA Pelican Hopper

954-640-4200

Visit Broward County Transit at [www.broward.org/bct](http://www.broward.org/bct)

Community Bus Service Route and Timetable



## ADVERTISING & SIGNS

For Town ads we make good use of bold color panels, and the bold Gotham font. Note that the Town logo or mark (chair and pelican) always sit on a blue background.

WELCOME...

Fort Lauderdale International Boat Show Participants and Visitors to the Town of Lauderdale-By-The-Sea



RELAX... *While* YOU'RE HERE!

**SMALL IS BIG TO US!** Don't miss seeing our award-winning downtown redevelopment of our small, charming beach town, just north of Fort Lauderdale.

**NO CAR NEEDED!** It's a short stroll to all of our dining and entertainment options in our very walkable town.



FOLLOW US  
#LOVELBTS

LBTS-FL.gov  
LBTSEvents.com





The Town of Lauderdale-by-the-Sea, Florida  
Seeks applicants for the Town Manager position.  
Apply Immediately.



The Town of Lauderdale-By-the-Sea, Florida is searching for a Town Manager to sustain and build upon the tremendous progress the Town has made in modernizing itself while maintaining its very distinctive character. The current Town Manager is retiring in the Spring. This is a terrific opportunity for a smart, experienced, professional manager who enjoys public interaction and is creative in solving complicated issues.

LAUDERDALE • BY • THE • SEA TOWN MANAGER POSITION

Key to this style is the asymmetrical blocks of color and photograph which combine to create a proportional collage.

ATTENTION!

ELECTRIC SCOOTERS






State Law PROHIBITS  
Riding Motorized Scooters  
in Lauderdale-By-The-Sea  
Florida Statutes 316 and 320

## DIGITAL PLACEMENTS

We have a series of 'charms' - boxed icons similar to the ones used on our street banners - that we make good use of online when placing digital ads.





## STREET BANNERS

The town has a distinctive illustration style that is flat, and is limited to the town's color palette. The original inspiration for these banners remains true to the children's building block concept, with a view to being attractive to the young, and the young-at-heart. We aim to evoke the simple pleasures with a nostalgic Mid-Century Modern appeal.

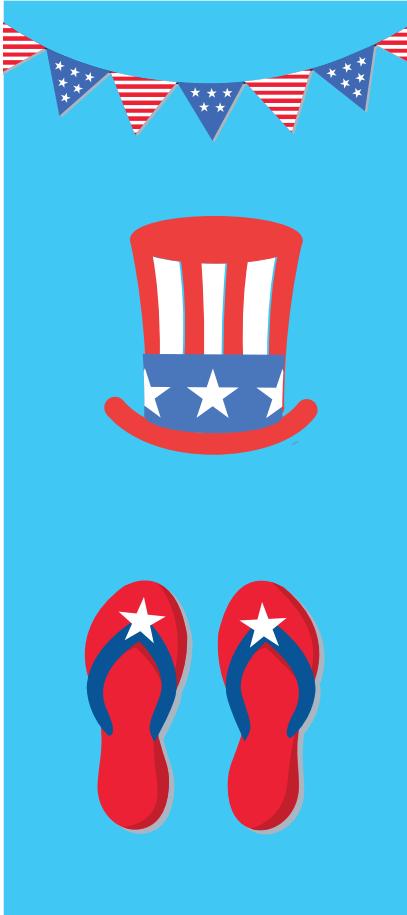
<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b> #LOVELBTS</p>	<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b> #LOVELBTS</p>	<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b> #LOVELBTS</p>	<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b></p>
<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b> #LOVELBTS</p>	<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b> #LOVELBTS</p>	<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b> #LOVELBTS</p>	<p>Relax... You're Here</p> <p><b>LAUDERDALE BY·THE·SEA</b> #LOVELBTS</p>

## SEASONAL BANNERS

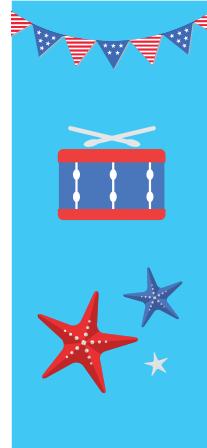
Between 4th July and Veterans Day the town is decorated with whimsical icons and patriotic colors.



TOWN OF  
**LAUDERDALE  
BY·THE·SEA**  
DISCOVERLBTS.COM



TOWN OF  
**LAUDERDALE  
BY·THE·SEA**  
DISCOVERLBTS.COM



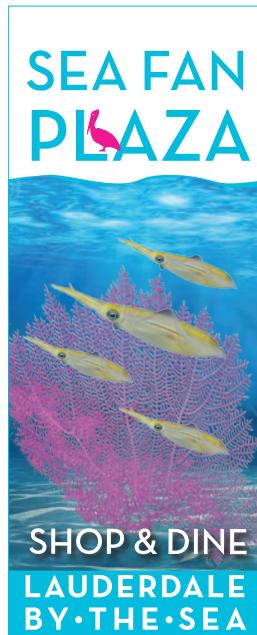
TOWN OF  
**LAUDERDALE  
BY·THE·SEA**  
DISCOVERLBTS.COM



TOWN OF  
**LAUDERDALE  
BY·THE·SEA**  
DISCOVERLBTS.COM

## COMMERCIAL PLAZAS

The four plazas west of A1A have been transformed in recent years, and have been marked by distinctive banners naming each precinct.



## CHRISTMAS BY THE SEA

An estimated 3,500 people attend the Town's popular Christmas-by-the-Sea event, which is held on Commercial Boulevard at the beach, where the Town's oceanfront plazas and palm trees are decorated with festive holiday lighting.



Newspaper ad.



Street banner



Anglin's Square at the beach - Commercial & El Mar Drive



Social Media graphic



10 x 3 vinyl banner.

## EVENT BRANDING

BOO BY THE SEA is the town's annual Halloween parade along the plazas of Commercial Boulevard. Open to kids from pre-K to 5th grade, small businesses in our four stroll-friendly plazas host activities and games for the kids in front of their stores – with prizes and treats!

# LAUDERDALE•BY•THE•SEA



**LAUDERDALE•BY•THE•SEA**

**BOO! BY THE SEA**  
A TRICK OR TREAT HALLOWEEN STROLL\*

*For kids ages 3 to 11* \*Kids must be accompanied by a parent or guardian to participate

**SATURDAY, OCTOBER 27 2:00 TO 5:00 PM**

Dress your little ones up in costume (and you as well!) and enjoy many of our businesses and restaurants in our four very stroll-friendly plazas "just over the bridge" hosting activities and games for kids 3 - 11, and of course trick or treating! **Rain Date: Sunday, October 28**

**FOLLOW BOO ON FACEBOOK @LBTS EVENTS**

**LBTSEVENTS.COM**

**#LOVELBTS**

**954-640-4200**

ALL THE FUN WILL BE IN OUR VERY STROLLABLE YELLOW AREAS

Buck Slip Flier



Board for photographs, with holes for faces.

## SPECIAL EVENTS

Fourth of July is a special day in Lauderdale-by-the-Sea, with a full day of fun for the whole family, thanks to Lauderdale By The Sea's Volunteer Fire Department. Visitors and residents watch a festive parade before enjoying a day in the park with hot dogs, lemonade, a water slide and fire trucks. At night, the Town presents a dazzling display of fireworks just off the beach.



Vinyl Banner



Buck Slip Flier (front and back)

### 4TH JULY PARADE

10 AM

Join the fun at our parade along El Mar Drive Kids bring your treat bags & catch candy!

Fire Trucks ★ BSO Vehicles  
Stilt Walkers Lady Liberty & Uncle Sam

### FAMILY FUN DAY

11 AM - 3 PM

- ★ Giant Water Slide!
- ★ DJ/Music & Clown
- ★ Face Painting
- ★ Hot Dogs
- ★ Ice Cream
- ★ Lemonade



**FIREWORKS 9 - 9:20 PM** Launch site north of El Prado Park.

To volunteer, participate in the parade or to donate to our 4th festivities call the LBTS Volunteer Fire Department at 954-640-4250

WWW.LBTSEVENTS.COM



FOLLOW US #LOVELBTS

## SPECIAL EVENTS

Our veterans, the heroes who protect and serve our country, are saluted at the Veterans Day Celebration presented by the Town on Nov. 11 at 10 a.m.

The event features keynote speakers, music by the Patriot Bass Trio and refreshments for everyone to enjoy.



**JOIN US AS WE SALUTE OUR AMERICAN HEROES**

**THE TOWN OF LAUDERDALE-BY-THE-SEA**

**2018**

**VETERANS DAY CELEBRATION**

**SUNDAY, NOVEMBER 11, AT 10AM**

at  
**EL PRADO PARK**  
4500 El Mar Dr, Lauderdale-By-The-Sea

*for more information call 954-640-4200*

Rain Location: Jarvis Hall (next to Town Hall)

**NEW LOCATION**

LAUDERDALE BY THE SEA

Publicity Flier

## ONGOING EVENTS

We have several regular ongoing events around town that are publicized through banners and fliers and social media posts. Frequently the events are branded in-house and designed to match the Town's branding.

**SUNDAYS BY THE BEACH**

# FARMERS MARKET

**L** **B** **T** **S**

**EVERY SUNDAY**  
**DECEMBER 2 - MAY 5**  
**9AM - 2PM 4500 El Mar Drive**  
**EL PRADO PARK**

**LAUDERDALE•BY•THE•SEA**

'Farmers Market' publicity flier

**yoga** BY•THE•SEA

**JANUARY - APRIL**  
**TUESDAYS AND THURSDAYS 7- 8AM**  
**EL PRADO PARK\***

\*Subject to weather and relocation to Jarvis Hall - check last minute updates at Facebook.com/Yogabytheseal.BTS

Start your day in a healthy relaxed way connecting with your fellow residents of LBTS as we breathe, stretch and watch the beautiful sunrise together.

It is free and open to all residents and guests. Beginners are welcome and encouraged.

Please bring a yoga mat, towel and water  
Details: 954-850-7361

**SEASIDE YOGA & MEDITATION**  
 with Samantha Marchand and Jebbie Melamed

**FREE**

For more info and last minute updates follow the yogis on Facebook YOGA BY THE SEA LBTS

**WWW.LBTSEVENTS.COM / EVENTS**  
 Presented by the Town of Lauderdale-By-The-Sea

Yoga By The Sea flier

**ALL AGES! ALL LEVELS! SWING SALSA TANGO BALLROOM**

# SHALL WE DANCE?

**FREE SEASIDE DANCE CLASSES**

**ANGLIN'S SQUARE**  
 Commercial Boulevard and the Ocean  
**5:00 - 7:00 PM**  
 Beginning  
**OCT 9 THRU APR 23**  
 2nd & 4th Sunday each month\*  
\*except December - December 11 & 18

Let your feet fly! ● Dancing is back in Lauderdale-by-the-Sea  
 Danny Carter of Dance Moves ● Free dance instruction ● Music by DJ Samour

**WWW.LBTSEVENTS.COM 954-640-4200**

'Shall We Dance' vinyl banner.

# MAPS AND DIRECTIONS

Lauderdale-By-The-Sea has provided many maps and timetables for residents and visitors.

**WELCOME TO LAUDERDALE • BY • THE • SEA**  
Relax... You're Here.

★ Marine Art Sculptures

**SERVICES**

- 24 Ocean Beach
- 42 Ocean City Laundry Cleaners
- 43 Ocean City Laundry Cleaners
- 44 Ocean City Laundry Cleaners
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**HOTELS**

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**HEALTH & BEAUTY**

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**VISITORS CENTER: 954-776-1000**  
**MORE INFO AT LBTSEVENTS.COM**

Stroll one of the most walkable beach towns in the United States

The Town of LAUDERDALE-BY-THE-SEA, FL

**WALKING TOUR**

COMMERCIAL BLVD AT THE BEACH

**PUBLIC RESTROOMS**

POINCIANA DRIVE  
BOUGAINVILLE DRIVE  
COMMERCIAL BLVD  
OCEAN DRIVE  
WASHINGTON AVE  
EL MAR DRIVE  
BEACH

**LAUDERDALE BY-THE-SEA**  
RELAX... YOU'RE HERE!

① TOWN HALL  
② JARVIS HALL  
③ COMMUNITY CENTER  
④ DEVELOPMENT SERVICES  
Building Department  
⑤ POLICE & FIRE STATIONS  
⑥ RESTROOMS

PLAYGROUND 6 BASKETBALL AND TENNIS COURTS

BOUGAINVILLE DRIVE  
OCEAN DRIVE A1A

**PUBLIC RESTROOMS**

4345 EL MAR DRIVE

YOU ARE HERE

COMMERCIAL BLVD  
OCEAN DRIVE  
BEACH  
SOUTH ALLEY BEACH ENTRANCE

## ONE-OF-A-KIND SIGNS

Lauderdale-By-The -Sea is also known for its quirky and illustrative signage.

Here are just a few examples.

**LAUDERDALE·BY·THE·SEA**  
FLORIDA'S BEACH DIVING CAPITAL

**NO LIFEGUARDS - SWIM AT YOUR OWN RISK!**  
DANGEROUS RIP CURRENTS CAN OCCUR ANY TIME

- Public restrooms are located on El Mar Drive south of Commercial and behind Town Hall in Friedt Family Park.
- No alcohol, animals, glass, fires, grills or loud music.
- Our beach is not your ashtray. Please place all cigarette butts and debris in the trash and recycling cans at the beach portals.
- Do not release balloons as they can harm or kill pelicans, endangered sea turtles and other marine life.
- Disturbing a sea turtle nest is a violation of federal law.
- Do not walk through the sea oats or sand dunes.
- All swimmers must stay 300 feet away from Anglin's Pier.
- Scuba divers and snorkelers must display Florida's Divers-down Flag beyond the cylinder-shaped swim buoys.
- Do not touch any corals as it can harm the reef.
- Surf fishing allowed weekdays 4PM to 9AM. Weekends and holidays 6PM to 9AM.
- Launching of any motorized or powered vessel prohibited

PLEASE RESPECT OUR BEACH & STATE LAWS

- NO**
- Alcohol
  - Bird Feeding
  - Fires including grills
  - Fireworks
  - Pets
  - Soliciting
- Per the Town's Code of Ordinances

LAUDERDALE·BY·THE·SEA



### Preserving Our Town's Beaches

**DUNE RECLAMATION PROJECT**

Over 80,000 sea oats planted to date and we are adding more right here!



LAUDERDALE·BY·THE·SEA MUNICIPAL SERVICES 954-640-4232

## ONE-OF-A-KIND SIGNS

Lauderdale-By-The -Sea is also known for its quirky and illustrative signage and fun social media posts..

Here are just a few examples.



PLEASE NOTE THIS AREA IS UNDER VIDEO SURVEILLANCE

Kindly Note Town Ordinance Sec. 4-28

**Please Leash and Clean Up After Your Pet**

