

GALVESTON

★ ISLAND ★

Where the Texas Coast Begins.

Mission Statement

The Galveston Island Convention & Visitors Bureau (GICVB) purpose is to advance the economic vitality of tourism on Galveston Island, the number one attraction for visitors outside of the state of Texas. Under the direction of the Park Board of Trustees, the GICVB promotes leisure and business travel, special events and the Galveston Island Convention Center at the San Luis Resort.

Message Points

These are the key ideas used in developing specific content about Galveston Island Convention & Visitors Bureau. They should be conveyed in communication materials to effectively influence the Galveston Island Convention & Visitors Bureau brand perception.

The Galveston Island Convention & Visitors Bureau slogan of choice is:

GALVESTON ISLAND - Where the Texas Coast Begins

The Galveston Island Convention & Visitors Bureau selected informational statement is:

Galveston Island Convention & Visitors Bureau is a full-service destination marketing organization offering visitor information, convention planning and group travel services for Galveston Island.

Written Standards

Using “Galveston Island Convention & Visitors Bureau” in reference

Organization Reference Acronym

Write out “Galveston Island Convention & Visitors Bureau” when first referring to the bureau in any text. In subsequent mentioning, “GICVB” may be used to reference the organization.

Website Name

www.galveston.com.

The GICVB’s website should be written:

Use all lowercase letters.

Marketing Signature**The Galveston Island Convention & Visitors Bureau Signature**

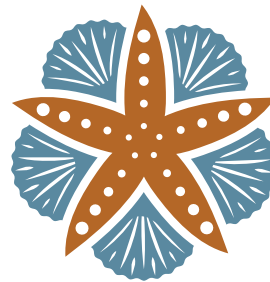
The Galveston Island Convention & Visitors Bureau signature has two components: a graphic element (starfish) and a text element containing the logotype and tagline. Any deviation from this signature must be approved by the Director of the bureau.

Fixed Elements

The elements of the signature have a fixed relationship to each other both in size and proximity. The relationship should not be altered in any way. The signature may not be enclosed in a graphic element or shape.

Configurations of the Signature

There is one approved and acceptable placement of the logo element in relation to the logotype.



GALVESTON

★ ISLAND ★

Where the Texas Coast Begins.

Marketing Signature Colors

The Galveston Island Convention & Visitors Bureau signature is comprised of three colors.

Starfish Brown

(CMYK, RGB and Hexadecimal equivalents shown below)




GICVB Blue

(CMYK, RGB and Hexadecimal equivalents shown below)

Warm Grey

PMS Warm Gray 9

(CMYK, RGB and Hexadecimal equivalents shown below)

COLOR	CMYK	RGB	Hexadecimal
 Brown	23 65 100 10	181 102 0	B56600
 Blue	68 37 27 2	92 137 161	5C89A1
 Gray	0 11 20 47	153 139 125	998B7D



Galveston Island
PMS WM GR 9

GALVESTON

★ ISLAND ★

Where the Texas Coast Begins.

CMYK:
23|65|100|10
RGB: 181|102|0
Hexadecimal:
B56600



CMYK:
68|37|27|2
RGB: 92|137|161
Hexadecimal:
5C89A1



Marketing Signature

Clear Space

The minimum clear space around the signature should not include any other graphic elements. It guarantees the signature's readability and impact. The clear space may be greater than the minimum required. Other graphic elements should not invade this space. The minimum clear space for the logo is the X-Factor, the height of the G in GALVESTON. The X will change proportionally as the signature increases and decreases in size.



Size

The signature should be clearly visible on all material that identifies the Galveston Island Convention & Visitors Bureau. The size of the signature should never be smaller than 1" horizontal.

