



# Branding

# Logo Badge

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This document contains the rules for our visual communications system

## File Names

- GAL\_badge-clr.svg
- GAL\_badge-wht.svg



# Primary Logo

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This document contains the rules for our visual communications system

## File Names

- GAL\_logo-clr.svg
- GAL\_logo-wht.svg



# Logo Spacing

This document contains the rules for our visual communications system



# Things to Avoid

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This document contains the rules for our visual communications system



Don't stretch or condense the logo



Don't rotate or flip



Don't change the font of the logo



Don't arch or warp



Don't change the logo spacing



Don't change the colors

# Colors

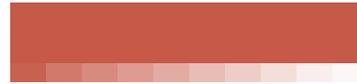
WCAG 2.0 level AA requires a contrast ratio of 4.5:1 for normal text and 3:1 for large text. Level AAA requires a contrast ratio of 7:1 for normal text and 4.5:1 for large text. Large text is defined as 14 point (typically 18.66px) and bold or larger, or 18 point (typically 24px) or larger.



**NAVY**  
HEX #1E4B64  
RGB 30 / 75 / 100  
CMYK 92 / 65 / 41 / 26



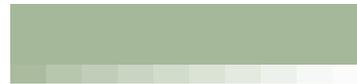
**BLUE**  
HEX #78B2BE  
RGB 120 / 178 / 190  
CMYK 53 / 15 / 22 / 0



**RED**  
HEX #C65947  
RGB 198 / 89 / 71  
CMYK 17 / 77 / 76 / 4



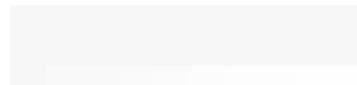
**CORAL**  
HEX #F79B87  
RGB 247 / 155 / 135  
CMYK 0 / 47 / 42 / 0



**GREEN**  
HEX #A5B899  
RGB 165 / 184 / 153  
CMYK 38 / 17 / 44 / 0



**GRAY**  
HEX #505050  
RGB 80 / 80 / 80  
CMYK 65 / 57 / 56 / 35



**LT GRAY**  
HEX #F7F7F7  
RGB 247 / 247 / 247  
CMYK 2 / 1 / 1 / 0

# Typography

---

Typographic hierarchy system based on user interface guidelines. Brand aesthetic maintains excellent legibility, prioritizes content and helps emphasize key information

## Source Links

- **Avenir:** [https://drive.google.com/drive/folders/13EWZb7TmZ6ebDWvfp-KhSquUACnIJft-d?usp=drive\\_link](https://drive.google.com/drive/folders/13EWZb7TmZ6ebDWvfp-KhSquUACnIJft-d?usp=drive_link)

Aa

**AVENIR**

BLACK

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#%\*()-+

Aa

**AVENIR**

HEAVY

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#%\*()-+

Aa

**AVENIR**

MEDIUM

abcdefghijklmnopqrstuvwxy

ABCDEFGHIJKLMNPOQRSTUVWXYZ

1234567890!@#%\*()-+

# Typography

---

Typographic hierarchy system based on user interface guidelines. Brand aesthetic maintains excellent legibility, prioritizes content and helps emphasize key information

## Source Links

- **Avenir:** [https://drive.google.com/drive/folders/13EWZb7TmZ6ebDWvfp-KhSquUACnIJft-d?usp=drive\\_link](https://drive.google.com/drive/folders/13EWZb7TmZ6ebDWvfp-KhSquUACnIJft-d?usp=drive_link)

## Large Hero or Page Title

- Avenir Black (Upper Lower | Letter Spacing 10)

### ANCILLARY TITLE

- Avenir Black (CAPS | Letter Spacing 30)

## Partner or Event Title

- Avenir Heavy (Upper Lower | Letter Spacing -10)

### SUBHEAD TITLE

- Avenir Black (CAPS | Letter Spacing 30)

Body Copy. Donec ut nunc sit amet sapien tristique cursus volutpat rhoncus enim. Nunc convallis pharetra neque, nec pellentesque risus venenatis sed. In vehicula rutrum libero ut faucibus. Nam fermentum augue vel orci commodo rutrum. Donec et finibus nulla, quis

- Avenir Medium (Upper Lower | Letter Spacing 0)

### CALL TO ACTION

- Avenir Black (CAPS | Letter Spacing 50)

*captions. Donec ut nunc sit amet sapien*

- Avenir Book Oblique (Upper Lower | Letter Spacing 0)

## Author Card

- Avenir Heavy (Upper Lower | Letter Spacing -10)

# Themes

---

The link/text treatments for these themes are ADA compliant. The design will avoid mixing the complementary colors with the primary and secondary choices for this theme - they will be used for stand alone widgets or page elements only.

ANCHOR TEXT | READABLE TEXT

# Rollover

---

The link/text treatments for these themes are ADA compliant. The design will avoid mixing the complementary colors with the primary and secondary choices for this theme - they will be used for stand alone widgets or page elements only.

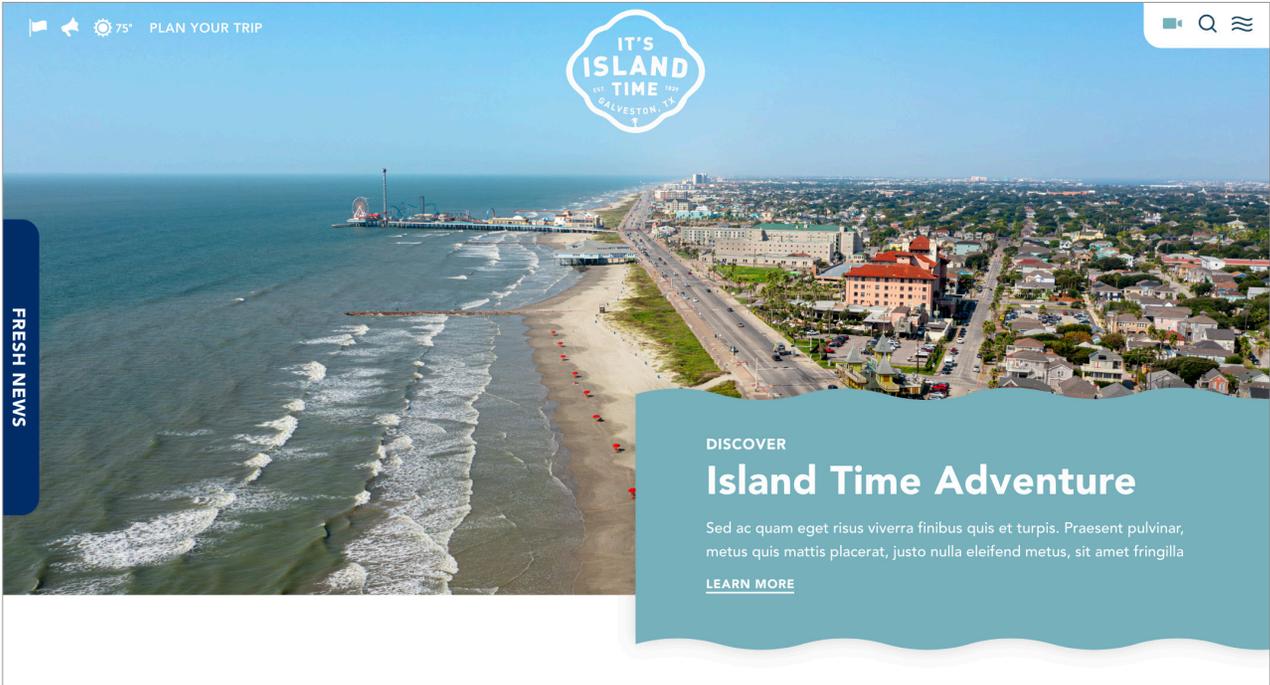
## NORMAL STATE

- CTA TEXT
- CTA TEXT
- CTA TEXT
- CTA TEXT

## ROLLOVER STATE

- CTA TEXT
- CTA TEXT
- CTA TEXT
- CTA TEXT

# Design Tools



HERO

75° PLAN YOUR TRIP

IT'S ISLAND TIME GALVESTON, TX

DISCOVER

## Upcoming Events In Galveston

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla

[LEARN MORE](#)

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IT'S ISLAND TIME GALVESTON, TX

EXPLORE

## Stays For Every Travel Style

[LEARN MORE](#)

Home > Where To Stay

### Where To Stay

EXPLORE OUR COMMUNITY

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui. Etiam ornare justo eu semper hendrerit. Ut vel elit dapibus

## SHORT HERO



INTRODUCTION

Home > Things To Do

## Things To Do

---

**CELEBRATE WITH US**

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui. Etiam ornare justo eu semper hendrerit. Ut vel elit dapibus quam malesuada dictum. Quisque accumsan, magna non

*pictured: dictum orci quis eleifend quam*



IT'S ISLAND TIME

Home > Events

### Events

**EXPLORE OUR COMMUNITY**

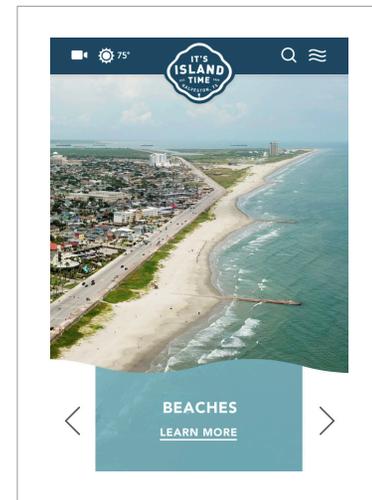
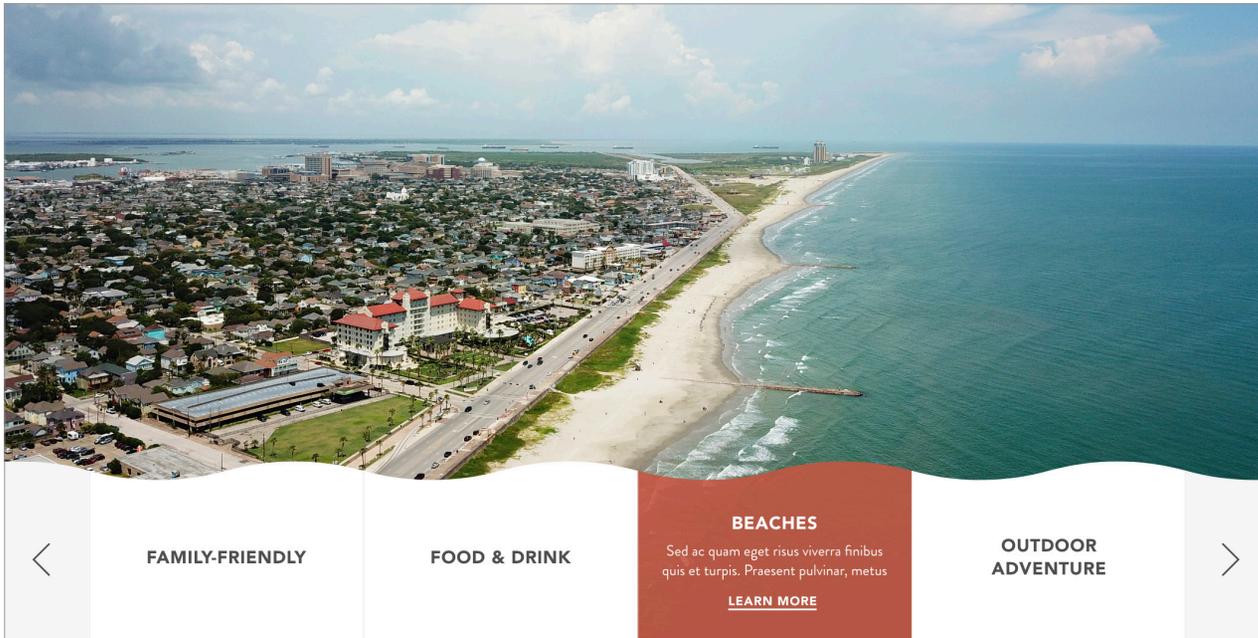
Nam dolor nunc, feugiat id eros aliquet, viverra euismod nisi. Nulla iaculis egestas lacus, sit amet posuere ante euismod nec. **Vivamus nec eros odio.** Etiam at lectus gravida, pharetra libero ut, finibus velit. Praesent varius dui lacus. Proin in malesuada justo, vel gravida odio.

Nulla facilisi. Etiam massa urna, bibendum quis arcu et, pulvinar tincidunt neque donec et libero elit. **Aliquam eget est**

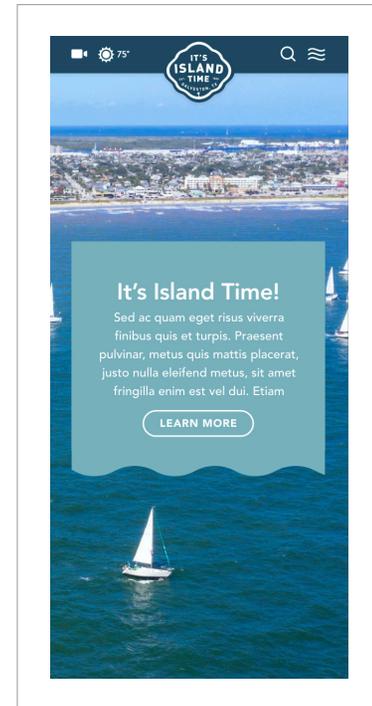
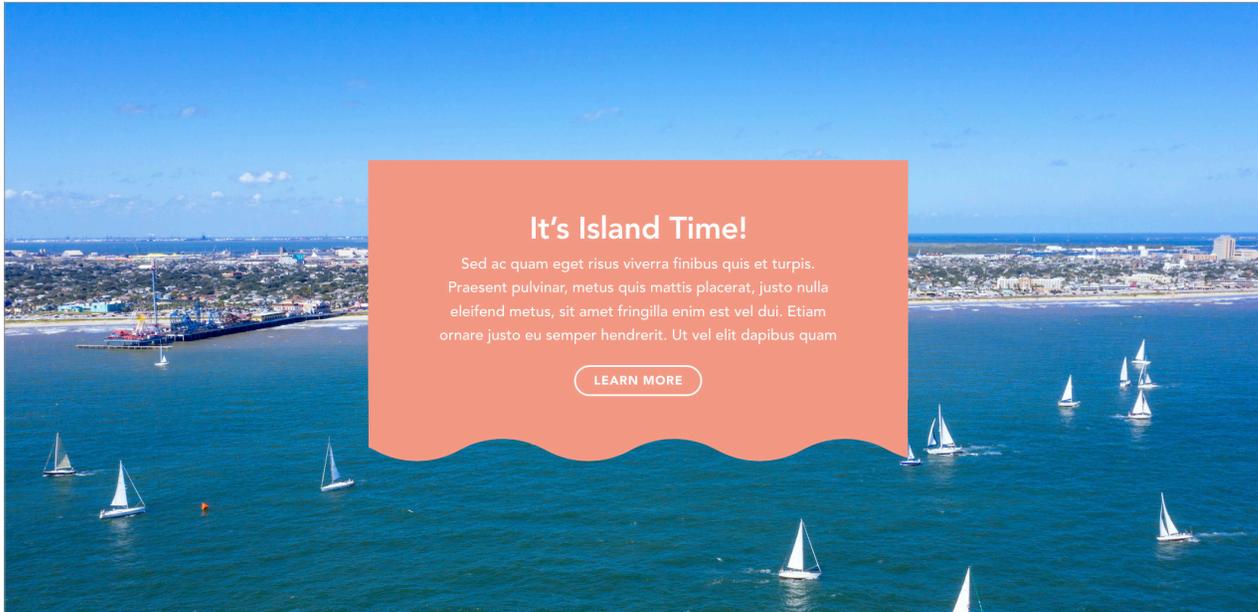


*pictured: dictum orci quis eleifend quam*

INTRODUCTION W/ IMAGE



## MASHUP



## SPOTLIGHT

ANNUAL EVENTS

## Explore Festivals & Events For Your Next Trip To Galveston

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui. Etiam

[LEARN MORE](#)



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IT'S ISLAND TIME



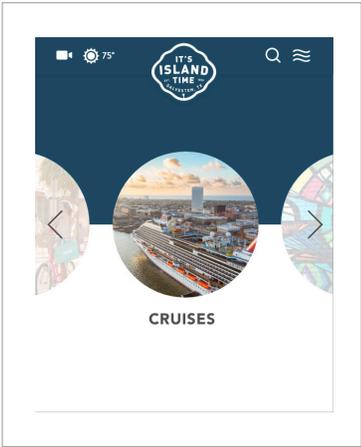
FOOD & DRINK

## Enjoy Galveston Restaurant Week

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui. Etiam ornare justo

[LEARN MORE](#)

ALT BANNER



**CIRCLE MASHUP**

## Upcoming Events



OCTOBER

### Island Oktoberfest

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, amet...

[LEARN MORE](#)



OCTOBER

### Galveston Island Wine

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, amet...

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SEPTEMBER

### Galveston Sandcastle

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, amet...

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OCTOBER

### Artober

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, amet...

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## Upcoming Events



OCTOBER

### Island Oktoberfest

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui.

[LEARN MORE](#)

## SCROLLER



PLAN YOUR STAY

## 10 Reasons Galveston Island Is The Perfect Vacation Destination

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui. Etiam ornare justo eu semper hendrerit. Ut vel elit

LEARN MORE

ARTS & CULTURE

## Galveston Mural Guide

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui. Etiam ornare justo eu semper hendrerit. Ut vel elit

LEARN MORE



BANNER



## Local Attractions

Search By Category

All Categories

Search By Region

All Regions

Search By Keyword



Per Page

12

Display Mode

GRID

MAP



FISHING

### 61st Street Fishing Pier

Sed ac quam eget risus viverra finibus quis et turpis. Praesent

LEARN MORE



BEACHES

### Babe's Beach

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis

LEARN MORE



PARKS & NATURE PRESERVES

### East End Lagoon Nature Preserve

Sed ac quam eget risus viverra finibus quis et turpis. Praesent

LEARN MORE



FAMILY FUN

### Carriage Haus Rentals

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis

LEARN MORE



MUSEUMS

### Bishop's Palace

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet fringilla enim est vel dui. Etiam ornare justo

LEARN MORE



## LISTINGS

## Local Events

Search By Date

TODAY | THIS WEEK | THIS WEEKEND

Search By Category

All Categories

Search By Keyword

Q

Per Page

12

Display Mode

GRID

MAP



SEPT 28

### Galveston Island Shrimp

Sed ac quam eget risus viverra finibus quis et turpis. Praesent

LEARN MORE



OCT 12 - 13

### 40<sup>th</sup> Annual Galveston Greek Festival

Sed ac quam eget risus viverra finibus quis et turpis. Praesent

LEARN MORE



OCT 12

### Oktoberfest

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis

LEARN MORE



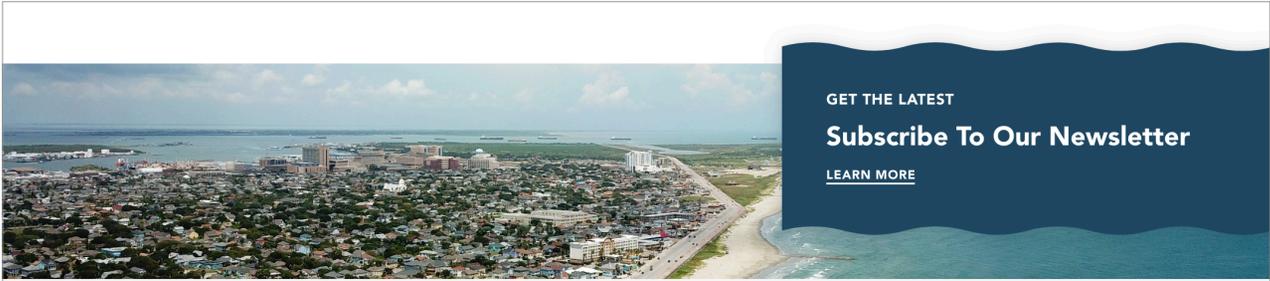
OCT 18

### Harvest Moon Regatta

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis

LEARN MORE

## EVENT LISTINGS



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[GET OUR VISITOR GUIDE](#)

**THINGS TO DO**  
**FOOD & DRINK**  
**WHERE TO STAY**  
**EVENTS**  
**CRUISES**  
**PLAN YOUR TRIP**  
**WEBCAMS**

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IT'S ISLAND TIME

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**FOOTER**

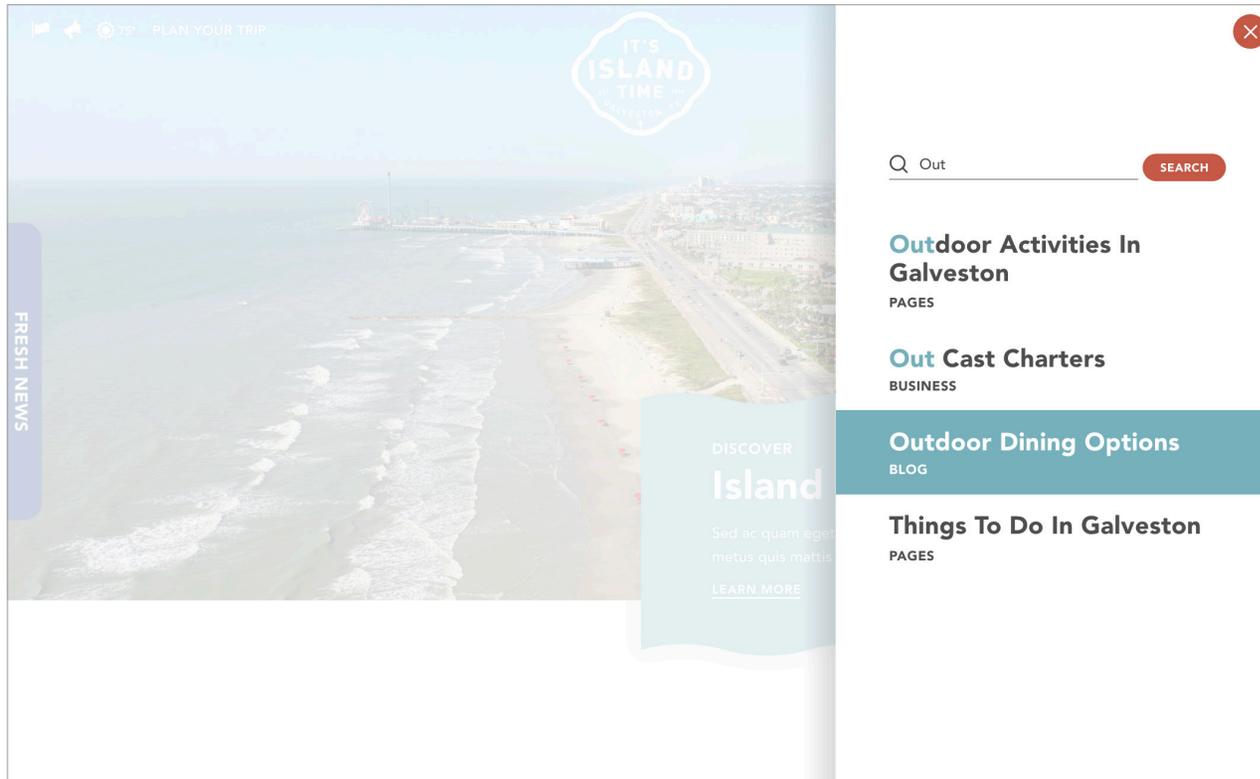


AUTHOR

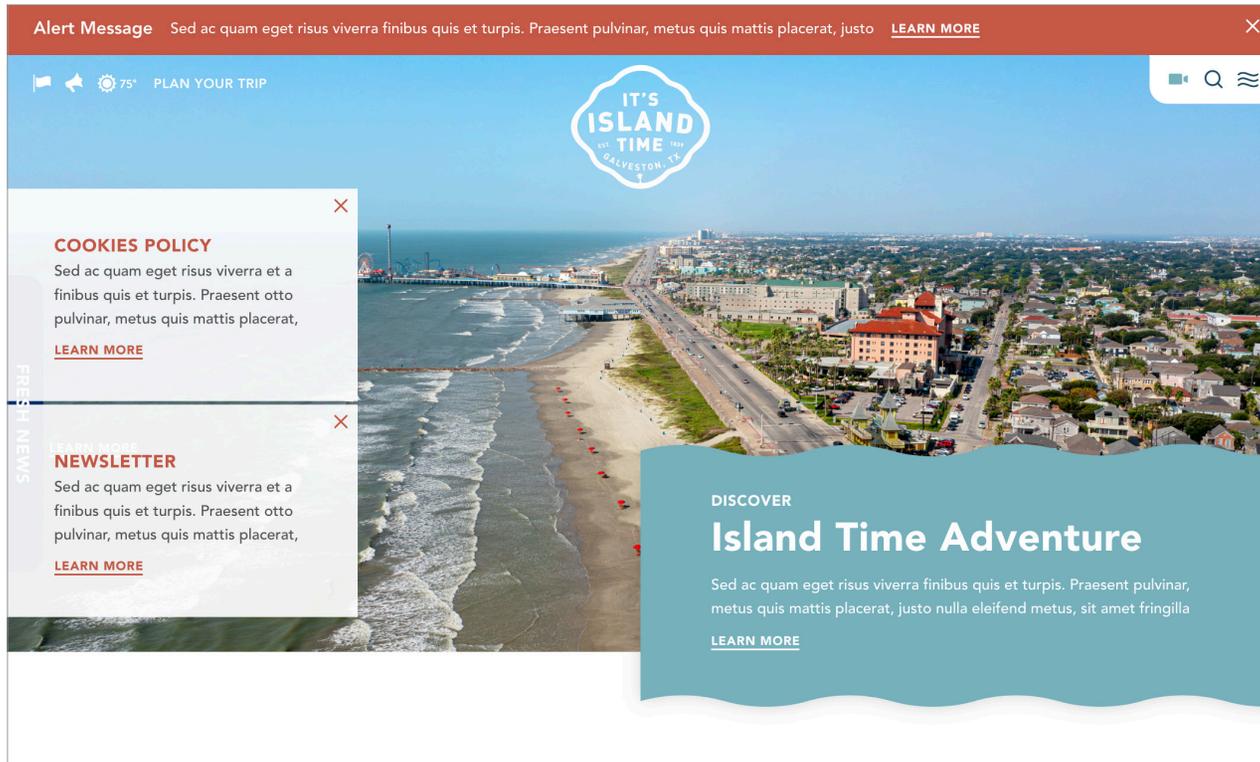
**Julia Parker**

Sed ac quam eget risus viverra finibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, justo nulla eleifend metus, sit amet

## AUTHOR CARD



SEARCH



## ALERTS

## Fresh Content



SEP 21, 2024 10:00AM

### 10 Reasons Galveston Island Is The Perfect

Sed ac quam eget risus viverra finibus quis et turpis. Praesent

[LEARN MORE](#)



SEP 17, 2024 4:00PM

### Join Us For Galveston Island Oktoberfest

Sed ac quam eget risus viverra finibus quis et turpis. Praesent

[LEARN MORE](#)



SEP 3, 2024 3:15PM

### Mural Guide To Galveston

Sed ac quam eget risus viverra finibus quis et turpis. Praesent elim pulvinar, metus quis mattis placerat, justo nulla eleifend metus, ame amet fringilla enim est vel dui.

[LEARN MORE](#)



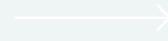
ACTIVITIES

ACTIVITIES

ARTS & CULTURE



DISCOVER  
ISLAND TIME ADVENTURE



To Galveston, Texas

#### LORE OUR COMMUNITY

ibus quis et turpis. Praesent pulvinar, metus quis mattis placerat, amet fringilla enim est vel dui. Etiam ornare justo eu semper am malesuada dictum. Quisque accumsan, magna non porttitor oh, id cursus lacus orci et orci. Suspendisse ac diam nec metus

## NEWSFEED