bluegreenvacations®

identity guidelines

contents

Introduction

The Bluegreen Vacations brand identity is our face to the world, the umbrella under which we market our products and services. Given its importance, it is essential that we are deliberate about its curation and protection.

The guidelines contained herein are based on a strategic creative and marketing approach, and are designed to aid you in developing consistent communications. Following them will help our brand identity maintain its uniqueness and strength in a crowded marketplace, and will ultimately lead to greater success for our business.

If you imagine our brand as a promise, your attention to these guidelines will help us keep that promise.

why what how

why
we do what we do.

we believe in the power of vacation.®

Vacations make people happier by sharing time together, smiles and memories.

what we provide.

our bluegreen vacation club and all its services and programs.

how we provide it.

**choice
flexibility
and quality.**

our colors and circles

The Bluegreen Vacations Circles host our colors, each chosen as a representative of an aspect of vacations:

Blue is peaceful. It's the color of sky, water, and represents relaxation and tranquility.

Green is freedom. It's the color of harmony and nature, and represents that which is clean and fresh.

Orange is happiness. It's the color of sunshine, and represents warmth, joy and enthusiasm.

Bluegreen Vacations® Logo

The Bluegreen Vacations Logo utilizes our Bluegreen Vacations Colors and Circles playfully interacting with the Bluegreen Vacations Wordmark. The Circles are always consistent in size, color, order and spacing.

File Identifier
BGV_circ_stacked_45K.eps
BGV_circ_left_45K.eps

Bluegreen Vacations Circles

bluegreenvacations®

Bluegreen Vacations Wordmark

Bluegreen Vacations Circles

bluegreenvacations®

Bluegreen Vacations Wordmark

composition

The Bluegreen Vacations Logo combines the Bluegreen Vacations Wordmark with the Bluegreen Vacations Circles. The two components always appear together in a fixed relationship and should never be altered or modified.

File Identifier
BGV_circ_stacked_45K.eps
BGV_circ_left_45K.eps

bluegreenvacations®

(1

⬤⬤⬤ **bluegreen**vacations®

(2

versions

There are two versions of the Bluegreen Vacations Logo. **(1)** The **"stacked"** version, referring to the Bluegreen Circles centered above the Bluegreen Wordmark and **(2)** The **"left"** version, referring to the Bluegreen Circles placed to the left of the Bluegreen Vacations Wordmark.

Either logo may be used depending on the layout or space allotted for the specific design application.

File Identifier
BGV_circ_stacked_45K.eps
BGV_circ_left_45K.eps

bluegreenvacations®

share happiness

(1

● ● ● **bluegreen**vacations® | share happiness

(2

with tagline

The Bluegreen Vacations Logo is sometimes used with the tagline **share happiness**.

There are two versions of how the tagline should appear with the logo. **(1)** Centered under the **"stacked"** version of the logo and **(2)** Following the **"left"** version of the logo with a divider line or **"flute"** in between the logo and the tagline.

Logo (1) is the preferred way to use the tagline. Logo **(2)** is primarily used in web layouts and designs.

share happiness should only be used in lowercase letters.

The open kerning of the letters of **share happiness** should always be maintained.

File Identifier
BGV_circ_stacked_tag_45K.eps
BGV_circ_left_flute_tag_45K.eps

share happiness

graphic use of tagline

In special instances the Bluegreen Vacations Tagline, **share happiness**, may be used separate from the Bluegreen Vacations Logo. The Bluegreen Vacations Logo should always appear in close proximity to the tagline. Careful consideration must be used when applying the tagline in every situation.

Example: If the **share happiness** Tagline is displayed on the back of a t-shirt, the Bluegreen Vacations Logo should be displayed on the front of the t-shirt.

The font and spacing of the letters should never be altered or modified.

File Identifier
BGV_tag_only_45K.eps

share happiness

share happiness

share happiness

color use of tagline

When the **share happiness** Tagline is used separately (removed from the logo), it should only appear in the Bluegreen Vacations **primary color palette** of grey and orange or it can also be reversed out of the orange.
(see page 32 for color specifications)

File Identifier
BGV_tag_only_45K.eps
BGV_tag_only_orange.eps
BGV_tag_only_KO.eps
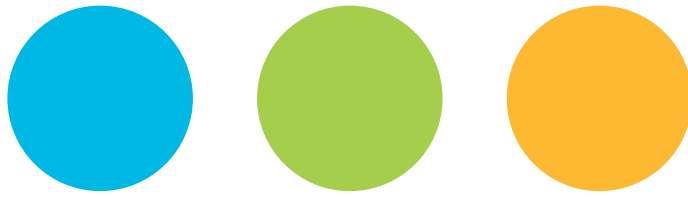
graphic use of circles

In special instances the Bluegreen Vacations Circles may be used separate from the Bluegreen Vacations Logo.

Careful consideration must be used when considering this option. This should only occur in a "designed" environment in which the Bluegreen Vacations Logo is the primary branding element and the Circles become a secondary design element to reinforce the Bluegreen Vacations brand.

Example: When arriving at a Bluegreen Vacations Preview Center the entrance sign uses the Bluegreen Vacations Logo. Once inside the Preview Center, the directional signage would use only the Circles as a design element to remind the customers of the our Logo and brand identity.

The Bluegreen Vacations Circles are always consistent in size, color, order and spacing.

clearspace

To ensure integrity and visibility, the Bluegreen Vacations Logo should be kept clear of competing text, images and graphics. They must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

minimum size
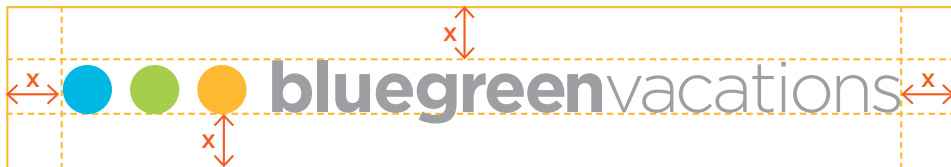
The minimum size of the Bluegreen Vacations Logo should be measured using the Bluegreen Vacations Wordmark (type only), from the left edge of the **"b"** to the right edge of the **"s."**

The minimum size for the type should be **1.5"** for all versions of the logo.

Exception: When using the tagline with the logo, the minimum size of the Bluegreen Vacations Wordmark should be **2"** to ensure that the **share happiness** tagline is legible.

File Identifier
BGV_circ_stacked_45K.eps
BGV_circ_left_45K.eps
BGV_circ_stacked_tag_45K.eps
BGV_circ_left_flute_tag_45K.eps

bluegreenvacations
1.5"

bluegreenvacations
1.5"

bluegreenvacations
share happiness
2"

bluegreenvacations | share happiness
2"

color

The Bluegreen Vacations Logo is made up of four colors. It should only be used in four color.

The logo should always be used on a white background whenever possible.

The "Bluegreen Circles" are always consistent in color, order and size relationship to the wordmark and should never be modified.

Blue
Pantone 638
CMYK 80/0/7/0
Hex 00b9e3

Green
Pantone 390
CMYK 40/0/90/0
Hex a5cf4c

Orange
Pantone 130
CMYK 0/30/90/0
Hex fdb933

Grey
Pantone Cool Grey 8
CMYK 0/0/0/45
Hex 999999

File Identifier
BGV_circ_stacked_45K.eps
BGV_circ_left_45K.eps
BGV_circ_stacked_tag_45K.eps
BGV_circ_left_flute_tag_45K.eps

color: on background

The preferred background for the Bluegreen Vacations Logo is white, however, it may also be knocked-out (reversed out) of a neutral grey or black background. The background should be at least 45% black.

The Bluegreen Vacations Circles must always appear clear and vibrant, and not compete against other background colors.

File Identifier
BGV_circ_stacked_45K.eps
BGV_circ_stacked_KO.eps

color: don'ts

The Bluegreen Vacations Circles should always appear in the three approved colors, in the correct order and spacing.

The type should always be grey on a white background or white on a grey or black background.
(see page 18 for correct color usage)

Bluegreen Vacations® Logo

color: on photography

When the Bluegreen Vacations Logo is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance legibility.

Because the Bluegreen Vacations Circles should only be used in color, it is important that the background be a very light or dark neutral color in order for the type to read clearly. The type should only appear in grey or white.

File Identifier
BGV_circ_stacked_45K.eps
BGV_circ_stacked_KO.eps

Never use the logo on a busy, color background.

bluegreenvacations®

The Bluegreen Vacations Wordmark is the foundation for the Bluegreen Family of Wordmarks and Logos.

The Bluegreen Vacations Wordmark emphasizes **"bluegreen" in bold** and "vacations" in the lighter weight of the Bluegreen Corporate font "Gotham."

The Bluegreen Vacations Wordmark is used whenever the Bluegreen Vacations Logo can not be used due to color restrictions. For instance, the wordmark should be used in one color applications such as business forms or lead slips.

File Identifier
BGV_wordmrk_45K.eps

bluegreenvacations®

share happiness

with tagline

The Bluegreen Vacations Wordmark is sometimes used with the tagline **share happiness**.

When the tagline appears with the wordmark it should always be centered underneath.

share happiness should only be used in lowercase letters.

The open kerning of the letters of **share happiness** should always be maintained.

File Identifier
BGV_circ_stacked_tag_45K.eps

clearspace

To ensure integrity and visibility, the Bluegreen Vacations Wordmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

bluegreenvacations

1.5″

bluegreenvacations
share happiness

2.5″

minimum size

The minimum size of the Bluegreen Vacations Wordmark should be **1.5**,″ measured from the left edge of the **"b"** to the right edge of the **"s."**

Exception: The wordmark which utilizes the tagline should not be used below **2″**

File Identifier
BGV_wordmrk_45K.eps
BGV_wordmrk_tag_45K.eps

bluegreenvacations®

bluegreenvacations®

bluegreenvacations®

color

The three preferred color uses of the Bluegreen Vacations Wordmark are 45% black, 65% black and 100% black.

The wordmark should always be used on a white background whenever possible.

File Identifier
BGV_wordmrk_45K.eps
BGV_wordmrk_65K.eps
BGV_wordmrk_100K.eps

color: on background

The preferred background for the Bluegreen Vacations Logo is white, however it may also be knocked-out (reversed out) of a select palette of colors. The colors consist of the **Primary Color Palette** *(page 32)* plus grey and black. The grey should be no lighter than 45% black.

Blue
Pantone 638
CMYK 80/0/7/0
Hex 00b9e3

Green
Pantone 390
CMYK 40/0/90/0
Hex a5cf4c

Orange
Pantone 130
CMYK 0/30/90/0
Hex fdb933

Grey
Pantone Cool Grey 8
CMYK 0/0/0/45   CMYK 0/0/0/65   CMYK 0/0/0/80
Hex 999999   Hex 666666   Hex 333333

File Identifier
BGV_wordmrk_45K.eps
BGV_wordmrk_KO.eps

color: don'ts

When used on a white background the Bluegreen Vacations Wordmark should always be used in a color strong enough to read clearly. It should never be used in color on a color background.
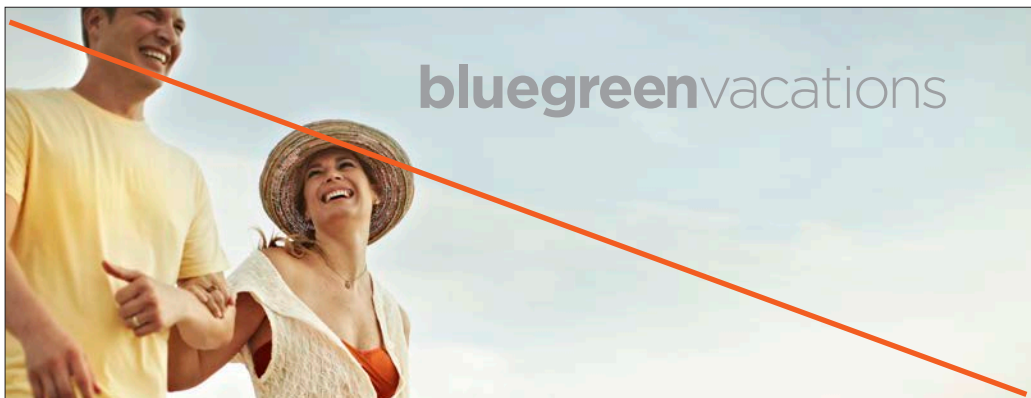
Bluegreen Vacations® Wordmark

color: on photography

When the Bluegreen Vacations Wordmark is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance the legibility.

The wordmark should always appear in white—(knocked-out) of the photograph. It should never be used in grey, black or any other color when used on a photograph.

Never use the wordmark in grey, black or color on a photograph.
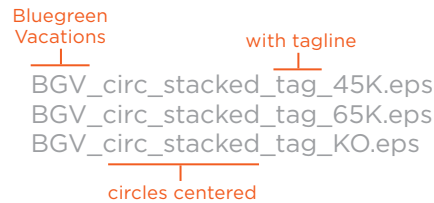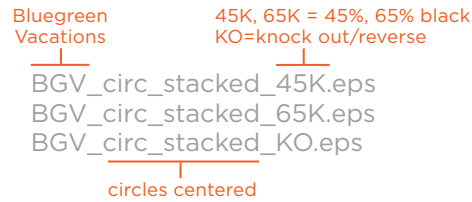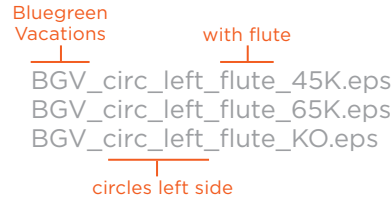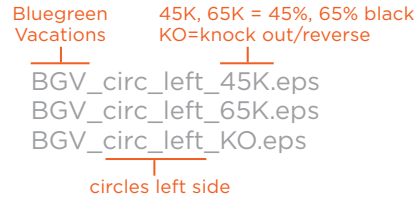
Bluegreen Vacations® File Naming Structure

Use this naming convention to choose the correct Bluegreen Vacations Logo for reproduction.

Refer to the color usage guidelines to determine the appropriate logo or wordmark you will need for your specific application.

Bluegreen Vacations   45K, 65K = 45%, 65% black
                             KO=knock out/reverse

BGV_circ_left_45K.eps
BGV_circ_left_65K.eps
BGV_circ_left_KO.eps

circles left side

Bluegreen Vacations   with flute

BGV_circ_left_flute_45K.eps
BGV_circ_left_flute_65K.eps
BGV_circ_left_flute_KO.eps

circles left side

Bluegreen Vacations   45K, 65K = 45%, 65% black
                             KO=knock out/reverse

BGV_circ_stacked_45K.eps
BGV_circ_stacked_65K.eps
BGV_circ_stacked_KO.eps

circles centered

Bluegreen Vacations   with tagline

BGV_circ_stacked_tag_45K.eps
BGV_circ_stacked_tag_65K.eps
BGV_circ_stacked_tag_KO.eps

circles centered

Bluegreen Vacations   45K, 65K, 100K, = 45%, 65%, 100% black
                             KO=knock out/reverse

BGV_wordmrk_45K.eps
BGV_wordmrk_65K.eps
BGV_wordmrk_100K.eps
BGV_wordmrk_KO.eps

wordmark

Bluegreen Vacations   with tagline

BGV_wordmrk_tag_45K.eps
BGV_wordmrk_tag_65K.eps
BGV_wordmrk_tag_100K.eps
BGV_wordmrk_tag_KO.eps

wordmark

Bluegreen Vacations®
Typography & Color Palette

The Bluegreen Vacations identity is applied to a wide variety of media, including stationary, signage, marketing materials and environmental graphics as well as numerous digital channels including email, websites and much more. The examples in this section demonstrate correct usage for brand consistency.

Gotham Thin

Gotham Thin Italic

Gotham Extra Light

Gotham Extra Light Italic

Gotham Light

Gotham Light Italic

Gotham Book

Gotham Book Italic

Gotham Medium

Gotham Medium

Gotham Bold

Gotham Bold Italic

Gotham Black

Gotham Black Italic

Gotham Ultra

Gotham Ultra Italic

Secondary Font*

Gotham Narrow Light
Gotham Narrow Light Italic
Gotham Narrow Book
Gotham Narrow Book Italic
Gotham Narrow Medium
Gotham Narrow Medium Italic
Gotham Narrow Bold
Gotham Narrow Bold Italic

Bluegreen Vacations® Typography

print fonts

The Primary Bluegreen Vacations Corporate Font is **Gotham**. This is the **preferred font in all situations** of printed collateral.

The secondary font, **Gotham Narrow** should only be used for body copy below **12 point**. and only in special situations where space is limited. Gotham Narrow should never be used as a headline or subhead font.

Both typefaces come in a variety of weights and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity.

File Identifier
Hoefler & Frere-Jones

*Should only be used in situations where a condensed body copy font would be advantageous to the layout.

CartoGothic Pro Light

CartoGothic Pro Light Italic

CartoGothic Pro Book

CartoGothic Pro Book Italic

CartoGothic Bold

CartoGothic Pro Bold Italic

CartoGothic Pro Black

CartoGothic Pro Black Italic

Bluegreen Vacations® Typography

digital fonts

There are two Bluegreen Vacations Digital Fonts. **CartoGothic Pro**, which is used for headlines and subheads, and **Arial** which is used for body copy only.

Both typefaces come in a variety of weights and offer flexibility of use. Commitment to these typefaces will create a consistent and strong identity.

Arial Regular

Arial Narrow Italic

Arial Bold

Arial Bold Italic

secondary
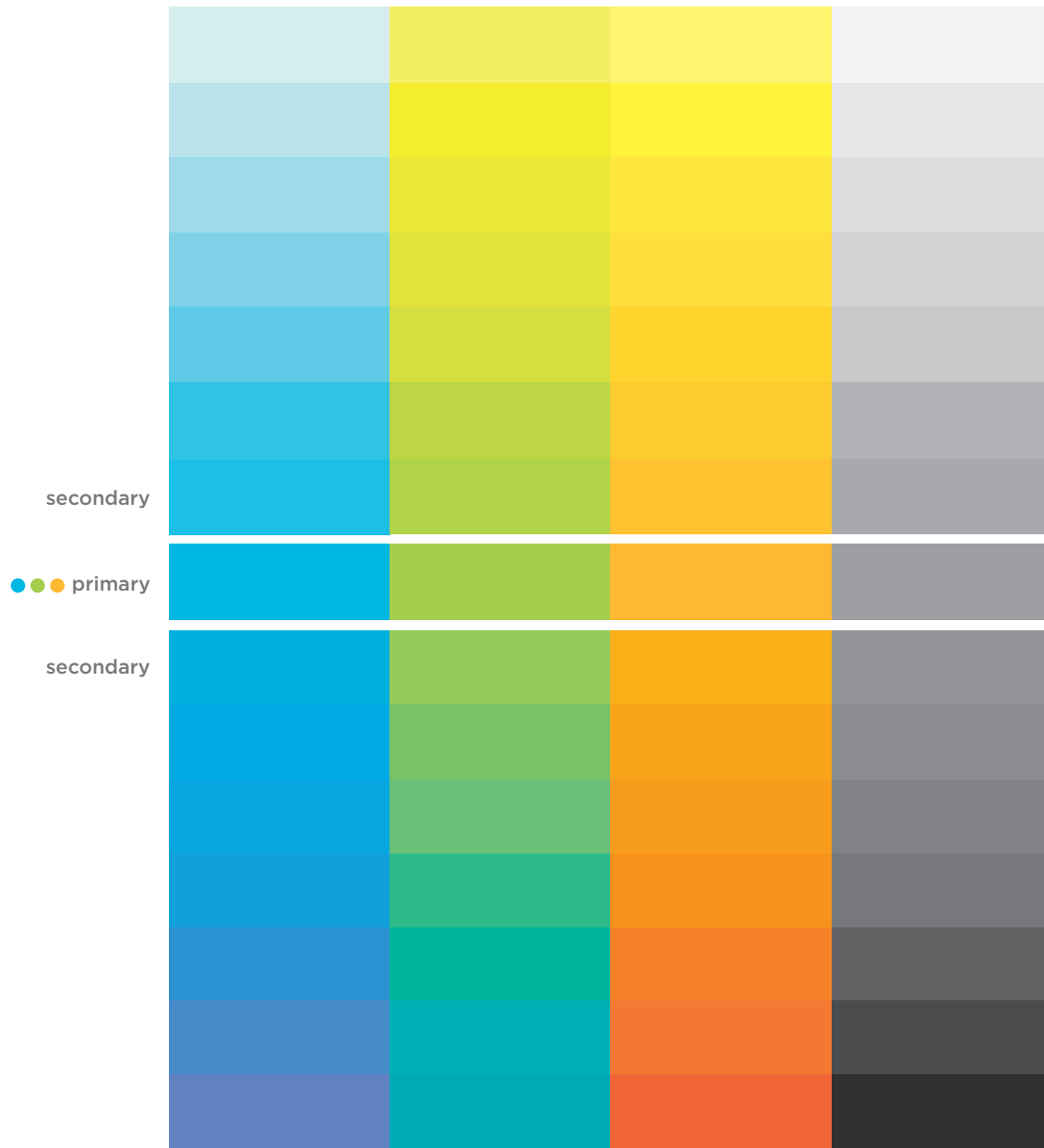
● ● ● primary

secondary

Bluegreen Vacations® Color Palette

The Bluegreen color palette consists of a **primary** and **secondary** palette.

The **primary** palette consists of the colors which form the Bluegreen Vacations Logo. The blue, green and orange of the Bluegreen Circles and the grey of the wordmark.

The **secondary** palette colors are derived from removing or adding process colors which exist in the **primary** colors.

Blue
Pantone 638
CMYK 80/0/7/0
Hex 00b9e3

Green
Pantone 390
CMYK 40/0/90/0
Hex a5cf4c

Orange
Pantone 130
CMYK 0/30/90/0
Hex fdb933

Grey
Pantone Cool Grey 8
CMYK 0/0/0/45
Hex 999999

Bluegreen Vacations® Graphic Applications

The Bluegreen Vacations identity is
applied to a wide variety of media,
including stationary, signage, marketing
materials and environmental graphics
as well as numerous digital channels
including email, websites and much more.
The examples in this section demonstrate
correct usage for brand consistency.

bluegreenvacations®

share happiness

Rporero blaudit

si offic tem
excest que volendae
100 beatius si
incto et blaut

Fugiae sit,

It explignis earum commo eosam, voluptate am facit et incium derepudantet poris parit, quam ut aut accatio. Itaspid eruntus acidisitiis rente aute apitiae ribusa sundebitiae. Il idebitibusa nonseque sin cuptat optaerata nime fuga.

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Nem sunt et autemperat volest quas volupta consequi quiat idita vollate di remquae la voles dem audigen ducipid ut apit etur aut et debis experor endunt mi, sed quisquam volut qui ulla dolest, quiditi buscimaio que et, que nitiur re, il estrupt atemquodi tet reped quaeped et min cusa quos molut etur, sed eicim ipita que et qui doles alitat quid quam reptamu stibus.

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Odignam,
debis as eium

Bluegreen Corporation | 4960 Conference Way North, Suite 100 | Boca Raton, FL 33431 | Tel 561.912.8284 | bluegreenvacations.com

Bluegreen Vacations® Stationery

letterhead

Letterhead for all communications within the Bluegreen Vacations brand.

John Smith
Senior Vice President, Corporate Marketing
Bluegreen Corporation

4960 Conference Way North, Suite 100
Boca Raton, FL 33431
T 561.912.XXXX
F 561.912.XXXX
john.smith@bluegreenvacations.com
bluegreenvacations.com

share happiness
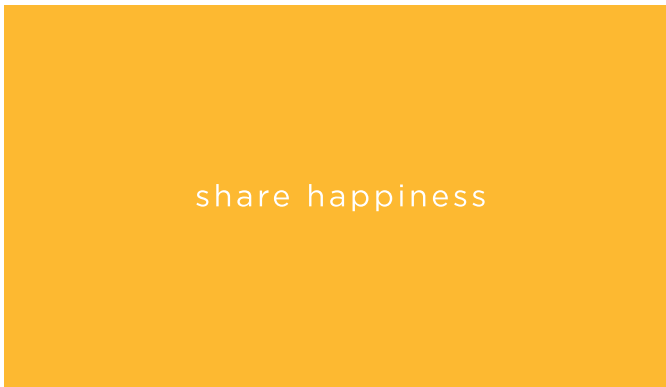
business card

Business card for all Bluegreen Vacations associates other than resort associates.

bluegreen vacations®

Bluegreen Corporation
4960 Conference Way North, Suite 100
Boca Raton, FL 33431

share happiness

Bluegreen Vacations® Stationery

envelope

The standard design for a business size (#10) envelope.

Firstname Lastname
Title, Department
Bluegreen Corporation

● ● ● **bluegreen**vacations ®

4960 Conference Way North, Suite 100
Boca Raton, FL 33431
Phone: XXX.XXX.XXXX
Fax: XXX.XXX.XXXX
Mobile: XXX.XXX.XXXX
Firstname.Lastname@bluegreenvacations.com
bluegreenvacations.com

s h a r e   h a p p i n e s s

corporate email template

The Bluegreen Vacations Email
Signature should be used in all company
email correspondence by all Bluegreen
Vacations associates.

The font and font sizes used in the template
are fixed and should not be altered—as
well as their position and relationship to the
Bluegreen Vacations Logo and the Bluegreen
Vacations Tagline **share happiness**.

Fax and **Mobile** fields are optional and
may be removed if not applicable.

example of email

The Bluegreen Vacations Email Signature as it should appear in a corporate email.

Inbox - Microsoft Outlook

File Edit View Go Tools Actions Help Adobe PDF

Type a question for help

New ▾ ✕ Reply Reply to All Forward ▾ Send/Receive ▾ Search address books

Mail
Favorite Folders
   Inbox
   Unread Mail
   Sent Items
Mail Folders
All Mail Items
   Mailbox - Nicholas Eberhardt - Reg 634
      Conversation History
      Deleted Items
      Drafts
      Inbox
      Junk E-Mail
      Outbox
      RSS Feeds
      Sent Items
      Search Folders

Mail
Calendar
Contacts
Tasks

2196 Items

This folder is up to date. Connected to Microsoft Exchange ▾

Dear FirstName,

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sincerely,

FirstName LastName
Title, Department
Bluegreen Corporation

🔵🟢🟡 bluegreenvacations

Bluegreen Vacations
4960 Conference Way North, Suite 100
Boca Raton, FL 33431
Phone: XXX.XXX.XXXX
Fax: XXX.XXX.XXXX
Mobile: XXX.XXX.XXXX
FirstName.LastName@bluegreenvacations.com

share happiness

Firstname Lastname
Title, Department
Bluegreen Corporation

🔵🟢🟡 **bluegreen**vacations®

4960 Conference Way North, Suite 100
Boca Raton, FL 33431
Phone: XXX.XXX.XXXX
Fax: XXX.XXX.XXXX
Mobile: XXX.XXX.XXXX
Firstname.Lastname@bluegreenvacations.com
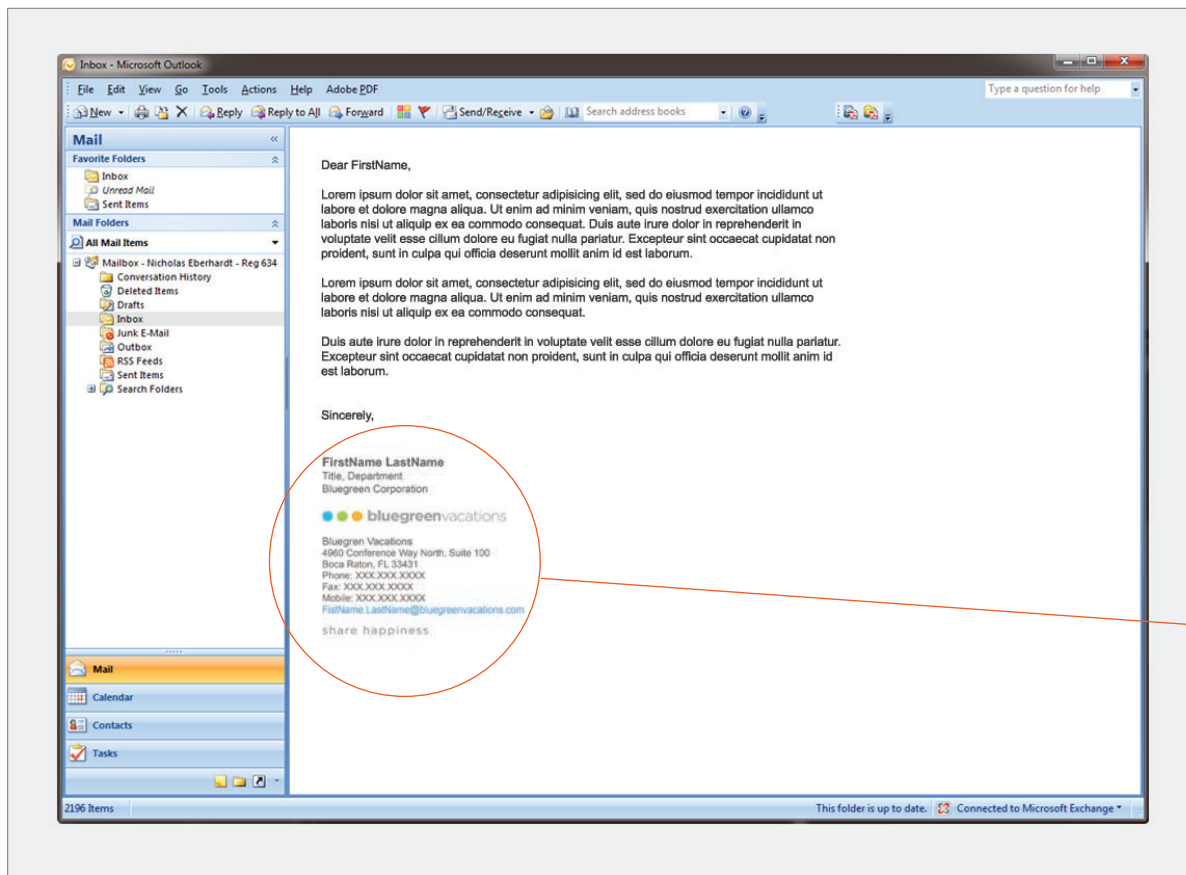bluegreenvacations.com

share happiness

**Bluegreen Vacations®
Sales and Marketing Programs**

Our Sales and Marketing Programs promote the Bluegreen Vacations experience to leads, guests and owners.

bluegreenvacations®

bluegreengetaways®

bluegreentravelerplus

bluegreensampler

wordmarks

Bluegreen Vacations is considered the "Parent" Wordmark for all of the Sales and Marketing programs used in promoting the Bluegreen Vacations brand.

The Bluegreen Vacations Wordmark emphasizes **"bluegreen" in bold** and "vacations" in the lighter weight of the Bluegreen Corporate font "Gotham."

The Program Wordmarks emphasize the **"program name" in bold**, with "bluegreen" used in the lighter weight of the font.

File Identifier	Example:
BGV = Bluegreen Vacations	BGV_wordmrk_45k.eps
BGG = Bluegreen Getaways	BGG_wordmrk_45k.eps
BGTP = Bluegreen Traveler Plus	BGTP_wordmrk_45k.eps
BGS = Bluegreen Sampler	BGS_wordmrk_45k.eps

bluegreen**getaways**®

Bluegreen Getaways®

Bluegreen Getaways is where vacations begin, a vacation package that gives guests the opportunity to experience Bluegreen Vacations. Each Getaway also includes an introduction to the Bluegreen Vacation Club. Guests of a Bluegreen Vacations presentation will discover the world of opportunities that comes with access to Bluegreen's collection of resorts and travel experiences.

Bluegreen Getaways® Logo

The Bluegreen Getaways Logo utilizes our Bluegreen Vacations Colors and Circles playfully interacting with the Bluegreen Getaways Wordmark. The circles are always consistent in size, color, order and spacing.

File Identifier
BGG_circ_stacked_45K.eps
BGG_circ_left_45K.eps

Bluegreen Vacations Circles

bluegreen**getaways**®

Bluegreen Getaways Wordmark

composition

The Bluegreen Getaways Logo combines the Bluegreen Getaways Wordmark with the Bluegreen Vacations Circles. The two components always appear together in a fixed relationship and should never be altered or modified.

(1

(2

versions

There are two versions of the Bluegreen Getaways Logo. **(1)** The **"stacked"** version, referring to the Bluegreen Circles centered above the Bluegreen Getaways Wordmark and **(2)** The **"left"** version, referring to the Bluegreen Vacations Circles placed to the left of the Bluegreen Getaways Wordmark.

Either logo may be used depending on the layout or space allotted for the specific design application.

File Identifier
BGG_circ_stacked_45K.eps
BGG_circ_left_45K.eps

clearspace

To ensure integrity and visibility, the Bluegreen Getaways Logos should be kept clear of competing text, images and graphics. They must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

bluegreen**getaways**

1.5″

bluegreen**getaways**

1.5″
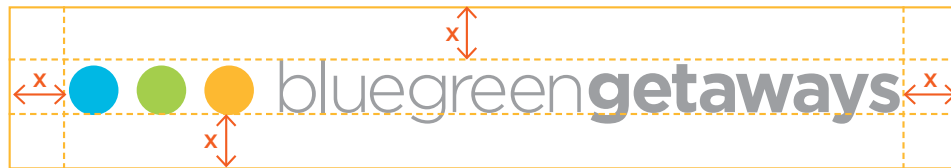
minimum size

The minimum size of the logo should be measured using the Bluegreen Getaways Wordmark (type only), from the left edge of the **"b"** to the right edge of the **"s."**

The minimum size for the type should be **1.5″** for all versions of the logo.

File Identifier
BGG_circ_stacked_45K.eps
BGG_circ_left_45K.eps

Bluegreen Getaways® Logo

color

The Bluegreen Getaways Logo is made up of four colors. It should only be used in four color.

The logo should always be used on a white background whenever possible.

The Bluegreen Vacations Circles are always consistent in color and order and size relationship to the wordmark.

Blue
Pantone 638
CMYK 80/0/7/0
Hex 00b9e3

Green
Pantone 390
CMYK 40/0/90/0
Hex a5cf4c

Orange
Pantone 130
CMYK 0/30/90/0
Hex fdb933

Grey
Pantone Cool Grey 8
CMYK 0/0/0/45
Hex 999999

File Identifier
BGG_circ_stacked_45K.eps
BGG_circ_left_45K.eps

color: on background

The preferred background for the Bluegreen Getaways Logo is white, however the wordmark can also be knocked-out of a neutral grey or black background. The general rule is a grey background which is not lighter than 45% black, or Pantone Cool Grey 8.

The type must always appear in white when used on any background other than white.

The Bluegreen Vacations Circles must always appear clear and vibrant, without competing against other background colors.

File Identifier
BGG_circ_stacked_45K.eps
BGG_circ_stacked_KO.eps

Bluegreen Getaways® Logo

color: don'ts

The Bluegreen Vacations Circles should always appear in the three approved colors, in the correct order and spacing.

The type should always be grey on a white background or white on a grey or black background.
(see page 52 for correct color usage)

The Bluegreen Vacations Circles must always appear clear and vibrant, without competing against other background colors.

Never use the logo on a busy, color background.

Bluegreen Getaways® Logo

color: on photography

When the Bluegreen Getaways Logo is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance the legibility.

Because the Bluegreen Vacations Circles should only be used in color, it is important that the background be a very light or dark neutral color in order for the type to read clearly. The type should only appear in grey or white.

File Identifier
BGG_circ_stacked_45K.eps
BGG_circ_stacked_KO.eps

bluegreengetaways®

Bluegreen Getaways® Wordmark

The Bluegreen Getaways Wordmark emphasizes **"getaways" in bold** and "Bluegreen" in the lighter weight of the Bluegreen Corporate font "Gotham."

The Bluegreen Getaways Wordmark is used whenever the Bluegreen Getaways Logo can not be used due to color restrictions. For instance, the wordmark should be used in one color applications such as business forms or lead slips.

File Identifier
BGG_wordmrk_45K.eps

clearspace

To ensure integrity and visibility, the Bluegreen Getaways Wordmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

bluegreen**getaways**

1.5″

minimum size

The minimum size of the Bluegreen
Getaways Wordmark should be **1.5″**,
measured from the left edge of the **"b"**
to the right edge of the **"s."**

File Identifier
BGG_wordmrk_45K.eps

bluegreen**getaways**®

bluegreen**getaways**®

bluegreen**getaways**®

color

The three preferred color uses of the Bluegreen Getaways Wordmark are 45% black, 65% black and 100% black.

The wordmark should always be used on a white background whenever possible.

File Identifier
BGG_wordmrk_45K.eps
BGG_wordmrk_65K.eps
BGG_wordmrk_100K.eps

bluegreen**getaways**

bluegreen**getaways**

bluegreen**getaways**

bluegreen**getaways**

bluegreen**getaways**

bluegreen**getaways**

bluegreen**getaways**

bluegreen**getaways**

color: on background

The preferred background for the Bluegreen Getaways Wordmark is white, however it may also be knocked-out (reversed out) of a select palette of colors. The colors consist of the **Primary Color Palette** plus grey and black. The grey should be no lighter than 45% black.

Blue	**Green**	**Orange**
Pantone 638	Pantone 390	Pantone 130
CMYK 80/0/7/0	CMYK 40/0/90/0	CMYK 0/30/90/0
Hex 00b9e3	Hex a5cf4c	Hex fdb933

Grey		
Pantone Cool Grey 8		
CMYK 0/0/0/45	CMYK 0/0/0/65	CMYK 0/0/0/80
Hex 999999	Hex 666666	Hex 333333

File Identifier
BGG_wordmrk_45K.eps
BGG_wordmrk_KO.eps

color: don'ts

When used on a white background the Bluegreen Getaways Wordmark should be always be used in a color strong enough to read clearly. It should never be used in a color on a color background.

color: on photography

When the Bluegreen Getaways Wordmark is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance the legibility.

The wordmark should always appear in white—(knocked-out) of the photograph. It should never be used in grey, black or any other color when used on a photograph.

Never use the wordmark in grey, black or color on a photograph.

Use this naming convention to choose the correct Bluegreen Getaways Logo for reproduction.

Refer to the color usage guidelines to determine the appropriate logo or wordmark you will need for your specific application.

Bluegreen   45K, 65K = 45%, 65% black
Getaways   KO=knock out/reverse

BGG_circ_left_45K.eps
BGG_circ_left_65K.eps
BGG_circ_left_KO.eps

circles left side

Bluegreen   45K, 65K = 45%, 65% black
Getaways   KO=knock out/reverse

BGG_circ_stacked_45K.eps
BGG_circ_stacked_65K.eps
BGG_circ_stacked_KO.eps

circles centered

Bluegreen   45K, 65K, 100K, = 45%, 65%, 100% black
Getaways   KO=knock out/reverse

BGG_wordmrk_45K.eps
BGG_wordmrk_65K.eps
BGG_wordmrk_100K.eps
BGG_wordmrk_KO.eps

wordmark

bluegreen**travelerplus**

Bluegreen Traveler Plus is a value-added service that gives Bluegreen Vacation owners more ways to use their Points, more resort options, more exchange options, more vacation options, and more ways to save everyday with Entertainment® and Everyday Services discounts.
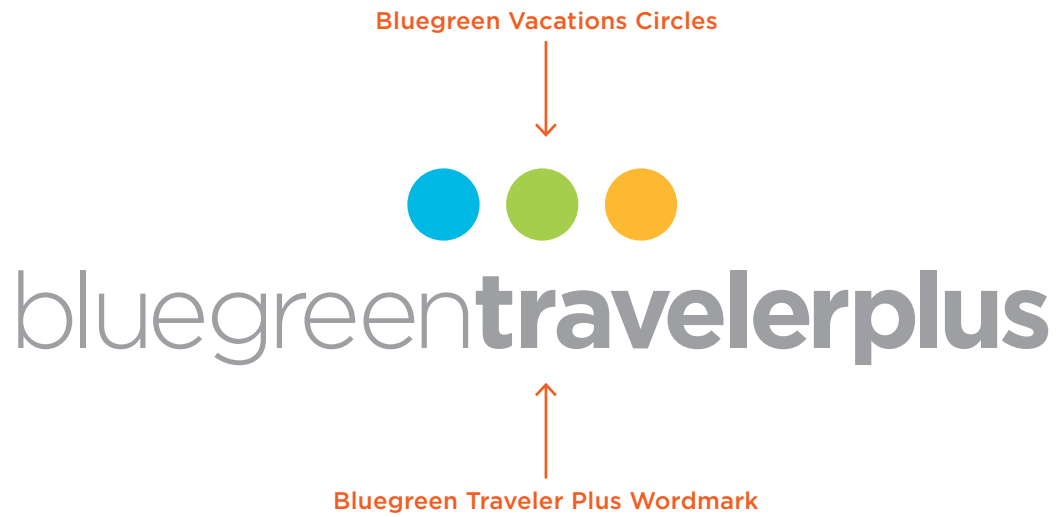
The Bluegreen Traveler Plus Logo utilizes our Bluegreen Vacations Colors and Circles playfully interacting with the Bluegreen Traveler Plus Wordmark. The circles are always consistent in size, color, order and spacing.

File Identifier
BGTP_circ_stacked_45K.eps
BGTP_circ_left_45K.eps

Bluegreen Vacations Circles

bluegreen**travelerplus**

Bluegreen Traveler Plus Wordmark

composition

The Bluegreen Traveler Plus Logo combines the Bluegreen Traveler Plus Wordmark with the Bluegreen Vacations Circles. The two components always appear together in a fixed relationship and should never be altered or modified.

(1

(2

versions

There are two versions of the Bluegreen Traveler Plus Logo. **(1)** The **"stacked"** version, referring to the Bluegreen Vacations Circles centered above the wordmark and **(2)** The **"left"** version, referring to the Bluegreen vacations Circles placed to the left of the wordmark.

Either logo may be used depending on the layout or space allotted for the specific design application.

File Identifier
BGTP_circ_stacked_45K.eps
BGTP_circ_left_45K.eps

clearspace

To ensure integrity and visibility, the Bluegreen Traveler Plus Logo should be kept clear of competing text, images and graphics. They must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

bluegreen**travelerplus**

1.625″

bluegreen**travelerplus**

1.625″

minimum size

The minimum size of the logo should be measured using the Bluegreen Traveler Plus Wordmark (type only), from the left edge of the **"b"** to the right edge of the **"s."**

The minimum size for the type should be **1.625."**

File Identifier
BGTP_circ_stacked_45K.eps
BGTP_circ_left_45K.eps

Bluegreen Traveler Plus™ Logo

color

The Bluegreen Traveler Plus Logo is made up of four colors. It should only be used in four color.

The logo should always be used on a white background whenever possible.

The Bluegreen Vacations Circles are always consistent in color and order and size relationship to the wordmark.

Blue	**Green**	**Orange**
Pantone 638	Pantone 390	Pantone 130
CMYK 80/0/7/0	CMYK 40/0/90/0	CMYK 0/30/90/0
Hex 00b9e3	Hex a5cf4c	Hex fdb933

Grey	**File Identifier**
Pantone Cool Grey 8	BGTP_circ_stacked_45K.eps
CMYK 0/0/0/45	BGTP_circ_left_45K.eps
Hex 999999	

Bluegreen Traveler Plus™ Logo

color: on background

The preferred background for the Bluegreen Traveler Plus logo is white, however the wordmark can also be knocked-out of a neutral grey or black background. The general rule is a grey background which is not lighter than 45% black, or Pantone Cool Grey 8.

The type must always appear in white when used on any background other than white.

The Bluegreen Circles must always appear clear and vibrant, without competing against other background colors.

File Identifier
BGTP_circ_stacked_45K.eps
BGTP_circ_stacked_KO.eps

Bluegreen Traveler Plus™ Logo

color: don'ts

The Bluegreen Vacations Circles should always appear in the three approved colors, in the correct order and spacing.

The type should always be grey on a white background or white on a grey or black background.
(see page 70 for correct color usage)

The Bluegreen Vacations Circles must always appear clear and vibrant, without competing against other background colors.

Never use the logo on a busy, color background.

Bluegreen Traveler Plus™ Logo

color: on photography

When the Bluegreen Traveler Plus Logo is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance the legibility.

Because the Bluegreen Vacations Circles should only be used in color, it is important that the background be a very light or dark neutral color in order for the type to read clearly. The type should only appear in grey or white.

File Identifier
BGTP_circ_stacked_45K.eps
BGTP_circ_stacked_KO.eps

bluegreen**travelerplus**

Bluegreen Traveler Plus™ Wordmark

The Bluegreen Traveler Plus Wordmark emphasizes **"travelerplus" in bold** and "Bluegreen" in the lighter weight of the Bluegreen Corporate font "Gotham."

The Bluegreen Traveler Plus Wordmark is used whenever the Bluegreen Traveler Plus Logo can not be used due to color restrictions. For instance, the wordmark should be used in one color applications such as business forms or lead slips.

File Identifier
BGTP_wordmrk_45K.eps

bluegreen**travelerplus**

clearspace

To ensure integrity and visibility, the Bluegreen Traveler Plus Wordmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

bluegreen**travelerplus**

1.5"

Bluegreen Traveler Plus™ Wordmark

minimum size

The minimum size of the Bluegreen
Traveler Plus Wordmark should be **1.5"**,
measured from the left edge of the **"b"**
to the right edge of the **"s."**

File Identifier
BGTP_wordmrk_45K.eps

bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

color

The three preferred color uses of the Bluegreen Traveler Plus Wordmark are 45% black, 65% black and 100% black.

The wordmark should always be used on a white background whenever possible.

File Identifier
BGTP_wordmrk_45K.eps
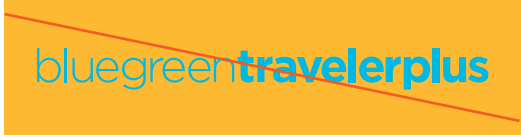BGTP_wordmrk_65K.eps
BGTP_wordmrk_100K.eps

bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

color: on background

The preferred background for the Bluegreen Traveler Plus Wordmark is white, however it may also be knocked-out (reversed out) of a select palette of colors. The colors consist of the **Primary Color Palette** plus grey and black. The grey should be no lighter than 45% black.

Blue	**Green**	**Orange**
Pantone 638	Pantone 390	Pantone 130
CMYK 80/0/7/0	CMYK 40/0/90/0	CMYK 0/30/90/0
Hex 00b9e3	Hex a5cf4c	Hex fdb933

Grey		
Pantone Cool Grey 8		
CMYK 0/0/0/45	CMYK 0/0/0/65	CMYK 0/0/0/80
Hex 999999	Web 666666	Web 333333

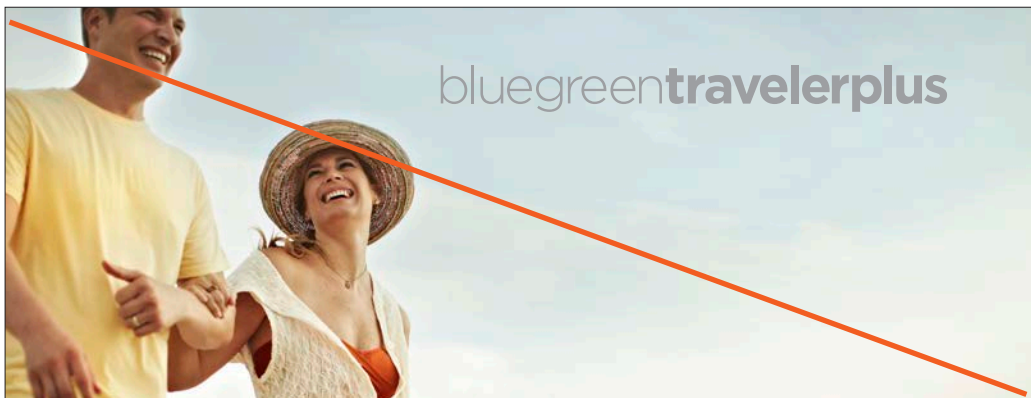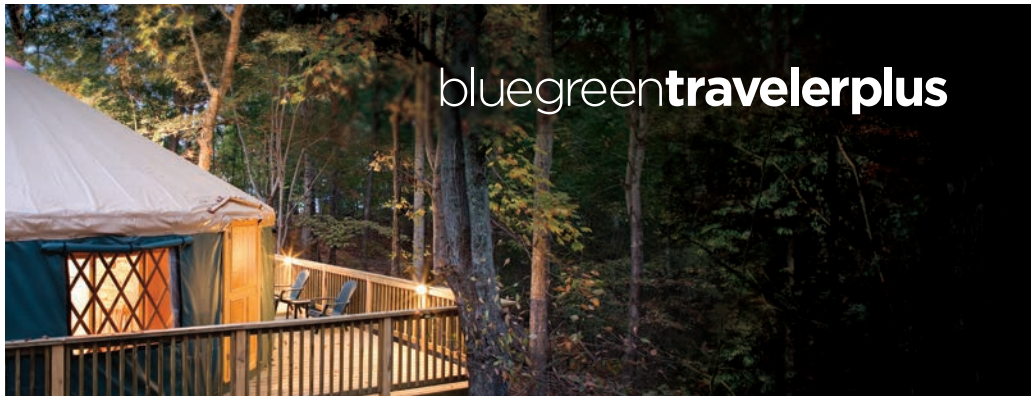**File Identifier**
BGTP_wordmrk_45K.eps
BGTP_wordmrk_KO.eps

color: don'ts

When used on a white background the Bluegreen Traveler Plus Wordmark should be always be used in a color strong enough to read clearly. It should never be used in a color on a color background.
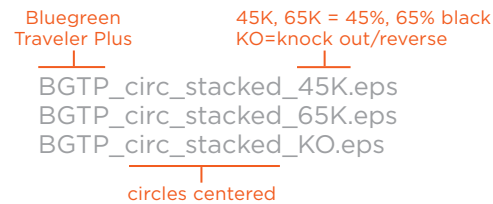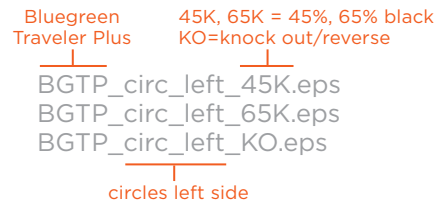
bluegreen**travelerplus**

bluegreen**travelerplus**

bluegreen**travelerplus**

Never use the Wordmark in grey, black or color on a photograph.

Bluegreen Traveler Plus™ Wordmark

color: on photography

When the Bluegreen Traveler Plus Wordmark is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance the legibility.

The wordmark should always appear in white—(knocked-out) of the photograph. It should never be used in grey, black or any other color when used on a photograph.

bluegreen**travelerplus**

Bluegreen
Traveler Plus   45K, 65K = 45%, 65% black
                  KO=knock out/reverse

BGTP_circ_left_45K.eps
BGTP_circ_left_65K.eps
BGTP_circ_left_KO.eps

circles left side

---

bluegreen**travelerplus**

Bluegreen
Traveler Plus   45K, 65K = 45%, 65% black
                  KO=knock out/reverse

BGTP_circ_stacked_45K.eps
BGTP_circ_stacked_65K.eps
BGTP_circ_stacked_KO.eps

circles centered

---

bluegreen**travelerplus**

Bluegreen
Traveler Plus   45K, 65K, 100K, = 45%, 65%, 100% black
                  KO=knock out/reverse

BGTP_wordmrk_45K.eps
BGTP_wordmrk_65K.eps
BGTP_wordmrk_100K.eps
BGTP_wordmrk_KO.eps

wordmark

**Bluegreen Traveler Plus™
File Naming Structure**

Use this naming convention to choose
the correct Bluegreen Traveler Plus Logo
for reproduction.

Refer to the color usage guidelines to
determine the appropriate logo or wordmark
you will need for your specific application.

bluegreen**sampler**

Bluegreen Sampler

Bluegreen Sampler is a Sales Program offered to guests of a Sales Presentation who are not yet ready to commit to full ownership. It allows them to "sample" the Bluegreen Vacations product for a limited time for a smaller purchase price, which can later be applied to full ownership if desired.
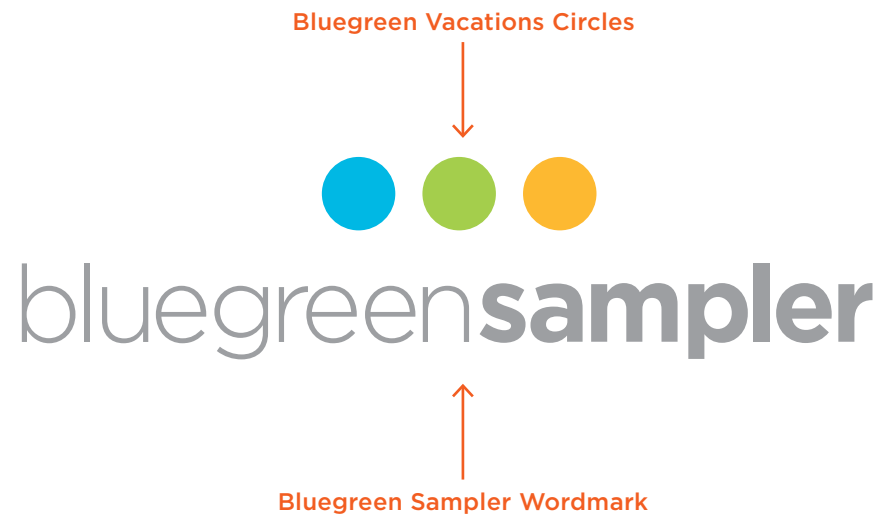
Bluegreen Sampler Logo

The Bluegreen Sampler Logo utilizes our Bluegreen Vacations Colors and Circles playfully interacting with the Bluegreen Sampler Wordmark. The circles are always consistent in size, color, order and spacing.

File Identifier
BGS_circ_stacked_45K.eps
BGS_circ_left_45K.eps

Bluegreen Vacations Circles

bluegreen**sampler**

Bluegreen Sampler Wordmark

composition

The Bluegreen Sampler Logo combines the Bluegreen Sampler Wordmark with the Bluegreen Vacations Circles. The two components always appear together in a fixed relationship and should never be altered or modified.

(1

(2

versions

There are two versions of the Bluegreen Sampler Logo. **(1)** The **"stacked"** version, referring to the Bluegreen Vacations Circles centered above the wordmark and **(2)** The **"left"** version, referring to the Bluegreen Vacations Circles placed to the left of the wordmark.

Either logo may be used depending on the layout or space allotted for the specific design application.
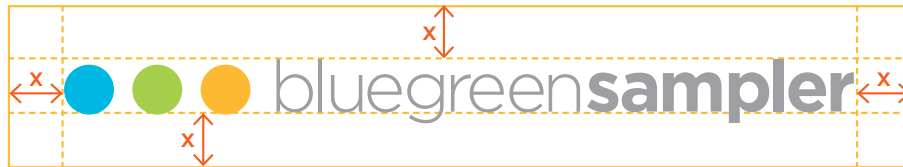
File Identifier
BGS_circ_stacked_45K.eps
BGS_circ_left_45K.eps

clearspace

To ensure integrity and visibility, the Bluegreen Sampler logos should be kept clear of competing text, images and graphics. They must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

bluegreensampler

1.5"

bluegreensampler

1.5"

minimum size

The minimum size of the logo should be measured using the Bluegreen Sampler Wordmark (type only), from the left edge of the **"b"** to the right edge of the **"r."**

The minimum size for the type should be **1.5"** for all versions of the logo.

File Identifier
BGS_circ_stacked_45K.eps
BGS_circ_left_45K.eps

Bluegreen Sampler Logo

color

The Bluegreen Sampler Logo is made up of four colors. It should only be used in four color.

The logo should always be used on a white background whenever possible.

The Bluegreen Vacations Circles are always consistent in color and order and size relationship to the wordmark.

Blue	**Green**	**Orange**
Pantone 638	Pantone 390	Pantone 130
CMYK 80/0/7/0	CMYK 40/0/90/0	CMYK 0/30/90/0
Hex 00b9e3	Hex a5cf4c	Hex fdb933

Grey	**File Identifier**
Pantone Cool Grey 8	BGTP_circ_stacked_no_tag_45K.eps
CMYK 0/0/0/45	BGTP_circ_left_no_tag_45K.eps
Hex 999999	BGTP_circ_stacked_tag_45K.eps

color: on background

The preferred background for the Bluegreen Sampler Logo is white, however the wordmark can also be knocked-out of a neutral grey or black background. The general rule is a grey background which is not lighter than 45% black, or Pantone Cool Grey 8.

The type must always appear in white when used on any background other than white.

The Bluegreen Vacations Circles must always appear clear and vibrant, without competing against other background colors.

File Identifier
BGS_circ_stacked_45K.eps
BGS_circ_stacked_KO.eps

Bluegreen Sampler Logo

color: don'ts

The Bluegreen Vacations Circles should always appear in the three approved colors, in the correct order and spacing.

The type should always be grey on a white background or white on a grey or black background.
(see page 88 for correct color usage)

The Bluegreen Vacations Circles must always appear clear and vibrant, without competing against other background colors.

Bluegreen Sampler Logo

color: on photography

When the Bluegreen Sampler Logo is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance the legibility.

Because the Bluegreen Vacations Circles should only be used in color, it is important that the background be a very light or dark neutral color in order for the type to read clearly. The type should only appear in grey or white.

Never use the logo on a busy, color background.

bluegreen**sampler**

Bluegreen Sampler Wordmark

The Bluegreen Sampler Wordmark emphasizes **"sampler" in bold** and "Bluegreen" in the lighter weight of the Bluegreen Corporate font "Gotham."

The Bluegreen Sampler Wordmark is used whenever the Bluegreen Sampler Logo can not be used due to color restrictions. For instance, the wordmark should be used in one color applications such as business forms or lead slips.

File Identifier
BGS_wordmrk_45K.eps

clearspace

To ensure integrity and visibility, the Bluegreen Sampler Wordmark should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate **clearspace**—a space equal in size to the height of the letter **"b."**

bluegreen**sampler**

1.5"

minimum size

The minimum size of the Bluegreen Sampler Wordmark should be **1.5"**, measured from the left edge of the **"b"** to the right edge of the **"s."**

File identifier
BGS_wordmrk_45K.eps

bluegreen**sampler**

bluegreen**sampler**

bluegreen**sampler**

color

The three preferred color uses of the
Bluegreen Sampler Wordmark are
45% black, 65% black and 100% black.

The wordmark should always be used on
a white background whenever possible.

File Identifier
BGS_wordmrk_45K.eps
BGS_wordmrk_65K.eps
BGS_wordmrk_100K.eps

color: on background

The preferred background for the Bluegreen Sampler Logo is white, however it may also be knocked-out (reversed out) of a select palette of colors. The colors consist of the **Primary Color Palette** plus grey and black. The grey should be no lighter than 45% black.

Blue	Green	Orange
Pantone 638	Pantone 390	Pantone 130
CMYK 80/0/7/0	CMYK 40/0/90/0	CMYK 0/30/90/0
Hex 00b9e3	Hex a5cf4c	Hex fdb933

Grey		
Pantone Cool Grey 8		
CMYK 0/0/0/45	CMYK 0/0/0/65	CMYK 0/0/0/80
Hex 999999	Web 666666	Web 333333

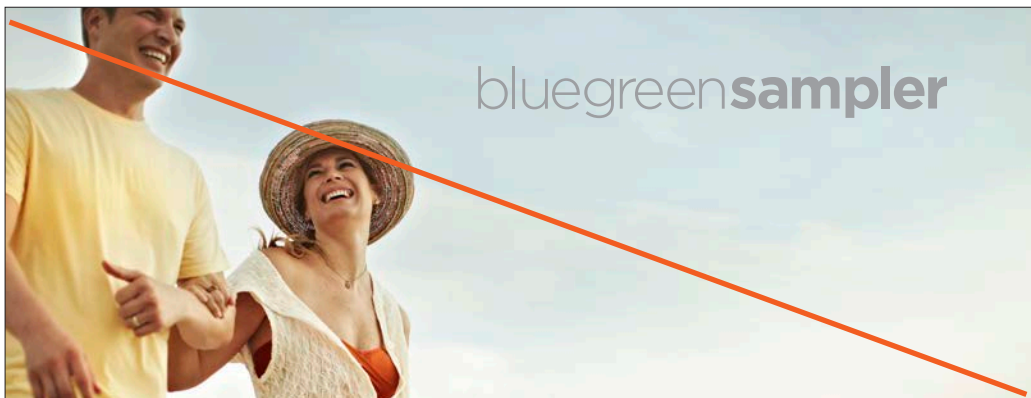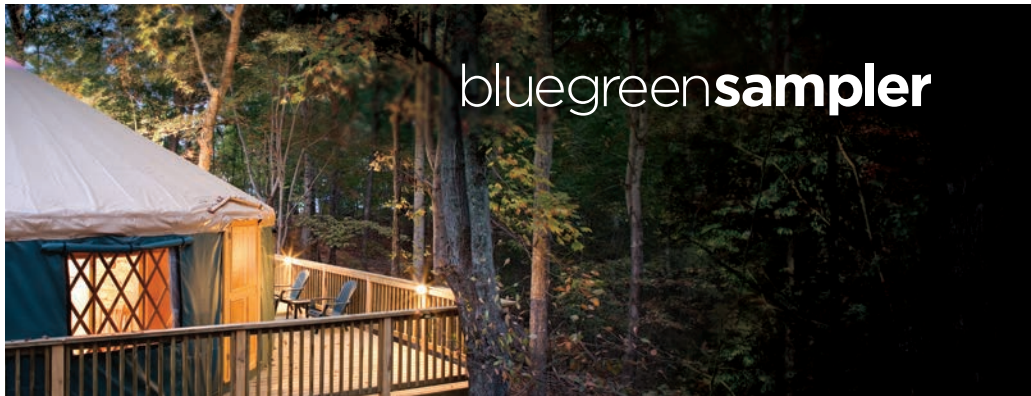**File Identifier**
BGS_wordmrk_45K.eps
BGS_wordmrk_KO.eps

color: don'ts

When used on a white background the Bluegreen Sampler Wordmark should be always be used in a color strong enough to read clearly. It should never be used in a color on a color background.

Bluegreen Sampler Wordmark

color: on photography

When the Bluegreen Sampler Wordmark is used on a photographic background, it should be carefully placed in an uncluttered area of the image to enhance the legibility.

The wordmark should always appear in white—(knocked-out) of the photograph. It should never be used in grey, black or any other color when used on a photograph.

Never use the wordmark in grey, black or color on a photograph.

Use this naming convention to choose the correct Bluegreen Sampler Logo for reproduction.

Refer to the color usage guidelines to determine the appropriate logo or wordmark you will need for your specific application.

Bluegreen Sampler   45K, 65K = 45%, 65% black
                     KO=knock out/reverse

BGS_circ_left_45K.eps
BGS_circ_left_65K.eps
BGS_circ_left_KO.eps

circles left side

Bluegreen Sampler   45K, 65K = 45%, 65% black
                     KO=knock out/reverse

BGS_circ_stacked_45K.eps
BGS_circ_stacked_65K.eps
BGS_circ_stacked_KO.eps

circles centered

Bluegreen Sampler   45K, 65K, 100K, = 45%, 65%, 100% black
                     KO=knock out/reverse

BGS_wordmrk_45K.eps
BGS_wordmrk_65K.eps
BGS_wordmrk_100K.eps
BGS_wordmrk_KO.eps

wordmark

bluegreenvacations