

VISIT

*Atlantic  
City*

BRAND ETHOS

BRAND

*Ethos*

Brand Ethos consists of the elements that define who we are, what we stand for and what we have to offer as a unique brand. Brand Ethos also serves as a guide on what we should say to our audience and how we should say it, so that we align with the personality of the brand whether speaking in person or utilizing the different marketing platforms.

- PILLARS
- PERSONALITY
- STORY
- POSITION
- TAGLINE

# BRAND Story

Our Brand Story humanizes the brand through a cohesive and compelling narrative that resonates with our audience. The narrative inspires an emotional reaction while highlighting the benefits and rewards gained by engaging with our brand.



*We mean business when it comes to hosting an inspiring and memorable event. No matter the time of day, one can channel the city's energetic spirit to inspire creativity, growth and productivity among teammates, coworkers, and the like.*

*Atlantic City is the perfect place to celebrate the “work hard, play hard” mentality. From the boardroom to the boardwalk, we bring together like-minded, hardworking professionals to progress, thrive, and cultivate strong connections.*



*For meeting planners, Atlantic City is a vibrant destination that offers beachside casino resorts and unique experiences so that attendees can meet, connect and let loose.*

BRAND

Position

The Brand Position is an internal tool that defines our destination's unique qualities within the marketplace and establishes how we want to be perceived in the minds of meeting planners, attendees and desired target audiences.



# BRAND *Pillars*

Our Brand Pillars are the unique touchpoints, values and characteristics that set the foundation of our brand and set us apart from our competitors. They align with the values and desires of our audience (stakeholders, meeting planners and attendees, leisure travelers and residents) in order to encourage positive engagement and endorsement of the brand.

- MEETINGS & EVENTS
- BEACH & BOARDWALK
- 48 BLOCKS OF FOOD & EXPERIENCES
- ENTERTAINMENT & NIGHTLIFE
- HISTORY & NOTSTALGIA
- COMMUNITY STEWARDSHIP



## MEETINGS & EVENTS

Atlantic City is the perfect setting for great minds and global industries to connect and thrive. Our solar-powered, LEED-GOLD-Certified convention center sports an attractive half million square feet of adaptable meeting space, adding to the flexible meeting spaces of our waterfront resorts.

We simplify the path to happy attendees with personalized assistance from our destination experts, easy and green transport around the city, and an array of stellar off-site experiences and accommodations. We take pride in cultivating memorable meetings and experiences.

### CONTENT POINTS

- Boardwalk & Waterfront Access
- Meeting Incentives & Team Services
- Convention Center Amenities
- In-Person & Hybrid Meeting Options
- Sports Venues, Unique & New Facilities
- Destination Amenities
- Accommodations
- Offsite Experiences
- Volunteerism Opportunities
- Accessible & Sustainable  
24-hour Transportation

### “LIVE TO” STATEMENT EXAMPLES:

- Live to Connect
- Live to Lead
- Live to Innovate





## BEACH & BOARDWALK

Resting at the edge of the Atlantic, our vibrant city is outlined by miles of white-sanded shorelines and tranquil natural spaces. A seaside escape to the landlocked cities and suburbs of the east coast, we offer free access to family-friendly beaches and a range of outdoor activities. Our historic boardwalk, the first-ever in the nation, celebrates the true spirit of east coast beach culture with amusement piers, beachside eateries and bars, year-round events, and local traditions that continue to win the hearts of today's visitors.

### CONTENT POINTS

- Beaches & Amenities
- Watersports & Activities
- Waterfront Businesses
- Beach Concerts & Events
- Culinary Options
- Beachside Bars
- Nostalgia & Traditions
- Local Wildlife

### “LIVE TO” STATEMENT EXAMPLES:

- Live to Play
- Live to Lounge





# 48 BLOCKS OF FOOD & EXPERIENCES

Minted into history for inspiring the iconic Monopoly board game, our 48 blocks offer more than just gameplay. Our diverse neighborhoods, each rich with art, culture, and a history of their own, are buzzing with shops, eateries, breweries and attractions. Our culinary scene serves up unexpected local staples as well as the flavors of the world, from seafood and subs to dim sum and crafted drinks. We are sustained by the hearts, hands, and minds of a passionate community that thrives on forming memorable experiences, only found in Atlantic City.

## CONTENT POINTS

- Local Chefs & Business Owners
- Local Shops & Businesses
- International & Fine Dining, Local Eateries
- Breweries & Distilleries
- “Only in AC” Experiences & Attractions
- Community Events
- Neighborhood Spotlights
- The Arts Scene

## “LIVE TO” STATEMENT EXAMPLES:

- Live to Savor
- Live to Indulge
- Live to Shop





# ENTERTAINMENT & NIGHTLIFE

In Atlantic City, spirits and bets run high. As a 24-hour source of entertainment, we offer engaging experiences no matter the season or time of day. Our nine casino resorts host the thrill of the gamble with hundreds of gaming and sports betting options. For the peace-seekers, our relaxing pools and spas await. With a variety of intimate and expansive venues, we have a history of setting the stage for major headliners from the Beatles to Beyoncé. Our nights are as bright as our days with each resort celebrating a roster of nightclubs, bars, and late-night experiences.

## CONTENT POINTS

- Ways to Celebrate in AC
- Group Deals & Packages
- Upcoming Events & Shows
- Resort Experiences
- Unique Nightlife Experiences
- Sports Betting & Gaming Options

## “LIVE TO” STATEMENT EXAMPLES:

- Live to Jam
- Live to Celebrate





# HISTORY & NOSTALGIA

Glitz, glamor, shimmering lights. Saltwater taffy and boardwalk fashion, iconic acts, and grandiose parades. Atlantic City has held the drama and sparkle of a tried and true Old Hollywood celebrity. Established as America's Playground in the 1920s, the shining spirit of our past lives on - through images, stories and traditions. We take pride in our evolution, knowing progression brought us to where we are today. Relive the history, nostalgia, and pleasures of the past, that hold their place in the culture of a modern-day Atlantic City.

## CONTENT POINTS

- Origin Stories & Memories
- The Spirit & Traditions of Atlantic City's Past
- Historic Sites & Attractions
- Music & Entertainment History
- Boardwalk History

## "LIVE TO" STATEMENT EXAMPLES:

- Live to Remember
- Live to Uphold Tradition





## COMMUNITY STEWARSHIP

Developing Atlantic City into a safe, culturally-rich and sustainable community, we invest in magnifying our strengths and devoting resources to affect improvement. We work to beautify our urban neighborhoods and protect our natural spaces through green initiatives. We celebrate acts of stewardship and support the welfare of our most vulnerable populations through community engagement and training programs. Collectively, we strive to develop unity and pride in the community, shaping Atlantic City into a progressive place to live, work, and play.

### CONTENT POINTS

- Local Sustainability & Preservation Initiatives
- Local Education, Training & Community Welfare Initiatives
- Local Beautification & Revitalization Initiatives
- Community-Focused Non-Profit Organizations
- Community Leaders & Acts of Stewardship
- Volunteerism & Eco-tourism Opportunities

### “LIVE TO” STATEMENT EXAMPLES:

- Live to Lend a Hand
- Live to Make a Difference

# BRAND *Personality*

Our Brand Personality reflects the inherent nature, positive qualities and the of voice of Atlantic City. These unique characteristics serve to encourage consistency, guide the tone of voice of our messaging and direct the creative decisions made in the production of marketing collateral.

- **PLAYFUL**
- **BOLD**
- **ECLECTIC**
- **ICONIC**
- **CELEBRATORY**



# We are ...

## PLAYFUL

Famously known as America's Playground, Atlantic City exists to let loose. Our sociable spirit lives to play and entertain, hosting those looking to take to the waves, try their luck at a table, or catch a live performance by a favorite artist.

**We are:** fun, exhilarating, light-hearted

**We are not:** obnoxious, distasteful, cold

## BOLD

Atlantic City is bold in both spirit and aesthetic. The electrifying lights of the iconic Steel Pier and grandeur of our famous casino resorts reflect our city's unrelenting and confident character.

**We are:** vibrant, energetic, confident

**We are not:** plain, timid, arrogant

## ECLECTIC

As a multifaceted community celebrating a kaleidoscope of diverse cultures and backgrounds, our ranging perspectives actively shape our vision of the future.

**We are:** multicultural, expressive, inclusive

**We are not:** one-sided, close-minded, uniform

## CELEBRATORY

Atlantic City is the life of the party, ready to celebrate life's greatest moments. From anniversaries to birthdays and bachelorette parties, we are an open invitation to create those unforgettable stories that will last a lifetime.

**We are:** spirited, joyous, connected

**We are not:** over-indulgent, uninhibited, exclusionary

## ICONIC

Atlantic City has always left a lasting impression. The timeless appeal of the stories, memories and keepsakes from our iconic past influence a sense of pride among generations of visitors and locals alike.

**We are:** rooted, nostalgic, comforting

**We are not:** outdated, out-of-touch

BRAND

*Tagline*

“ LIVE TO MEET ”

Our Tagline is a short and memorable phrase that serves to capture a unique value of the brand and encourage a positive impression on our target audience.

VISIT

*Atlantic  
City*

GRAPHIC STANDARDS

# GRAPHIC *Standards*

Graphic Standards define the look and feel of the brand through color, typography and imagery. Each element works together to make the brand cohesive, engaging and unique in a space of competitors. The graphic standards also serve as a guide on how to use each element properly when developed into marketing materials.

- **BRAND LOGOS & FONTS**
- **COLOR PALETTE**
- **PHOTO & VIDEO GUIDELINES**
- **DESIGN TREATMENTS**

## BRAND

# Logos & Fonts

Logos and fonts provide a visual and typographic representation of our brand personality and tone. To establish and maintain a memorable brand with consistent visual appeal, we follow the graphic standards for logos and type.

- PRIMARY LOGO
- LOGO SUITE
- LOGO COLOR
- EDITORIAL FONTS

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City*  
NEW JERSEY

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Primary



Secondary



Secondary

These are the approved logo colors. Logos should only be presented in the following colors:

- White (primary)
- Red (secondary)
- Black (secondary)

White on Red is the primary color combination.

# Our Historic Boardwalk

— All Round Sans Gothic Bold

BY THE EDGE OF THE ATLANTIC OCEAN

— All Round Sans Gothic Medium

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— Proxima Nova Regular

**All Round Gothic Sans Bold**

By Ryoichi Tsunekawa via Adobe Fonts

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?**

**All Round Gothic Sans Medium**

By Ryoichi Tsunekawa via Adobe Fonts

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?**

**Proxima Nova**

By Mark Simonson via Adobe Fonts

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % & ?**

Live  
Meet<sup>to</sup>

Palm Canyon Drive  
By Amy Hood of Hoodzpah  
Design Co. + RetroSupply Co.

Aa Bb Cc Dd Ee Ff Gg Hh Ii  
Jj Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz  
1 2 3 4 5 6 7 8 9 0 ! @  
# \$ % & ?

# COLOR *Palette*

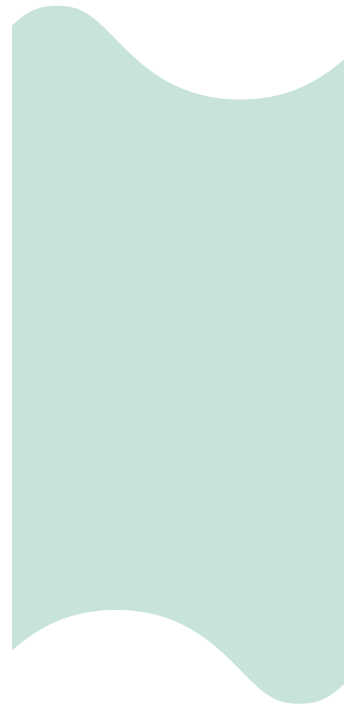
Color serves as the visual foundation of the brand and plays a very important role when creating positive first impressions with our audience. Color is used to celebrate and align with the attributes of the brand's personality, creating a specific mood and tone for every interaction. When used correctly and consistently, the brand colors have the power to encourage brand recognition and equity. To establish this consistent use of color, follow the graphic standards for the palette.

- **COLOR PALETTE**
- **TONES & COMBINATIONS**



**ICONIC RED**

HEX: # FF3C30  
CMYK: 0 89 85 0  
PANTONE: 485C | 2347U



**SALTY BLUE**

HEX: # CEEAE1  
CMYK: 20 0 15 0  
PANTONE: 566C | 7464U



**SHOWTIME**

HEX: # FFDF52  
CMYK: 0 29 78 0  
PANTONE: 121U | 122C



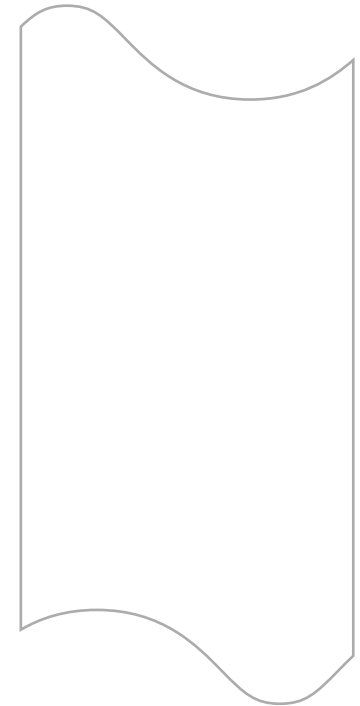
**DEEP ATLANTIC**

HEX: #1F0D40  
CMYK: 94 100 36 50  
PANTONE: 2105U | 2695C



**BLACKJACK**

HEX: #232222  
CMYK: 70 66 65 72  
PANTONE: PROCESS BLACK



**BRIGHT WHITE**

HEX: #FFFFFF  
CMYK: 0 0 0 0  
PANTONE: BRIGHT WHITE



PRIMARY

SECONDARY

NEUTRALS

# Our Historic Boardwalk

## BY THE EDGE OF THE ATLANTIC OCEAN

Lorem ipsum dolor sit amet, consectetur adipiscing 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. Lorem ipsum dolor sit amet, consectetur adipiscing 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.



Blackjack  
#232222

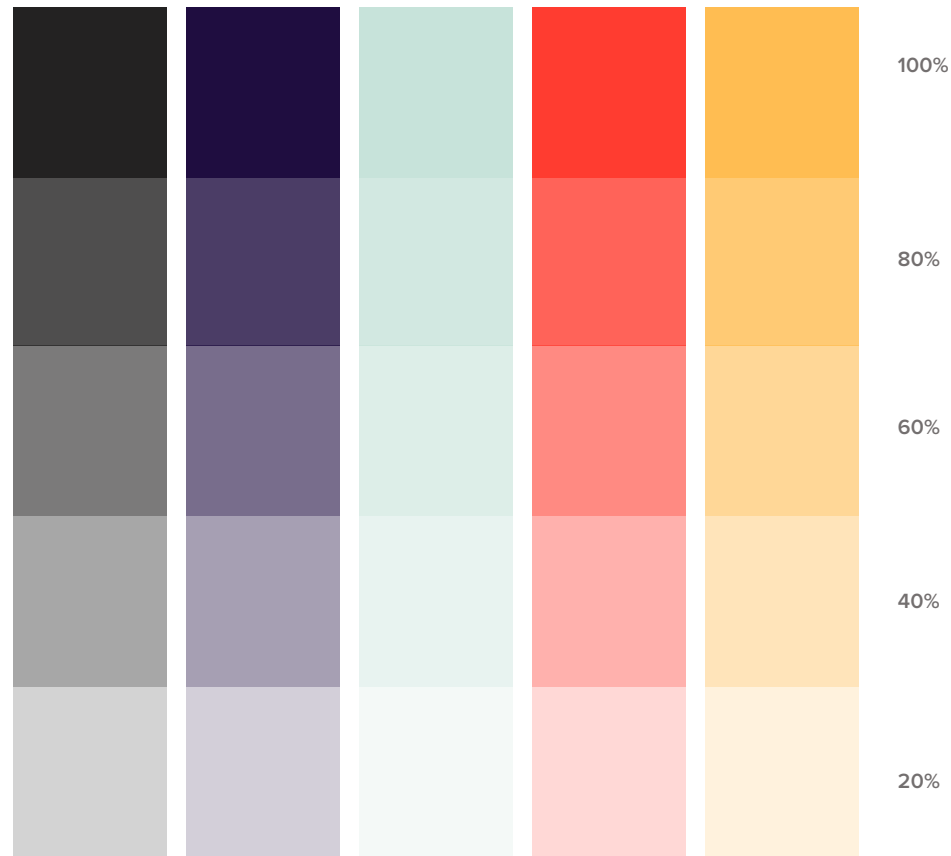


Blackjack (80%)  
#595757

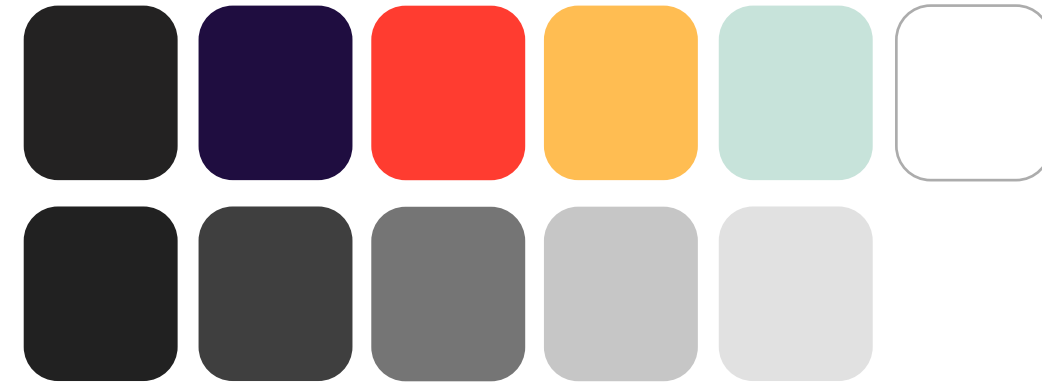


Blackjack (60%)  
#736F6F

COLOR PALETTE TONES



CONTRAST CHECK



ADA COMPLIANT COLOR COMBINATIONS  
WCAG AA or better for large text & UI components









**LIVE**

**LIVE TO LEAD**

**LIVE TO LEARN**

**LIVE TO INNOVATE**

**LIVE TO LEAD A HAND**

**LIVE TO EXPLORE BIG IDEAS**

**LIVE TO CONNECT THE TEAM**

**LIVE TO** *Meet*







# PHOTO & VIDEO *Guidelines*

These guidelines serve as a resource to keep our visual presence cohesive across all marketing platforms. The guide provides suggestions to maintain an engaging and high-quality aesthetic.

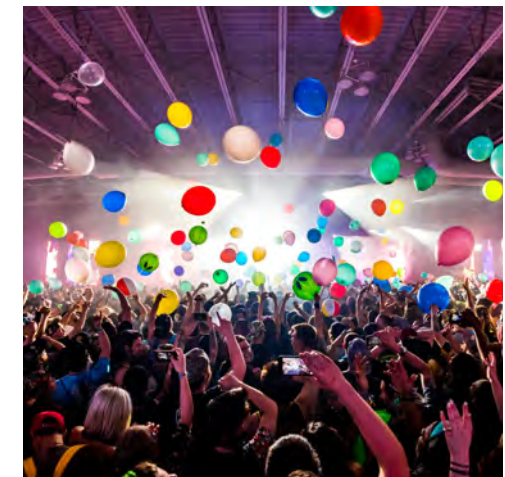
- ESTABLISHING VISUAL INTEGRITY
- CREATING A SENSE OF PLACE
- INCORPORATING LIFESTYLE IMAGERY
- BUILDING A STRONG POINT OF VIEW
- WHAT TO AVOID



## ESTABLISHING VISUAL INTEGRITY

To establish and maintain a high level of aesthetic integrity and diversity when representing Atlantic City, we abide by the following visual guidelines for photography and video:

- Subject matter should be representative of the Brand Pillars
- Keep the energy and subject matter light, playful and relevant
- Showcase vibrant spaces with inviting light
- Maintain balanced composition and well-cropped visuals
- Always include a main focal point (except in aerials)
- Showcase lifestyle imagery when possible (see specific slide for details)
- Establish a sense of place when possible (see specific slide for details)



## CREATING A SENSE OF PLACE

Visuals hold great power. They can provoke instant engagement with our audience and leave a lasting first impression. With that in mind, it is important to be mindful about what we choose to share. One of the best ways to set ourselves apart from other destinations is to show off the unique visual qualities of our area from the iconic landmarks and colorful murals to the wide open spaces of the beach and boardwalk.





## INCORPORATING LIFESTYLE IMAGERY

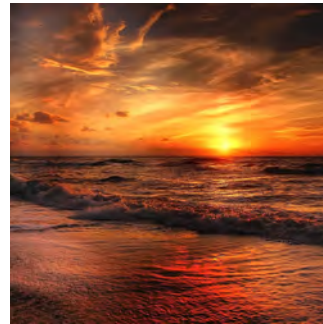
Lifestyle imagery puts our audience in the shoes of the subject interacting with the destination. Consumers are more likely to engage with photography and video when lifestyle imagery is included. To make sure that we do this in an engaging and authentic manner, while representing our diverse community and audience, we abide by the following guidelines:

- When shooting lifestyle imagery, it is recommended that the subjects are candid and natural in their demeanor
- When highlighting specific members of the community, portraits are recommended
- Subjects should be diverse in gender, orientation, age and ethnicity to best represent our inclusive destination
- To speak to the history and nostalgia of the city, historical lifestyle photography can be incorporated into our collective imagery

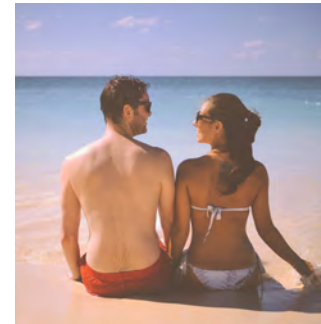


## WHAT TO AVOID

It is very important to curate and develop the best quality images and footage to represent Atlantic City. A few lackluster images or shots can take away from the energy of a high-quality collection as a whole. To maintain the consistency and integrity of our visual presence, it is recommended to avoid shooting imagery with the following qualities and styles:



Use of High Dynamic Range (HDR)



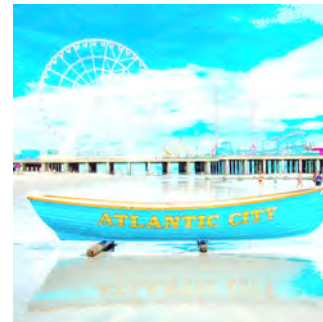
Use of Heavy Filters



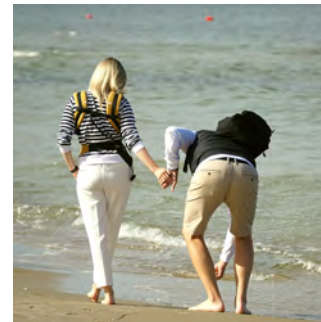
Staged Stock Imagery



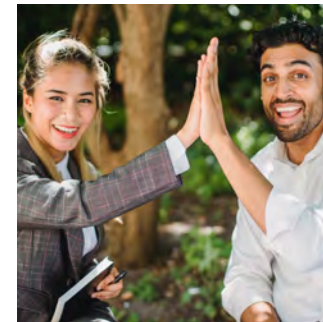
Hazy or Blurry Visuals



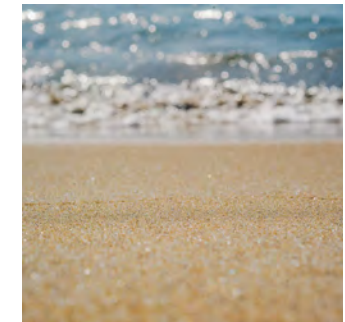
Over & Underexposed Visuals



Point & Shoot/Cell Phone Quality

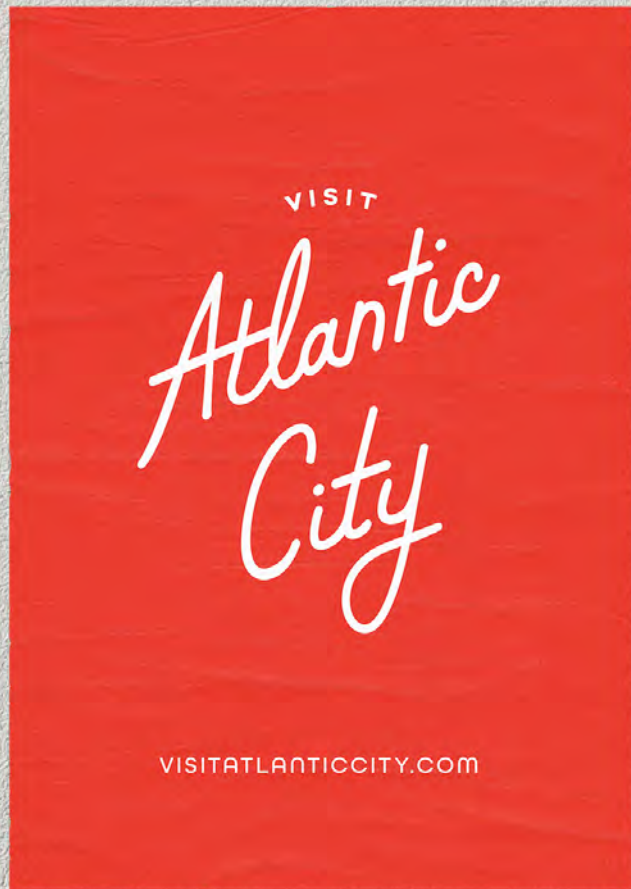


Cliche Visuals



Uncompelling Visuals









Live to Score  
the Front Row  
for Your  
Favorite Song

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City

ATLANTIC CITY, NEW JERSEY

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# DESIGN *Treatments*

The brand relies on a unique set of design treatments that, when used correctly, set the brand apart visually from competitors within the industry. To keep these designs intact, we follow specific standards developed for each treatment.

- **COLOR WAVE TREATMENT**
- **SCRIPT TREATMENT**

## COLOR WAVE TREATMENT

- No matter where you place the color wave, the large, more rounded peaks face outward and the narrow dips face inward
- The color wave should always be iconic red, salty blue, or a masked photo

Dip

Wave



## SCRIPT TREATMENT

- To establish balance with the script font when scaling words, ensure that all strokes visually match in width
- Letterforms can be manually kerned to ensure proper spacing and so that letterforms appear visually connected

Live  
Meet

# Examples

OF BRAND IN-USE



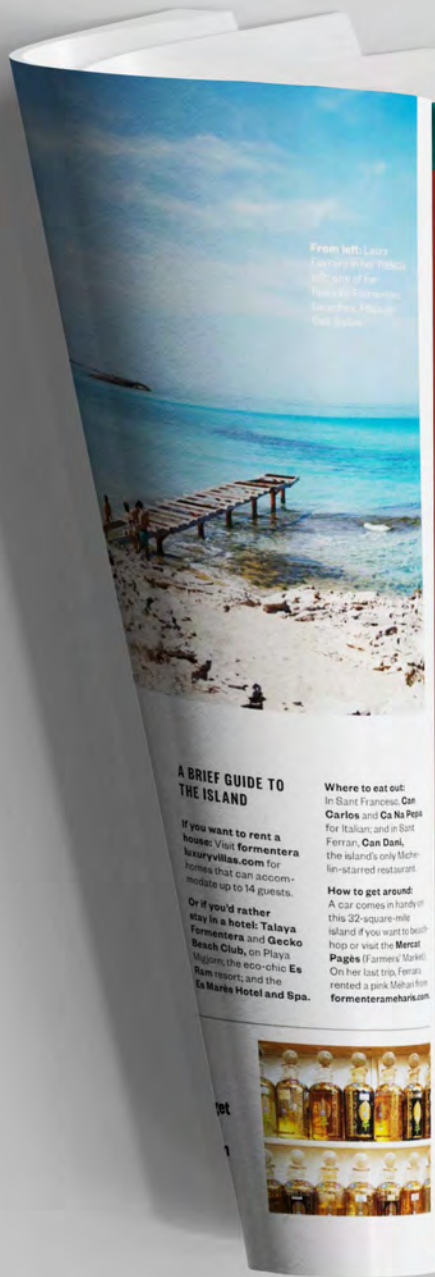


Live to Meet

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From left: Laura  
Carter's Blue Tinted  
off air of the  
Tinted Edition  
Landscape, Michael  
Cali 2016

**A BRIEF GUIDE TO THE ISLAND**

If you want to rent a house: Visit [formentera.luxuryvillas.com](http://formentera.luxuryvillas.com) for homes that can accommodate up to 14 guests.

Or if you'd rather stay in a hotel: Talaya Formentera and Gecko Beach Club, on Playa Major, the eco-chic Es Ram resort, and the Es Maris Hotel and Spa.

**Where to eat out:** In Saint Francis, **Can Carlos** and **Ca Na Pepa** for Italian; and in Sant Ferran, **Can Dani**, the island's only Michelin-starred restaurant.

**How to get around:** A car comes in handy on this 32-square-mile island if you want to beach hop or visit the **Mercat Pages** (Farmers' Market). On her last trip, Ferraro rented a pink Mahan from [formenteramehara.com](http://formenteramehara.com).



LIVE TO THRIVE  
LIVE TO CONNECT  
LIVE TO INNOVATE  
LIVE TO *Meet*

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LIVE TO LEAD  
LIVE TO CONNECT  
LIVE TO EMPOWER

LIVE TO *Meet*



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From left: Laura Ferraris in her Tribble; left, one of her favorite Formentera beaches, Playa de S'isla Betee

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LIVE TO ROAM, LIVE TO WANDER,  
LIVE TO *Travel*

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GET THE INSIDER SCOOP ON THE BEST PLACES TO TRAVEL

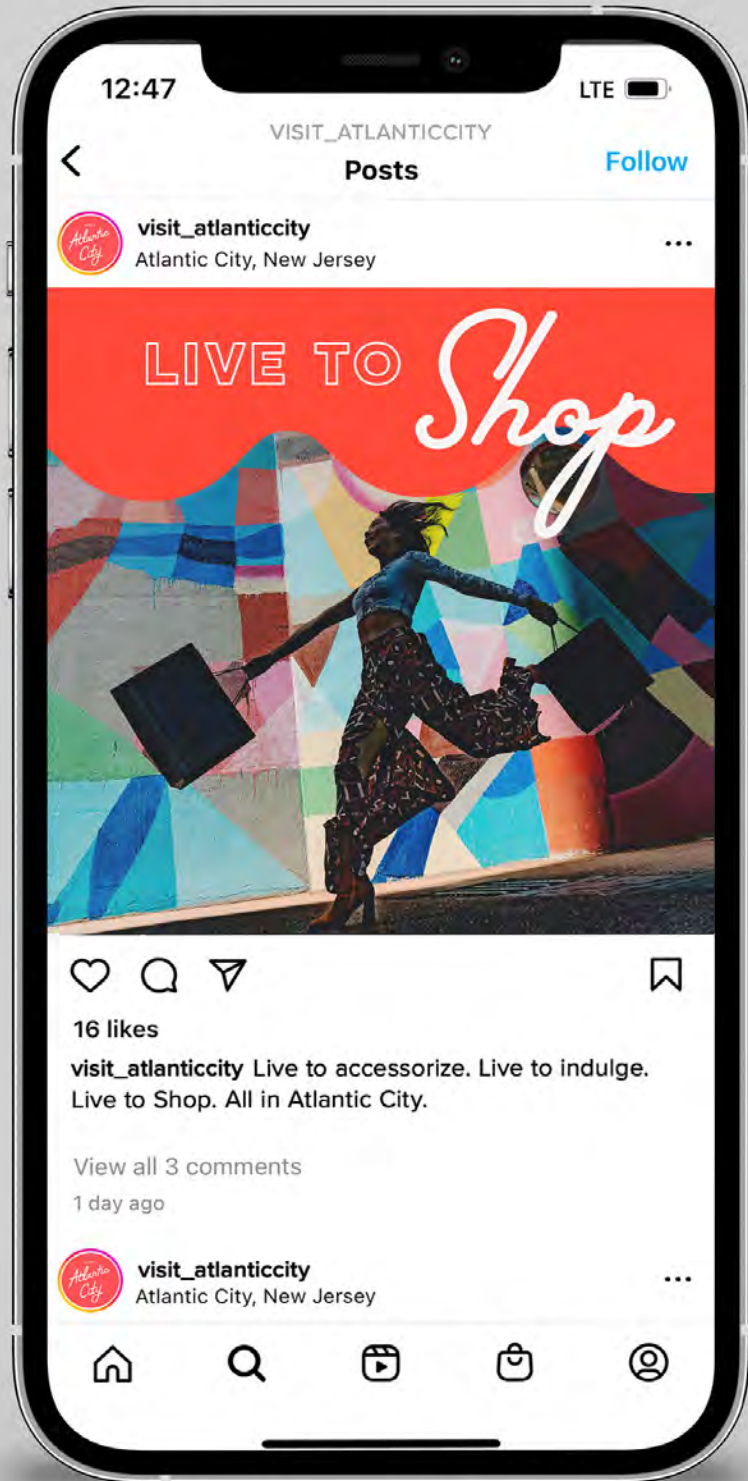


## The 8 Best Spas in New England to Visit This Winter

Fire-side cocktails, blustery walks on the beach, and indulgent massages for

LIVE TO THRIVE  
LIVE TO CONNECT  
LIVE TO INNOVATE  
LIVE TO *Meet*  
VISIT *Atlantic City*







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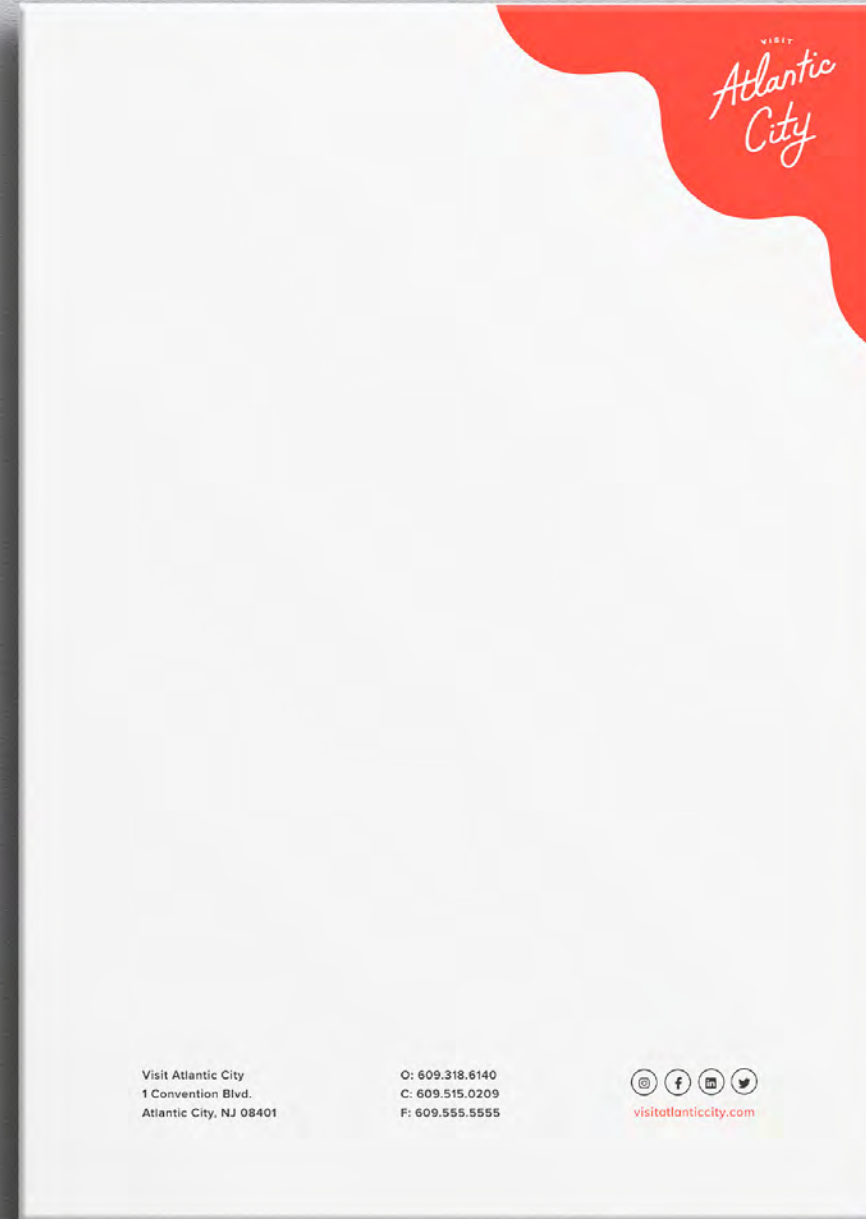
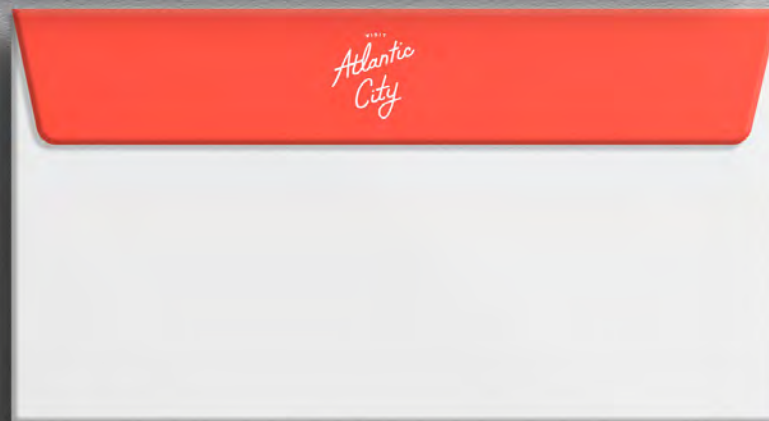
**KARINA ANTHONY**  
Marketing Director

1 Convention Blvd.  
Atlantic City, NJ 08401

O: 609.318.6140  
C: 609.515.0209







Visit Atlantic City  
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C: 609.515.0209  
F: 609.555.5555



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