



SOUTH BEACH WINE & FOOD FESTIVAL®

PRESENTED BY *Capital One*



2027 Style Guide

© 2019 - 2027 by Florida International University. All Rights Reserved.

SOBEWFF® is a registered trademark of SWS Holdings, Inc. and used here by permission.

Any unauthorized use of SOBEWFF® or related trademarks – including South Beach Wine & Food Festival®, Burger Bash®, BubbleQ®, and SOBEFEST® – is a violation of state, federal and international law.

Content

03 Color

04 Verbiage & Artwork

05 Typography

06 Logo & Color Variants

07 Misuse of Logo

08 Logo Clear Space &
Host Sponsors

09 Contact & Downloads



03 Color

SOBEWFF Blue

CMYK: 60, 0, 0, 0 RGB: 113, 206, 229 PMS: 2985C WEB/HEX: #44c8f5

A consistent use of colors is essential to a successful campaign identity. The color values represented on this page are to be the ONLY ones used for this campaign.

SOBEWFF Berry

CMYK: 0, 100, 30, 0 RGB: 237, 21, 111 PMS: 213C WEB/HEX: #ed0c6e

These colors are to be used with logos and artwork, as well as text. All of these components define a campaign and therefore require precise replication.

SOBEWFF Gray

CMYK: 0, 0, 0, 80 RGB: 88, 89, 91 PMS: 425C WEB/HEX: #58595b

Blue and Berry are the main colors of the campaign. Gray is a secondary color used mainly for subsequent text.

Sea Spray Blue

CMYK: 38, 0, 1, 0 RGB: 148, 217, 245 PMS: 2975C WEB/HEX: #94D9F5

Sea Spray Blue is a secondary color that can be used throughout the campaign as a background color option.

Deep Ocean Blue

CMYK: 95, 63, 30, 10 RGB: 8, 90, 129 PMS: 7469C WEB/HEX: #085A81

Deep Ocean Blue is a secondary color that can be used throughout the campaign as another option for text color. This is also is another web ADA compliance text color option.

Light Coral

CMYK: 1, 26, 23, 0 RGB: 247, 197, 182 PMS: 4032C WEB/HEX: #F7C5B6

Light Coral is a secondary color that can be used throughout the campaign as a background color option on digital assests.

04 Verbiage & Artwork



food SOBEWFF

SOUTH BEACH WINE & FOOD FESTIVAL

PRESENTED BY **Capital One**

Logo

CTA

TICKETS
ON SALE
NOW

Flamingo Artwork

Chef Names

FEATURING

RACHAEL RAY

GUY FIERI

REV RUN

ALEX GUARNASCHELLI

AND MANY MORE

Benefiting

*Spacing: equal distance from margins and away from Artwork.

INFO



SOBEWFF.ORG | FEBRUARY 25 - 28, 2027 | MIAMI, FL

SPONSOR LOGOS

Sponsor logos should remain small.
The maximum height of a logo on an 8.5x11 ad should be .4 inches.
The maximum height a row should take is up to 5% of the total height of the ad.
(Eg: 1 row = 5%, 2 rows = 10%, 3 rows = 15%)

05 Typography

	Font	Size	Size min	Kerning	Capitals	Color
CTA	Poppins -Regular	40PT	20PT	160	☒	☒
EDE	Century Gothic - Bold	20PT	15PT	190	☒	☐
Chef Names	Poppins - Medium	12PT	10PT	40	☒	☒
HEADLINE	Century Gothic - Regular	40PT	25PT	0	☐	☐
INFO	Century Gothic - Regular	12PT	9PT	0	☐	☐

Proper Line Listing of Festival Name

Please choose one of the following line listing options when writing out the name of the Festival.

- Food Network South Beach Wine & Food Festival presented by Capital One
- South Beach Wine & Food Festival®
- SOBEWFF®

06 Logos & Color Variants

Primary (Semi-White)



Secondary



Reversed (KO)



Black



Color Variants

Full-color image for offset and digital printing(CMYK).

Reversed image for offset and digital printing (CMYK).

07 Misuse of Logo



1



2



3



4



5



6



7



8



9



10



11



12

- 1 Do not stretch the logo (horiz. or vert.).
- 2 Do not change the typeface of the logo.
- 3 Do not alter the color of the logo.
- 4 Do not alter the position of the logo elements.
- 5 Do not rotate the logo.
- 6 Do not add 3-D effects to the logo.
- 7 Do not use the logo on a busy background without approval.
- 8 In most cases, do not use the color logo on a color background. Use the reversed (KO) logo.
- 9 Do not outline the logo.
- 10 Do not add a gradient to the logo.
- 11 Do not use part of the logo alone.
- 12 Do not add text or other graphic elements to the logo.

08 Logo Clear Space



A minimum amount of clearance must surround the logo at all times. This space is equal to 2 times the cap-height of the presented text. (The cap-height can be measured by the capital letter "P" within the presented text).

Proper Listing of Host Sponsor Logos



The Host Sponsor Logos should be used whenever possible.

For all sponsor logos within the campaign, gray logos (80K) should be used on white backgrounds, and reversed (KO) versions should be used on color backgrounds.

09 Contacts & Downloads

If you have questions regarding proper use of these guidelines, contact the South Beach Wine & Food Festival®.

Andrea Moreno

Assistant Director, Marketing & Communications

andmoreno@fiu.edu

305.627.1057

Creative Agency

Mobius Interactive

www.mobiusinteractive.com

hello@mobiusinteractive.com

305.229.5249

Downloads

LOGOS

To download SOBEWFF®, Southern Glazer's Beverage Company and Florida International University Chaplin School of Hospitality & Tourism Management logos, please visit: logos.sobewff.org

FONTS

Century Gothic Font Family is available at: wfonts.com/font/century-gothic

Poppins Font Family is available at: font.download/font/poppins#google_vignette