



use standards

January 21, 2026

This custom partner badge helps our tourism community celebrate Pensacola's as Condé Nast Traveler's Readers' Choice for U.S. Best Beach in 2025. It lets the entire destination share in this honor while respecting Condé Nast's licensing restrictions on their official seal.

PRIMARY LOCKUP

When the seal is used on a white background, it's a combination of two blues from the brand palette. A white version is provided for use on dark backgrounds and photography.

The seal can be tilted up to 12 degrees. It should be at least 1 inch for maximum legibility.



Minimum size 1"
Tilt up to 12°



#0077c8



#004975



ALTERNATE LOCKUP

When appropriate, the seal can be used with the Visit Pensacola consumer-facing logo.

Do not tilt or use smaller than 1 inch.



Consistent use of this badge across our partner community amplifies Pensacola's achievement and reinforces the credibility of the award. Following these simple standards helps maintain the integrity of this recognition while leveraging it in your own marketing.