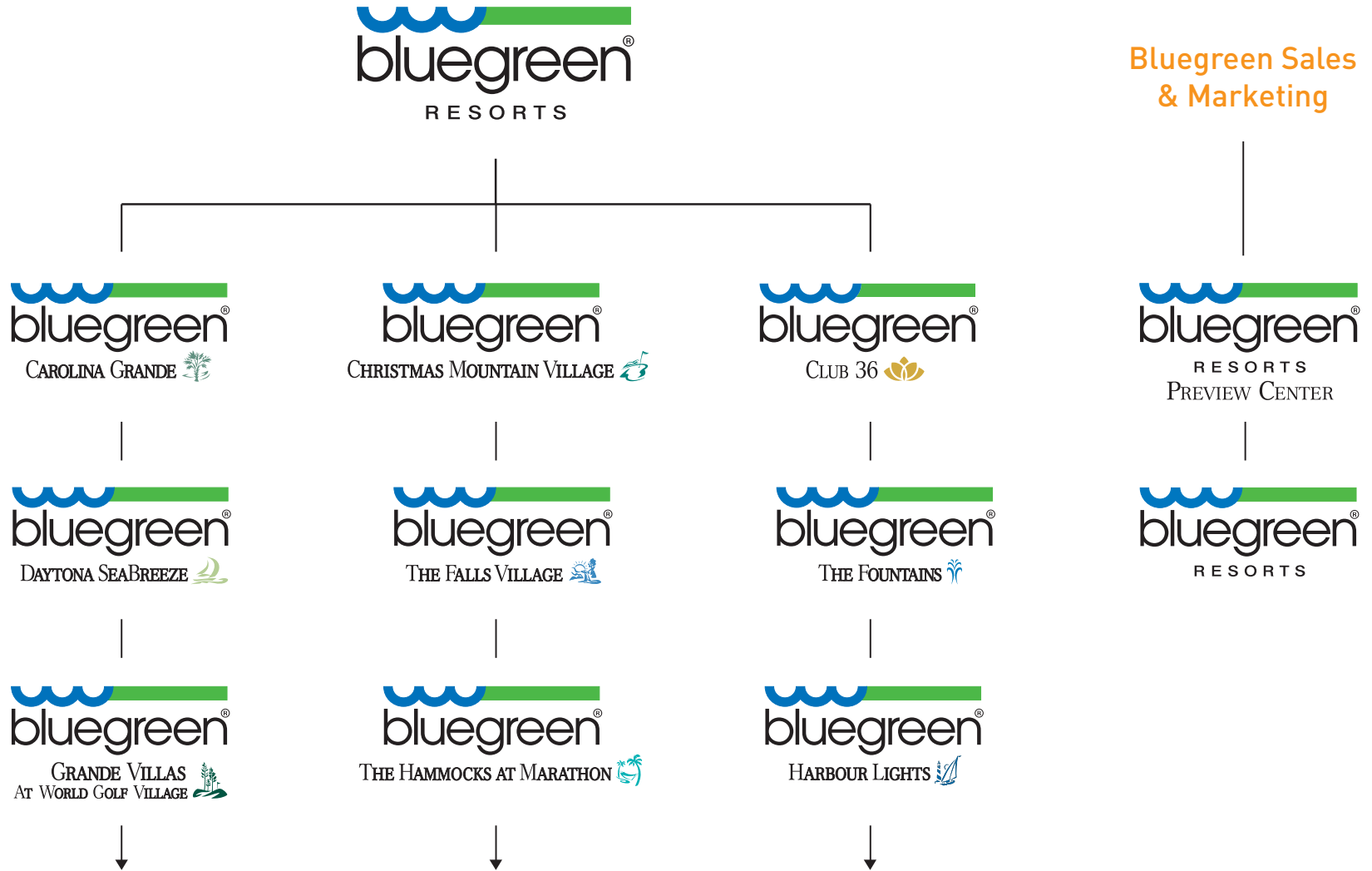


**SIGNAGE**  
STANDARDS

07



Bluegreen Resorts<sup>SM</sup> - Building a Signage Program



## Branding Updates

The Bluegreen brand has undergone major updates. As a result, old logos need to be phased out and replaced with updated logos. New guidelines have been set to determine which of the logos are used in every signage application. Below are the general branding and usage guidelines.

1. Any and all applications of the old Bluegreen Vacation Club™ logo should be replaced with the Bluegreen Resorts logo.
2. Applications of the “triangle” resort logos should be replaced with the new Bluegreen-centric resort logos.
3. All interior and exterior resort signage should use the appropriate Bluegreen-centric resort logo.
4. In-House Sales and all other marketing offices open to the public should use the Bluegreen Resorts logo in all applications.
5. All exterior preview center signs and decals should use the Bluegreen Resorts Preview Center logo.
6. All interior preview center signs and decals should use the Bluegreen Resorts logo.
7. Former VIP Services and concierge desk signs use the Bluegreen Guest Services logo.



**FOUR-COLOR PROCESS (CMYK)**

Color Indications



Use this logo when printing in four-color process. It should be used when printing brochures or any materials that contain photography.

**PANTONE (PMS)**

Color Indications



This logo is most commonly used for stationary, embroidery on apparel, signage applications or silkscreen printing (most printing applications that do not include photography).



**x=The height of the logo**

**The Margin Boundary**

The margin boundary is the space surrounding the logo that is required to remain blank. Think of it as a “force field” that surrounds the logo to keep it isolated so that its integrity and readability are not compromised. In this case, the margin boundary (x) equals the height of the logo from the top of the green bar to the baseline of the type.

## Logos &amp; Background Color

1. A standard Bluegreen Resorts exterior signage logo (Solara Surfside™), as it would be used for exterior resort signage affixed to a light surface background with a value of less than 20% black.
2. While a white or off-white background is preferable, a second option is available for the logo; one with white text on black.

1



Background may be made of many materials. Suggested background PANTONE (PMS) Color Indications:

PMS 1U Cool Gray

DS 9-9 U

DS 1-9 U

DS 18-9 U

DS 325-9 U

2



## Resort Signage Guidelines

All EXTERIOR and INTERIOR signage at the resorts should use their Bluegreen-centric resort-specific mark (see figure A). This includes: Monument & pylon signs at resort entrance, reception/check in, parking garage/lot.

In-House Marketing offices should use the Bluegreen Resorts logo in all applications (see figure B).

For large building signs only, it is preferable to use the plain Bluegreen logo – not the resort logo or Bluegreen Resorts logo (see figure C).

Fig. A



Fig. B



Fig. C



## Design Considerations

When considering the design and construction of a monument or building sign, several things should be taken into consideration: local restrictions/laws, visibility, lines of sight, other signs in the area, background colors and materials, and resort theme. **It is important that the materials used in the design and construction of monument signage are a natural fit with the existing (or proposed) building exterior, colors, theme and natural environment (see figure D).**

## Retrofitting Existing Signage

There may be cases where instead of building a completely new sign, existing monument and pylon signage must be retrofitted with the appropriate Bluegreen logo. In such cases, the center portion of the signage panel should be replaced with a new panel, taking into consideration all the aforementioned guidelines regarding background color and logo usage.

Fig. D



Mountain Run at Boyne Building Sign



Mountain Run at Boyne Monument Sign

Fig. E



BEFORE



AFTER

## Resort Signage Color Guidelines

To the right are some examples of Bluegreen Resorts logos as they would be used for exterior and interior resort signage. Note that all exterior signage features the Bluegreen logo and resort name in full color. The purpose of this application is to present a consistent identification of Bluegreen Resorts, facilitate brand recognition, and to accommodate wayfinding (owners will be more familiar with the “corporate-centric” Bluegreen Resorts mark than the “triangle marks” which are to be replaced in all signage applications.)

All logos may be downloaded online:  
[www.bluegreencorp.com/corporate/prGraphics.aspx](http://www.bluegreencorp.com/corporate/prGraphics.aspx)

### EXTERIOR

Resort-specific mark to be used for all exterior resort signage



### INTERIOR

Monochromatic finish to be specified by interior design team



### REVERSE

In some cases, such as a window decal or awning application, the logo should be completely reversed out of the background color





Externally Illuminated Sign



Internally Illuminated Sign



Reception Desk Sign



Monochromatic Lobby Sign



Guest Services Desk Sign

## Preview Center Signage Guidelines

All EXTERIOR preview center signs should use the Bluegreen Resorts Preview Center logo (see figure A). This includes: main/monument signage at offsite preview centers, directional signs at onsite preview centers (i.e. signs at the resort directing people to the preview center), building/canopy signs at main preview center entrance, window/door clings facing outside, and any other execution where the signage is facing the outside of the preview center.

All INTERIOR preview center signs should use the Bluegreen Resorts logo (see figure B). This includes: reception desk, window/door clings facing inside, kiosks, T.O. desks and any other execution where the signage is inside the preview center or is facing inside.

Simply speaking: Outside signage uses the Bluegreen Resorts Preview Center logo; inside signage uses the Bluegreen Resorts logo.

VIP/Concierge signage uses the Bluegreen Guest Services logo (see figure C).

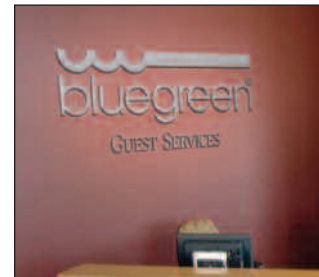
Fig. A



Fig. B



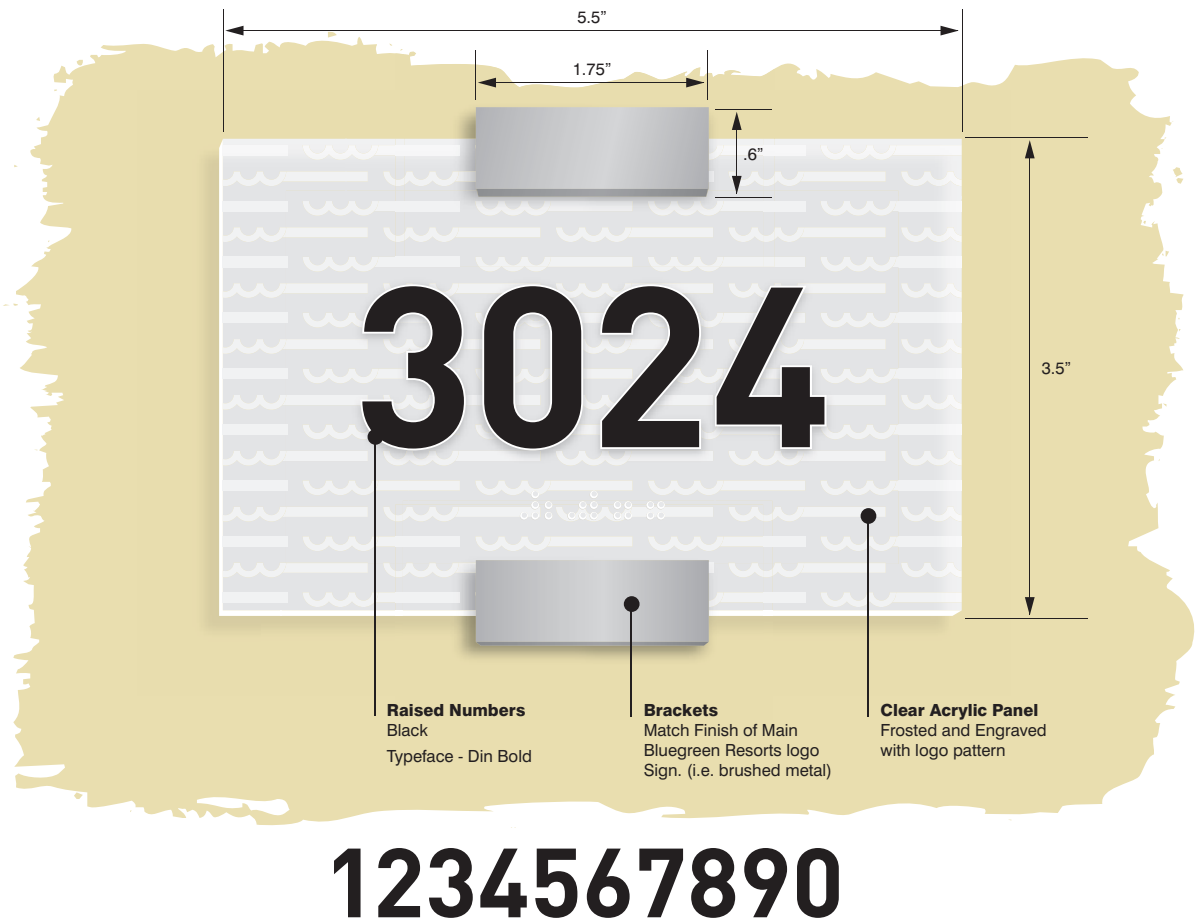
Fig. C



## Preview Center Room Numbers

All INTERIOR preview center room number signs should be standardized according to the sample shown in figure D. The only variable is the finish of the mounting brackets which should match the finish selected for the main Bluegreen Resorts logo sign.

Fig. D



## Preview Centers - Exterior Applications



Preview Center Building Sign



Preview Center Monument Sign



Preview Center Reception Desk Sign



Preview Center Reception Desk Sign





bluegreen®

CHRISTMAS MOUNTAIN VILLAGE













GRANDE VILLAS  
AT WORLD GOLF VILLAGE 



bluegreen®

THE HAMMOCKS AT MARATHON















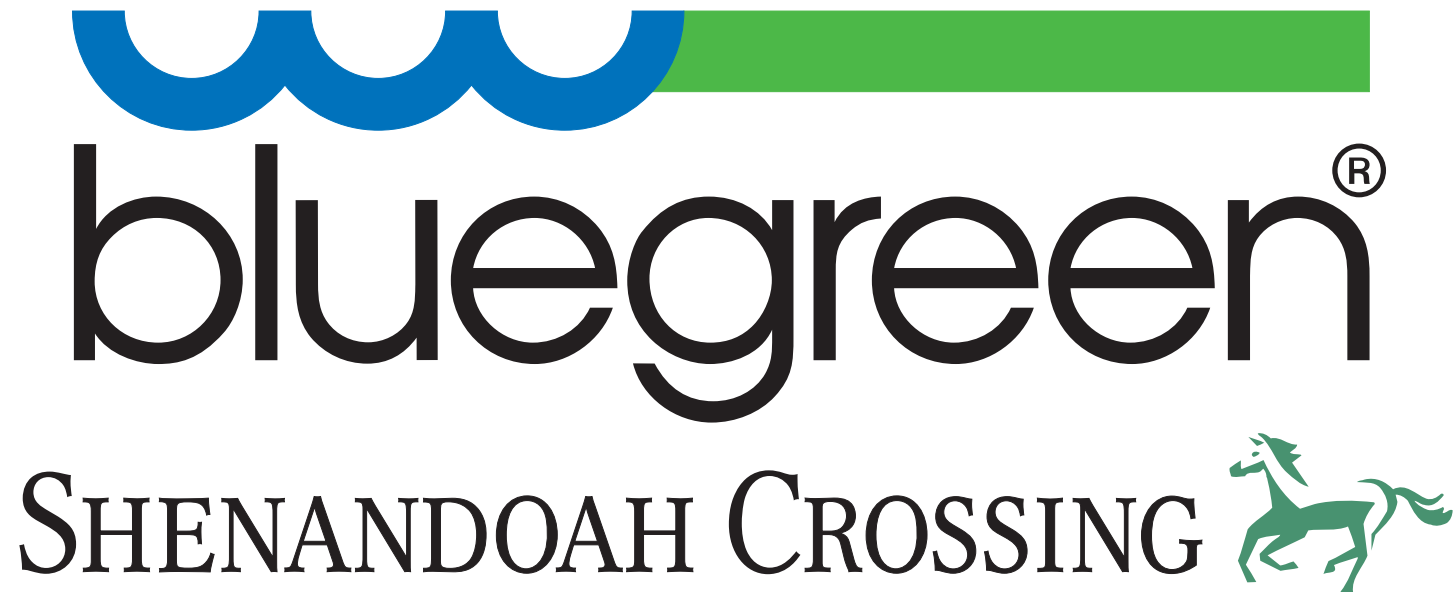
bluegreen®

ORLANDO'S SUNSHINE RESORT











bluegreen®

SHORE CREST VACATION VILLAS







