



Island Queen

CRUISES & TOURS

Experience Miami

BRAND IDENTITY

WHO WE ARE

Island Queen Cruises is a sightseeing cruise company operating out of Bayside Marketplace and the MiaMarina for over 60 years. Our staff is a group of talented, hard-working individuals who love the city of Miami and are dedicated to offering our customers the very best way to “Experience Miami”.

There is so much to see and do in the great city of Miami and we do our best to offer packages that offer our customers the best things to do in Miami through cruises, activities, attractions, transportation and dining. There’s no better way to see the great city of Miami than on one of our cruises. You tell us what you’d like to see and do and we’ll provide you with the best options available, including the best ways to get to and from where you want to go.

Enjoy magical boat cruises, popular city attractions and scenic tours by land, sea or air for every age and interest. Our cruises explore the Port of Miami, Fisher Island, Miami Beach and "Millionaire's Row" – the extravagant homes of the rich and famous you simply have to see to believe.

Miami is home to an incredible variety of must-see city attractions, and we’ll hook you up with the best-of-the-best including the Everglades Safari Park, Jungle Island, and more! See all the top sights in Miami with our City Tour bus excursion and add on the Millionaire’s Row Cruise to complete the experience.

OFFICIAL LOGO

Below is the official logo and logo icon to be used for introduction of the Island Queen Cruises & Tours brand. The official logo is the preferred Island Queen representation and must always appear on a clean, clear background. The logo icon can also be used to represent the Island Queen brand only after the official logo has taken precedence.

Always allow ample space around the logo to avoid overcrowding the graphic. Please do not apply any additional effects, never scale it improporportionally, never change its layout or use different typography.



LOGO TREATMENT

Full Color Logo:
#1 Brand Preference



4-Color Logo w/ Spot Color
(Black + Pantone 225, Pantone 319,
Pantone 402)



1-Color Logo (Black on White)



Full Color Reverse Logo



4-Color Reverse Logo w/ Spot
Color (Black + Pantone 225,
Pantone 319, Pantone 402)



1-Color Logo (White on Black)



LOGO FORMATS

Vertical Logo:
#1 Brand Preference



Horizontal Logo



OFFICIAL TAGLINE

The official tagline of Island Queen Cruises & Tours is “Experience Miami”. For external advertising and marketing materials, the tagline should follow the logo either underneath or adjacent for placement. It can also be incorporated as a headline.



COLOR PALETTE



#EC008C

C = 1
M = 99
Y = 0
K = 0

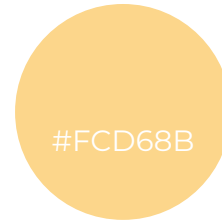
R = 236
G = 0
B = 140



#5AE0DC

C = 53
M = 0
Y = 21
K = 0

R = 5
G = 10
B = 10



#FCD68B

C = 1
M = 16
Y = 53
K = 0

R = 252
G = 214
B = 139

 PANTONE 225

 PANTONE 319

 PANTONE 402

TYPOGRAPHY

Montserrat Semibold/Regular - Headlines

**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
1234567890**

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
1234567890

Montserrat Pro Bold/Regular - Titles (All Caps)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Montserrat Pro Regular/Light - Body Text

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
1234567890
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
1234567890

*When the Montserrat font family is not available, the
Arial family may be substituted:*

Arial Bold - Headlines (All Caps)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890**

Arial Regular - Titles (All Caps)

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ**

Arial Regular - Body Text

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
1234567890

PHOTOGRAPHY & STYLE



SISTER COMPANIES



BISCAYNE LADY
Yacht Charters



Island Queen

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