

SKYQUEST PARK MEDIA STYLE GUIDE

**For Promotional Use
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Do Not Reproduce

ABOUT SKYQUEST PARK

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SkyQuest Park is a story-driven amusement destination where every zone invites guests to step into a new world. Located in the heart of Florida's Space Coast, the park blends nostalgia, innovation, and immersive entertainment in a way that captivates families and adventure-seekers alike. Through the Step Into the Story campaign, SkyQuest Park introduces an all-new slate of themed zones, interactive shows, and imaginative experiences inspired by the golden age of storytelling. From retro-futuristic thrill rides to whimsical walk-through experiences, SkyQuest Park is where magic meets memory and every guest becomes the hero of their own adventure.



BRAND VOICE & MESSAGING

SkyQuest Park's voice is imaginative, uplifting, and immersive. It blends wonder with warmth, inviting guests to not just visit, but participate in a story.

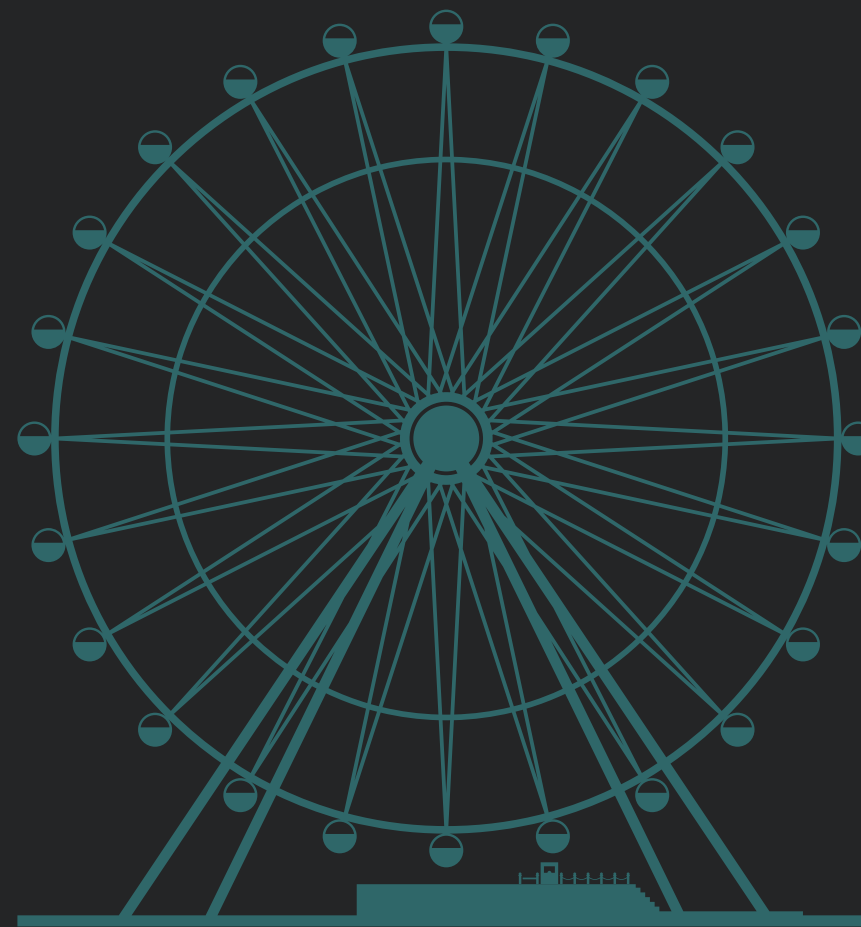
Voice Characteristics:

Optimistic: speaks with joy and hope

Whimsical, not childish: fun, clever, and refined

Inviting: speaks with, not at, the audience

Descriptive: uses vivid verbs and sensory language



Writing Tips:

- Use active voice and present tense
- Lead with emotional and narrative value
- Headlines should be punchy; body copy should tell a story
- Avoid jargon or overly technical language

COLOR PALETTE

SkyQuest Park uses a rich, theatrical palette inspired by vintage amusement parks, golden-age cinema, and the twilight sky. These five core colors provide flexibility across print, digital, and experiential design.

Usage Guidelines:

- Maintain high contrast between text and background
- Avoid using Golden Marquee as a text background
- Use Twilight Navy for primary contrast and readability
- Logos should not be placed over Golden Marquee or Curtain Red unless in white

GOLDEN MARQUEE

#F4C44E

RGB (244, 196, 78)
CMYK (0, 20, 68, 4)

Evokes glowing
lightbulbs and
marquee signage

Use For:

Highlight borders,
iconography, callouts

CURTAIN RED

#C74738

RGB (199, 71, 56)
CMYK (0, 65, 72, 22)

Rich and theatrical
warmth

Use For:

Buttons, CTAs,
accents

TWILIGHT NAVY

#0E2D3E

RGB (14, 45, 62)
CMYK (77, 27, 0, 76)

Evokes night skies
and deep contrast

Use For:

Headers,
backgrounds,
navigation

CREAM WHITE

#FDF4E3

RGB (253, 244, 227)
CMYK (0, 4, 10, 1)

Soft neutral with
nostalgic warmth

Use For:

Backgrounds, text
containers

DUSTY TEAL

#2F6769

RGB (47, 103, 105)
CMYK (0, 0, 0, 45)

Earthy and calming
contrast color

Use For:

Accents, cloud motifs,
UI panels



TYPOGRAPHY

SkyQuest Park’s brand typefaces are carefully chosen to reflect the magic, movement, and nostalgic charm of the park’s rich history, while ensuring clarity across print, digital, and experiential formats. This type system creates a cohesive visual experience and supports consistent messaging across media coverage, advertising, and co-branded promotions.

Title/Heading One Typeface

BREE SERIF

A bold, slightly forward-leaning serif with a storybook feel. Bree Serif captures the tone of vintage signage and theatrical posters making it ideal for main titles, promotional headlines, and logo lockups.

Media Usage Tips:

- Use in Title Case or ALL CAPS
- Avoid stretching or squashing the letterforms
- Suitable for campaign posters, event banners, and branded overlays

[\(Download Here - Google Fonts: Bree Serif\)](#)

Subtitle/Heading Two Typeface

Lilita One

A rounded, expressive sans serif that adds warmth and whimsy without feeling overly stylized. Ideal for taglines, callouts, and secondary headers.

Media Usage Tips:

- Pair with Bree Serif or Muli
- Best for social graphics, section headers, or thematic labels
- Avoid large paragraph use

[\(Download Here - Google Fonts: Lilita One\)](#)

Body Text Typeface

Muli/Mulish

A minimalist, versatile sans serif ideal for storytelling, digital readability, and editorial clarity.

Media Usage Tips:

- Use Muli Light for brochures and long-form digital content
- Use Muli Regular (or Medium) for signage, small screens, or dark backgrounds
- Avoid using Light weights at small sizes or in poor lighting conditions

[\(Download Here - Google Fonts: Mulish\)](#)

LOGO USAGE

SkyQuest Park provides two official logo families for media and branding purposes.

Modern Campaign Logo (Primary Use).

Developed for the Step Into the Story campaign, this set includes:

- Full Color (Blue Background)
- Black & White
- Transparent Background
- Dark Mode (black background)
- Light Mode (white background)

Use this set for: Press releases, social media, marketing partnerships, campaign coverage



Legacy Logo (Secondary Use).

The original logo. May be used in formal references or legacy mentions.



Do not combine elements of the legacy logo with the modern logo/campaign identity.

Logo Usage Rules:

Never stretch, distort, or recolor the logo

Transparent logos should not be placed on patterned backgrounds

Maintain clear space around the logo equal to the height of the “S” in SkyQuest

Use high-resolution PNG or vector formats for print

✉ For logo access/questions not addressed on SkyQuest Parks ’s Media Site,
contact: maximalistpublicrelations@gmail.com

SKYQUEST PARK PHOTOGRAPHY STYLE

The SkyQuest Park photography style captures the energy, color, and character of the park through bold, high-contrast visuals and immersive candid moments. Our imagery is designed to feel authentic, vibrant, and full of life, showcasing attractions, guests, and entertainment in a way that sparks emotion and excitement. Each photo should reflect the park's story-driven experience and celebratory spirit. Approved photos and graphics are available on the SkyQuest Media Site for public use.





SEE YOU IN
THE SKY!