

print

GS/OB VACATION GUIDE



GULF SHORES & ORANGE BEACH VACATION GUIDE

Role: Art Director & designer

Awards: 2019 Gold Addy | Mobile Bay AAF
Guide created from concept to print for Gulf Shores/Orange Beach Convention and Visitors Bureau.



DINING

A TASTE OF THE GULF

When it comes to great dining, Coastal Alabama is stepping up to the plate. Flavors from the South and from the sea create unique culinary comfort that are as delicious as they are satisfying. In Gulf Shores and Orange Beach, it's about quality and quantity. No one leaves hungry.

No one leaves early, either. It's a coastal tradition to relax and enjoy the atmosphere, and your dining companions, as much as you're enjoying the food. Order coffee. Order dessert. Linger over a drink. Plan your next outing.

In Gulf Shores and Orange Beach, we never let a good view go to waste. Which is why so many restaurants overlook our beautiful Gulf bay and inland waters. It's relaxing, it's refreshing, and it's the perfect opportunity for a "hello" or two before the real action.

pg. 24 - Waterfront Dining
pg. 25 - Food Events
pg. 27 - Chef's Surprise

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©OrangeBeach.com 29

HAVING FUN THE FAMILY WAY

When it comes to family fun, the south coast has a little more of the Gulf.

Where else will you find family suites and kid zones, water games and the entire Gulf of Mexico at your feet for adventures in easy summer imagination? Don't bother looking anywhere else. Gulf Shores and Orange Beach is your stop.

Remember those pictures from your childhood vacations, with mom and dad, grandma and grandpa and maybe even all the cousins along? It's time to add to that family photo album. There are the multi-generational moments you've been waiting for. It's all within a Gulf Shores and Orange Beach.

- pg. 24 - Fun on the Water
- pg. 26 - Alabama Gulf Coast Zoo
- pg. 32 - Splashing at 'The Wharf'
- pg. 33 - The Factory
- pg. 35 - Alligator Alley





GREAT(EST) OUTDOORS

No one comes to the Gulf of Mexico to stay indoors.

While you may unpack your swimsuit as soon as you arrive, don't forget the hiking boots and binoculars because there's a world of outdoor adventure beyond the shoreline. From finding exotic flora and fauna on a nature walk to finding your inner peace with yoga on the beach, outdoors is the place to be in Gulf Shores and Orange Beach.



BIKE TRAIL

The City of Gulf Shores is a Bronze level Bicycle Friendly Community, designated by the League of American Bicyclists. The city has 52 miles of shared use pathways connecting Gulf Shores, the Gulf State Park and Orange Beach.

GULF SHORES & ORANGE BEACH

2018 official vacation guide



FINDING THAT THE MOST TASTY
come in

MAKING WAVES:
 THE COASTAL PLUNGE

NATURAL SELECTIONS:
 YOUR PATH FOR ADVENTURE



SEAFOOD SO FRESH IT WAS PROBABLY
swimming that morning



food, GLORIOUS FOOD
 (AND DRINK)

ALABAMA COASTAL SEAFOOD...WE LIKE TO
 COMBINE GREAT FOOD WITH A *great view!*

W

ith seafood fresh from the Gulf every morning, and creative dishes fresh from the minds of chefs every evening, no wonder a tourist's first question is, "Where are we eating?"

It's great to eat while on vacation. The diet is temporarily suspended. The palate is open to new taste experiences. The clock can tick all it wants. You're going to linger and reconnect with family and friends. You might even get seafood and order dessert.

Small wonder discovering new restaurants is at the top of many vacation wish lists. And if it's lucky you'll be in Gulf Shores and Orange Beach where the hunger gauntlet, because we have so many delicious choices for all your meals, from early morning breakfasts to late-night nibbles and ice cream breaks. Your only dilemma will be in deciding where to go.

We can help you there. Check out our **Eat Your Way Around the Beach** food trails at GulfShores.com for customer recommendations as well as places that cater to your taste and budget.

Many visitors, and locals for that matter, like to combine great food with a great view, and scores of eateries here overlook the Gulf. The catch, the key or the beach, with seafood so fresh it was probably swimming that morning. In fact, many places tout their "right off the boat" freshness.

But you can opt for what is perhaps the ultimate in freshness - having a local chef prepare your own fresh catch of the day. Click OrangeBeach.com Fishing, then "cook your catch" for details.

When it comes to seafood, though, the tried and true may be familiar, but the give-it-a-try might be even better. Ocean-kissed choices like swordfish are considered "exotic" species, but thanks to the efforts of the MUSFENCE Group - dedicated to raising awareness of Gulf Coast Fish and Seafood - more and more of these "exotic" fish are finding their way onto local menus. Keeping an eye on sustainability, a new Alabama Oyster Shell Recycling Program is working with

local restaurants to restore oyster beds with recycled shells, so go ahead and double your oyster order.

Another good thing about outdoor dining is not worrying about noise or the dangers of white tablecloths when the kids are with you. Reasonable prices and kid favorites are two things most parents look for, and a variety of family-friendly spots check all the boxes with outdoor decks, kids' menus and even extra-luxury sand play areas where the little ones can let off steam before or after dining.

When it's a night out for mom and dad, check out area restaurants, bars and our local brewer. For some truly craft beer-sourced outdoor or on-the-top-room, many with live bands providing the accompaniment.

Find out more
 about our seafood legacy
 and restaurants at
GulfShores.com



**EAT YOUR WAY AROUND
 THE BEACH**

The most frequently asked question we get on our Facebook page @GulfShores.com is where should we go? While there is some debate as to the best dining, drinks, shopping, events, and more, we've asked the experts - our local foodies for their picks at GulfShores.com/eatyourwayaround.

REEL adventures



Want to know
what's biting & when?
visit gsob.co/fishing



But if you want to get off the beach, wading and catch a little tranquility with your fish, the local experts also can take you to back bays, bays, marshes and rivers that are home to flounder, pompano, spotted seatrout and whiting.

Maybe you like the idea of going off on your own. No our guide! Local marinas rent all

kinds of watercraft, while bait and tackle shops can have you up with the equipment and fishing license you'll need.

You don't have to leave home. Bays at all, in fact, to make a great catch. Just right from the beach at water's edge. From the new and improved Florida Pier Fishing Walk in Orange Beach, or drop your line off Gulf State

Park Pier, the second largest pier on the Gulf of Mexico, complete with gear rentals, a bait store and license purchase, plus the advice of many local fishermen to cheer you on.

In all locations, your catch will vary by season. That just means you need to come back often to fish with us.

BYO BOAT

A huge fishing and boating destination, coastal Alabama draws thousands of boating enthusiasts and anglers every year, many leaving their boats behind them. Just when they get here, they rely on our 200 local marinas for nearly all their needs, including storage slip rentals, boat repair facilities, bait and tackle and equipment storage. Some marinas even boast restaurants, grocery stores and wash-and-bays for your convenience.

In addition, there are 10 boat launches throughout Gulf Shores and Orange Beach. If you're staying for a while - but not staying on your boat - a number of vacation homes and condos also offer trailer parking and boat slips. Go to gsob.co/boat for more details.

CULINARY celebrations

Culinary adventures Gulf Shores and Orange Beach don't end with just golf-themed restaurants.

Food festivals abound all the spring and fall seasons and everyone's pleased with delicious surprises. One of the region's premier events, the **World Food Championships** in Orange Beach, is touted as the largest competition in food sports, bringing more than 400 teams from around the world to compete for prizes totaling \$400,000. Held in November, it's the ultimate "Food Fight!" for value benefits local residents.



Find out more
at www.worldfoodchamps.com

ALSO ON THE CULINARY CALENDAR

THE 16th ANNUAL WINE & CULINARY EVENT

SEPTEMBER 28-29

Three heavenly days of sampling every food and sipping exceptional wine. WineInPensacola.com

THE ANNUAL NATIONAL SHRIMP FESTIVAL

OCTOBER 23-26

Attracting more than 25,000 people for four days of shrimp, anyone you want it going with your seafood favorites, as well as live entertainment stages and all kinds of fun and crafts to display. ShrimpFest.com

ANNUAL WATERFURY VILLAGE ZYKHO AND CHINESE FESTIVAL

JUNE 15-17

Bring your business friends for a celebration, the festival invites you to sate your lunch-casual, party, to unwind and relax throughout the day while dancing to the rhythms of zyko beats. facebook.com/WaterVillageZyko.com

THE ANNUAL OYSTER COOK-OFF AND CRAFT BEER BEVERAGE AT THE HARBOUR

NOVEMBER

With oysters from dozens of oyster restaurants, a variety of craft beers and lots of live music. HarbourCookoff.com



FOOD finds

We already have top chefs at the helm of coastal Alabama eateries, but a few more couldn't wait! Chef serves at local restaurants contain the best of the land and you with food adventures.



In the summer of 2012, Chef's at Orange Beach Marina hosted Southern Greek Dinners, a series co-sponsored by Coastal Living and showcasing Gulf seafood and delicious drinks in special prix fixe menus. Among the superior chefs participating were James Beard finalist Justin Cavallaro, owner of La Petite Grocery and Diner in New Orleans. Other chefs from the New Orleans dream team included Mike Compton, an alum of Escoffier at the Four Seasons, Miami Beach and a former leader at "Top Chef."

Meanwhile, The Gulf at Orange Beach presented Chef Series Dinners featuring Chef Mike Moore of The Road Pig, Sapporo Chef in Asheville, N.C., and Chef Derek Emerson, three-time James Beard Award semi-finalist. TheGulf.com

As your vacation date gets closer, look for special wine dinners at popular local restaurants like Whiggy's, Sunset Cook Room, The Coast Restaurant, Whiggy's Grill, Gony Lane and others.

As often may we connect you to great food is through our Food Finds - we're sure up to nine - each taking a different path to the same destination: your dining table. Burger lovers, if you could have a top-of-the-line burger for lunch and dinner every day for three days, would you do it? Head to our Beach Burger Trail, both the way.

Here are some more:

- Bread Pudding Trail
- Crab Trail
- Craft Cocktail Trail
- Fresh Fish Trail
- Gumbo Trail
- Key Lime Pie Trail
- Oyster Trail
- Shrimp Trail

Find out more
by visiting
Culinary.com/YearWay

DISCOVER DURHAM



We're 150 Years Old. V'all

While Durham is ever changing, its foundation was built by those bold enough to dream and brave enough to be different. A century and a half later, our city continues to beat heart in the form of a bold, innovative, passionate community.

Starting with the official celebration of the incorporation of the City of Durham on April 13, 1869, year-long celebrations will take place to commemorate Durham's sesquicentennial. More than 150 exciting events and activities will occur throughout the city to celebrate Durham's rich history, present-day progress, and future goals.

Click the bull by the horns, get involved and enjoy the festivities. Check durham150.org to find events designed to honor and celebrate the occasion.

DURHAM HISTORY

- 1869 - The first Durham census is taken for the first time.
- 1869 - City of Durham Incorporation Act.
- 1869 - American Missionary Association opens the first school in Durham.
- 1869 - St. Joseph's (Latin) Church is built on the site of Holy Trinity Church.
- 1892 - Young College opens in Durham to serve students.
- 1906 - Dr. C. McLeod Lenoir becomes the first African American to practice medicine in Durham.
- 1960 - NC Central University opens its first campus in Durham, marking the first African American institution in the South.
- 1970 - Durham Corporation and Regis Affairs is formed.
- 1970 - Durham is named "Most Enduring City in America."
- 1975 - John Awarado and C.P. Sweeney bring the world together by being together in the same room.
- 2010 - The American University of Sharjah opens its first campus in Durham, marking the first international university in the city.
- 2019 - Durham celebrates its sesquicentennial.

Innovation & Entrepreneurship: From Tobacco to Tech

Durham has one of the most vibrant startup ecosystems in the world. Durham continues to foster a robust, innovative spirit and has been ranked as the "Startup Capital of the South" by CNBC.

Arts & Culture: Durham is a Showstopper

Durham is one of the most vibrant cultural cities in the South. In the center of Durham is a creative community filled with talented artists and makers, making for a vibrant living city.

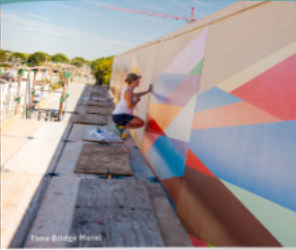
Social Equity & Inclusion: Growing Prosperity

The City of Durham continues to work on an agenda in which economic and workforce development and business growth coexist with social equity.

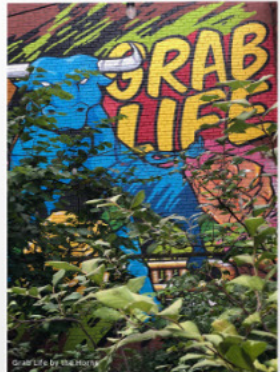
History & Education: One of the Most Educated Cities in America

Our universities, among the most prestigious in the country, are increasingly connected to the top of college rankings and are known for their research, innovation, and historical research, traditions, and award-winning academic leaders.

DISCOVER DURHAM
Role: Art Director & designer
 Guide created from concept to print for Discover Durham



MURAL MAGIC



Soak up vibrant, bigger-than-life murals on a stroll through the Bull City — many have a backstory about Durham's colorful past and heritage. Durham's multifaceted walls have used brick walls and buildings throughout the city as their expressive canvases to give their passion, inspiration, and purpose true meaning.

Continue your journey and you'll find other amazing murals like the Duke Free Expression Mural, Durham Blues Legends, Good Guys, and more. Catch the Sun just 10 minutes from Durham — they've brought to life historic holes with the Durham Civil Rights Mural and Duke's wall Street. Heavy and iconic vibes emanate from Anger of Spring and Occupy Arts. You'll need to park through craft beer if you're in Alley 24 off Fourth Street to see the two-story tall bull captured in the Grab Life by the Horns mural.

Local businesses have embraced the space with related parks like Scream on the side of the Bart's Book Building and an outdoor mural representing sweating ahead. Several murals for a blue alley on the side of the North Street Bakery.

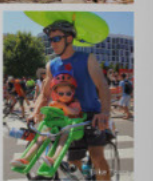
Pick up a Mural Durham Finder at the Visitor Info Center to locate more exciting murals.



Discover what lies beyond the Durham skyline
Nestled around Durham's thriving urban environment exists a natural haven for outdoor enthusiasts. For nature at its best, soak up the fresh air and colorful displays of beauty found at **Sarah P. Duke Gardens**, named one of the top 10 public gardens in the US by TripAdvisor. Capture spectacular outdoor scenery and a peaceful ambience within our parks and alongside our waterways. They're so invigorating you won't want to leave.

LOCAL VOICE
Exploring the Durham outdoors is like going to the greatest treasure hunt I have lived in Durham for three years and I'm always finding new beautiful trails to explore along places like the Eno River or Duke Forest.

— Mary Clare Wilcher-Kerr
Mural, Duke University
magical

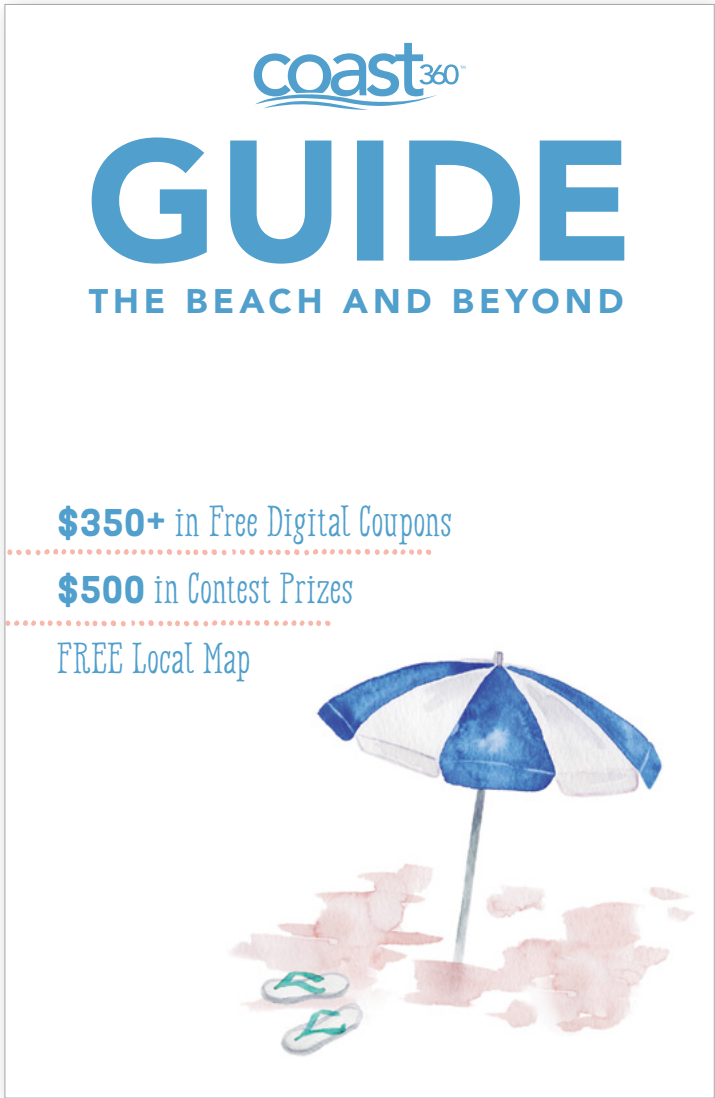


On the Trail
Gear up for a hike or grab your running shoes and hit the trails along wetland hills and rivers found within the **Eno River State Park**. You'll find a historic mill and farmhouse if you choose the longer trail inside the **Wetland on the Eno** city park. Just steps past the Durham Athletic Park is the 22-mile **American Tobacco Trail**, navigable by foot, skateboard, bike, or stroller. Stop by the Visitor Info Center to grab a printed guide and take a walking tour of our historic downtown area.

Water Activities
From rivers to rivers to lakes, enjoy Durham's scenery with outdoor activities including boating, canoeing, rafting, and fishing on the **Eno River**. Turn your outdoor exploration into an overnight camping adventure: spend some time back fishing at **Little River Lake** or bird-watching and picnicking in the **Lake Michie Recreation Area**.

BIKE AROUND
Take a bike ride through downtown Durham or hop on a mountain bike trail or paved path to explore Durham's beautiful surrounding scenery. You don't even need to have a bike, several independently owned bike shops offer rentals, and a citywide bike share program is accessible throughout the city.

COAST 360



Role: Art Director & designer
Assorted covers of guides created for Coast360 —
a guide to Coastal Alabama

GULF SHORES • ORANGE BEACH • FOLEY • PERDIDO KEY

CONCIERGE²⁰¹⁶

Presented by:
coast 360

Let's Eat!

25+ TOP DINING CHOICES

For the Guys and Gals

PLAN YOUR DAY YOUR WAY

COMPLIMENTARY COPY: PLEASE LEAVE IN ROOM

GULF SHORES • ORANGE BEACH • FOLEY • PERDIDO KEY

CONCIERGE

Presented by:
coast 360

32 Places to Play
THE BEACH & BEYOND

35 Dining Spots
TO SIP & SAVOR

Coastal Souvenirs
MUST-HAVE KEEPSAKES

PLEASE LEAVE IN ROOM FOR NEXT GUEST TO ENJOY

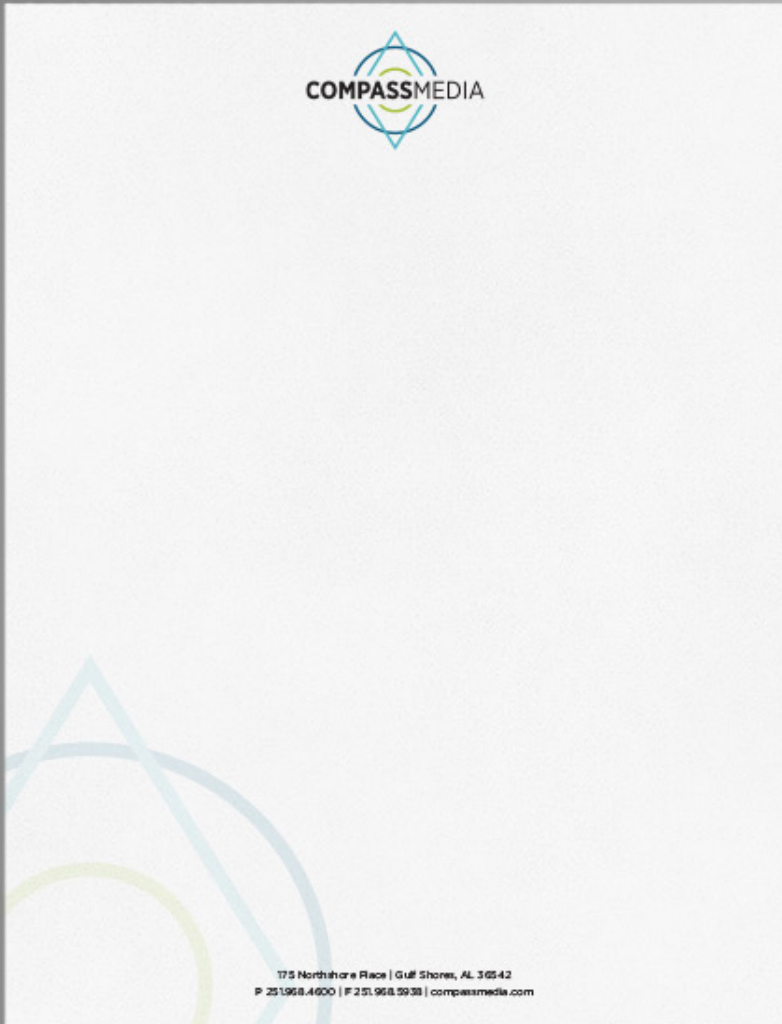
branding

COMPASS MEDIA

COMPASS MEDIA BRANDING

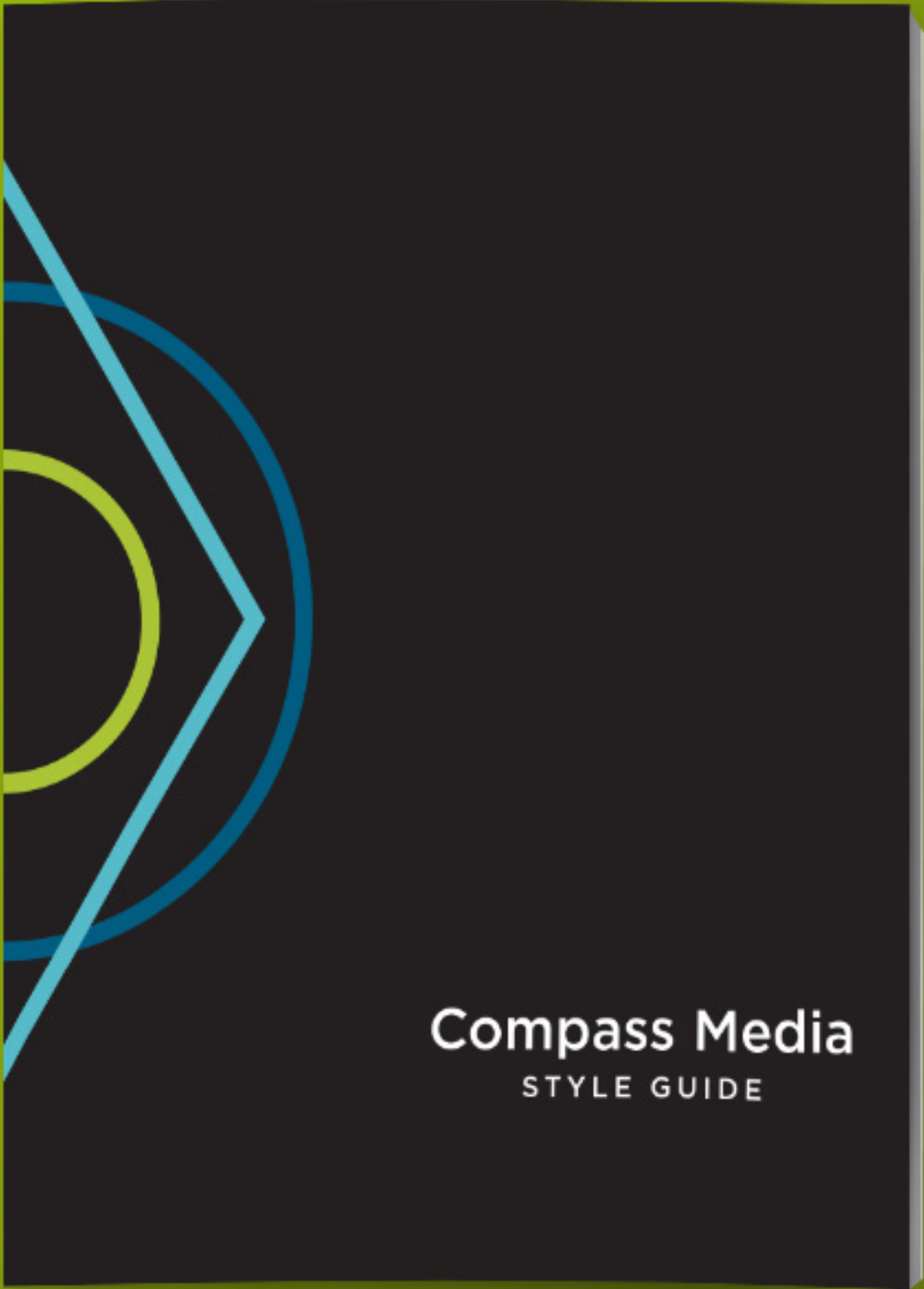
Role: Art Director & designer

Brand refresh for a marketing agency in Gulf Shores, Alabama.



It takes a team.





Compass Media
STYLE GUIDE

BRAND COLORS

PRIMARY PALETTE



TURQUOISE	TRUE BLUE	GREEN	GRAY	BLACK
#00A099	#005680	#00A056	#565656	#000000
HEX:00A099	HEX:005680	HEX:00A056	HEX:565656	HEX:000000

GRADIENTS



Gradients can be applied to large text blocks for visual interest.

OUR COLORS

The Compass Media primary color palette is based on the colors used in the full logo. Gradients are created from the colors of the primary palette. The gradients can be used for secondary elements, graphics coloring and image overlays.

TYPOGRAPHY

Gotham

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 | Gotham Book

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 | Gotham Bold

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 | Gotham Thin

OUR TYPEFACES

Compass Media uses Gotham for all of their marketing efforts. All weights of the typeface are acceptable. For basic correspondence and body copy, Book weight is recommended. If Gotham is unavailable Times New Roman is acceptable to use.

CASE

On all marks and cover of book, all caps should utilize

LOGO



OUR FULL LOGO

When the Compass Media logo is used on a background that is 70% gray or darker, one should reverse the type to white for legibility. An entirely white logo should be used on colored backgrounds. There should be sufficient clear space around the logo.

OUR WORDMARK

COMPASSMEDIA

The Compass Media wordmark may be used in cases where space does not allow for the full logo or in cases that would require the height of the full logo to be smaller than .5 inches. There should be sufficient clear space around the wordmark.

OUR SYMBOL



The Compass Media symbol is composed of linear elements from the full logo. The usage of the symbol should be limited to a graphic element applied to marketing materials and other corporate items. The symbol should never be used by itself as a logo for Compass Media. The symbol should be intentionally cropped and never seen in its entirety.

Applied Image Examples



MISS HERITAGE PAGEANT

MISS HERITAGE PAGEANT

Role: Art Director & designer

Branding for this project included logos, sponsor forms, flyers, posters, pageant programs, tickets, graphics for social media and social media management.



Logo



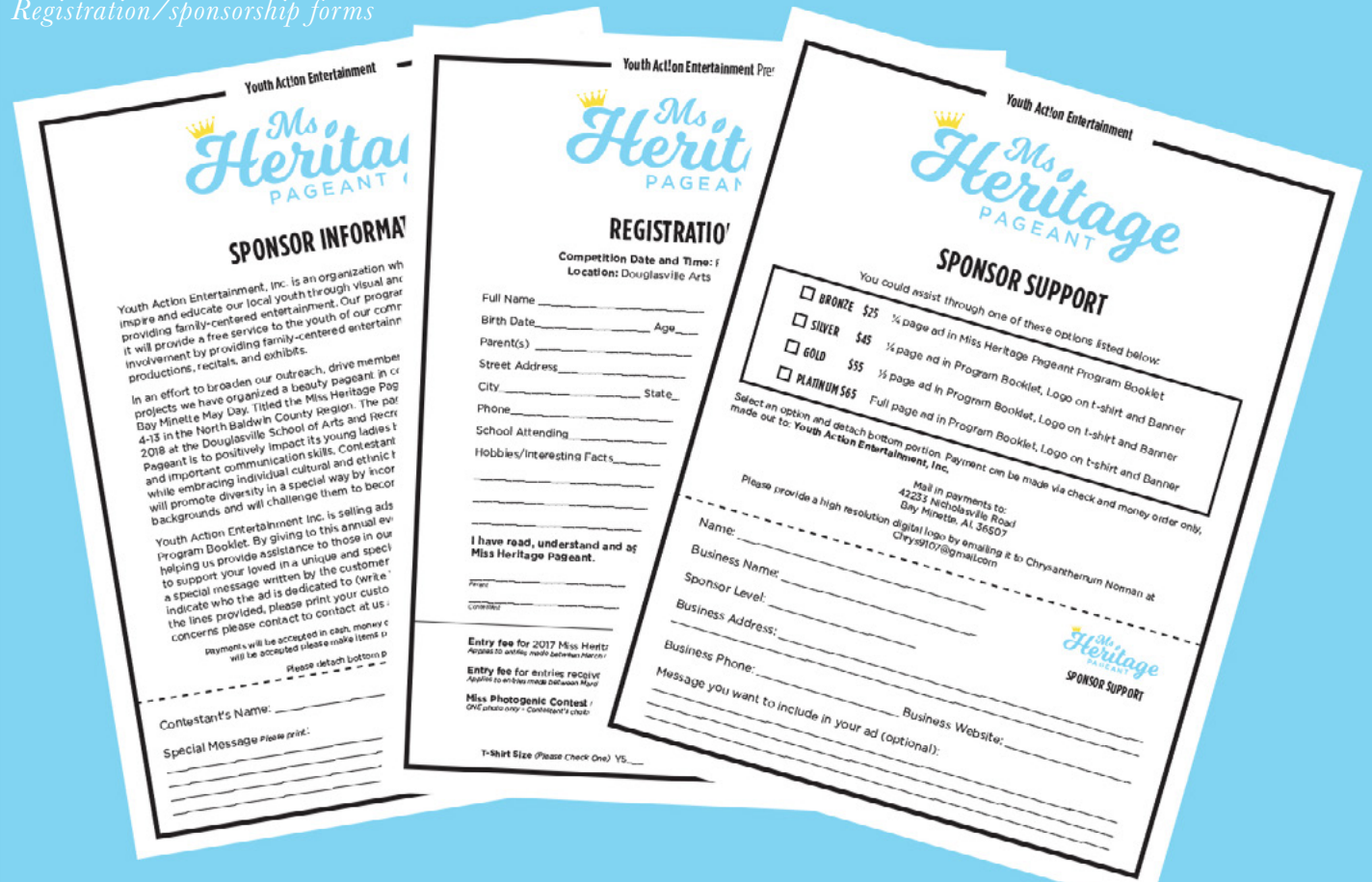
Facebook banners





Event tickets

Registration/sponsorship forms



Ms
Heritage
PAGEANT

Registration Ends
April 4, 2017!

5 days

A cluster of white flowers with yellow centers, positioned in front of the number 5.

Ms
Heritage
PAGEANT

4 days

A purple lily flower with long petals and stamens, positioned in front of the number 4.

Ms
Heritage
PAGEANT

Three Days.

A large red dahlia flower with many petals, positioned in front of the word 'Three'.

Ms
Heritage
PAGEANT

2

A purple anemone flower with a dark center, positioned in front of the number 2.

Ms
Heritage
PAGEANT

*Who will take
home the crown?*

A silver crown with many small jewels, positioned at the bottom of the panel.

THE CHOSEN

THE CHOSEN

Role: Art Director, designer & social media manager

Logos, stationery, a website, event flyers and more created as a volunteer for this non-profit youth outreach ministry.

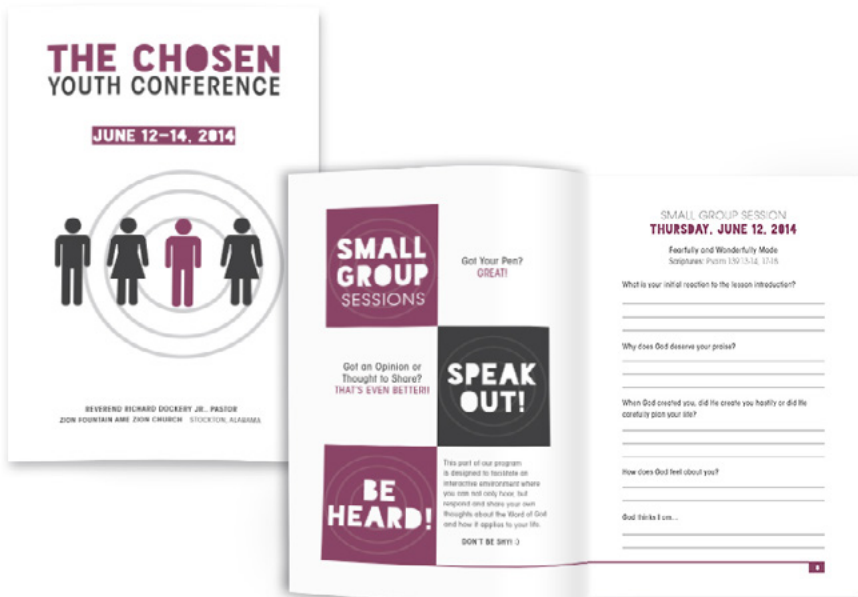


Primary logo

THE CHOSEN

YOUTH OUTREACH MINISTRY

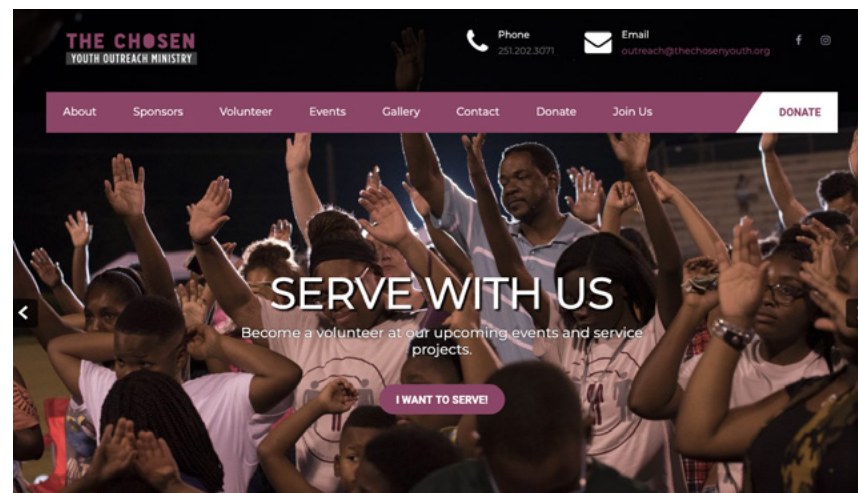
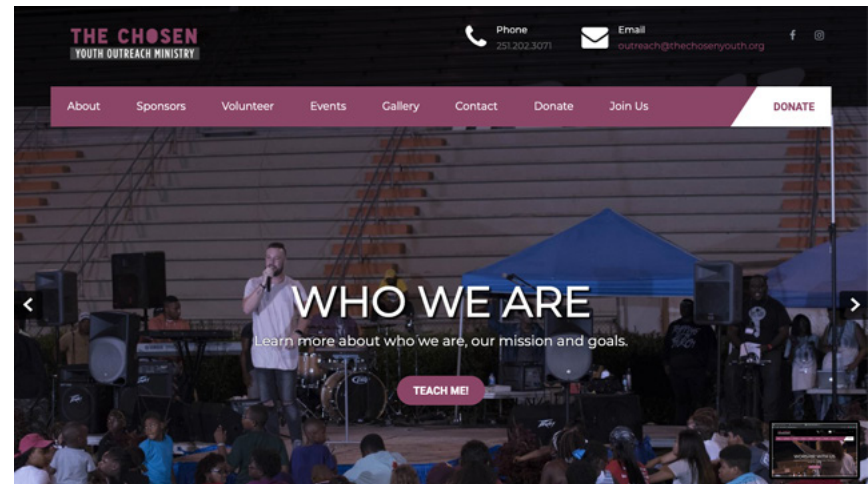
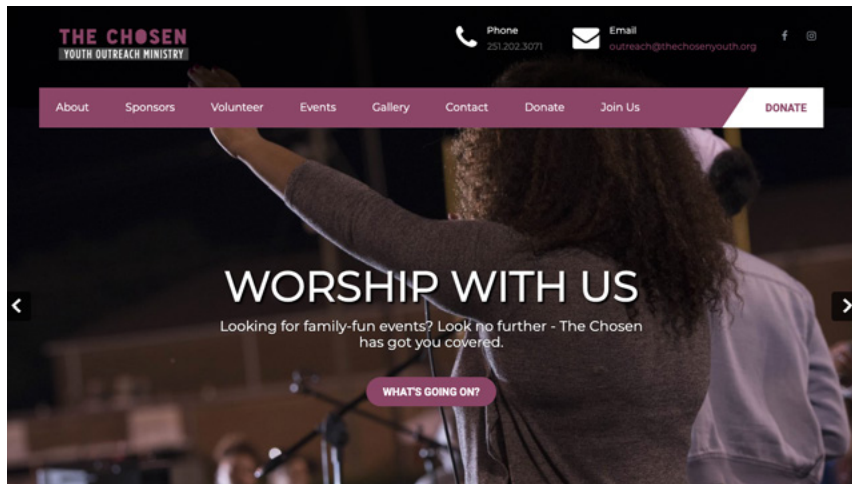
Secondary logo



Conference booklet



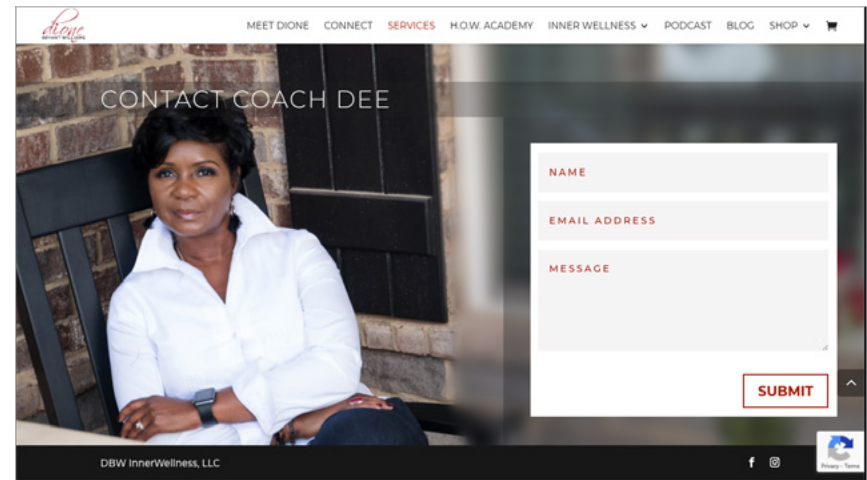
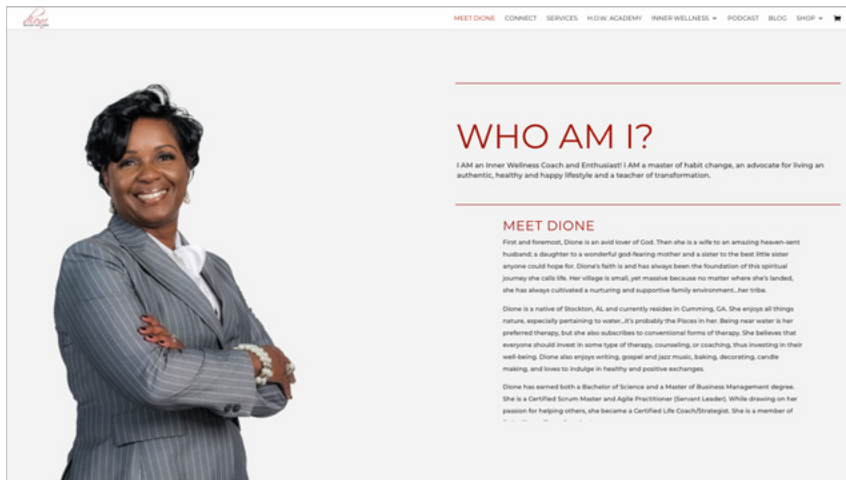
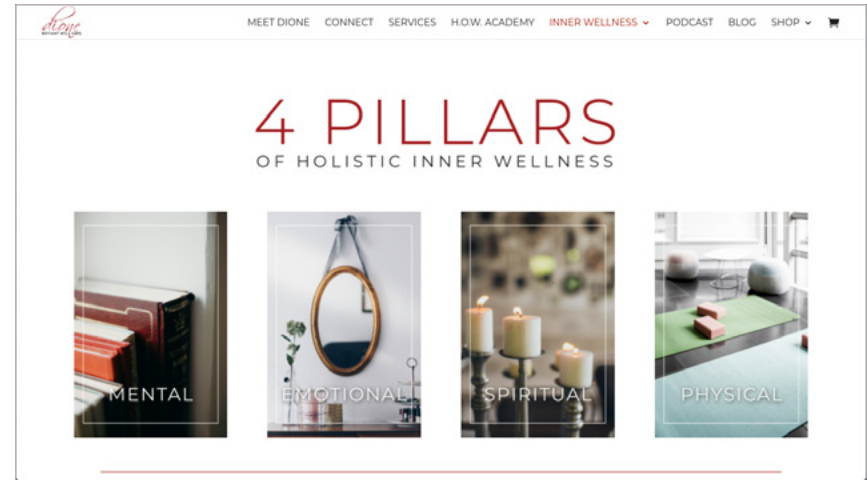
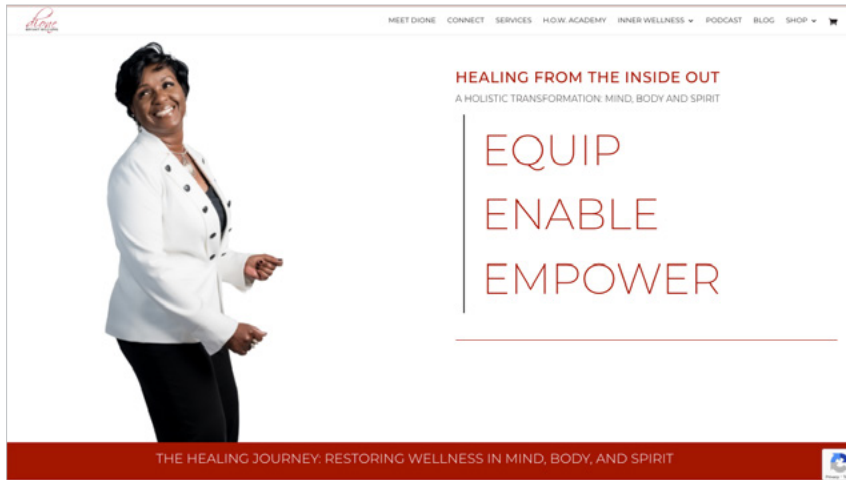
T-shirts



Website

Website | TheChosenYouth.org

Facebook | Facebook.com/thechosenyouth



Website | DioneBryantWilliams.com

DIONE BRYANT WILLIAMS

Role: Art Director & designer
Brand and website design for life coach,
Dione Bryant Williams.

digital

DIGITAL ADS

Bellingrath
Gardens and Home

Winter Wednesdays
2016

COME LEARN FROM
THE EXPERTS
ON A VARIETY OF TOPICS

January 13 - February 24

CLICK TO LEARN MORE

Bellingrath
Gardens and Home

JOIN US FOR
Winter
Wednesdays
2016

*January 13
thru
February 24*

CLICK TO LEARN MORE

Jan. 13 - Feb. 24 JOIN US FOR
Winter Wednesdays 2016

Bellingrath
Gardens and Home

Bellingrath
Gardens and Home

Winter Wednesdays
2016

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January 13 - February 24

CLICK TO LEARN MORE

Jan. 13 - Feb. 24 JOIN US FOR
Winter Wednesdays 2016

Bellingrath
Gardens and Home

BELLINGRATH GARDENS

Role: Designer

Static Google display ads



Balloon Glow
IN THE GARDENS

JOIN US FOR AN EVENING OF
TRICK-OR-TREATING IN THE GARDENS

Saturday, October 24th

HOT AIR BALLOON (WEATHER PERMITTING)
FOOD TRUCKS ON THE GREAT LAWN
THE BACK PEW RIDERS BAND

Bellingrath
Gardens and Home



Balloon Glow
IN THE GARDENS

JOIN US FOR AN EVENING OF
TRICK-OR-TREATING IN THE GARDENS
Saturday, October 24th

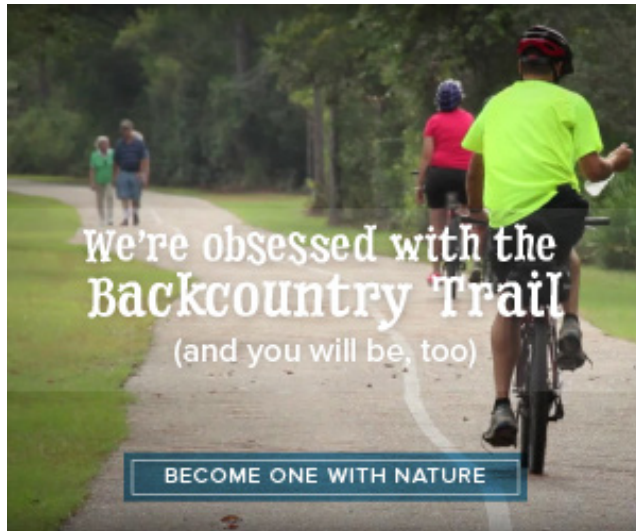
HOT AIR BALLOON • FOOD TRUCKS
THE BACK PEW RIDERS BAND

Bellingrath
Gardens and Home

COAST360

Role: Designer

Static Google display ads



ILLUSTRATION/INFOGRAPHICS

What Makes Franklin County Salty?

A blend of eclectic new and traditional old world innovation, industry and cuisine make Franklin a relaxing and inspirational stay on the Gulf Coast.

salty; /'sɒlti/ adj.

1. to be preserved with salt
2. to be down-to-Earth
3. to be spicy
4. being accustomed to the ocean



Salty Sea

Salty Traditions

Spice of Franklin

250 MILES
of Coast



2 HISTORIC LIGHTHOUSES



(with amazing views!)

St. George Island

Named one of America's **TOP 10 BEACHES**

The Historic Dixie Theatre
OVER 100 YEARS OLD



THE OLD CARRABELLE HOTEL
3 Centuries old



APALACHICOLA
Maritime Museum

THRIVING
fishing industry



 **SHRIMP**

CLAMS



CRAB FINFISH

OVER 30 RESTAURANTS

(serving the freshest seafood!)

OYSTERS



the **ULTIMATE** Alabama ROAD TRIP

the shoals



ROAD TRIP essentials

snacks



first aid



map (gps)



trash bag



sunscreen



playlist



sunglasses



When you explore Alabama by road, you'll discover that the beauty of 'Bama goes beyond the lush landscape. Whether you're visiting our favorite places at the top of the state or winding your way down to the bottom of a bottle at the FloraBama, you should take the scenic high-ways and byways whenever possible.

photography

PORTRAITS









BEACH PROMO











CICILY WILLIAMS

cicily@cicilycreates.com

251.404.8766