25 YEARS

food network

SOBEWFF

SOUTH BEACH WINE & FOOD FESTIVAL®

PRESENTED BY **CapitalOne**

EAT. DRINK. EDUCATE.
$45M BENEFITING
FIU
Chaplin School of Hospitality & Tourism Management

2026 STYLE GUIDE

Content

03 Color

SOBEWFF Blue

CMYK:	RGB:	PMS:	WEB/HEX:
60, 0, 0, 0	113, 206, 229	2985C	#44c8f5

A consistent use of colors is essential to a successful campaign identity. The color values represented on this page are to be the ONLY ones used for this campaign.

SOBEWFF Berry

CMYK:	RGB:	PMS:	WEB/HEX:
0, 100, 30, 0	237, 21, 111	213C	#ed0c6e

These colors are to be used with logos and artwork, as well as text. All of these components define a campaign and therefore require precise replication.

SOBEWFF Gray

CMYK:	RGB:	PMS:	WEB/HEX:
0, 0, 0, 80	88, 89, 91	425C	#58595b

Blue and Berry are the main colors of the campaign. Gray is a secondary color used mainly for subsequent text.

Sea Spray Blue

CMYK:	RGB:	PMS:	WEB/HEX:
38, 0, 1, 0	148, 217, 245	2975C	#94D9F5

Sea Spray Blue is a secondary color that can be used throughout the campaign as a background color option.

Deep Ocean Blue

CMYK:	RGB:	PMS:	WEB/HEX:
100, 0, 0, 25	0, 139, 191	7460C	#008BBF

Deep Ocean Blue is a secondary color that can be used throughout the campaign as another option for text color. This is also is another web ADA compliance text color option.

Seashell Pink

CMYK:	RGB:	PMS:	WEB/HEX:
0, 7, 3, 0	255, 239, 238	705C	#FFEFEE

Seashell Pink is a secondary color that can be used throughout the campaign as a background color option on digital assests.
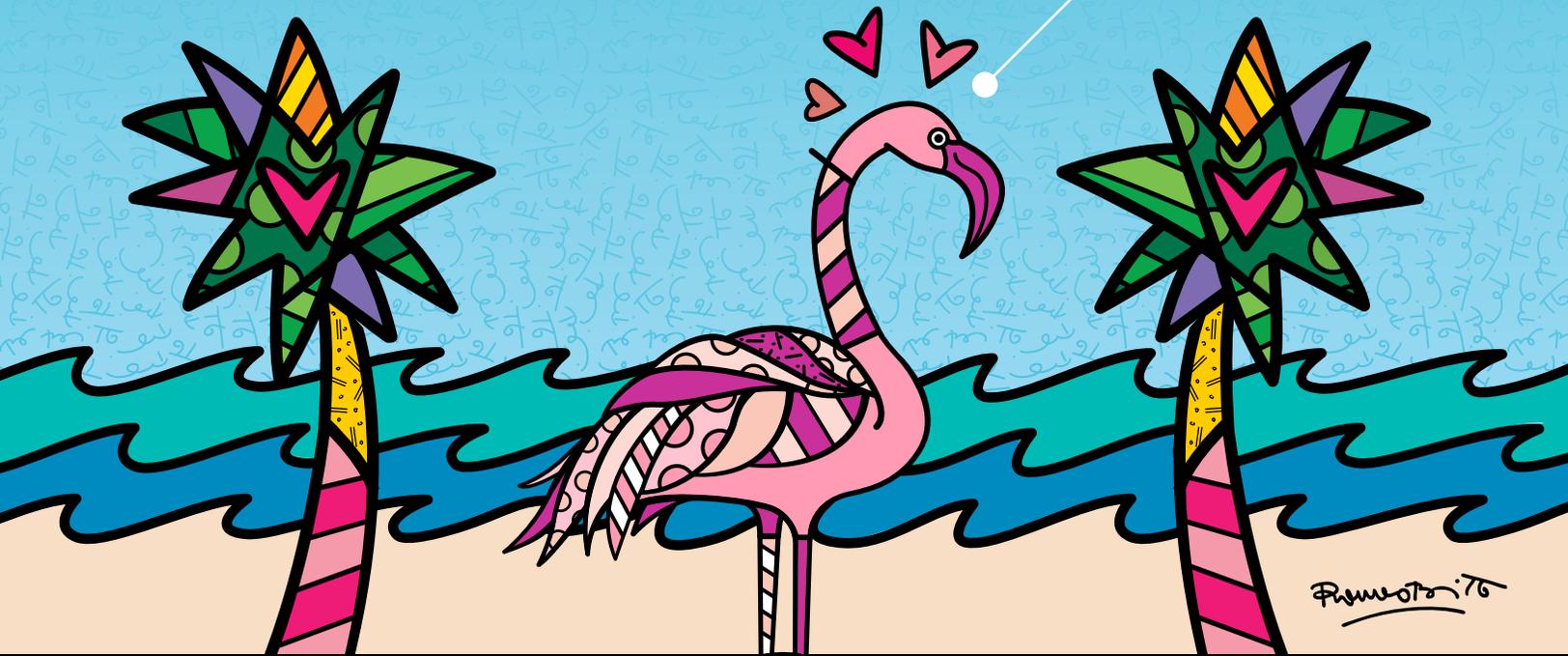
Logo

CTA

Benefiting

*Spacing: equal distance from margins and away from Artwork.

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TICKETS ON SALE NOW

Featuring Guy Fieri, Rachael Ray, Bobby Flay, Marcus Samuelsson, and many more.

Chef Names

Flamingo Artwork

SOBEWFF.ORG

FEBRUARY 19-22, 2026   MIAMI • FLORIDA

INFO

Sponsor logos should remain small.
The maximum height of a logo on an 8.5x11 ad should be .4 inches.
The maximum height a row should take is up to 5% of the total height of the ad.
(Eg: 1 row = 5%, 2 rows = 10%, 3 rows = 15%)

05 Typography

	Font	Size	Size min	Kerning	Capitals	Color
CTA	**Champagne & Limousines Thick Bold**	40PT	20PT	100	☑	☐
INFO	**Champagne & Limousines Thick Bold**	20PT	10PT	130	☑	☐
EDE	**Champagne & Limousines Thick Bold**	20PT	10PT	300	☑	☐
Chef Names	Champagne & Limousines Thick Regular	12PT	10PT	135	☐	☐

Proper Line Listing of Festival Name

Please choose one of the following line listing options when writing out the name of the Festival.

- Food Network South Beach Wine & Food Festival presented by Capital One
- South Beach Wine & Food Festival®
- SOBEWFF®

06 Logos & Color Variants

Primary (Semi-White)

Secondary

Reversed (KO)

Black

Color Variants

Full-color image for offset and digital printing(CMYK).

Reversed image for offset and digital printing (CMYK).

1

2

3

4

5

6

7

8

9

10

11

12

1   Do not stretch the logo (horiz. **or** vert.).

2   Do not change the typeface of the logo.

3   Do not alter the color of the logo.

4   Do not alter the position of the logo elements.

5   Do not rotate the logo.

6   Do not add 3-D effects to the logo.

7   Do not use the logo on a busy background **without approval.**

8   In most cases, do not use the color logo on a color background. Use the reversed (KO) logo.

9   Do not outline the logo.

10   Do not add a gradient to the logo.

11   Do not use part of the logo alone.

12   Do not add text or other graphic elements to the logo.

A minimum amount of clearance must surround the logo at all times. This space is equal to 2 times the cap-height of the presented text. (The cap-height can be measured by the capital letter "P" within the presented text).

Proper Listing of Host Sponsor Logos

The Host Sponsor Logos should be used whenever possible.

For all sponsor logos within the campaign, gray logos (80K) should be used on white backgrounds, and reversed (KO) versions should be used on color backgrounds.

If you have questions regarding proper use of these guidelines, contact the
South Beach Wine & Food Festival®.

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Creative Agency

Mobius Interactive
www.mobiusinteractive.com
hello@mobiusinteractive.com
305.229.5249

Downloads

LOGOS

To download SOBEWFF®, Southern Glazer's Wine & Spirits and Florida International University Chaplin
School of Hospitality & Tourism Management logos, please visit: logos.sobewff.org

FONTS

Century Gothic Bold is available at: wfonts.com/font/century-gothic

Champagne & Limousines Thick is available at: fonts2u.com/champagne-limousines-thick.font

Champagne & Limousines is available at: dafont.com/champagne-limousines.font

Poppins Font Family is available at: font.download/font/poppins#google_vignette