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Edgewater Unveils New Identity

Posted by [jolt10](#) on February 22, 2010 · [Leave a Comment](#)

EDGEWATER

BEACH & GOLF RESORT

You may have noticed that we have recently unveiled our new and improved logo identity. In the wake of our 25-year anniversary in 2009, we decided to update our brand. The refined image is just one of many steps The Resort Collection is taking to prepare for an increased number of visitors from the opening of the new Northwest Florida Beaches International Airport and additional markets to which Southwest Airlines will be providing service.

The new identity reflects a crisp, clean updated image of our resort without completely abandoning the elements that have been our calling card in the community for over 25 years. We have retained the symbol of the palm tree, and a similar blue-green color to represent our beautiful world-renowned beaches.

In addition to Edgewater Beach & Golf Resort's logo, each of our resort's outlets have also been rebranded including Edgie's Corner Market, Bimini Sand Bar, Oceans Bar & Grill, and The Club at Edgewater. Cornerstone Marketing & Advertising, Inc., the agency of record for The Resort Collection, designed each of the new logos as part of an overall branding campaign. The "Happiness is..." branding campaign that Cornerstone created for The Resort Collection last year was recently awarded eight ADDY Awards from the Panama City Chapter of the American Advertising Federation. As part of the new branding campaign, Cornerstone designed this beautiful new website, which launched May 11, 2009. Within the first two months of the site's launch, website traffic increased by 42%, and online reservations increased by 33% compared to the prior two months. The design of the new logos solidifies this successful rebranding.

"We wanted to give Edgewater and its outlets a revived, cohesive, and updated look," said Lisa Burwell, president of Cornerstone Marketing & Advertising, Inc. "The new logos really stand out and communicate the casual luxury of the resort."

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