

Miami-Dade County
BRANDING STYLE & USAGE GUIDE



March 2007

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Introduction - The Miami-Dade County Identity System

The purpose of this guide is to establish and maintain the consistent use of the official County logo and color palette, thereby, supporting the County brand. While branding is more than a logo, branding County services with a consistent identifier increases public awareness of what we do, builds confidence in County government and, ultimately, increases support for County services and programs.

The Miami-Dade County identity program is based on the single principal that there is only one purpose for the published material issued by Miami-Dade County - to communicate facts, services and ideas. While we have many excellent Departments providing exceptional service, we must not lose sight of the fact that these are **COUNTY** services, and must endeavor to promote and clearly identify all of the many services the County provides.

Marketing and public information professionals can access the Branding Style Guide at the web page <http://www.miamidade.gov/branding>. We see this guide as a work-in-progress, one that will expand and be refined over time. In fact, we look forward to receiving your comments and suggestions as to how we can improve its content. This website explains County branding in detail, including specifications, color palette, usage and other relevant information for our identifying logo. In addition, the website will be a place where departments can view each other's marketing materials using the new brand.

Enabling Legislation

Recognizing the benefits of a cohesive and consistent County image, on November 6, 2003, the Board of County Commissioners accepted the County Manager's report that outlined policy direction on the initiative to brand County government and directed County graphic design professional staff to provide alternative Miami-Dade County logo treatments for their consideration. To ensure a uniform approach to branding, a graphic design team consisting of graphic professionals from eight County departments was assembled for this task. As a result of this extensive process, the design team unanimously recommended that the County: 1) refresh the logo by revising the blue and green color palette, 2) include the word "County" in the refreshed design to accurately state who we are - Miami-Dade County, and 3) establish a policy mandating the use of the County logo. The usage would be defined in an official County branding style guide.

On April 13, 2004, the Board of County Commissioners accepted the County Manager's recommendation and adopted the refreshed County logo as the official County brand. Resolution No. R-643-04 directed the County Manager to implement the Branding program, utilizing a Branding Style Guide that defined the appropriate and authorized usage of our County logo. Provisions were made for Co-Branding under very limited and specific circumstances. All Departments must comply with this legislative policy. The new Branding standards shall be implemented immediately where applicable, and shall be applied through the course of regular product replacement and re-order schedules.

Resolution: R-643-04

Final Action: 5/11/2004

RESOLUTION DIRECTING COUNTY MANAGER TO IMPLEMENT PROCEDURES FOR THE USE OF THE “REFRESHED” COUNTY LOGO AS THE OFFICIAL COUNTY BRAND

WHEREAS, on April 13, 2004, the Board of County Commissioners accepted the County Manager's recommendation and adopted the “refreshed” County logo as the official County brand; and

WHEREAS, the Board of County Commissioners recognized that a uniform countywide image and brand will increase public awareness of County services provided by departments, build confidence in County government, and ultimately, increase support for County services and programs; and

WHEREAS, the Board of County Commissioners desire that the County Manager have full authority to implement procedures for the use of the “refreshed” County logo in all County departments as the official County brand.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that the County Manager is hereby directed to implement the “refreshed” County logo as the official County brand in accordance with the following procedures:

1. The “refreshed” County logo will be prominently displayed on all County public information and promotional material, and particularly County assets, e.g., facility and other signage including transit signage, construction signs, vehicles, buses, light and heavy rail cars.
2. County departments will adhere to the graphic standards outlined in the County Branding Style Guide which will be used to facilitate the implementation of the branding program in all County departments.
3. County departments will discontinue the use of all other department logos unless they meet the criteria for continued use outlined in the County Branding Style Guide. As an example, departments with primary markets outside of Miami-Dade County, e.g., Aviation and Seaport, may be approved by the County Manager on a case-by-case basis to continue the use of their long-established department logo in conjunction with the County logo as specified in the County Branding Style Guide. Public safety departments with State statutory and other requirements for unique identifiers for their employees, e.g., badges and uniform patches, will continue to use their current identifier and incorporate the County logo with its use as specified in the County Branding Style Guide.

Key Elements

The key elements of the County's Identity System are:

- Logotype
- Official colors
- Typography
- Corporate signature

To maintain this identity system, it is essential that these elements are never modified and that they are always used according to the approved application standards in this manual. In general, the Miami-Dade County logo is used in all materials as outlined in the following pages.

This Miami-Dade County Branding Style Guide specifies the editorial and graphic standards for Miami-Dade County to be used for all administrative communications. This guide is intended to provide consistency in all publications and promotional materials of Miami-Dade County. It sets forth the principals that help Miami-Dade County achieve four necessary and sometimes difficult-to-reconcile objectives:

- A Miami-Dade Countywide editorial style that ensures consistency and accuracy in internal and external communications;
- A distinctive and unifying institutional identity that reflects the image and character of Miami-Dade County and that is consistent throughout the range of publications and among all audiences;
- A level of printing excellence that will satisfactorily convey to the reader the general quality of Miami-Dade County; and
- Maximum economy with each dollar of our respective publishing budgets.

For further information, please contact the Miami-Dade County Communications Department, 111 NW 1st Street, Miami, Florida 33128 or Call 305-375-2836.

COUNTY BRANDING WEB SITE

To assist County departments in the implementation of these standards, a web site has been created that facilitates the download of certain templates, the official logo and Vision statement, and other information. This web site, www.miamidade.gov/branding is accessible through the Intranet.

Use of the Official County Logotype

The official County logo will be prominently displayed on all County public information and promotional material, and particularly County assets, e.g., facility signage, other signage, and vehicles. The logo cannot be graphically changed in any way. This includes its proportions, fonts and color applications as outlined in this guide. Adherence to the Miami-Dade County identity program is critical to communicating a cohesive message.

The official Miami-Dade County logo is shown on this page. This version of the logo is to be used on **all** Miami-Dade County publications including, but not limited to, brochures, annual reports, magazines, newsletters, forms, letterhead, signage, vehicles, business cards, and advertising unless otherwise noted here. No logo may be used in place of the Miami-Dade County logo unless specifically provided for in this Style Guide, or with approval of the County Manager.

The Miami-Dade County logo, or brand, is recognized locally, nationally, and internationally. The words Miami-Dade reflect close ties to the region. The approved versions of the County logo are available on the Communications Department web page at <http://www.miamidade.gov/branding>. Questions about the logo should be addressed to the Miami-Dade County Communications Director at 305-375-2836.

Usage

The logo may ONLY be used in one of three ways:



Three colors



One color BLACK



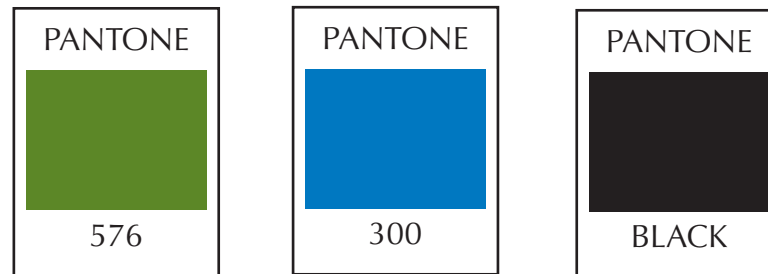
Reverse out ALL WHITE

No other colors, shades or screens may be used.

Color Standards

The Miami-Dade County logo is a three-color graphic and is the preferred version to be used whenever possible for communication materials, including print advertising, television advertising, collateral materials, direct marketing and electronic media.

Color Definitions:



Pantone® is a registered trademark of Pantone, Inc.

The colors of the Miami-Dade County logo are PMS 576 Green (bar under the word MIAMI) & PMS 300 blue, with the text 100% Black. It is important to understand that the bar with the word county in the logo is of specific proportion to the type, and the proportion must be maintained as the size of the logo increases or decreases. In short, the bar cannot be made thicker or thinner. Neither can the bar be shorter than the width of the type above it. When color is not available the logo **MUST** appear in black or reversed out in white.

The color of the logo and the bars MUST always be the same.

Placement and Display of Logo

The Miami-Dade County logo must be used on all publications. Placement of the logo is based on both its need for prominence and how the piece will be designed, mailed, presented, or displayed. In general, the logo should always appear on the mail panel of a self-mailing publication and should always be on County envelopes. Remember that the logo is a brand or wordmark. It should not be used as the central visual element of a publication and should not replace photography or illustration as visual components.

Quality Control

To ensure high-quality reproduction, our logo should always be reproduced from the approved digital artwork available through the Communications Departments web site at <http://www.miamidade.gov/branding>. Once given to a printer or installed in your computer, these logotypes should never be altered in any way. **Care should be taken to avoid these common usage errors:**

DO NOT alter the logotype in any way.

DO NOT change the letter spacing in the logotype or the relationship of the bar to the letters.

DO NOT use the logotype in unapproved colors.

DO NOT rule lines through the logo.

DO NOT shade, shadow, or texture the logo.

DO NOT make the logo appear three dimensional.

DO NOT place the logo in any position other than upright.

DO NOT place color panels either adjacent or within the logo.

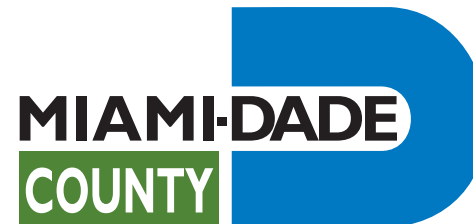
DO NOT use the logo as part of a drawing or cartoon.

DO NOT use the logo adjacent to a departmental graphic element.

DO NOT alter the logo, unless it is used in a bleed.

Use of County Vision Statement with Logo

The County's Vision Statement, "Delivering Excellence Every Day," is a reminder of our pledge to continuously provide quality services to our residents. The Vision Statement may or may not be included with the County logo. When used with the County logo, it must be directly beneath the Logo. No modifications should be made to the font style. To download the County Vision Statement in its proper format, visit the branding web site.



Delivering Excellence Every Day

The "*Delivering Excellence Every Day*" font should **NOT** be used for any other purpose (i.e. it should stand out, therefore it must not be used for titles or headlines).

Departments are encouraged to use the Vision Statement in all of their collateral materials whenever possible.



Font Characteristics

Department name in Optima ALL CAPS.

Departmental Identifiers

Our Branding program is premised on the concept that our primary goal is to promote the many valuable programs and services provided by the **County**. Our one County logo is one way to visually reinforce the County's presence and impact. However, because of the breadth of County services, it may be necessary on occasion to identify individual departments. As such, a standard identifier has been developed for each County department, to permit individual identification, when appropriate. Department Identifiers **ARE NOT** department logos, and should not be used as an alternative to a former logo. Departmental identifiers should be used **ONLY** in limited circumstances and only when it is essential that one County department be clearly identified from another. For assistance in determining the appropriate use of a departmental identifier, please contact the Communications Department.

A template for all departments has been developed. The department's name shall be placed beneath the County logo, with the County logo centered above it. The department name shall be in the approved font style (Optima bold). The department name shall be in Black or White only. Additional departmental information, such as Division, Title, individual's name, etc. may be placed under the department's name (in the case of uniforms/shirts, it may also be placed on the right breast, or left sleeve). It is preferred that the additional information be in Black or White, unless a different color is needed for safety reasons.

For uniforms/shirts, the official County logo shall be placed on the left breast pocket. The logo may be in the standard three-color version, all white or all black. No other Logo colors are permitted. The County logo should be no less than 2 1/2" inches across.

Departments are encouraged to consider uniform/shirt colors that coordinate with the County's logo, and/or the County's color scheme (e.g., the approved blue, green and yellow).

Embroidery Specifications

A color palette for embroidery applications has been established for the Miami-Dade County Logo to ensure consistency in reproduction. The thread brand chosen is Madeira. Refer to the diagram below when specifying thread color.

EMBROIDERY THREAD COLORS:

GREEN #1769

BLUE #1797

BLACK #1800

WHITE #1801



Three colors



One color BLACK



Reverse out ALL WHITE

Use of the Official County Seal

The use of the County seal is restricted to official, formal, or commemorative use (i.e., checks, plaques). Its use for invitations and printed materials is reserved for use by our constitutional officers (the Office of the Mayor and the Board of County Commissioners) and their official, formal communications.

By their nature, seals are usually complex in design and, therefore, are not effective for quick recognition and easy duplication. The seal may be rendered in a single color, black or gold, or may be rendered in a foil stamp or embossed. It may also be printed in its four-color form as it appears on decals.

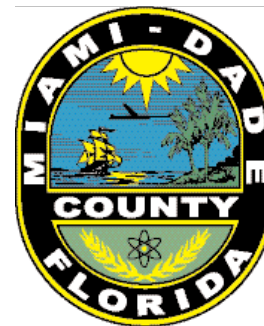
Usage

The Seal may **ONLY** be used in one of three ways:

One color (Black)



Full color



Gold



No other colors, shades or screens may be used.

Typography

An important part of creating a professional image is the standardized use of typography. New fonts were selected for readability and ease of use. They should be used in public information items, such as public and employment notices in newspapers, press releases, and County assets, such as signage or vehicles. The Arial and Arial Narrow families are the preferred typefaces to be used in print communications and signage. These typefaces help create a contemporary look for our program, and are completely compatible with our Miami-Dade County logotype and signature.

GILL SANS MT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPTIMA

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL NARROW

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Stationery

Our official communications should create a positive “first impression.” To achieve that goal, we have adopted the following stationery format, which is designed to create a distinctive professional appearance. This section covers approved standards for various stationery items.

Letterhead

The standard County letterhead allows for the identification of all County departments in a manner that visually represents the scope and breadth of County services. The sending department's name is in bold on the departmental listing to reflect their place in the County family of services. You may write over the County logo watermark on the lower right hand corner. The letterhead template may not be modified textually. Any questions regarding the use of additional text or graphics should be referred to the Communications Department.

All County letterhead is on standard white stock. There is no raised lettering. Letter content should be typed using the approved font (Arial) and should be no smaller than 11 point. All letterhead must be ordered through GSA Materials Management 305-592-3016 to ensure that the approved template is used. Departments with special needs relating to Letterhead may be requested for a Department, as well as divisions, sections and offices of Departments. Only one return address shall be permitted on the letterhead. Departments may include their web address. However, the County's web portal address will also be included. The extent of the use of letterhead shall be up to the discretion of the Department Director.

Letterhead **SHOULD NOT** have individual's names listed on the left or right margin. The sender's name and title below the signature is sufficient to identify the sender.



All letterhead must be ordered through GSA Materials Management 305-592-3016

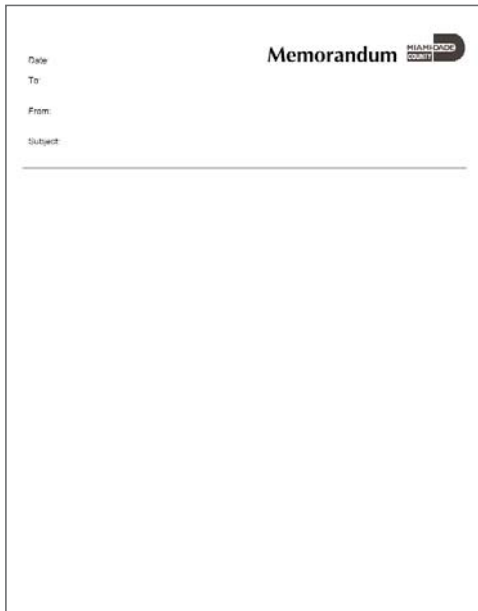
Stationery *continued*

Standard County Memorandum

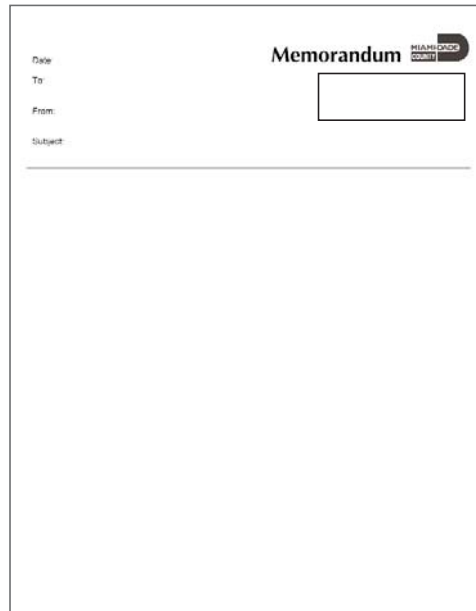
This new memorandum format is the official format for the dissemination of internal, administrative information. It is a WORD template for ease of use. As with standard WORD documents, additional pages, tables, etc. may be added directly to the memo form. The standard font for all memorandum content is Arial and content font size should be no smaller than 11 point. No modifications to the template should be made, including the type and size of fonts.

Agenda Item Memorandum

This modification of the new Standard County Memorandum provides space (text box) for the inclusion of the Agenda Item Number. Similar to the Standard County Memorandum, the standard font for all memorandum content is Arial and content font size should be no smaller than 11 point. No modifications to the template should be made, including the type and size of fonts.



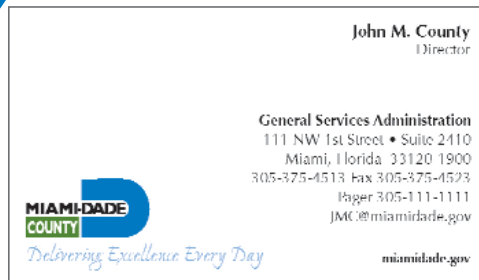
A template for a Standard County Memorandum. It features a header with the word "Memorandum" and the Miami-Dade County logo. Below the header, there are fields for "Date", "To", "From", and "Subject". A horizontal line separates the header from the main body of the memorandum.



A template for an Agenda Item Memorandum. It features a header with the word "Memorandum" and the Miami-Dade County logo. Below the header, there is a small rectangular box for an agenda item number, followed by fields for "Date", "To", "From", and "Subject". A horizontal line separates the header from the main body of the memorandum.

The templates are available in Microsoft WORD from the Communications Department web page available at <http://www.miamidade.gov/branding>

Sample business card



Sample envelope



Sample From the desk of pad



Stationery *continued*

Business Cards

One standard template has been developed for all County departments, providing our residents with a manner in which to recognize and/or confirm their dealings with County employees. All employee business cards must be ordered through GSA or, for certain departments, through the County's approved contracted vendor. Employees **MAY NOT** produce their own business cards identifying themselves as County employees, or for use in official County business. The determination of which employees should be provided business cards shall be up to the discretion of the Department Director.

The standard County business card is : Horizontal; printed only on one side; has no raised lettering; has lettering only in black on standard white stock; includes our logo and Vision Statement; provides information on the employee; includes the County web portal address.

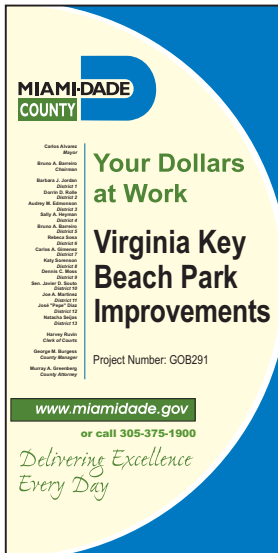
County employees may use titles and other identifiers (e.g. Ph.D., M.S.W., etc.). However, additional graphics or information will not be permitted. No information may be printed on the reverse side of the card.

Other Stationery (e.g. desk pads, envelopes, routing forms, etc.)

Other stationery products may be ordered through GSA, or may be developed using only the approved template. No additional graphics shall be permitted. These documents shall use the new approved County font, and should be in standard paper. Only white, light yellow, light blue or light green stock may be used for desk pads; only white envelopes may be used. The determination of which employees should be provided specialized stationery shall be up to the discretion of the Department Director.

Construction Signs

If you have questions, contact:
msmart@miamidade.gov



THIS PROJECT IS LOCATED
IN DISTRICT 5 REPRESENTED
BY MIAMI-DADE COMMISSIONER
BRUNO A. BARREIRO

Collateral/Other Materials

Graphics Design Standard

Departments are encouraged to be creative and resourceful in the development of promotional materials. However, in an effort to provide a unifying message for all of our many products and services, all efforts should be made to follow a common graphic design standard whenever possible. This standard should incorporate, when feasible, the County's official color scheme, which may be augmented with yellow (PMS 1205). Use of the half-moon design element, or variations of this theme, is strongly encouraged.

Construction Signage

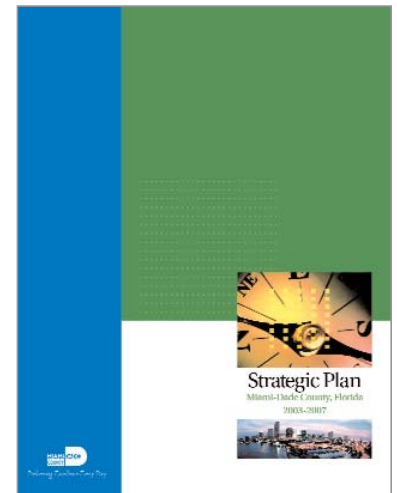
All County construction projects shall be identified using the Standard Construction Sign. This Construction Sign must be ordered through GSA, and will include all required information. It is the responsibility of the Department managing the construction project to ensure any subcontractors to utilize the standard construction signage.

County Employee Identification Card

The County has implemented the first phase of the new County Employee Identification Card program. This new Identification card will permit residents to readily identify County employees, as well as facilitating access to employees to certain County facilities. The transition to graphically similar identification cards is being developed.

Collateral/Other Materials *continued*

County Fleet



Strategic Plan Cover

Public Works Mosquito
Control Helicopter



Sample
County Employee
Identification Card



Invitation Protocol

As we continue the transition toward a new form of government, many questions have been raised by Miami-Dade County communicators regarding collateral (invitations, brochures, flyers, etc.) and how to properly word the various materials. As with our letterhead, we are seeking to standardize the format, and at the same time, properly recognize our elected officials and county departments.

The following examples should assist communicators as they prepare various collateral materials:

OPTION 1 (if Mayor & BCC are not in program)

On behalf of Mayor Carlos Alvarez and
the Miami-Dade Board of County Commissioners
you are cordially invited
to attend the

Miami-Dade Fire Rescue Department's
Graduation Ceremony of Recruit Class 113
Friday, March 2, 2007

Ceremonies begin promptly at 10:00 a.m.

Fire Fighters Memorial Building
8000 NW 21 Street
Miami, Florida 33122

Please R.S.V.P. to the Media and Public Relations Bureau
786-331-5200

OPTION 2 (if Mayor & BCC are part of the program)

Mayor Carlos Alvarez and Commissioner (Name of)
along with members of the
Miami-Dade Board of County Commissioners
cordially invite you to attend the

Miami-Dade Fire Rescue Department's
Graduation Ceremony of Recruit Class 113
Friday, March 2, 2007

Ceremonies begin promptly at 10:00 a.m.

Fire Fighters Memorial Building
8000 NW 21 Street
Miami, Florida 33122

Please R.S.V.P. to the Media and Public Relations Bureau
786-331-5200

** Event Department Director would be included in the program*

Clearly, these examples are guidelines and may not specifically address every issue various department's face when disseminating information. Anyone with questions or concerns should contact Frank Güemes, Graphics Manager, at 305-375-2340 or by e-mailing fg1@miamidade.gov.

E-mail Signatures

Users of the county's e-mail system should create an e-mail signature which is automatically sent with each message.

- Use 10 point Arial font for all text.
- The slogan should appear as the last line of the signature, set in *italics* and quote marks.
- Your name and the name of your department should appear in **bold**.
- Include a phone number where you can be reached
- Include the url (web address) to the County's website.

Follow these formats:

Sample short form:

John M. County, Director
Miami-Dade County General Services Administration
305-375-1111
miamidade.gov
“Delivering Excellence Every Day”

Sample long form:

John M. County, Director
Miami-Dade County General Services Administration
111 NW 1st Street • Suite 2410 • Miami, Florida 33120-1900
305-375-1111 Phone 305-375-2222 Fax
305-375-3333 Cell 305-375-4444 Pager
www.miamidade.gov/gsa
“Delivering Excellence Every Day”

This example of the long form shows the format and order in which additional information can be included. Do not include cell phone or pager information if you do not want everyone to contact you using those numbers. The public records disclaimer is also optional. When used, it should appear as the last line of the signature.

Miami-Dade County is a public entity subject to Chapter 119 of the Florida Statutes concerning public records. E-mail messages are covered under such laws and thus subject to disclosure.

Co-Branding

Resolution No. R-643-04 provided for Co-Branding under limited and specific circumstances. Those circumstances, to be approved by the Manager, respond to the needs of those departments with primary, external markets, or with a statutory need be readily identified (e.g. public safety departments). In those cases, the “exempt” departments must Co-Brand their logo with the County logo in all printed materials, both internal and external. In all cases, the County logo shall appear along with the exempt department's logo. The exempt departments may only utilize the approved templates that reflect this Co-Branding. Any questions, and for assistance on the implementation of Co-Branding, please contact the Communications Department, 305-375-2836.

Sample of stationery for
Co-Branding departments



History of the County Brand

How did we become “blue and green” in the first place?

- In the mid-1970s, the County embarked on a program to establish the countywide transit system. In conjunction with this effort, the County acquired approximately nine privately-owned local bus companies. Each company had a distinct service area, name and graphic identity resulting in a fleet of mismatched buses and an array of signage. County staff was charged with developing a single brand for the new countywide transit system. While various colors were proposed including orange, brown and yellow, staff recommended blue and green. Why? Because they believed these colors best represented the county - blue symbolizing its water and sky; green symbolizing its lush tropical foliage.
- In 1978, the transit colors were approved by the Board of County Commissioners. At the media event on Courthouse steps, Commissioners and media viewed the all white buses with bold blue and green stripes. When reporters asked Commissioner Clara Oesterle about the new color scheme, she said, “Metro-Dade County - we're blue, green and clean!” The next day the blue and green bus was featured in full color on the front page of The Miami Herald with the Commissioner's quote. Soon after, the County extended the use of the blue and green colors to all County departments along with the “bobsled” or “hook” logo.
- In the 1990s, County departments began creating individual logos for their organizations. Many departments stopped using the County logo altogether. A 2003 review of County and department logos revealed that there were more logos in use than departments (50 departments and about 55 department logos) of various graphic designs, quality and colors. The result was confusing to the public and promoted a “stove pipe” approach to delivering County services and programs. Marketing research demonstrated that the majority of residents lacked a basic understanding of what services the County provides or how these services benefit them.