



Rebranding Efforts

**Patrice Gillespie Smith,
Neat Streets Miami
February 25, 2015**

neat
streets
MIAMITM



Installed new wall decal



MILLION TREES MIAMI

1,000,000 TREES BY 2020
GROWING A HEALTHY URBAN FOREST, ONE TREE AT A TIME.



MILLIONTREES.MIAMIDADE.GOV

Designed and printed new banners
(printing was donated by Steven
Ferreiro)

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DEDICATED TO THE MAINTENANCE
AND BEAUTIFICATION OF
TRANSPORTATION GATEWAYS,
CORRIDORS AND CONNECTIONS.



NEATSTREETSMIAMI.COM



A close-up photograph of the side of a white water truck. The truck's tank is the main focus, featuring a large green logo that reads "neat streets MIAMI". The word "neat" is in a lowercase, rounded font with a small leaf icon above the 't'. "streets" is in a bold, lowercase sans-serif font. "MIAMI" is in a tall, thin, uppercase sans-serif font. A small "TM" trademark symbol is at the end of "MIAMI". Above the tank, a red fire extinguisher is mounted on a bracket. In the background, there are power lines, a wooden utility pole, and some trees with yellowing leaves under a clear blue sky. A white pipe is visible on the left side of the tank.

neat
streets
MIAMITM

installed new logo on water truck



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Neat Streets Miami

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SPONSOR / ADOPT A ROAD



PLANT A TREE



CORRIDORS AND GATEWAYS

Neat Streets Miami

Formerly known as the Community Image Advisory Board, "Neat Streets Miami" is a county board dedicated to the maintenance and beautification of transportation gateways, corridors and connections.

Contact Us

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Advisory Board Meetings

Meetings are held at:
Greater Miami Convention & Visitors
Bureau
Bank of America Building
701 Brickell Avenue, 27th Floor


» [2015 Schedule](#) 

<http://www.miamidade.gov/neatstreets/home.asp>

Soft launch of new Website

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A ROAD**

Beautiful Corridors
Through Public Private Partnerships



Create welcome
& be seen
of

**neat
streets
MIAMI**

Get Involved

Miami-Dade County is one of the most beautiful destinations in the world. Through cleaning and greening efforts, Neat Streets Miami strives to create vibrant and welcoming transportation gateways corridors and connections that reflect our community's world-class image.

Im
our C



SR-874 Southbound is
attractive corridors

Become a part of

**Million
Trees
Miami**

and you can change the world.

"By greening Miami-Dade with trees, we're creating attractive gateways, enhancing our quality of life and beginning a legacy that lasts generations."

—Neat Streets Miami Chairman
Commissioner Dennis C. Moss, District 9



Growing a healthy urban forest, one tree at a time

Updated collateral

Apparel

Port Authority Tech Pique Polo



 View larger

Full Description: Our newest polo is a working person's dream: versatile, moisture-wicking and available in a rainbow of vibrant colors to complement any logo. This polo truly delivers with UV protection and exceptional performance at a real value.

Port Authority Ladies Tech Pique Polo



 View larger

Full Description: Our newest polo is a working person's dream: versatile, moisture-wicking and available in a rainbow of vibrant colors to complement any logo. This polo truly delivers with UV protection and exceptional performance at a real value.

Purchasing new golf shirts for staff and Board is able to purchase their own shirts.



is YOU!