

1.0 BASIC ELEMENTS

- 1.1 Logo
- 1.2 Seal
- 1.3 Typography

BASIC ELEMENTS

1.1 LOGO

The official County logo must be displayed on all County public information and promotional material, and particularly County assets, e.g., facility signage, other signage and vehicles. The logo must not be altered or recreated in any way. This includes its proportions, fonts and color applications as outlined in this guide.

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: websites, social networks, brochures, annual reports, magazines, newsletters, forms, letterhead, signage, vehicles, business cards and advertising. No logo may be used in place of or in addition to the Miami-Dade County logo without the approval of the Director of the Communications Department.

The Miami-Dade County brand is recognized locally, nationally and internationally. Approved versions of the County logo are available at www.miamidade.gov/branding.

Technical questions about the logo should be addressed to the Graphics Manager at the Miami-Dade County Communications Department at 305-375-2340.

USAGE

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



THREE COLORS



BLACK



REVERSE (ALL WHITE)

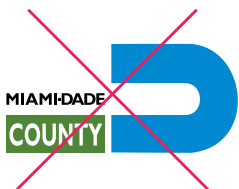


ONE COLOR

BASIC ELEMENTS

UNACCEPTABLE USAGE

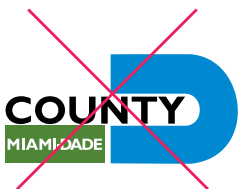
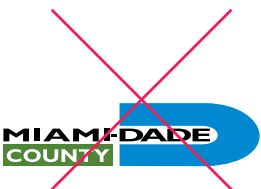
The logo should not be used as follows:



DON'T CHANGE ELEMENT SIZE



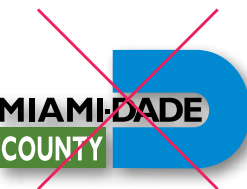
DON'T CHANGE PROPORTIONS



DON'T CHANGE ELEMENT POSITION



DON'T CHANGE FONTS/COLORS



DON'T DISTORT OR ADD SPECIAL EFFECTS



SIZE RESTRICTIONS

The logo should be used at the following minimum widths according to its specific use:



22 PIXELS

FOR WEB – 22 PIXELS WIDE



0.5 INCH

FOR PRINT – 0.5 INCH WIDE



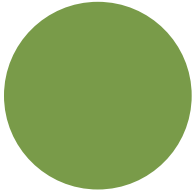
10 INCHES

FOR OUTDOOR ADVERTISING – 10 INCHES WIDE

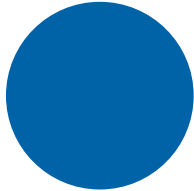
BASIC ELEMENTS

COLOR SPECIFICATIONS

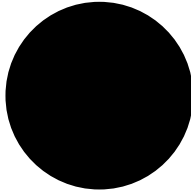
The Miami-Dade County logo is a three-color graphic and is the preferred version to be used whenever possible for communication materials, including print advertising, television advertising, collateral materials, direct marketing and electronic media.



PANTONE 576
C:54 / M:5 / Y:94 / K:24
R:120 / G:157 / B:74
WEBSAFE: #669933



PANTONE 300
C:99 / M:50 / Y:0 / K:0
R:0 / G:94 / B:184
WEBSAFE: #0066CC



PANTONE BLACK C
C:63 / M:62 / Y:59 / K:94
R:45 / G:41 / B:38
WEBSAFE: #333333

Pantone® is a registered trademark of Pantone, Inc.

The Communications Department may, in its discretion, use color palette variations if doing so does not detract from the material or diminish the County brand.

BASIC ELEMENTS

PLACEMENT AND DISPLAY

The Miami-Dade County logo must be used on all publications.

If the piece is a self-mailer then the return address must appear exactly as it does on standard County envelopes (See Section 2.0). 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, the County logo should always be reproduced from the approved digital artwork available through the branding website at www.miamidade.gov/branding. Once furnished to a printer or downloaded on your computer, these logos should never be altered in any way.

1.3 TYPOGRAPHY

An important part of creating a professional image is the standardized use of typography. Fonts have been selected for readability and ease of use. Use the Arial font family on all official correspondence, public and employment notices, electronic communications and press releases. The other approved fonts may be used on vehicles, signage and other County assets.

APPROVED FONTS

ARIAL FAMILY

ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

ARIAL BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ARIAL BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

ARIAL NARROW FAMILY

ARIAL NARROW REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ARIAL NARROW ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

ARIAL NARROW BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ARIAL NARROW BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

GILL SANS MT FAMILY

GILL SANS MT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

GILL SANS MT ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

GILL SANS MT BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

GILL SANS MT BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

OPTIMA FAMILY

OPTIMA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OPTIMA ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

OPTIMA BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

OPTIMA BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

BASIC ELEMENTS

TIMES FAMILY

TIMES REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TIMES ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

TIMES BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

TIMES BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***

ITC GARAMOND FAMILY

ITC GARAMOND BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ITC GARAMOND BOOK ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789*

ITC GARAMOND BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

ITC GARAMOND BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789***