

## ENTERPRISE FLORIDA LOGO Creative Brief



### TYPE

Helvetica CY was chosen to counter the wide, expanded type of the logo wordmark. Its semi-condensed width works well in both uppercase and lowercase formats and is readable even at smaller font sizes. Helvetica is one of the most popular typefaces of all time because of its ability to deliver practically any message clearly and efficiently.

### COLORS

Overall, the colors of the Enterprise Florida logo were chosen to stand out from the corporate standard of economic development and portray the state as colorful, diverse and modern. The new brand will be cohesive with the new website, without requiring much overhaul of the existing website brand.

#### Gold

The arrow pointing northeast—largest body of color in the Enterprise Florida logo mark—was chosen to be a golden yellow to symbolize power, wisdom, sunniness/optimism, joyfulness and wealth/prosperity. Gold often symbolizes high quality. Yellow is the color of sunshine. It is associated with joy, happiness, intellect and energy.

#### Purple

The rich purple used in the lower right of the mark was chosen because of it carries the connotation of grand ambition, creativity and majesty. It has a suggestion of excitement and has often been considered a royal color in history. Purple is also often associated with wealth.

#### Blue

Open and wide like the sky, blue suggests limitless opportunity and is a popular color among businesses. It is friendly, authoritative and trustworthy. The cyan shade of blue was chosen to be direct and to the point—a very articulate color with no distractions.

#### Green

The lime green was chosen for the Enterprise Florida logo mark to represent the fresh, clean and youthful color of our prosperous future.

## **DESIGN ELEMENTS**

### **Shapes**

The triangle: a basic, two-dimensional geometric shape with three sides representing a strong foundation/stability or change, growth and advancement. The three sides of the triangle can also represent the three primary areas in which Enterprise Florida helps companies: locate, expand and export.

### **Pattern**

As a repeating design element to expand the logo into other materials, the triangle from the 3 corners of the mark was rotated, duplicated and varied in opacity. There are a total of 67 triangles on the letterhead to represent the 67 counties in Florida.