Table of Contents

Style guide and standards to provide a foundation for uniform application of the Enterprise Florida logo.

The implementation and consistent application of the Enterprise Florida logo is a critical component in the campaign to attract businesses to Florida.

CONTENTS

4 Logo Standards
6 Clear Space
6 Minimum Size
7 Color Palette
8 Typography
10 Logo Misuse
**Logo Standards**

**PRIMARY LOGO - HORIZONTAL**

The Enterprise Florida logo consists of two components: a symbol and a wordmark. The established size and positioning relationships between these two components that define this logo must never be altered. The wordmark consists of specially created and spaced letter forms which may not be modified in any way.

![Symbol and Wordmark](image)

*NOTE: The Enterprise Florida symbol can be used alone in applications but the wordmark must always be accompanied by the symbol in the standard arrangement.*

**SECONDARY LOGO - VERTICAL**

Only under *special circumstances*, when the primary logo does not fit within the brand application’s containing space, a vertical format logo may be used to more appropriately brand Enterprise Florida.

*USE SPARINGLY.*
When the logo cannot be used full color in an application, use the appropriate reversed logo.

Black

White
Clear Space

The clear space requirement is designed to maintain the integrity of the logo to ensure visibility and legibility.

Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. Please ensure that a clear space of $1/2X$ is maintained around the logo, where $X$ is the width of the symbol. More than this clear space is always acceptable.

Minimum Size

The size specifications shown below are appropriate for print:

Larger minimum sizes may be necessary for other media such as video and film, or promotional products using specialty printing such as embroidery and engraving. There may be situations where the Enterprise Florida logo will need to appear smaller than the minimum shown here (e.g., lapel pins, pens and pencils).

$3/16'' = 0.1875''$
Color Palette

Our core colors are what gives us our personality.

Whenever possible, the master logo should appear in full color. It should never be represented in any other colors. Use only 100 percent of the officially designated shades, and always insist upon accurate color matching, as poorly matched colors will weaken the impact and effectiveness of our logo.

NOTE: Only use the specified Pantone color for dark grey if a CMYK alternative cannot be used.
Typography

Primary typeface to be used by staff for standard office documents

Typography is an important element of the Enterprise Florida visual identity system. When used correctly and consistently, typography unifies the appearance of communications.

**HEADLINES AND HEADINGS**

Arial Narrow Bold  
Arial Narrow Regular  
1234567890!#$%&*()  

**BODY COPY**

Arial Regular  
Arial Regular Bold  
Arial Regular Italic  
**Arial Regular Bold Italic**  
1234567890!#$%&*()
Primary typeface to be used by designers

Below are the recommended typefaces to be used throughout the brand application:

**HEADLINES AND HEADINGS**

**Helvetica Neue Condensed Bold**
Helvetica Neue Condensed Regular
Helvetica Neue Condensed Light
1234567890!@#$%&*()

**BODY COPY**

Helvetica Neue Regular
Helvetica Neue Bold
*Helvetica Neue Italic*
**Helvetica Neue Bold Italic**
Helvetica Neue Light
*Helvetica Neue Light Italic*
1234567890!@#$%&*()

*Arial is an appropriate alternative when the Helvetica Neue family is not available.*

**LOGO TYPEFACE**

**AVIANO SANS**
AVIANO SANS LIGHT
AVIANO SANS BOLD
AVIANO SANS BLACK
1234567890 0!@#$%&*()

The logo typeface is Aviano Sans and is listed for reference only.
Logo Misuse

The following are examples of unapproved logo usages:

Any variation that uses special effects, drop shadows or fills must be designed and approved by the Creative Services Manager.

1. **Don't change the logo color:**
   - It should be one of the approved logos.

2. **Don't apply special effects such as drop shadows, gradient fills or 3d effects:**
   - This reduces contrast, visibility and readability.

3. **Don't distort our logo:**
   - Please don't size, skew, shear or distort it in any way.

4. **Don't hide our logo:**
   - The logo should have enough contrast to stand out successfully from its surrounding context.