BRAND GUIDELINES
VERSION 3.0
SIMPLICITY IS THE ULTIMATE FORM OF SOPHISTICATION.

Leonardo da Vinci
THIS IS A GUIDE TO THE BASIC ELEMENTS THAT MAKE UP OUR BUSINESS BRAND. IT WILL LET YOU GET TO KNOW US BETTER...

Contents

04 LOGO
Rationale | Construction
Exclusion Zone | Minimum Size
Application | Family/Variations

08 COLOR
Primary/Accent Palette | Application

09 TYPOGRAPHY
Print | Custom Font | Style

10 STYLE GUIDE
Pictures | Words | Ideas

17 CHECKLIST

What is a business brand identity?

A business brand identity represents the values, services, ideas and personality of Florida’s business brand. It is designed to increase recognition and build perceptions of the state in the business marketplace.

This brand needs to be graphically represented and usually includes elements such as logos and supporting graphics, color palette, typography and photography choices and can, within its guidelines, use examples to visualize how a brand should be depicted across various different visual media.

Why use these guidelines?

Enterprise Florida manages how Florida’s business brand is represented across all visual media in various different situations.

The identity system in this document has been created to fulfill this purpose, and the guidelines herein explain how to correctly depict and embody our brand ethos consistently across different applications and in various markets to maintain the integrity of our state.
OUR LOGO IS VERY PRECIOUS TO US. WE TOOK OUR TIME DEVELOPING OUR BUSINESS BRAND, SO PLEASE BE NICE TO IT.

Rationale

Our logo was developed to be modern and future-proof, updating our public persona and realizing the design with new techniques. It is a distinctive mark and brand that seeks to present Florida as a forward-thinking business location.

Color treatment

The white or black versions of the logo should always be used in ads.

There is one preferred full-color option for stacked and landscape variations shown here. These logos should only be used for special circumstances like promotional items.

Text form

When writing the tagline in copy, it should be treated like this: Florida – The Future is Here. Only use a period if it is at the end of a sentence.
EXCLUSION ZONE, a little elbow room to help us stand out.

With all logos, a clear space around the mark is needed on all sides to ensure that the logo’s integrity is protected.

On all sides, the exclusion zone should be measured from the farthest edge of the logo. At a minimum the size of the O in FLORIDA is used to measure the clearance distance from the logo to the nearest element.

No element may encroach on this space.

MINIMUM SIZE, Yes, a designer just said... make the logo bigger.

Landscape logos must not be reproduced at a size smaller than 3.5mm in height.

Stacked logos must not be reproduced at a size smaller than 7mm in height.
WE WANT TO LOOK GOOD ALL THE TIME, SO TAKE TIME TO CONSIDER HOW TO APPLY OUR LOGO.

We don’t want to come across all doom and gloom, but there is a right way and a wrong way to present our logo.

01 Space around the logo
Always leave the logo some space to breathe. Try to use white or neutral backgrounds.

02 If you have to...
If it’s unavoidable to sit the logo on a color or a photo, use the negative logo.

Not these, please

03 Not right
Do not rotate the logo.

04 Not good
Do not use the negative logo on backgrounds that are too light or cluttered.

05 No, thanks
Do not add embellishments like drop shadows, embossings, etc., to the logo.
SAY HELLO TO EVERYONE IN THE FAMILY. IF YOU CAN’T FIND IT HERE, WE DON’T WANT YOU TO USE IT.

The logo exists in both a stacked and a landscape version. While the landscape option is the preferred logo, use of either the stacked or landscape logos should be determined according to their suitability for the layout.

There is one full-color option of our logo for each of the stacked and landscape logos. There are also options available for both black and white backgrounds.

The black or white versions of the logo are preferred for most applications, including ads. Use the color logo only where it appears without accompanying images or on promotional items where use of color is practical.

**Logo Colors.** The full color logo uses two PMS colors:

<table>
<thead>
<tr>
<th>Version</th>
<th>Color Code</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Landscape Version</strong></td>
<td>pantone 7706 C, cmyk 100 : 50 : 28 : 0, rgb 0 : 105 : 153, hex #00698F</td>
</tr>
<tr>
<td><strong>Stacked Version</strong></td>
<td>pantone 313 C, cmyk 100 : 0 : 11 : 2, rgb 0 : 146 : 188, hex #0092BC</td>
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</tbody>
</table>
Our colors define our business brand.
We’re confident, inspiring and simple.

The business brand color palette includes colors which are found within the foundation ads and should be used when creating marketing collateral. The secondary colors are to be used sparingly in documents where an accent is required. Yellow C is intended primarily for use in ad subheads as shown in the sample ads.

Color matching standard Pantone® references are included to ensure accuracy when reproducing the palette. Also included are the references for CMYK, RGB and HEX values for consistency across different media. Where possible, the logo should be reproduced in the CMYK color process. Equivalent colors can be composed using the RGB and HEX references included when the logo is used digitally.

<table>
<thead>
<tr>
<th>Color Palette // Primary</th>
<th>Color Palette // Accent</th>
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<tr>
<td><strong>Pantone</strong></td>
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<td>100 : 50 : 28 : 0</td>
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<td>0 : 105 : 153</td>
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<td>7651 C</td>
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<td>57 : 94 : 36 : 23</td>
<td>12 : 100 : 91 : 3</td>
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<td>109 : 42 : 92</td>
<td>207 : 16 : 45</td>
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<td>6D2A5C</td>
<td>CF102D</td>
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<td>429 C</td>
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<td>38 : 27 : 27 : 0</td>
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<td>163 : 170 : 174</td>
<td>0 : 0 : 100 : 0</td>
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<tr>
<td>A3AAAAE</td>
<td>255 : 242 : 0</td>
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<tr>
<td>32E48</td>
<td>FFF100</td>
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Accent color primarily for ad subheads
TYPOGRAPHY IS THE BACKBONE OF DESIGN.
GETTING IT RIGHT IS PARAMOUNT.

**Typefaces. Print.**
Our campaign typefaces are a custom font, Century Gothic and Univers. These full font families come in a range of weights to suit a multitude of purposes. It was optimized for print, web and mobile interfaces, and has excellent legibility characteristics in its letterforms.

**Typefaces. Custom Font.**
We have created a unique and ownable font artwork in Adobe Illustrator for our headlines. Headlines should be built in Illustrator and placed into InDesign as artwork. It is important to always build headlines using this signature font artwork. ([Download here](#)).

**Typography. Style.**
Text for correspondence and publications should preferably be set in upper- and lowercase, and flush left with ragged right. All caps should never be used for body text, but is acceptable for headings.

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### Headline Fonts

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### Subhead Fonts – Century Gothic BOLD

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// Bold

### Body Copy Fonts – Univers Condensed Family

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**Bold**

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A PICTURE IS WORTH A THOUSAND WORDS, SO CHOOSE CAREFULLY.

Photographic Content

As an overall theme for the photographic style of our brand, we suggest that photography be ownable to Florida, innovative, aspirational and have an interesting or unexpected point of view.

All photography used must be of high quality. Images need to be clean, crisp, in focus and contain subject matter relevant to our organization. Artistic composition also needs to be considered to avoid “snapshot” or “stock” style imagery.

Photographic Style

As another way to make the photography ownable, we add a layer-blended translucent color to make the images pop.

Before style application

![Before style application image]

After style application

![After style application image]
SPEAKING OF WORDS...
WE HAVE SOME THOUGHTS ON THOSE TOO.

Our business brand tone is progressive, independent, fearless and original, and we need to sound like it. When crafting copy for this brand campaign, be sure to use a confident and aspirational tone.

Words selected to accompany BOUNDLESS in headlines can be aspirational or tangible, as long as they support the objective of the communication and reflect Florida’s business-friendly spirit and attributes.

BOUNDLESS +

Innovation
Potential
Freedom
Markets
Possibilities
Vision
Optimism

Opportunities
Passion
Space
Creativity
Inspiration
MIND YOUR P’S & Q’S.

Where we hang our hat
For site location consultants and business decision makers — both C-level executives and their advisers — in search of the right place to create competitive advantage, Florida is the business-friendly state that provides the best and most diverse blend of talent, resources and inspiration for a bright future.

Know who you are talking to
Site location consultants, business decision makers and their advisers, who are motivated to build business in ways that...
...reflect favorably on leadership
...positively impact employees
...provide a quality of life that is good for all

We’ve got proof
Florida has all the elements that businesses across a wide range of industries need to succeed:
• Young, educated, motivated workforce
• Multi-modal infrastructure
• Fast, safe technological connectivity
• Global access
• Low taxes
• Minimal regulation
• Variety of environments (rural, urban, suburban, coastal)
• Diverse culture
THAT’S JUST FOR STARTERS...
HERE ARE A FEW LAYOUT IDEAS TO GET YOUR CREATIVE Mojo ON.

Using the EFI Logo in the campaign:

• The complete EFI logo should be included on all campaign advertising with the exception of extremely small banner ads that cannot accommodate the additional logo. The EFI logo consists of the upward facing ‘F’ icon together with the stylized words ‘Enterprise Florida’.

• COLOR: For print ads, the preferred version of the EFI logo is the color icon with the words ‘Enterprise Florida’ in reverse. If the color icon cannot be distinguished from the background, then the reversed logo can be used.

For digital ads, the preferred EFI logo is the reversed version. See examples on next page.

• PLACEMENT: In print, on both spreads and single-page ads, the EFI logo should be right justified and underneath the “Florida - The Future is Here” logo.

A note on headings:

• The Boundless headline and Florida – The Future is Here logo should always be the same width and white (100% opacity)
BRAND GUIDELINES  |  15

Banner Ads
HOW TO INCLUDE PARTNER LOGOS IN ADS

Logos should be reversed out of the background image, and the EFI logo should always be first in line.
When in doubt...reach out

The Checklist...

01 The Logo
Only use logos that are complete and in an appropriate version, created from original digital artwork. Please check that you have respected the minimum size and exclusion zone requirements.

02 Backgrounds
The logo should not appear on dark images without being reversed out.

03 Graphics
Check that any supporting graphics or graphic elements do not marginalize, obscure or overpower our company logo.

04 Typography
Check that our corporate typefaces have been used appropriately where applicable.

05 Design
Be sure to provide these guidelines to third parties or collaborating partners.

When in doubt...reach out

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Orlando (Headquarters)
800 North Magnolia Avenue, Suite 1100
Orlando, Florida 32803
T 407-956-5600
F 407-956-5599