

Brand
Standards
Manual



Introduction

Your communications not only deliver specific messages, they also reflect the City as a whole. The consistent use of your logo, on print pieces, websites, presentations, documents and across all touchpoints, helps your audiences instantly identify your communications as coming from the City of Pompano Beach. In maintaining that consistency, you strengthen your identity of the city.

The Pompano logo is a valuable asset, and the protection of its integrity is vital to your growth. The reproduction standards and artwork in this manual were developed to protect and strengthen the your brand.

The purpose of the Standards Manual is to provide a comprehensive guide to the proper and legal use of your brand identity. These standards apply to all uses. Because the proper use of your logo have tremendous value to the image of the brand, it is mandatory that the guidelines in this document be strictly enforced.

WILESMITH ADVERTISING | DESIGN

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The
Identity



Florida's Warmest Welcome

Core Element

Our logo (Logo) is the core element of our visual identity. It should be seen on everything we do from letterheads and advertising to promotional items and brochures.

The Logo consists of four elements: the sun, the fish, the water, the Pompano Beach logotype and the tagline “Florida’s Warmest Welcome”. It should not be redrawn, digitally manipulated or altered in any way.

The Logo must always be reproduced from a digital master reference. This is available in eps, jpeg and gif formats. Please ensure the appropriate artwork format is used.

For more information, please refer to USAGE (p. 8).

4-Color PMS Logo



Usage
All promotional items and 4-color commercial printing that can use PMS.

5-Color PMS Logo



Usage
All promotional items and 5-color commercial printing that can use PMS.

1-Color PMS Logo



Usage
All promotional items and 1-color printing.

4-Color Process CMYK Logo



Usage
All CMYK commercial process printing.

1-Color B&W Logo



Usage
All b&w newspaper.

1-Color Gray Logo



Usage
An optional b&w for commercial printing.

Logo Colors for Print

For any printed application please refer to the color specifications below. Accurate reproduction of colors is essential for brand consistency.

FILE FORMAT

- Illustrator eps

COLOR OPTIONS

- Pantone® Matching System (PMS)
- Four Color Process (CMYK)

For more information, please refer to USAGE (p. 8).

PANTONE® MATCHING SYSTEM (PMS)



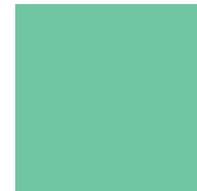
PANTONE® 348



PANTONE® 7459



PANTONE® 130



PANTONE® 346



BLACK

FOUR COLOR PROCESS (CMYK)



C: 100%
M: 0%
Y: 87%
K: 20%



C: 76%
M: 6%
Y: 8%
K: 15%



C: 0%
M: 30%
Y: 100%
K: 0%



C: 56%
M: 0%
Y: 42%
K: 0%



C: 0%
M: 0%
Y: 0%
K: 100%

Colors for Digital Media

For any online or digital application please refer to the color specifications below.

File format
- jpeg or gif

Color Options
- RGB
- LAB
- Hexadecimal HTML Code

For more information, please refer to USAGE (p. 8).

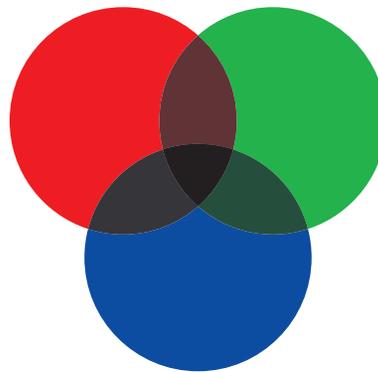
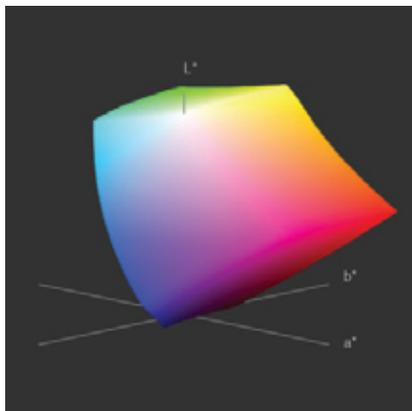
RGB COLOR



HEXADECIMAL HTML



LAB COLOR



Usage



Florida's Warmest Welcome

Color Background

In certain cases, it will be necessary to print the color logo on a color background. The Logo should only be printed on the approved colors shown here. The Logo should not be printed on any other color. See LOGO DON'TS (p. 12).

IMPORTANT NOTE:

The illustrations on the left do not imply that the Logo should be contained in a box of any kind. Rather it is to show how the Logo should appear when knocked out of a larger area of the aforementioned colors.



10% OF PMS 348



20% OF PMS 7459

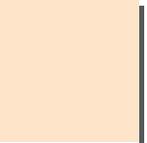


20% OF PROCESS YELLOW



20% OF PMS 130

FOUR COLOR PROCESS (CMYK)

			
C: 10% M: 0% Y: 10% K: 5%	C: 15% M: 0% Y: 5% K: 5%	C: 0% M: 10% Y: 20% K: 0%	C: 0% M: 0% Y: 20% K: 0%

Knock Out

In certain cases, it will be necessary to knock-out the Logo from a background color. The Logo should only be knocked-out of the approved Pompano Colors (please refer to COLORS p. 6) as shown. The Logo should not be knocked-out of any other color. See LOGO DON'TS (p. 12).

IMPORTANT NOTE:

The illustrations on the left do not imply that the Logo should be contained in a box of any kind. Rather it is to show how the Logo should appear when knocked out of a larger area of the aforementioned colors.



Black/Grayscale

In certain cases, it will be necessary to print the logo in only black or grayscale. Use only the solid black or grayscale Logos provided in eps format. For more information, see LOGO DON'TS (p. 12).



Logo Don'ts

Adhering to the guidelines in this manual will provide a consistent brand unity. The following are just some examples of “what **not** to do” with the Pompano Logo.



Stretching out of proportion



Using non-tavares colors



Do not knock out logo on any color background
See page 10 for approved background colors



Switching colors



Enclosing inside a shape of any kind
(circles, ovals, squares, rectangles, etc.)



Do not place color logo on any color background
See page 9 for approved background colors



Arching or distorting logo



Altering the byline in any way

Exclusion Zone

In order to maximize its visual presence across various applications and formats, the Logo requires a surrounding area clear of any other graphic elements or text.

The exclusion zone is equal to the height of the sun. Always allow at least this amount of clear space around the Logo. This is not a placement guide. It is a minimum only. It is important that this rule is observed and that the exclusion zone is maintained at all times.



Typeface



Type Family

Helvetica Neue

Helvetica is one of the world's most famous typefaces and among the most widely used of the sans-serif faces. It is a typeface so iconic in both design and usage (both the New York Subway System and the Chicago Metro System use Helvetica) that it has been the subject of a documentary film and an exhibition at New York's Museum of Modern Art. In the world of typefaces, Helvetica is a typographic tour de force to be reckoned with!

The typeface used in the Pompano Beach logo and tagline is Helvetica Neue, a redrawn version of Helvetica.

Helvetica Neue is a synthesis of aesthetic and technical refinements of the original that have resulted in improved appearance, legibility, and usefulness. Its letter forms have been modified to be more uniform and harmonious, with a cap height that is now consistent throughout the family.

Helvetica Neue was chosen as the brand typeface for Pompano Beach for its modernity, elegance and its prominence in the global visual culture we are all exposed to in the messages we absorb on a daily basis.

Helvetica Neue 47
Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=:;

Helvetica Neue 57
Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=:;

Helvetica Neue 67
Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=:;

Helvetica Neue 77
Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=:;

Helvetica Neue 87
Heavy Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=:;

Type Usage

PRINT

For all printed material, the font Helvetica Neue should be used. This includes body copy, headlines, subheads, and addressing on envelopes.

WEB/POWERPOINT

For web and PowerPoint, the font Helvetica should be used, followed by Arial and Geneva. These fonts should be readily available on most users' computers.

Helvetica

Arial

Geneva