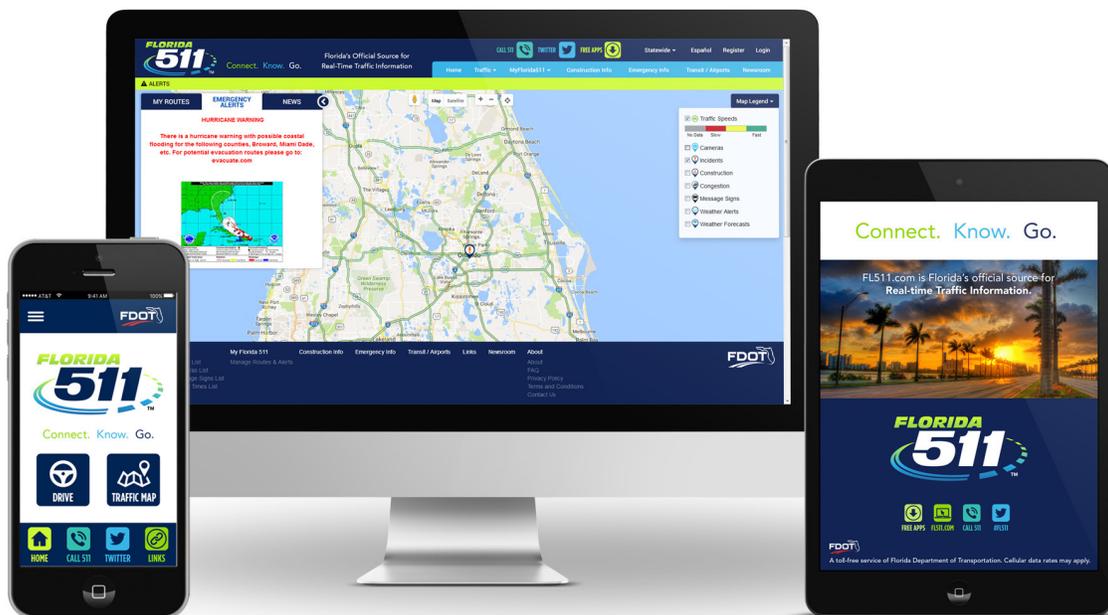




Florida 511 Traffic & Traveler Information System
2016 Transitional Branding

LOGO USAGE GUIDELINES



Florida 511 Traffic & Traveler Information System

2016 Transitional Branding

Florida 511
Logo
Full Color
(RGB)



Full Color
The primary format is full color. This should be used wherever possible for screen displays.



Full Color Reversed
This should be used wherever possible for screen displays when a darker background is appropriate.

Florida 511
Logo
Full Color
(CMYK Process)



Full Color CMYK Process
Use this full color process version for printed items that use a 4-color CMYK print process.



Full Color CMYK Process Reversed
Use this full color process version for printed items that use a 4-color CMYK print process.

Florida 511
Logo
3-Color PMS



3-Color
ONLY use this version when limited production colors are available. (PMS 374C, 655C, 298C)



3-Color Reversed
ONLY use this version when limited production colors are available. (PMS 374C, 655C, 298C)

Florida 511
Logo
1-Color



1-Color
When only one production color is available and the background has to be white use PMS 2935C. This provides a balance between light and dark.



1-Color Reversed (preferred)
When only one production color is available, use white ink only on dark blue. This version is preferred to the blue on white as it provides a visual callback to the roadside signs.

Florida 511 Traffic & Traveler Information System

2016 Transitional Branding

Color Palette
(RGB)

R 204 G 249 B 50 #CCF932	R 146 G 206 B 74 #92CE4A	R 53 G 191 B 174 #35BFAE	R 39 G 170 B 225 #27AAE1	R 0 G 86 B 184 #0056B8	R 0 G 36 B 83 #002453
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Color Palette
(Process)

PANTONE 374 CP	PANTONE 375 CP	PANTONE 7465 CP	PANTONE 298 CP	PANTONE 2935 CP	PANTONE 655 CP
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Color Palette
(PMS)

PANTONE 374 C	PANTONE 375 C	PANTONE 7465 C	PANTONE 298 C	PANTONE 2935 C	PANTONE 655 C
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Product Icons



Tagline

Connect. Know. Go.

Logo +
Tagline



Florida 511 Traffic & Traveler Information System

2016 Transitional Branding

INCORRECT LOGO USE



DO NOT CHANGE OR INVERT THE COLORS



DO NOT CHANGE OR INVERT THE COLORS



DO NOT STRETCH VERTICALLY OR HORIZONTALLY



DO NOT ROTATE THE LOGO



DO NOT CHANGE THE SPATIAL RELATIONSHIPS BETWEEN PARTS OF THE LOGO AND LOGOTYPE OR ROTATE ANY PART



DO NOT USE DROP SHADOW EFFECTS



DO NOT CHANGE THE FONT



DO NOT COMBINE WITH OTHER LOGOS



DO NOT ALLOW TAGLINE OR MESSAGING TO OVERPOWER LOGO WHEN USED TOGETHER. ALSO DO NOT MAKE LOGO SO SMALL AS TO BE ILLEGIBLE.



DO NOT CREATE 3D EFFECTS FROM LOGO



DO NOT PLACE LOGO ON A BACKGROUND COLOR OR IMAGE OTHER THAN WHITE OR DARK BLUE



DO NOT ADD WORDS TO THE LOGO

Contacts



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