



The following graphics standards have been established to ensure consistent and appropriate use of the Metro Orlando Community Logo. Compliance with these standards will help our partners and prospects easily identify the brand and also help to maintain a quality brand image. Any questions regarding usage should be directed to the Metro Orlando Economic Development Commission, Jennifer Wakefield 407.422.7159, email at Jennifer.Wakefield@OrlandoEDC.com, or visit our website at OrlandoEDC.com and click on "News/Press Kit".

FOUR-COLOR VERSION

Logo should not be recreated unless no alternative is available. If logo must be recreated, follow these specifications.

The logo features a series of seven colored dots in an arc above the text "Putting imagination to workSM ORLANDO". The dots are colored: orange, light green, lime green, blue, dark blue, and purple. Lines connect each dot to its corresponding PMS color code. The text "Putting imagination to workSM" is in Berkeley Medium font, and "ORLANDO" is in Futura Regular font.

PMS 717: C-0, M-51, Y-100, K-6

PMS 384: C-15, M-0, Y-100, K-30.5

PMS 2945: C-100, M-38, Y-0, K-15

PMS 668: C-69, M-65, Y-0, K-30.5

BERKELEY MEDIUM
EXPANDED BY 123%
-10 KERNING
60% SCREEN OF BLACK

FUTURA REGULAR
+10 KERNING
100% BLACK

SAFE AREA: AT LEAST 1/4" ON ALL SIDES



PREFERRED SIZE: 2-1/2"



MINIMUM SIZE: 1-1/2"



**REVERSE LOGO VARIATION
FOUR-COLOR LOGO.
"PUTTING IMAGINATION TO WORK"
PRINTS AS 40% SCREEN OF BLACK.
"ORLANDO" REVERSES OUT WHITE.**



**WHITE LOGO VARIATION ON
BLACK/COLORED BACKGROUND.
COLORED BACKGROUND MUST BE AT
LEAST AS DARK AS PMS 2945.**



**REVERSE LOGO VARIATION FOUR-COLOR
LOGO ON BLUE BACKGROUND. "PUTTING
IMAGINATION TO WORK" PRINTS AS 40%
SCREEN OF BLACK. "ORLANDO" REVERSES
OUT WHITE. CHANGE PMS 2945 BLUE BALLS
AS FOLLOWS: CHANGE BALL IN 6TH POSITION
TO PMS 384 (GREEN), AND CHANGE BALL IN
7TH POSITION TO PMS 668 (PURPLE).**



**PMS 2945 BLUE SCREEN VARIATION.
PREFERRED VERSION AND COLOR FOR
ONE-COLOR APPLICATION.**



**100% PMS 2945 BLUE VARIATION.
FOR USE ONLY ON SPECIALTY ITEMS
AND OTHER APPLICATIONS THAT DO
NOT ALLOW SCREENS.**



**BLACK SCREEN VARIATION.
PREFERRED VERSION FOR BLACK
AND WHITE APPLICATION.**



IDENTITY MISUSE

It is very important that the Community Brand Logo be presented accurately and consistently every time it is applied. These examples demonstrate some of the more likely misuses. Please avoid these common violations.

Do not distort.



Do not violate the safe area.



Do not place the logo in a specific shape that may be interpreted as part of the logo.



Do not reproduce the logo smaller than the minimum size.



Do not display the logo on a background providing inadequate contrast, unless adjustment indicated on reverse side is made.



Do not reproduce the logo on an overly busy background.



Do not use solid black as a one-color option.

