

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

GRAPHICS STANDARDS

BERKELEY
Expanded to 124%

BERKELEY BOLD
Expanded to 124%

PREFERRED COLOR:
PMS 2945

C-100
M-38
Y-0
K-15

Metro Orlando ECONOMIC DEVELOPMENT COMMISSION

BERKELEY BLACK
Expanded to 124%

SERVING ORANGE, SEMINOLE, LAKE AND OSCEOLA COUNTIES

FUTURA REGULAR
8 point, +30 Kerning

The "Serving" line should be included along with the EDC Logo. Preferred position is below and to the right of the corporate name or even with and to the right of the word "ECONOMIC" in the corporate name.

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



SOLID BLACK



REVERSE



MINIMUM SIZE: 1"



PREFERRED SIZE: 1-3/8"



FUTURA REGULAR
Expanded to 135%
Size to vary.

This is a sample headline.

MINIMUM SIZE: 1-1/2"



This is a sample of the preferred font and size for all body copy used for Metro Orlando Economic Development Commission advertising. This is a sample of the preferred font and size for all body copy used for Metro Orlando Economic Development Commission advertising. This is a sample of the preferred font and size for all body copy used for Metro Orlando Economic Development Commission advertising.

PREFERRED SIZE: 2-1/2"



FUTURA BOOK
Preferred size and leading:
9 point over
14 point leading.

THE COMMUNITY LOGO AND THE EDC LOGO SHOULD NOT APPEAR SIDE BY SIDE IN A LAYOUT. WHEN BOTH LOGOS ARE USED, EITHER THE EDC LOGO OR THE COMMUNITY LOGO SHOULD SERVE AS THE MAIN GRAPHIC, AND THE OTHER SHOULD APPEAR SMALLER, AND TYPICALLY AS A HEADER OR AT THE EXIT POINT OF THE LAYOUT.



EXAMPLE OF PREFERRED LAYOUT



EXAMPLE OF PREFERRED LAYOUT



EXAMPLE OF MISUSE

IDENTITY MISUSE

It is very important that the Metro Orlando EDC 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.



Do not reproduce the logo on an overly busy background.