FLORIDACOMMERCE

HOW TO USE THE FLORIDACOMMERCE BRAND & STYLE GUIDE

This guide is an overview of how to use the FloridaCommerce name, logos, fonts and colors in your materials. Branding is a network-wide effort – every person in the FloridaCommerce network has a role to play in branding. These guidelines are meant to help you communicate consistently about FloridaCommerce.

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NAME

"FloridaCommerce" is the name used to reference the agency. There is no shorthand or acronym for FloridaCommerce. Consistent use of FloridaCommerce establishes and maintains a uniform identity.

Name In Writing

It is acceptable to use "FloridaCommerce" and "FLORIDACOMMERCE" in writing.

Name in Legal Documents

In legal documents and contracts only, the agency should be referred to as "Florida Department of Commerce" and the shorthand "Commerce." For very specific systems that require a three-letter acronym, "COM" may be used.

LOGOS

The FloridaCommerce logo is the centerpiece of our brand and sets the stage for how our organization is perceived publicly.

Full Color Long Logo

.25"

CLEAR SPACE

1"

FLORIDACOMMERCE

Full Color Short Logo

.25"

CLEAR SPACE

1"

FLORIDA COMMERCE

Full Color Icon Logo

Reverse Long Logo

Reverse Short Logo

Reverse Icon Logo

Full Color logos are used on light backgrounds. Reverse logos are used on dark backgrounds.

The logo should be used to represent all divisions, bureaus and offices of the department and should always be used in its entirety. The logo should always be clearly legible and displayed on the front page of any publication.

The logo must be reproduced with a clear area around it that is free from other graphic elements or text. The minimum clear space is equal to one-quarter of the height of the logo. The height of the logo should never appear smaller than .5" in height.

COLORS

This guide demonstrates the color palette for the FloridaCommerce brand.

Primary Color Values

PMS 139-8 U
C100 M0 Y100 K0
R0 G166 B81
HEX #00a651

75%

50%

25%

PMS 2766C
C98 M94 Y37 K34
R33 G37 B82
HEX #202452

75%

50%

25%

The primary colors are found in the FloridaCommerce logo and should be used where possible to draw attention to the logo.

Secondary palette colors complement the primary logo and help brand documents, publications and graphics distributed by the department.

Limit the number of secondary colors used in a single piece so they do not overpower the primary colors.

Secondary Color Values

PMS 4-15 C
C0 M7 Y85 K13
R229 G201 K58
HEX #E5C93A

75%

50%

25%

PMS 45-4C
C0 M57 Y57 K0
R245 G137 B107
HEX #F5896B

75%

50%

25%

PMS 179-3 C
C0 M0 Y0 K20
R209 G211 B212
HEX #D1D3D4

75%

50%

25%

FONTS

This guide demonstrates fonts that should be used when communicating about FloridaCommerce.

Primary Fonts

Franklin Gothic Book | **Franklin Gothic Medium** | **Franklin Gothic Heavy**

Arial Regular | *Arial Italic* | **Arial Bold**

Secondary Fonts

Proxima Nova | Proxima Nova Medium | **Proxima Nova Bold**

Helvetica Neue Regular | Helvetica Neue Medium | **Helvetica Neue Bold**

WRITING STYLE

FloridaCommerce adheres to the guidelines and style rules found in the Associated Press Stylebook.

LETTERHEAD

FLORIDACOMMERCE

Ron DeSantis GOVERNOR
J. Alex Kelly SECRETARY

Lorem ipsum,

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EMAIL SIGNATURES

Email is one of the most visible ways we communicate with our audiences and each other. Clear, consistent email identification strengthens communication from FloridaCommerce.

Acceptable Email Signature

Jane Smith
Job Title, Office of XXX

Florida Department of Commerce
Office: 850.245.7131
www.FloridaJobs.org

FLORIDACOMMERCE

Color: Midnight Blue
Arial Font Size 12

Signatures should be free from:

- Personal quotations or philosophical statements.
- Emoticons or animated graphics.
- Watermarked, colored or photographic backgrounds,
- Links to personal social media accounts.
- Disclaimers, sustainability statements or anti-phishing statements, unless they are required.
- Bold, italics, different colors or sizes of fonts.

BUSINESS CARDS

The following is the offical business card template of FloridaCommerce.

Front

FLORIDACOMMERCE

JANE SMITH
Job Title

📞 850.245.7890
📱 850.509.4358
✉ Jane.Smith@deo.myflorida.com
🌐 www.FloridaJobs.org
📍 107 E. Madison St.
Caldwell Building, MSC-60
Tallahassee, FL 32399

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QUESTIONS

This guide is an overview of the FloridaCommerce brand and it does not cover every possible placement where FloridaCommerce may be represented. Please contact the FloridaCommerce Office of Communications and External Affairs at media@commerce.fl.gov for further information about the FloridaCommerce brand or for approved files for production.