

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



Full Color Short Logo



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	PMS 2766C C98 M94 Y37 K34 R33 G37 B82 HEX #202452
75%	75%
50%	50%
25%	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	PMS 45-4C C0 M57 Y57 K0 R245 G137 B107 HEX #F5896B	PMS 179-3 C C0 M0 Y0 K20 R209 G211 B212 HEX #D1D3D4
75%	75%	75%
50%	50%	50%
25%	25%	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**