

December 2022

BROWARD MPO STYLE GUIDELINES



The purpose of this document is to provide guidelines for the proper use of Broward MPO's Brand Identity.

Broward MPO // Identity Manual // Logo

The official Broward MPO logo is available in the versions displayed below in the following formats:
.eps, .ai, .jpg, .png



Use the M of the logo to determine the surrounding space that must stay clear of any other typography or graphic elements such as photographs, illustrations, thematic images or patterns, or any edges/borders.



The Broward MPO brand has 3 Primary colors, and 2 Secondary colors. Primary colors will be used for most design elements, while trying to use the Secondary colors as less as possible.

PRIMARY BLUE 1

RGB: R2, G86, B163

CMYK: C100, M73, Y0, K21

PMS: Redflex Blue

#0054a4

PRIMARY BLUE 2

RGB: R15, G165, B216

CMYK: C85, M19, Y0, K0

PMS: 299 U

#3595d2

PRIMARY GRAY 1

RGB: R241, G242, B242

CMYK: C0, M0, Y0, K5

(5% Black)

#f1f2f2

SECONDARY BLUE 1

RGB: R120, G206, B216

CMYK: C49, M0, Y15, K1

PMS: 319 U

#79CED9

SECONDARY GREEN 1

RGB: R142, G198, B65

CMYK: C50, M0, Y98, K1

PMS: 375 U

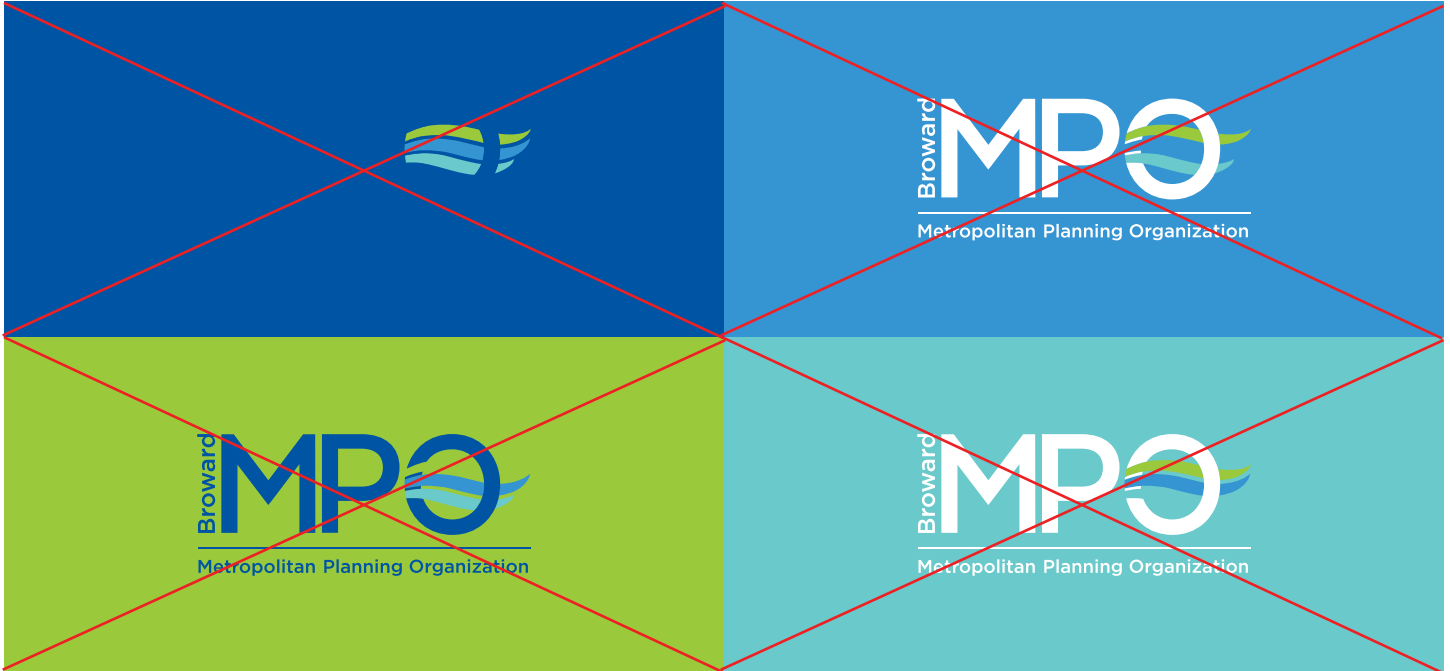
#8EC541

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Do not use the our full color logo on top of our Primary Blue 1.

Always use our white version (with colored waves) logo on top of our Primary Blue 1. (As shown on page 3)

Do not use our white version (with colored waves) logo on top of our Primary Blue 2, Secondary Blue 1, or Secondary Green 1.



The Broward MPO uses two types of fonts. Gotham family for headlines and subheadlines, and Roboto family as body copy/text.

PRIMARY FONTS:

GOTHAM BOLD - Headlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

GOTHAM MEDIUM - Subheadlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ROBOTO REGULAR - Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

SECONDARY FONTS (for when primary fonts are not available, PPT presentations, etc.)

ARIAL BOLD - Headlines & Subheadlines

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

ARIAL REGULAR - Body Copy

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

NON-DISCRIMINATION TEXT:

The following non-discrimination text should be included on all public documents:

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact Carl Ema, Administrative Services Manager/Title VI Coordinator at (954) 876-0052 or emac@browardmpo.org

WEBSITE:

When referencing the Broward MPO website, please format as **BrowardMPO.org**

Do not reference as: browardmpo.org, browardMPO.org, or BROWARDMPO.ORG

EMAIL ADDRESSES:

When referencing email addresses, please format as stuartg@browardmpo.org.

No not reference as stuartg@BrowardMPO.org.

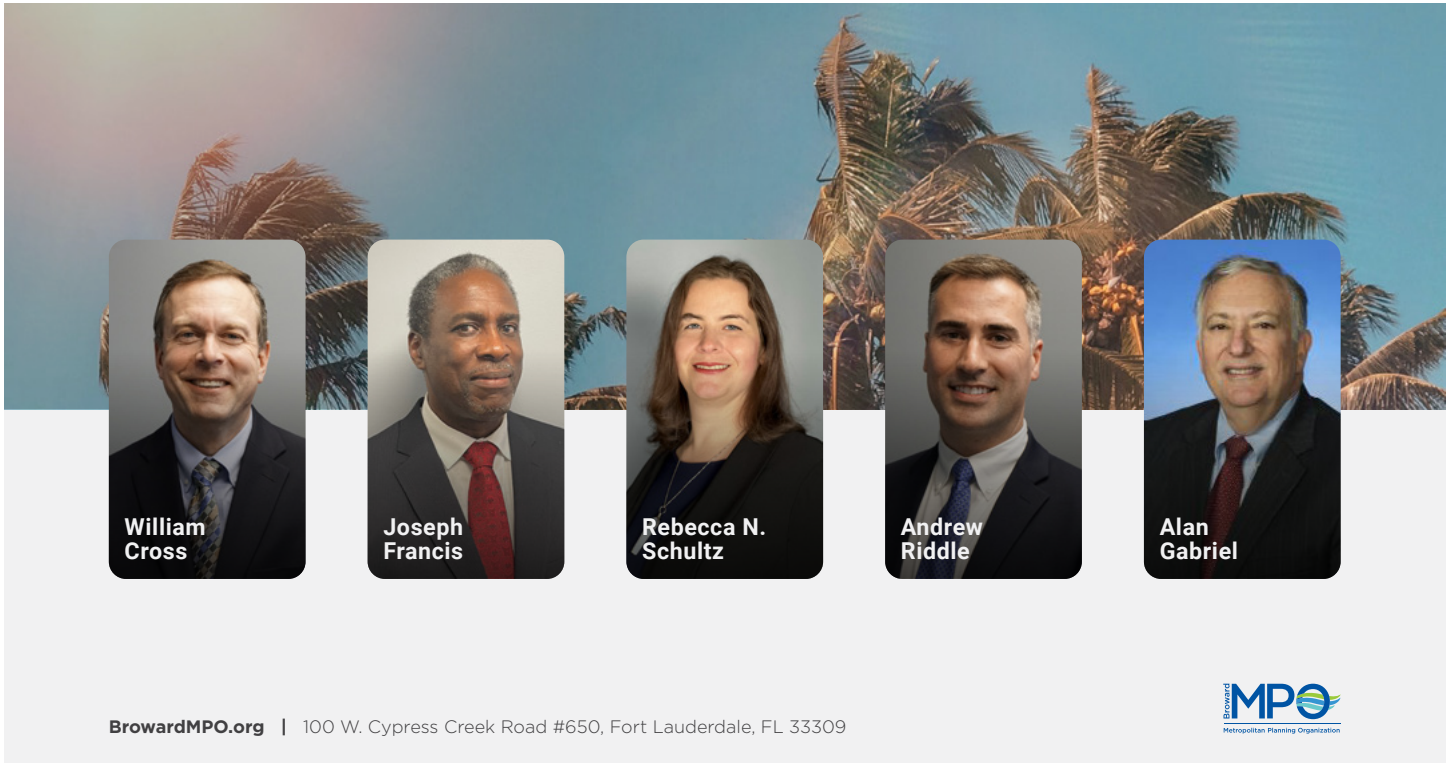
ADDRESSES:

All addresses are to be formatted the same in order to maintain a consistent look throughout documents. All street names, cardinal directions, city names, etc. must be spelled out and not abbreviated. Please format addresses as shown below:

**100 West Cypress Creek Road,
6th Floor, Suite 650
Fort Lauderdale, FL 33309-2181**

Broward MPO // Identity Manual // Examples

Below are some examples of already created design assets.



If you have any questions, please contact:

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Communications Graphic Designer
veraj@browardmpo.org

These Style Guidelines were updated on August 17, 2023