THE PURPOSE OF THIS DOCUMENT IS TO PROVIDE GUIDELINES FOR THE PROPER USE OF THE BROWARD MPO IDENTITY
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LOGO

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

**PRIMARY LOGO CMYK**
Color version - Four CMYK colors

**PRIMARY LOGO BLACK**
100% black, not shades of grey

**GRAYSCALE LOGO**
All shades of gray

**WHITE/REVERSE LOGO**
Logo reversed out of a color

**WHITE/REVERSE LOGO**
Logo reverse out of a color with waves in primary logo colors
LOGO

A minimum of 0.5 inch area within and surrounding the identity must be kept clear of any other typography as well as graphic elements such as photographs, illustrations, thematic images or patterns, and the trim edge of a printed piece.

LOGO WITH TAGLINE

Please use the following format when using the tagline in conjunction with the logo.

Note: The tagline can be used independently of the logo, but should follow the same formatting guidelines with spacing and scale.
COLORS

The Broward MPO has four main colors; CMYK for color printing and all other documents, PMS (Pantone Matching System) spot color version for printing purposes, t-shirts, premium items or signage, as well as Hexadecimal Colors for web usage.

RGB COLORS

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hexadecimal</th>
<th>CMYK Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>#015623</td>
<td>#013222</td>
<td>C=100, M=73, Y=0, K=21</td>
</tr>
<tr>
<td>#8EC541</td>
<td>#543222</td>
<td>C=50, M=0, Y=98, K=1</td>
</tr>
<tr>
<td>#0F9DD9</td>
<td>#156322</td>
<td>C=85, M=19, Y=0, K=0</td>
</tr>
<tr>
<td>#79CED9</td>
<td>#4F3222</td>
<td>C=49, M=0, Y=15, K=1</td>
</tr>
</tbody>
</table>

CMYK COLORS

<table>
<thead>
<tr>
<th>Color Code</th>
<th>CMYK Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>#015623</td>
<td>R=2, G=86, B=163</td>
</tr>
<tr>
<td>#8EC541</td>
<td>R=142, G=298, B=65</td>
</tr>
<tr>
<td>#0F9DD9</td>
<td>R=165, G=216, B=255</td>
</tr>
<tr>
<td>#79CED9</td>
<td>R=120, G=206, B=216</td>
</tr>
</tbody>
</table>

PMS SPOT COLORS (Pantone Matching System)

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hexadecimal</th>
<th>CMYK Colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>PMS Reflex Blue</td>
<td>#006699</td>
<td>C=100, M=73, Y=0, K=21</td>
</tr>
<tr>
<td>PMS 376 U</td>
<td>#99cc33</td>
<td>C=50, M=0, Y=98, K=1</td>
</tr>
<tr>
<td>PMS 299 U</td>
<td>#0099cc</td>
<td>C=85, M=19, Y=0, K=0</td>
</tr>
<tr>
<td>PMS 313 U</td>
<td>#66cccc</td>
<td>C=49, M=0, Y=15, K=1</td>
</tr>
</tbody>
</table>

WEB COLORS (Hexadecimal Colors)

<table>
<thead>
<tr>
<th>Color Code</th>
<th>Hexadecimal</th>
</tr>
</thead>
<tbody>
<tr>
<td>#006699</td>
<td>R=0, G=102, B=153</td>
</tr>
<tr>
<td>#99cc33</td>
<td>R=153, G=204, B=51</td>
</tr>
<tr>
<td>#0099cc</td>
<td>R=160, G=153, B=0</td>
</tr>
<tr>
<td>#66cccc</td>
<td>R=102, G=102, B=255</td>
</tr>
</tbody>
</table>

USES TO AVOID

- BACKGROUND TOO DARK
- BACKGROUND TOO SIMILAR
- CHANGING LOGO COLORS
- USE OF DROP SHADOW
The Broward MPO logo uses the Gotham font. The fonts listed below, along with their respective text locations, are recommended for use in all Broward MPO documents.

**HEADLINES AND SUBHEADINGS** (Recommended)

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Point Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Light (Headline)</td>
<td>24 pt</td>
</tr>
<tr>
<td>Gotham Medium (Subheading)</td>
<td>18 pt</td>
</tr>
<tr>
<td>Gotham Bold (Headline)</td>
<td>24 pt</td>
</tr>
<tr>
<td>Gotham Medium (Subheading)</td>
<td>18 pt</td>
</tr>
<tr>
<td>Helvetica Bold (Headline)</td>
<td>24 pt</td>
</tr>
<tr>
<td>Helvetica Medium (Subheading)</td>
<td>18 pt</td>
</tr>
<tr>
<td>Arial Bold (Headline)</td>
<td>24 pt</td>
</tr>
<tr>
<td>Arial Regular (Subheading)</td>
<td>18 pt</td>
</tr>
</tbody>
</table>

**BODY TEXT** (Recommended)

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Point Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Light (Body Copy)</td>
<td>10 pt</td>
</tr>
<tr>
<td>Gotham Light (Body Copy)</td>
<td>12 pt</td>
</tr>
<tr>
<td>Garamond Regular (Body Copy)</td>
<td>12 pt</td>
</tr>
<tr>
<td>Helvetica Medium (Body Copy)</td>
<td>12 pt</td>
</tr>
<tr>
<td>Arial Regular (Body Copy)</td>
<td>12 pt</td>
</tr>
</tbody>
</table>

**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 Christopher Ryan, Title VI Coordinator at (954) 876-0036 or ryanc@browardmpo.org.
CONTENT FORMATS

FILE NAMING

Files can be viewed by numerous users who use a wide variety of operating systems (Mac, PC, Linux, etc.) and devices (desktops, tablets, smartphones, etc.). Therefore, it is essential to play it safe and avoid common illegal directory and file name characters. Naming conventions are important in web folders as well as for downloadable files such as PDFs, Word documents, and Excel spreadsheets. Do not use any of these common illegal characters/symbols:

- # pound
- < left angle bracket
- $ dollar sign
- + plus sign
- % percent
- > right angle bracket
- ! exclamation point
- ` backtick
- & ampersand
- * asterisk
- | pipe
- { left bracket
- ? question mark
- " double quotes
- = equal sign
- } right bracket
- / forward slash
- : colon
- \ back slash
- blank spaces
- @ at sign

Other things to keep in mind when naming files:

- Do not start or end file names with a space, period, hyphen, or underline
- Keep file names to a reasonable length under 31 characters
- Most operating systems are case sensitive; always use lowercase
- Avoid using spaces and/or underscores; use a hyphen instead
- Only use underscores for folder names
- Use dashes for file names
- Save date in file names

Style guide for naming files:

20150314-factsheet

Date (YM or YMD) File Name

CONTENT

All text should follow AP Style Guidelines. These rules can be found at: www.apstylebook.com.

WEBSITE

When referencing the Broward MPO website, please format as shown below:

CORRECT

BrowardMPO.org

INCORRECT

browardMPO.org

BROWARDMPO.org
CONTENT FORMATS

EMAIL ADDRESSES

When referencing email addresses, please format in all lowercase as shown below:

ryanc@browardmpo.org  ryanc@BrowardMPO.org  RYANC@browardmpo.org  Ryanc@browardmpo.org
CORRECT  INCORRECT

PHONE NUMBERS

All phone numbers are to be formatted the same in order to maintain a consistent look throughout documents. Phone numbers are to have the area code in parentheses. Please format phone numbers as shown below:

(222) 222-2222  954-797-1030  954.797.1030
CORRECT  INCORRECT

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  100 W. Cypress Creek Rd., 8th Floor, Suite 850
Fort Lauderdale, FL 33309-2181  Ft. Laud., FL 33309-2112
CORRECT  INCORRECT

DATES + TIMES

All calendar months and days are to be spelled out completely. When listing dates and times, please use the format shown below:

CORRECT  INCORRECT

10:30 a.m. - 11:00 a.m.  10:30am - 11:00am  10:30 A.M. - 11:00 A.M.  10:30 AM - 11:00 AM
CORRECT  INCORRECT
Dear Resident,

Asst qubusst, totatur, vendantis uta voloren itatatest eisaudam colorum acest autem ratio. Icte denhilhate emenitem volores sim facatt anis deligen digenem faceperae inum junntatemod molupptusi reperum fugtem olatum qui uint que inusae pos quatu raitam sim qu sim domallon ea ea iliqui de naturep erfersp eriatte corem corem as eum et harunquque ligenessique sit laut ma nection reium quas solorest as et lact et id milliorae consen magnam aut ad ut dolore, cum alic tet vitis reprovidis consed eicae mi, sum rerit, omninus esseque dolorem eum

Ut essero doliennised mod quis parum seruem ipsande venimagi cornis exeratque la destem ex et qui quam excessi onsed doluptae et imaios et ad et eum eosiart wellist, conecut as dolest ut am di renis dipsunt earupet et ea des si dis dolupate explic tem essim esequi velect co auadaepuri culiabo rendaeaputus ut il ium es quas volorepper dunix eos simus quation non estiniam, esseque venecumquae optiasi senet eum non resequam deletent, te natate quam essinctur aut laborem escoito omniidam amendas pudiae des apdiat abstus mollupturia ant paro is dolore liquam, voluptates restitas autecat.

Sapelest venhiil lorem. Ficet as invelio unatento. Nam dolupatiqui bla volor anum la que eosa prorent quo descit, sitam, quae nonet labores aut quam as reprior ovidiam, officiaepro ex eate verum dolectasip uta namende ligenoi quibusc imaginhiic nullam resci quaeheartiae conseqe quaeprate remporro tem nihiici quid quamrus et atempe odio. Nam eos pa veliqua xitati is volestam volore sumne nemquetnum fuga. Me rest, conit ad meda autam fuga. Nam, quibea num volorends simintre niendig natemco blam quo to explat aut que por audito, necatur? Quatet accusci asinieiat soleritiat voloratur aris aut asperorepore eum iument, que re dolesto es incita eatur a venimi, et atatur?

quam scrupta quid mililquias aut veni utas exescuir urenecutis ipidebis pro berum allitume dolupta temquatemr um es que placestium dus, consed que sequas

Regards,
John Smith
Manager

Chair
Richard Battman
Vice Chair
Bryan Cieckia
Second Vice Chair
Bruce G. Roberts

Members | Alternates
John Adelman III
Galian J. Battle
Mikie Brindasen
Mark D. Bogan
Mark Brown
Charlotte Burne
Yvette Colbourne
Joy Cooper
Fredly Fiskells
Toby Feuer
Jerry Grecose
Tom Green
Patricia Good
Dale Hohers
Christine Hushchofsby
Ron Jacobs
Sandy Johnson
Eric H. Jones, Jr
Richard J. Kaplan
Richard Maggiore
Lisa Mahottiz
Aundra A. Mustnot
Frank Orts
Dena Pidco
Romney Rogers
Tim Ryan
Barbara Shereb
Joanne Strome
Lawrence A. Tofeck
Gregory Solitto
Larry Vogtts
Beverly Williams
Executive Director
Gregory Stuart
General Counsel
Allen Gabriel

Trade Centre South | 100 West Cypress Creek Road, Suite 850 | Fort Lauderdale, FL 33309-2122 | BrowardMPO.org
For compliance, questions or concerns about civil rights non-discrimination, or for special requests under the Americans with Disabilities Act, please contact Christopher Ryan, Director of Public Involvement and Communications/Title VI Coordinator at (954) 876-0000 or cryan@browardmpo.org
ENVELOPES

The template for envelopes is sized 4 1/8 X 9 1/2 inches, business #10 and is available for Microsoft Word.

CD/DVD LABEL

The Avery 8692 template is for CD/DVD labels and is available for Microsoft word.
POWERPOINT TEMPLATE

Please use the following template and formatting when creating a presentation. The template is for Microsoft PowerPoint.

SLIDE BACKGROUNDS

TITLE SLIDE

FINAL SLIDE

CONTENT SLIDES
VERTICAL/PORTRAIT PLAN COVERS

The vertical/portrait template for plan covers is sized 8.5x11 inches and is available for Microsoft Word.

HORIZONTAL/LANDSCAPE PLAN COVERS

The horizontal/landscape template for plan covers is sized 8.5x11 inches and is available for Microsoft Word.
PROJECT HANDOUTS

The template for handouts and factsheets is sized 8.5x11 inches and is available for Microsoft Word.

FACT SHEET

Insert Project Name Here

Project Overview
Mendaer aet animuari democolup taserperium eium voio biabo. Qui doluptai audiat as consetis doluptatios sed quiatus utem quam que eum deliquaes nosedi omniic ienihiil ipsand eorumque pediasen placiuntur milliclifi qui ut omnis reherive nitentium rem re pore voluptae. Dis re ne voluptatur?

Odia doloromquia apenibusun, solorro renimil moditas perram et tam ea corem quo voluptis et, cusant latem doluptat nos none et et fugi. Itatiosis delici totatur lhereprofut, te seque beaurum rest, seque num erum rehent.

Heading Here
Temp qui conem quatum nectortibus. Digendae que et et ex eserepudis sedipsam a nusand piendentaeri sunt esequatq uitaie a pro que peritas sunt ea dolorat urerum ects mos del id ulpa ram acea oresequam, valorshent.

Abo. Andiss et omnihiiat Nater aut et voliqu atibus a nonse nonseris es, quo veuler to eaitamus core, audignis sequo. Exis ate no velique dolorit ataspel luptus, con poressi mperum aut assequa tassus res voloro motor raccate voluptaous molorum re nat.

For complaints, questions or concerns about civil rights or nondiscrimination, or for special requests under the Americans with Disabilities Act, please contact Christopher Ryan, Director of Public Involvement and Communication/Title VI Coordinator at (954) 876-0036 or ryan@browardmpo.org.

For more information, please contact:
Christopher Ryan - Public Information Officer/Title VI Coordinator
Broward Metropolitan Planning Organization - Trade Centre South
100 West Cypress Creek Road, Suite 850, Fort Lauderdale, Florida 33309
Phone: (954) 876-0033 | Email: ryan@browardmpo.org
WORKSHOP KIT

The following collateral materials are available for a workshop or meeting.

SIGN-IN SHEET

The sign-in sheet template is sized 8.5x14 inches (legal size) and is available for Microsoft Word. When using the sign-in sheet for other meeting types, you may change the column headings to adhere to the meeting’s purpose (e.g. for regular committee meetings, change “how did you hear about us?” to “initials” or “signature”).

MEETING SIGNS

This meeting sign template is sized 36x24 inches and should be printed on matte paper and mounted on foam core. The template for this document is available for Microsoft PowerPoint.
WORKSHOP KIT

COMMENT SHEET

The comment sheet template is sized 8.5x11 inches and is available for Microsoft Word.

NAME TAGS

The nametags are sized 4x3 inches and are formatted four per page for printing. The template is sized 8.5x11 inches and is available for Microsoft Word.
PROJECT BOARDS

Project boards are generally sized 36x24 inches and should be printed on matte paper and mounted on foam core. Project boards should only utilize the approved colors on page three of the style guide. In addition, black text is appropriate for use. The logo placement can be adjusted as needed, but should follow all logo usage rules.

WEBSITE

For BrowardMPO.org style rules, please refer to the Broward MPO Website Training Manual.
PRESS RELEASE

The template for press releases is sized 8.5x11 inches and is available for Microsoft Word. If the document goes onto a second page, please end the first page with “more” in italics and continue on the second page. Signify the end of the release with three number signs (#) centered. All text should follow AP Style Guidelines. These rules can be found at: www.apstylebook.com.

FOR IMMEDIATE RELEASE

Media Contact:
Christopher Ryan
Public Information Officer
SSS-876-0036
RyanC@browardmpo.org

Title of Press Release here in Title Case
Subheading here in italics in sentence case, if needed.

FORT LAUDERDALE, Fla. (March 16, 2016) – Body of the press release goes here. A news or press release is a written communication that purports to report on an event, circumstance or occurrence by a third party, and is provided to a news reader, or the media, for the purpose of promotion.

News and Press Releases purport to report on an event, circumstance or occurrence by an independent reporter (a third person). When writing a news or press release, be that reporter and bring your content to the attention of readers as if you had no marketing agenda.

Third Person Example: “According to John Doe, the next version of Webster’s Dictionary will include two new slang terms that were identified in his research as being part of…”

Inappropriate Example: “I, John Doe, was informed that the next version of Webster’s Dictionary will include two new slang terms that I identified in my research as being part of…”

Press releases are most effective when they are under 500 words, generally two to three paragraphs, preceded by a clear and attention-grabbing headline. Begin with a strong introductory paragraph that captures the reader’s attention and contains the information most relevant to your message such as the “Five W’s” of (W)ho, (W)hat, (W)hen, (W)here, and (W)hy, when applicable. This paragraph should summarize the News Release such that if it was the only part seen by a reader, it would tell your entire message, and it should include a hook to get your audience interested in reading more.

Body paragraphs should contain more detailed important information. Pick up with the information provided in your first paragraph, including quotes from key staff, customers or subject matter experts. Make sure you use correct grammar so as not to affect your credibility negatively.

###
EMAIL BLASTS

The following email blast, or “eblast” template, is available in Microsoft Publisher. It should be used as a basic outline of how to develop eblasts for the Broward MPO. Please adhere to use of the headers and footers as well as logo placement and section headings.

Line up photo with title block

Gotham Medium 12 pt

Spacing- 6 pt before paragraph

Gotham Book 12 pt
EMAIL SIGNATURES & FONTS

The following signature and fonts are to be used in Microsoft Outlook. Please adhere to use of the signature and fonts. Make sure that non-discrimination text is used.

Good morning Chris,

Thank you for reviewing the document I sent over yesterday. Should you need anything, feel free to give me a call.

Cheers,

Anthea Thomas
Public Involvement Specialist

Broward Metropolitan Planning Organization

Trade Centre South
100 West Cypress Creek Road,
8th Floor, Suite 850
Fort Lauderdale, FL 33309
(954) 876-0034 Direct
(954) 876-0033 Office
(954) 876-0062 Fax
athomasa@browardmpo.org

For more information on activities and projects of the Broward MPO, please visit: BrowardMPO.org and while you’re there follow us on Social Media.

To subscribe to our e-Blasts, click here.

For complaints, questions or concerns about civil rights or nondiscrimination; or for special requests under the Americans with Disabilities Act, please contact: Christopher Ryan, Public Information Officer/Title VI Coordinator at (954) 876-0036 or ryanca@browardmpo.org

Please Note: Florida has a very broad public records law. Most written communications to or from Broward MPO officials and/or employees regarding Broward MPO business are public records, and are available to the public and media upon request. Your e-mail communications, including your email address, may therefore be subject to public disclosure.

This message, together with any attachments, is intended only for the addressee. It may contain information which is legally privileged, confidential and exempt from public disclosure. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution, use or any action or reliance on this communication is strictly prohibited. If you have received this e-mail in error, please notify the Broward MPO immediately by telephone (954) 876-0033 or by return and delete the message, along with any attachments.
EXCEL SPREADSHEETS

The following signature and fonts are to be used in Microsoft Excel. Please adhere to use of fonts. Make sure that color MPO logo is used.

<table>
<thead>
<tr>
<th>Local Streets*</th>
<th>County Roadways</th>
<th>State Roadways</th>
<th>Total Streets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Municipal Name</td>
<td>Total</td>
<td>Percent</td>
<td>Total</td>
</tr>
<tr>
<td>Coconut Creek</td>
<td>217.14</td>
<td>6.10%</td>
<td>10.60</td>
</tr>
<tr>
<td>Cooper City</td>
<td>130.57</td>
<td>5.13%</td>
<td>6.65</td>
</tr>
<tr>
<td>Coral Springs</td>
<td>267.74</td>
<td>87.64%</td>
<td>30.34</td>
</tr>
<tr>
<td>Deerfield Beach</td>
<td>130.34</td>
<td>86.10%</td>
<td>5.78</td>
</tr>
<tr>
<td>Davie</td>
<td>530.81</td>
<td>89.12%</td>
<td>14.78</td>
</tr>
<tr>
<td>Doral</td>
<td>179.46</td>
<td>89.32%</td>
<td>5.06</td>
</tr>
<tr>
<td>Fort Lauderdale</td>
<td>714.66</td>
<td>89.59%</td>
<td>32.68</td>
</tr>
<tr>
<td>Hallandale Beach</td>
<td>783.95</td>
<td>90.46%</td>
<td>1.23</td>
</tr>
<tr>
<td>Hillsboro Beach</td>
<td>10.16</td>
<td>76.72%</td>
<td>0.00</td>
</tr>
<tr>
<td>Hollywood</td>
<td>552.76</td>
<td>82.67%</td>
<td>8.57</td>
</tr>
<tr>
<td>Lauderdale by the Sea</td>
<td>30.46</td>
<td>92.10%</td>
<td>0.00</td>
</tr>
<tr>
<td>Lauderdale Lakes</td>
<td>90.86</td>
<td>89.74%</td>
<td>1.33</td>
</tr>
<tr>
<td>Laura Hill</td>
<td>130.77</td>
<td>92.80%</td>
<td>3.81</td>
</tr>
<tr>
<td>Loxi Lakes</td>
<td>0.11</td>
<td>100.00%</td>
<td>1.00</td>
</tr>
<tr>
<td>Lighthouse Point</td>
<td>45.87</td>
<td>94.71%</td>
<td>0.01</td>
</tr>
<tr>
<td>Margate</td>
<td>160.59</td>
<td>96.12%</td>
<td>2.83</td>
</tr>
<tr>
<td>Miramar</td>
<td>436.55</td>
<td>93.43%</td>
<td>8.11</td>
</tr>
<tr>
<td>North Lauderdale</td>
<td>30.41</td>
<td>93.63%</td>
<td>3.77</td>
</tr>
<tr>
<td>Oakland Park</td>
<td>130.90</td>
<td>83.84%</td>
<td>10.72</td>
</tr>
<tr>
<td>Parkland</td>
<td>163.75</td>
<td>82.36%</td>
<td>9.16</td>
</tr>
<tr>
<td>Pembroke Park</td>
<td>38.00</td>
<td>87.50%</td>
<td>0.00</td>
</tr>
<tr>
<td>Pompano Park</td>
<td>515.00</td>
<td>93.00%</td>
<td>9.23</td>
</tr>
<tr>
<td>Plantation</td>
<td>317.43</td>
<td>91.44%</td>
<td>11.08</td>
</tr>
<tr>
<td>Pompano Beach</td>
<td>387.47</td>
<td>89.59%</td>
<td>16.79</td>
</tr>
<tr>
<td>Sea Ranch Lakes</td>
<td>3.11</td>
<td>98.77%</td>
<td>0.00</td>
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<tr>
<td>Southwest Ranches</td>
<td>123.65</td>
<td>92.51%</td>
<td>0.96</td>
</tr>
<tr>
<td>Sunrise</td>
<td>380.20</td>
<td>89.18%</td>
<td>11.50</td>
</tr>
<tr>
<td>Yaminac</td>
<td>208.17</td>
<td>89.64%</td>
<td>12.27</td>
</tr>
<tr>
<td>Yard Park</td>
<td>55.33</td>
<td>96.11%</td>
<td>0.91</td>
</tr>
<tr>
<td>Weston</td>
<td>279.01</td>
<td>94.93%</td>
<td>0.60</td>
</tr>
<tr>
<td>Wilton Manors</td>
<td>30.71</td>
<td>66.57%</td>
<td>2.96</td>
</tr>
<tr>
<td>TOTAL</td>
<td>6650.98</td>
<td>90.61%</td>
<td>235.07</td>
</tr>
</tbody>
</table>

All measurements are in Miles
Roadway distance measured based on centerlines and does not reflect total lane miles
Data collected from Broward County GIS
*Calculations based off of two different data-sets
PROMOTIONAL MATERIALS

TABLECLOTHS

The imprint dimensions for a tablecloth logo should be proportionate to the size of the tablecloth. For example, the imprint area in the sample below is 50”x17”.

BANNERS

This sample banner is sized 4’x8’ (48”x96”) and is printed with metal grommets for hanging. The template for promotional banners is available for Microsoft Publisher.

PROMOTIONAL ITEMS

Promotional items, such as pens, should follow the logo usage guidelines mentioned in the Style Guide.
PHOTOGRAPHY

Please use the following tips when procuring photography for the Broward MPO.

SET RESOLUTION AS HIGH AS POSSIBLE
Though higher resolution images take up more space, they are the highest quality media possible and can be down sampled for almost any medium. A photo’s resolution is determined by the number of pixels per inch (ppi) it has. Photos used for print product should be at least 300 ppi in order to be considered high resolution.

USE THE AUTOMATIC MODE AND AUTOMATIC FOCUS
Photographers should take advantage of the auto modes, e.g. macro mode, landscape modes, portrait mode in the camera. This ensures that settings used to take the photo are optimal and makes shooting photos easier. Only use manual settings if the photographer is familiar with this practice.

APPLY THE RULE OF THIRDS
The Rule of Thirds is critical in photo composition. A photo can be divided up into a grid with two equally spaced horizontal lines and two equally spaced vertical lines. This creates nine equal parts or thirds. Photographers should make sure that photo elements fall on one of these lines or the intersection of these lines. Most cameras and smartphones have an option to activate a rule of thirds grid to aid in taking the perfect photo.

USE THE FLASH JUDICIOUSLY
Flash use can make or break a photo. Photographers should prioritize the use of natural light when possible and avoid using any flash when natural light is available. Most cameras and smartphones use flash automatically (especially if a photographer is using auto mode). The use of flash should be restricted to low light situations and should be used with some distance between the camera and the subject to prevent overexposure.

SELECTING PHOTOS
A good photo can accentuate any piece of content. Here are a few tips for selecting photos:

- Photos should be the appropriate resolution for the medium or application. Web photos should be light weight and make it easy to load for users. Print photos, however, should be high resolution to ensure they are sharp and rich in detail.
- Photos should be relevant to the material around them and to the subject material. Photos should add color and a sense of place to content and reflect the overall message or information being conveyed.
- Photos should emphasize people and movement when possible. Photos look best when they are not posed or planned. Action shots of people or objects (such as trains or buses) add a level of excitement and color to your content.
- Avoid stock photography when possible. Stock photography is widely used on the web. However, it is easily spotted because of how artificial it can be. The best approach is to build a library of photos that is sourced locally. This makes your photos and content much more authentic and meaningful.
PHOTOGRAPHY

Please see the following examples below for better photo choices.

HIGH RESOLUTION

LOW RESOLUTION

CANDID

POSED

ACTUAL PHOTO

STOCK PHOTO