

Broward Metropolitan Planning Organization

Brand Guidelines

About Us

The Broward Metropolitan Planning Organization (Broward MPO) is a dynamic, federally mandated public agency that serves as a catalyst for change in transportation. With the coordination of 31 local governments and municipalities, more than 1.9 million residents, and over 13 million visitors each year, the Broward MPO enables seamless transportation and redevelopment in Broward County that provides an opportunity for people and communities to grow and thrive.

The Broward MPO is responsible for making policy on local transportation issues and deciding how to collaboratively spend federal money on important transportation projects that deliver solutions, help keep Broward County moving, and improve quality of life for all.

Vision & Mission

Mission

To collaboratively plan, prioritize and fund the delivery of diverse transportation options.

Vision

Our work will have measurable positive impact by ensuring transportation projects are well selected, funded and delivered.

Our Structure

MPO Agency Hierarchy

The MPO agency structure consists of six (6) Core Products. Three (3) Core Products focus on internal agency operations, while the other three (3) focus on project programming for our transportation planning priorities.

Core Products

Internal Operations

UPWP Unified Planning Work Progam (Agency Budget Guide)

SBP Strategic Business Plan (Agency Operations Guide)

PPP Public Participation Plan (Agency Outreach Guide)

Project Programming

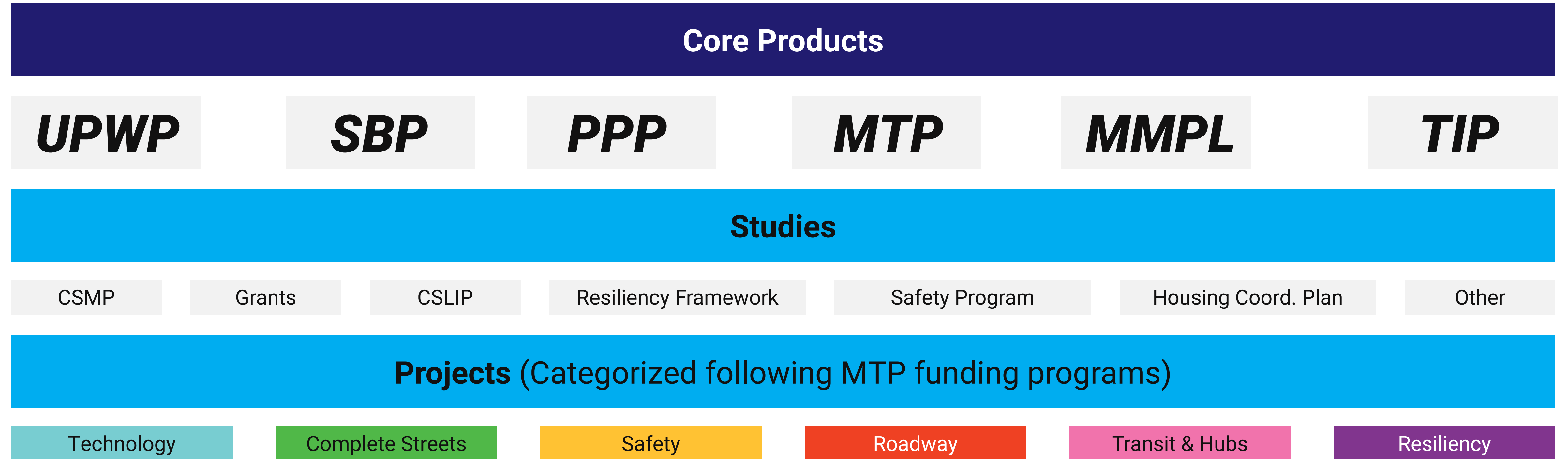
MTP Metropolitan Transportation Plan (Project Identification)

MMPL Multimodal Priorities List (Project Prioritization)

TIP Transportation Improvement Program (Project Funding)

MPO Agency Hierarchy

Under our Core Products, Studies will address transportation needs to deliver programmable Projects.



Our Logos

Our Logos - Primary Logo



Our Logos - Primary Logo



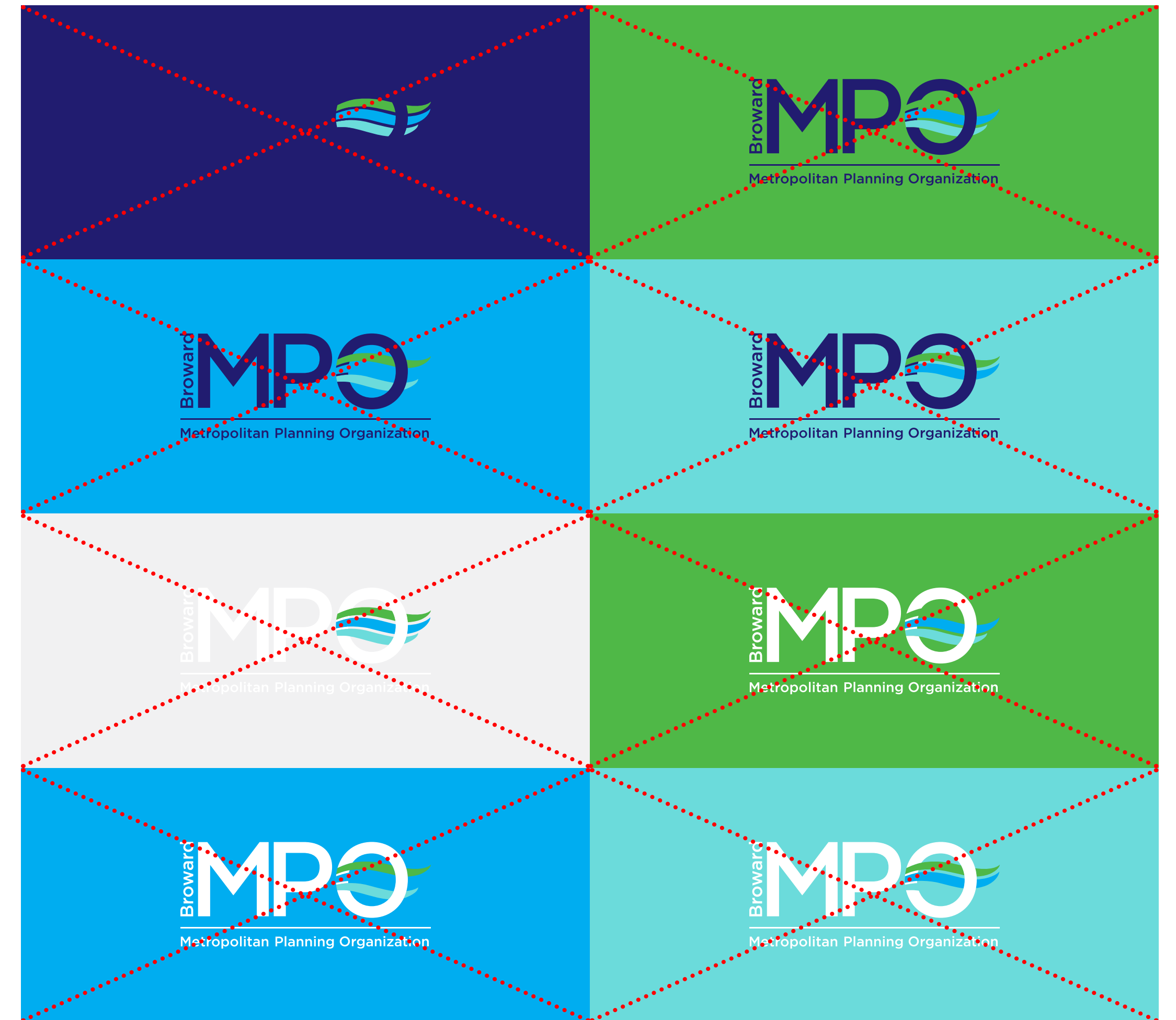
Our Logos - Primary Logo Rules

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



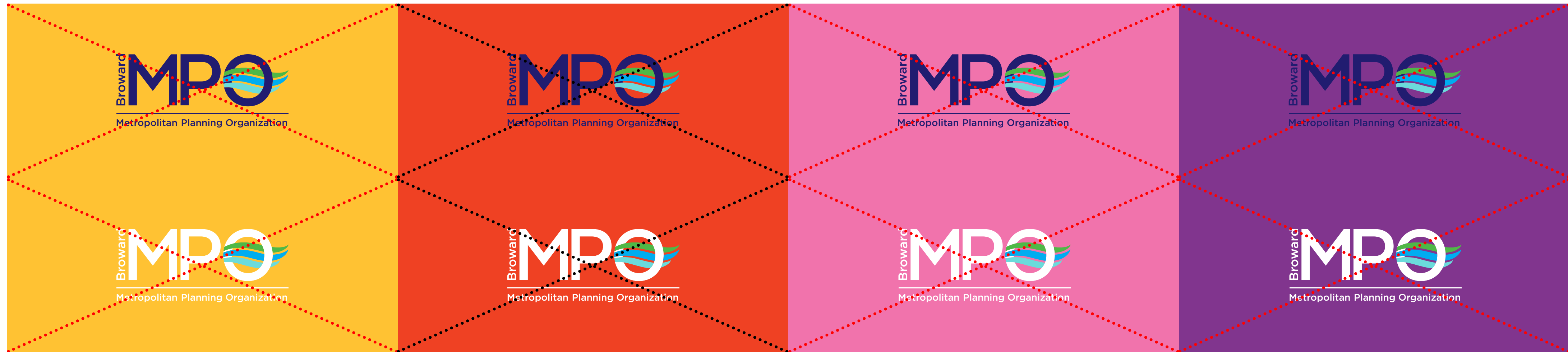
When the space allows, use the letter **M** of the logo to determine **the least amount** of surrounding space that must stay clear of any other typography or graphic elements such as photographs, illustrations, thematic images or patterns, or any edges/borders.

Do not use the logo with the following solid background colors:



Our Logos - Primary Logo Rules

Do not use the logo with the following solid background colors:



Our Logos - Primary Logo Rules

Images as logo backgrounds will be accepted when a theme requires it, as long as the logo is easy to read. **See examples below.**



Our Logos - Secondary Logo

Powered by the Broward  MPO

Powered by the Broward  MPO

Our Logos - Secondary Logo

A secondary Broward MPO logo is available in the versions displayed below in the following formats: .eps, .ai, .jpg, .png. Black and white versions available.

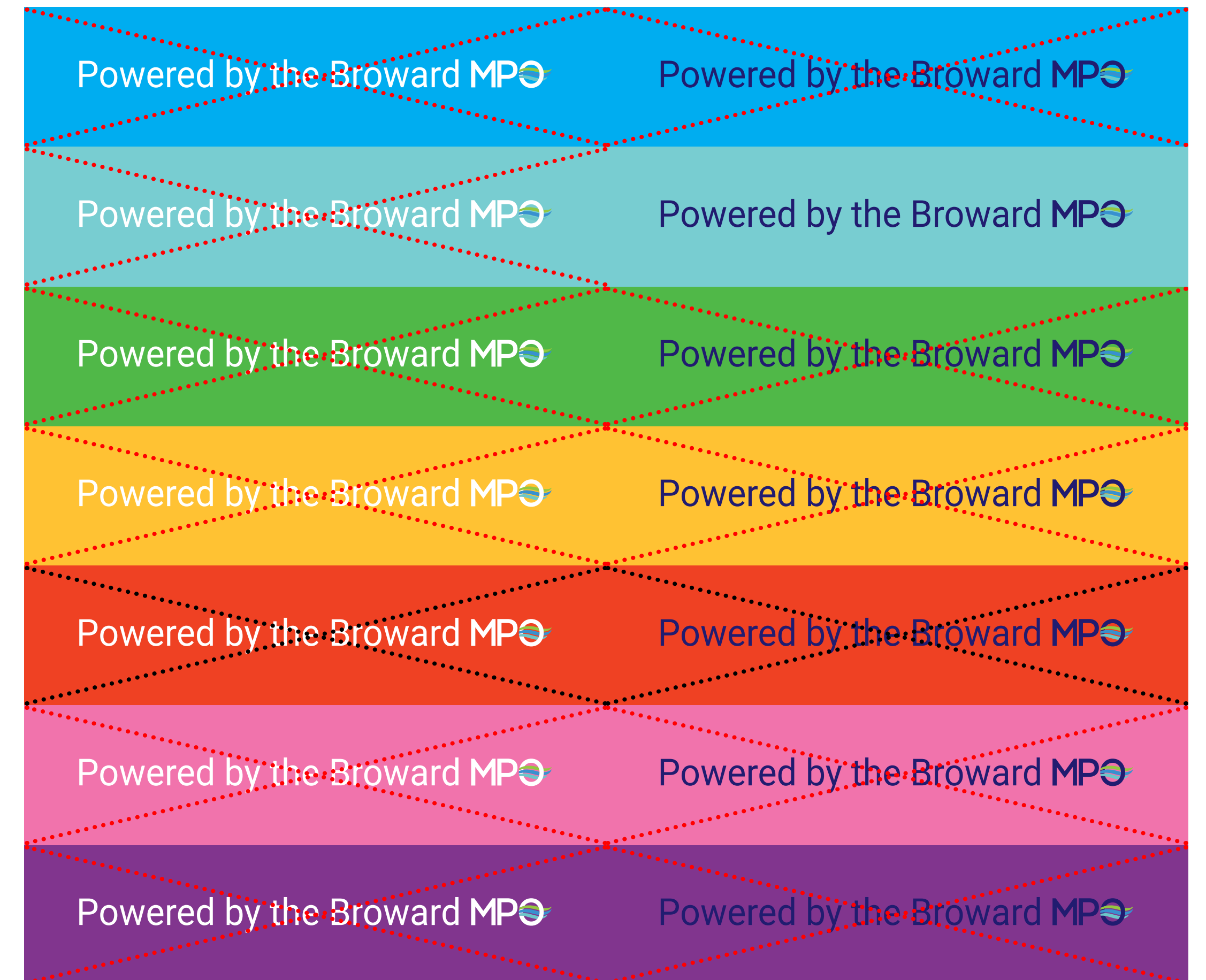
Powered by the Broward MPO 

Powered by the Broward MPO 

Powered by the Broward MPO 

Powered by the Broward MPO 

Do not use the secondary logo with the following solid background colors:



Our Logos - Rules



Studies will be allowed to have their own logo and theme when they are locally or discretionary grant funded.

Examples:

- Safe Streets For All Grant (SS4A)
- PROTECT Grant
- Smart Metro Grant
- **Connect FTL**

Events/Workshops will be allowed to have their own logo and theme.

Examples:

- Safe Streets Summit
- State of the Region Annual Awards
- Think Bike Workshop
- Let's Go Biking!
- Let's Go Walking!

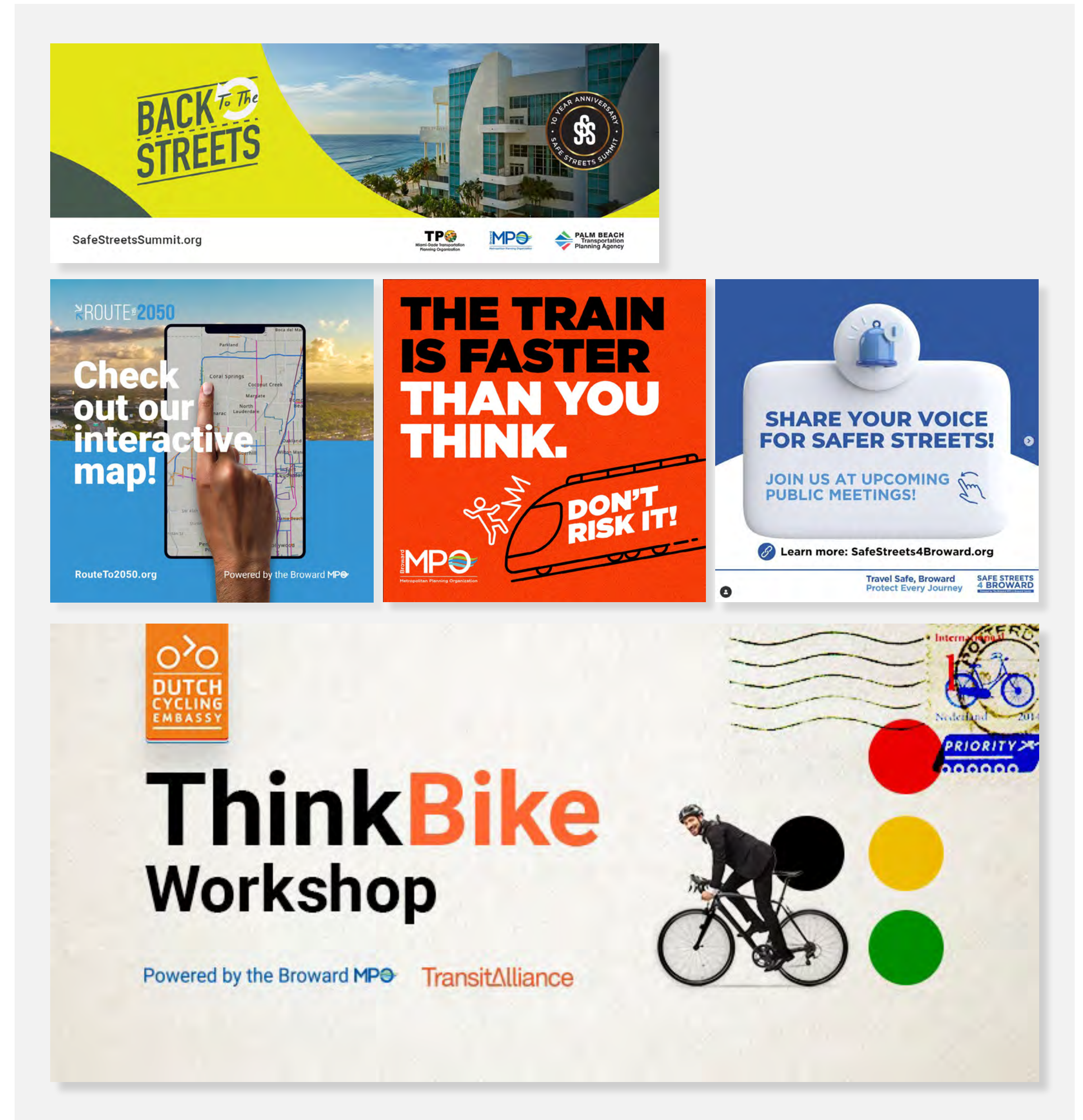
Outreach/Communications campaigns will be allowed to have their own logo and theme when needed.

Example:

- Don't Risk It! Rail Safety Campaign

The Metropolitan Transportation Plan (MTP) will have its own theme, as it is our umbrella Core Product, where all studies and projects come together as one major outreach/communications strategy.

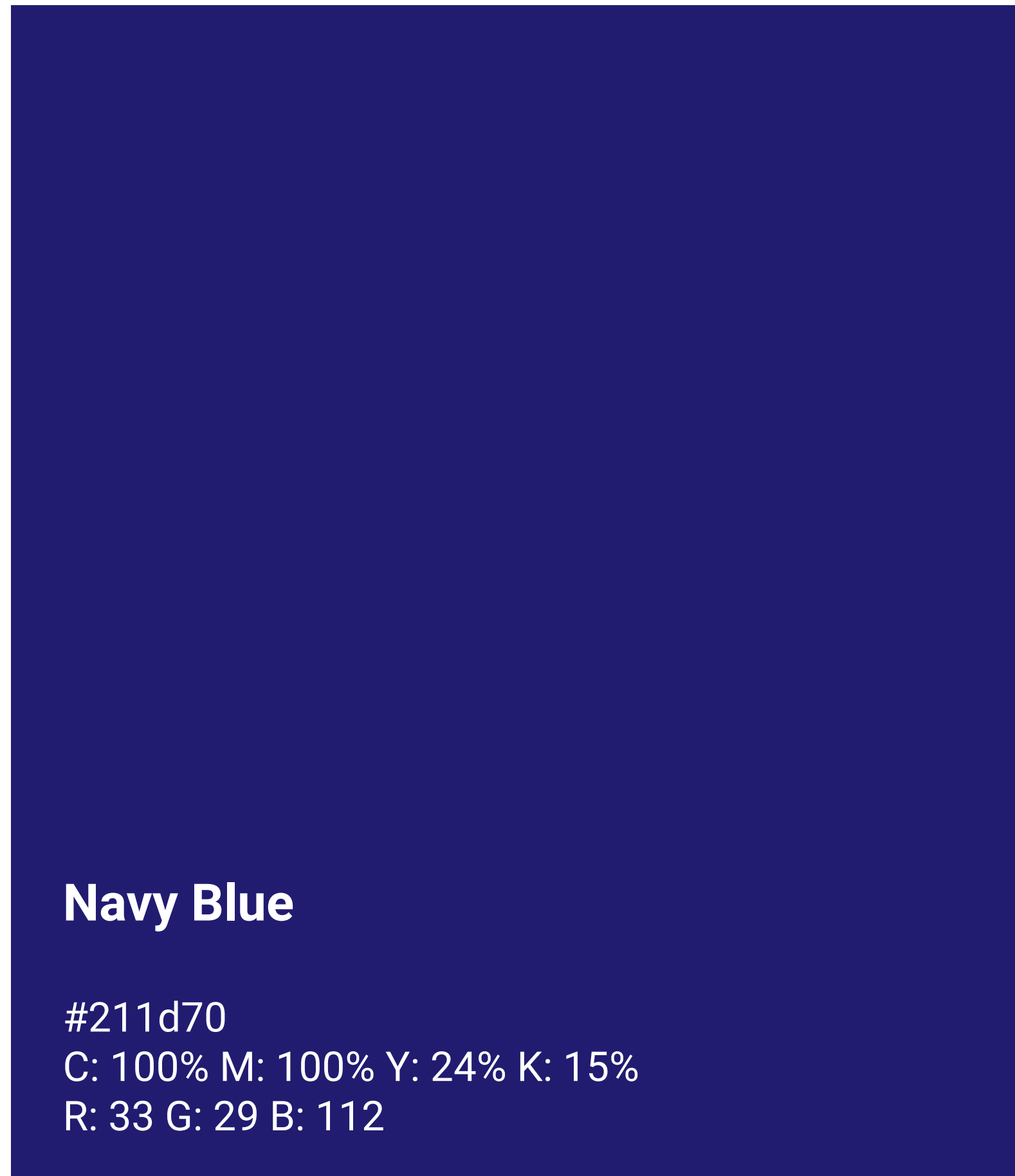
As an A-la-Carte service, City Services' Transportation Plans (TMP) will have city branding, based on the city report.



Our Colors

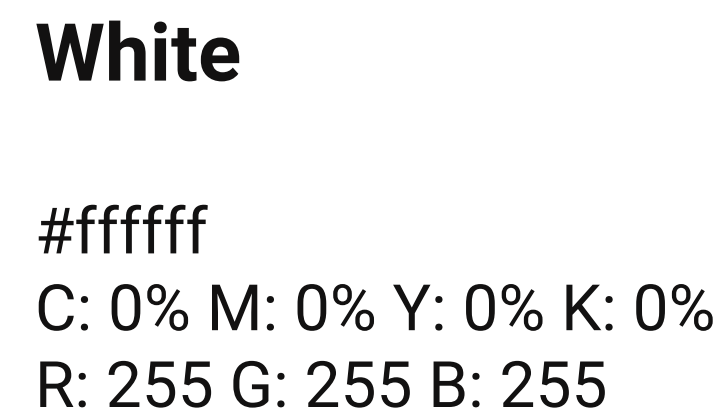
Our Colors - Primary Brand Colors

There are three main MPO brand colors:



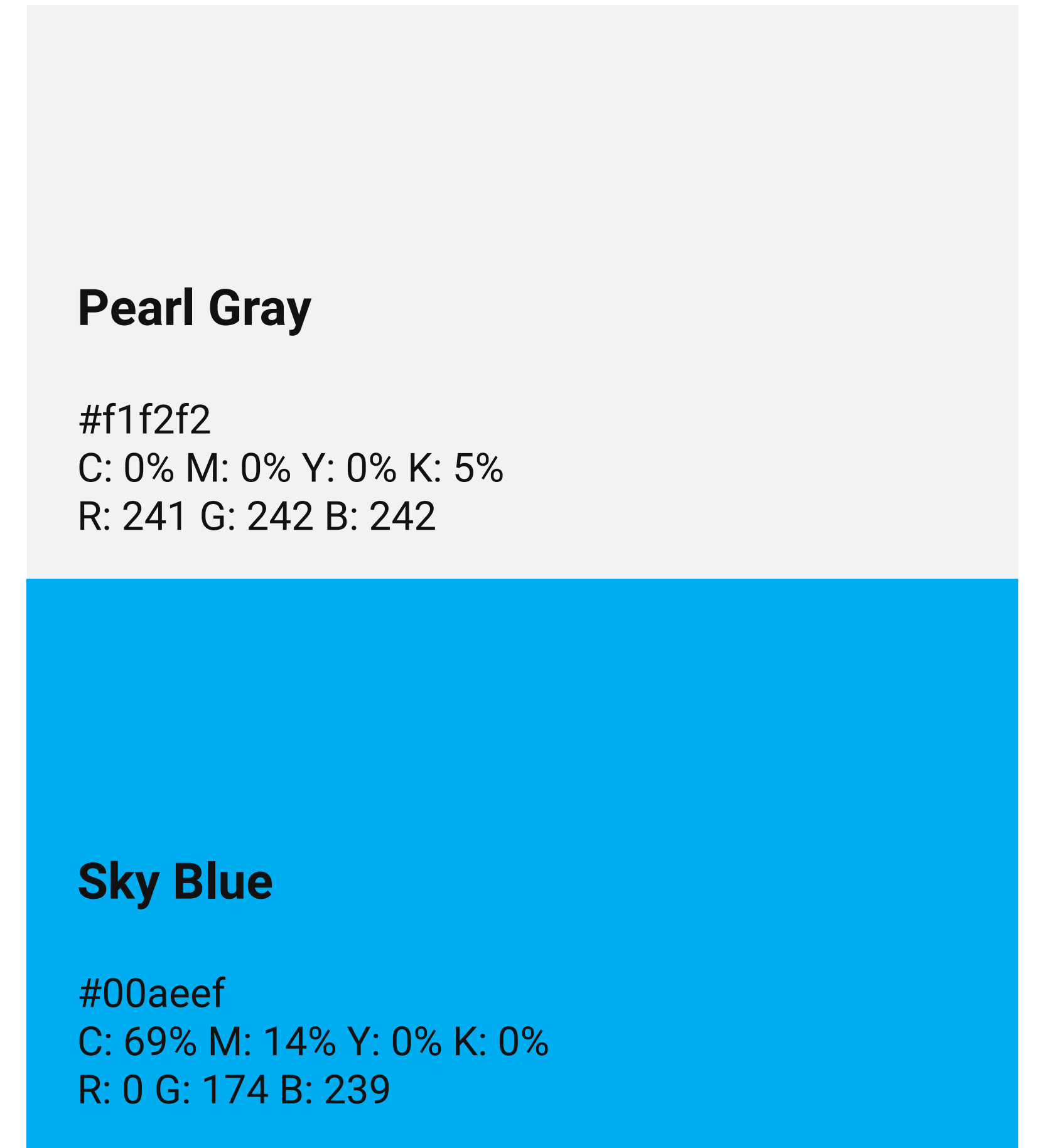
Navy Blue

#211d70
C: 100% M: 100% Y: 24% K: 15%
R: 33 G: 29 B: 112



White

#ffffff
C: 0% M: 0% Y: 0% K: 0%
R: 255 G: 255 B: 255



Pearl Gray

#f1f2f2
C: 0% M: 0% Y: 0% K: 5%
R: 241 G: 242 B: 242


Sky Blue

#00aeef
C: 69% M: 14% Y: 0% K: 0%
R: 0 G: 174 B: 239

Our Colors - Primary Brand Colors

These primary colors will be used when designing for **general MPO graphics** such as general MPO presentations, promotional materials, internal documents, tabling events, community meetings, etc. **See examples below.**

Careers: Open Position


Join Our Team

Receptionist

Reports To: Director of Operations & Budget
Salary Ranges: \$00,000 - \$00,000
Location: Fort Lauderdale, Florida
FSLA Status: Non-Exempt

The Position

The Administrative Assistant provides customer service and administrative support for MPO staff. Work involves assisting in the planning, scheduling, coordinating, implementing, and maintaining of administrative programs or systems. Employees in this class work with relative independence on routine MPO activities, projects, and programs and exercise increased initiative in performance of assignments as experience is gained. The position will be stationed in the front office and provides frontline reception for visitors and guests.

Duties & Responsibilities


- Provides information and assistance to visitors/guests regarding MPO programs and projects and to the general public and other governmental agencies;
- Coordinates meetings, schedules, and meeting room calendars;
- Provides general support for MPO staff including correspondence, mail-outs, e-mails, and other documents;
- Maintains/updates mailing lists and contact information;
- Provide staff assistance for project presentations;
- Prepares and mails documents, picks up and distributes mail, and replenishes funds for the postage machine;
- Provides telephone proficiencies in a high-volume environment;
- Manages the copier machines. Orders copier supplies and copy paper supplies;
- Maintains and orders office supplies;
- Receives and arranges deliveries;
- Assumes P-card transaction responsibilities and processes payments;
- Collaborates with senior staff on the annual update of the MPO's Continuity of Operations Plan;
- Performs other related duties as required.

To apply, please visit: BrowardMPO.org/employment-opportunities


Trade Centre South | 100 West Cypress Creek Road, Suite 650 | Fort Lauderdale, FL 33309-2122 | BrowardMPO.org
 For complaints, questions or concerns about civil rights or nondiscrimination, or for special requests under the Americans with Disabilities Act, please contact: Carl Ems, Administrative Services Manager/Title VI Coordinator at (954) 876-0032 or emsc@browardmpo.org.

Office Signage

GREGORY STUART



EXECUTIVE CONFERENCE ROOM



Social Media

New!
City of Plantation Report

The City of Plantation's Multimodal Master Transportation Plan (MMTP) identifies recommendations to improve overall roadway safety, as well as specific improvements for pedestrians, bicyclists, and transit users.

City of Plantation Multimodal Master Transportation Plan

August 2023



Powered by the Broward MPO


Embracing The Future

MAPPING THE FUTURE OF TRANSPORTATION



Download Your Broward MPO's 2023-2024 Annual Report Digital Copy!







8.5 x 11 Flyer - Who is the BMPO?




Who is the Broward Metropolitan Planning Organization?

The Broward Metropolitan Planning Organization (MPO) is a dynamic public agency who's main job is to plan and coordinate transportation projects and programs in Broward County. Think of it like a group of people comprised of your elected officials, and the local community who come together to figure out the best ways to improve how people and goods move safely around your region. This could include improving roads, planning new transit routes, setting up bike lanes, adding sidewalks, improving access to ports and airports, or managing traffic. The Broward MPO helps to ensure that any money spent on transportation in Broward County is used efficiently and effectively.

They also collaborate with the public and other stakeholders to make sure the decisions they make are in line with what the community wants and needs.



What's in it For you?

An efficient, well planned, and funded transportation system makes a Better Broward for you, your family, friends, and colleagues. Whether you live, work, or play in Broward, the MPO plays a critical role in improving the quality of life within a community.

Be part of Broward's future & get involved!

Ask questions and send us your comments by visiting our website BrowardMPO.org or by emailing us at info@browardmpo.org.

Follow us on social media!


[i](#) [f](#) [@](#) [in](#) [v](#)

BrowardMPO.org

For complaints, questions or concerns about civil rights or nondiscrimination, or for special requests under the Americans with Disabilities Act, please contact: Carl Ems, Title VI Coordinator at (954) 876-0052 or emsc@browardmpo.org.

Newsletter - SOS report

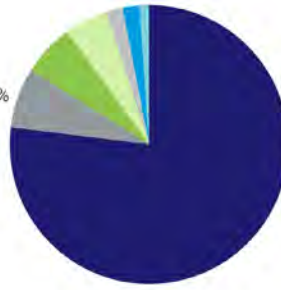
Broward MPO's Data-Driven Snapshot.



MPO Download your digital copy today!

4,984 Total Roadway Miles

Local	77%
Interstate	2%
Turnpike + Expressway	1%
Principal Arterial	5%
Minor Arterial	6%
Major Collector	7%
Minor Collector	2%



MPO Download your digital copy today!

Our Colors - Secondary Brand Colors

There are six secondary MPO brand colors to be used under our Projects category following the MTP core product funding programs:

Technology #78cdd1 C50 M0 Y20 K0 R120 G205 B209	Complete Streets #50b848 C70 M0 Y100 K0 R80 G184 B72	Safety #ffc233 C0 M25 Y90 K0 R255 G194 B51	Roadway #ef4123 C0 M90 Y100 K0 R239 G65 B35	Transit & Hubs #f173ac C0 M70 Y0 K0 R241 G115 B172	Resiliency #81358e C60 M95 Y5 K0 R129 G53 B142
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Secondary colors are not to be used together, but as individual accent colors for each of the MTP funding program categories or specific projects. The following pages will show each MTP funding program and projects section with their respective color palettes.

Our Colors - Secondary Brand Colors

Technology Funding Program / Projects:

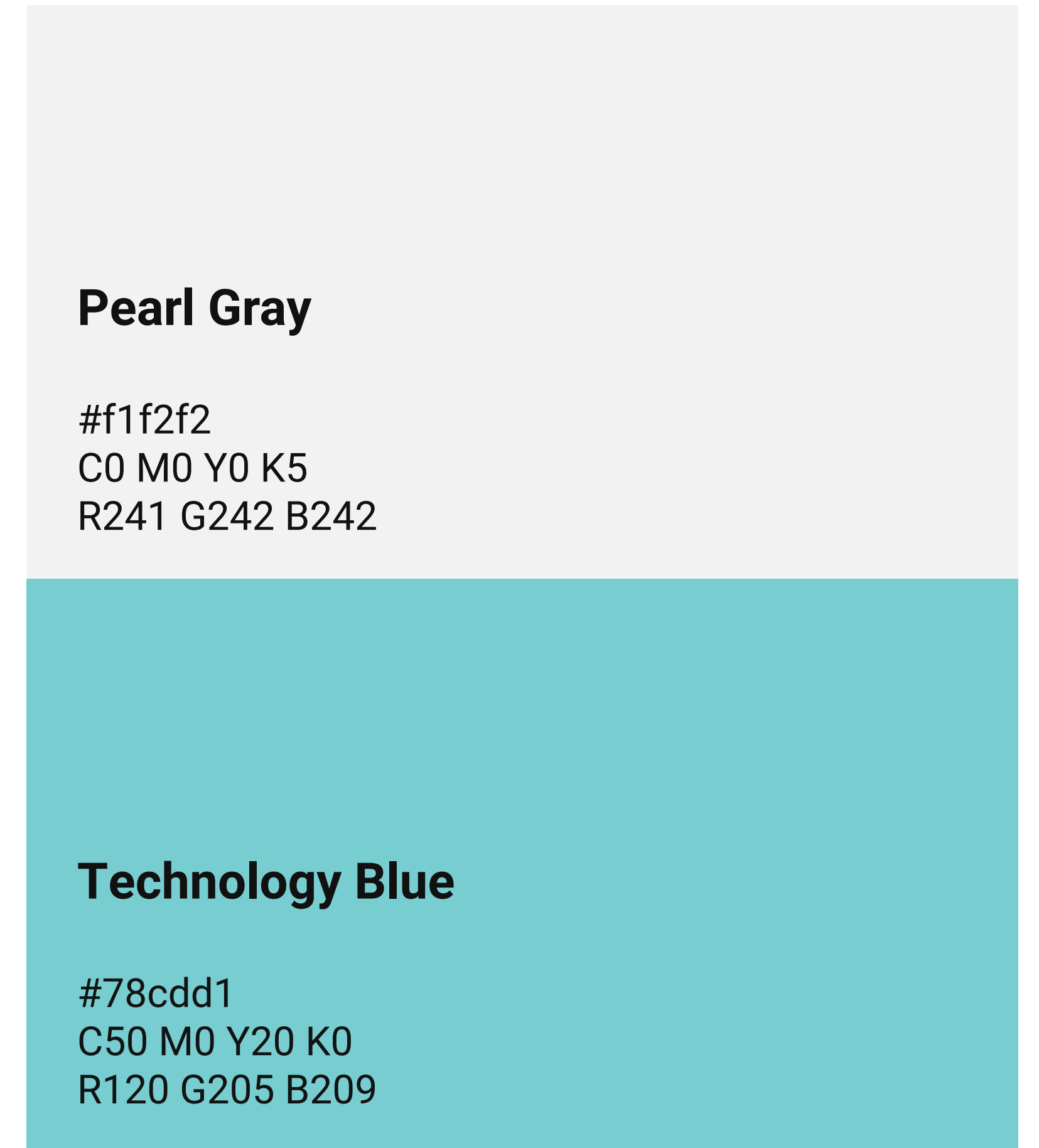


Navy Blue

#211d70
C100 M100 Y24 K15
R33 G29 B112

White

#ffffff
C0 M0 Y0 K0
R255 G255 B255



Pearl Gray

#f1f2f2
C0 M0 Y0 K5
R241 G242 B242

Technology Blue

#78cdd1
C50 M0 Y20 K0
R120 G205 B209

Our Colors - Secondary Brand Colors

Examples of potential graphics using the Technology Color Palette:

Mobility Monday

MOBILITY MONDAY

I'm thrilled to share some amazing news! In March 2024, the Broward MPO landed a \$2 million SMART Strengthening Mobility and Revolutionizing Transportation (SMART) grant from the U.S. Department of Transportation. What does this mean for us? It's a big win that will kickstart the creation of SMART METRO - a cutting-edge project that brings together all sorts of information to build a virtual model, or Digital Twin, of Broward County. Imagine having a high-tech map that not only shows our roads and transportation but also paints a picture of how our community lives, moves, and grows.

Greg Stuart
Executive Director
Broward MPO

TECHNOLOGY

Broward MPO to hold MTP Route To 2050 Summit Focusing on Technology

SAVE THE DATE

The Broward MPO is excited to announce a SMART grant from the U.S. Department of Transportation. This grant will support the development of SMART METRO, a cutting-edge project that brings together all sorts of information to build a virtual model, or Digital Twin, of Broward County. Imagine having a high-tech map that not only shows our roads and transportation but also paints a picture of how our community lives, moves, and grows.

TECHNOLOGY

The Broward MPO and Broward County were awarded a \$5 million Safe Streets and Roads for All (SS4A) Action Plan grant on January 31, 2023. As a result, the MPO will be advertising a consultant services solicitation to develop a Broward Regional Comprehensive Safety Action Plan. On July 27, the MPO will host a webinar for interested firms where the scope of services will be discussed.

MPO
Metropolitan Planning Organization

Social Media

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**Lorem Ipsum
Dolor Sit Amet**

Technology

This is the headline

MPO
Metropolitan Planning Organization

Technology

This is the headline

MPO
Metropolitan Planning Organization

Technology

**Lorem
Ipsum Dolor
Sit Amet**

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MPO
Metropolitan Planning Organization

PowerPoint Template

Slide Headline

Technology Program

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BrowardMPO.org

Our Colors - Secondary Brand Colors

Complete Streets Funding Program / Projects:

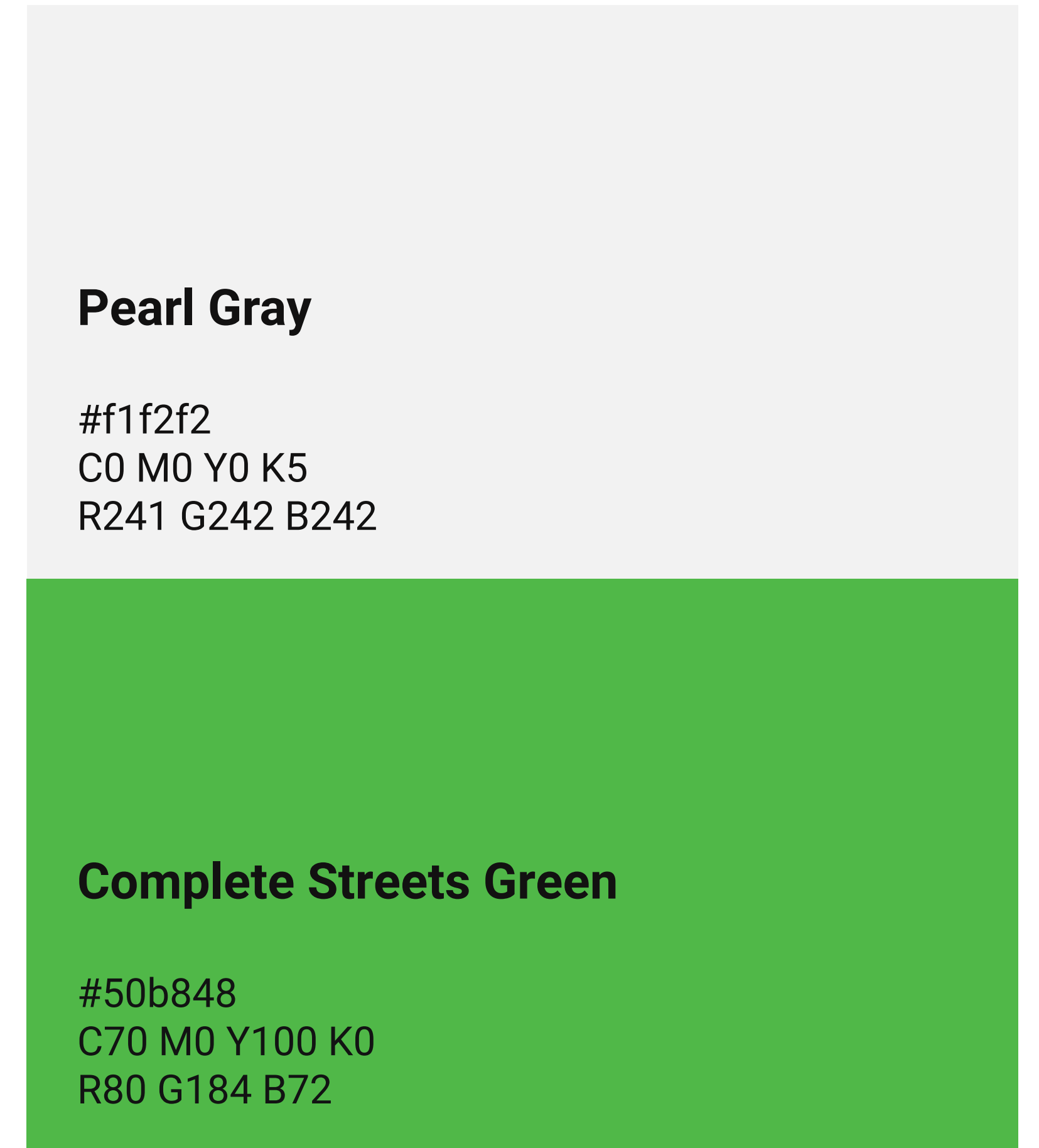


Navy Blue

#211d70
C100 M100 Y24 K15
R33 G29 B112

White

#ffffff
C0 M0 Y0 K0
R255 G255 B255



Pearl Gray

#f1f2f2
C0 M0 Y0 K5
R241 G242 B242

Complete Streets Green

#50b848
C70 M0 Y100 K0
R80 G184 B72

Our Colors - Secondary Brand Colors

Examples of potential graphics using the Complete Streets Color Palette:

Mobility Monday

MPO View in browser

MOBILITY MONDAY

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Greg Stuart
Executive Director
Broward MPO

COMPLETE STREETS

Field audit in the NW neighborhood of Pompano Beach

On September 4, MPO project managers Christopher Restrepo and Kayla Orazi, along with their consultant team, conducted a field audit in the NW neighborhood of Pompano Beach (NW 15th St. and NW 27th Ave). This audit is a crucial step in our upcoming Complete Streets project, where we aim to enhance the community's transportation network.

The Broward MPO is excited to refine transportation needs and develop a locally supported package of improvements, which may include traffic calming measures, mid-block crossings, shared-use paths, pedestrian lighting, and shade trees.

This initiative is part of our Route to 2050 Metropolitan Transportation Plan's Complete Streets Program, designed to fund bicycle and pedestrian projects that bridge local and regional network gaps.

Stay tuned for more project details as they become available! To learn more, visit the link in our bio.

MPO

Social Media

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**Lorem Ipsum
Dolor Sit Amet**

COMPLETE STREETS

This is the headline

MPO

Complete Streets

This is the headline

MPO

Complete Streets

Lorem Ipsum Dolor Sit Amet

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MPO

PowerPoint Template

Slide Headline

Complete Streets Program

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BrowardMPO.org

Our Colors - Secondary Brand Colors

Safety Funding Program / Projects:

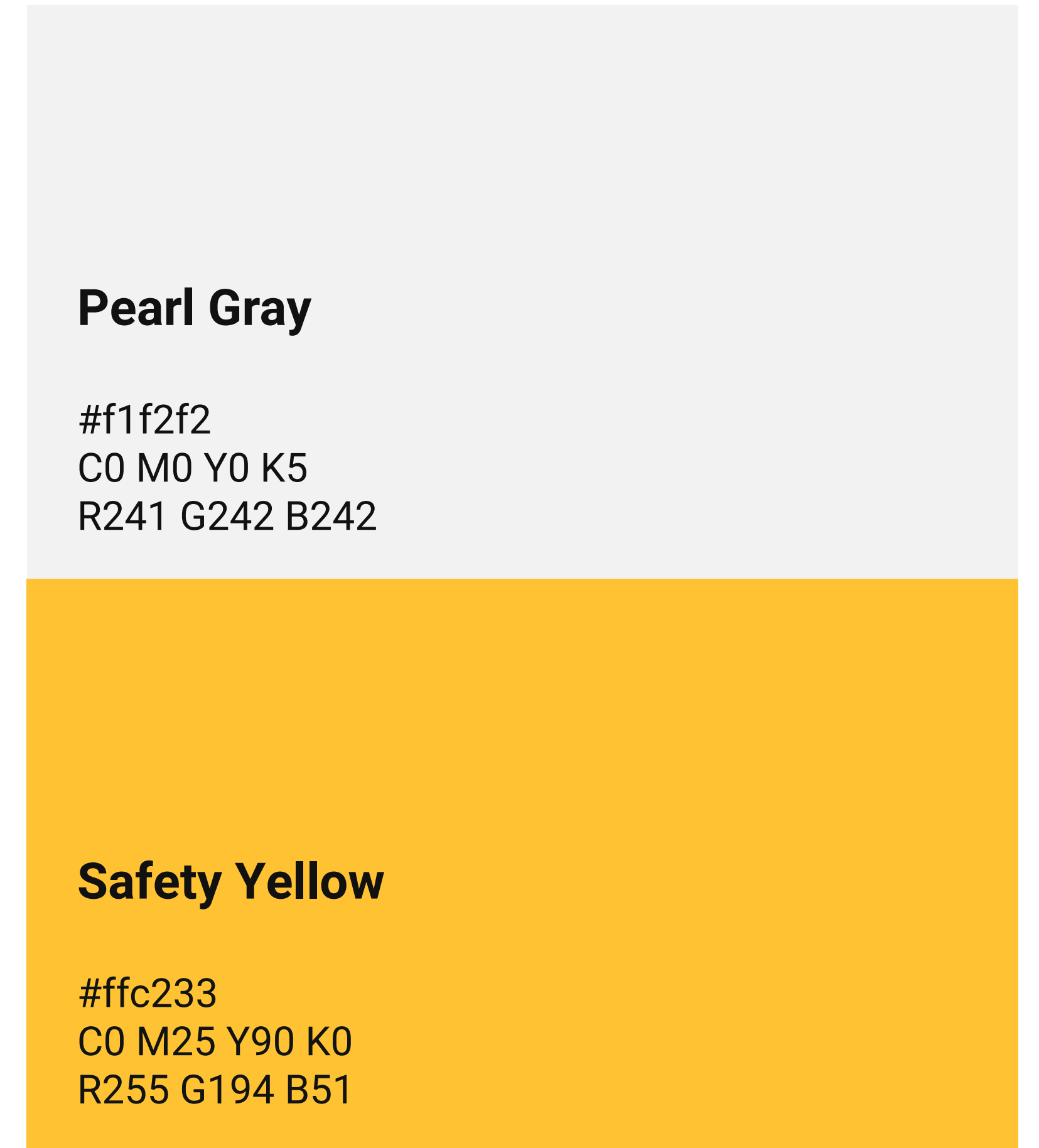


Navy Blue

#211d70
C100 M100 Y24 K15
R33 G29 B112

White

#ffffff
C0 M0 Y0 K0
R255 G255 B255



Pearl Gray

#f1f2f2
C0 M0 Y0 K5
R241 G242 B242

Safety Yellow

#ffc233
C0 M25 Y90 K0
R255 G194 B51

Our Colors - Secondary Brand Colors

Examples of potential graphics using the Safety Color Palette:

Mobility Monday

MOBILITY MONDAY

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Greg Stuart
Executive Director
Broward MPO

Safe Streets & Roads for All Solicitation Webinar

SAFE STREETS & ROADS FOR ALL SOLICITATION WEBINAR

JULY 27TH

FROM 1:30 PM TO 2:30 PM

REGISTER NOW

MPO **S S** **BROWARD**
4 A **COUNTY**

The Broward MPO and Broward County were awarded a \$5 million Safe Streets and Roads for All (SSRA) Action Plan grant on January 31, 2023. As a result, the MPO will be advertising a consultant services solicitation to develop a Broward Regional Comprehensive Safety Action Plan. On July 27, the MPO will host a webinar for interested firms where the scope of services will be discussed.

Social Media

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**Lorem Ipsum
Dolor Sit Amet**

Safety

This is the headline

MPO

Safety

This is the headline

MPO

Safety

Lorem Ipsum Dolor Sit Amet

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MPO

PowerPoint Template

Slide Headline

Safety Program

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Metropolitan Planning Organization

BrowardMPO.org

Our Colors - Secondary Brand Colors

Roadway Funding Program / Projects:

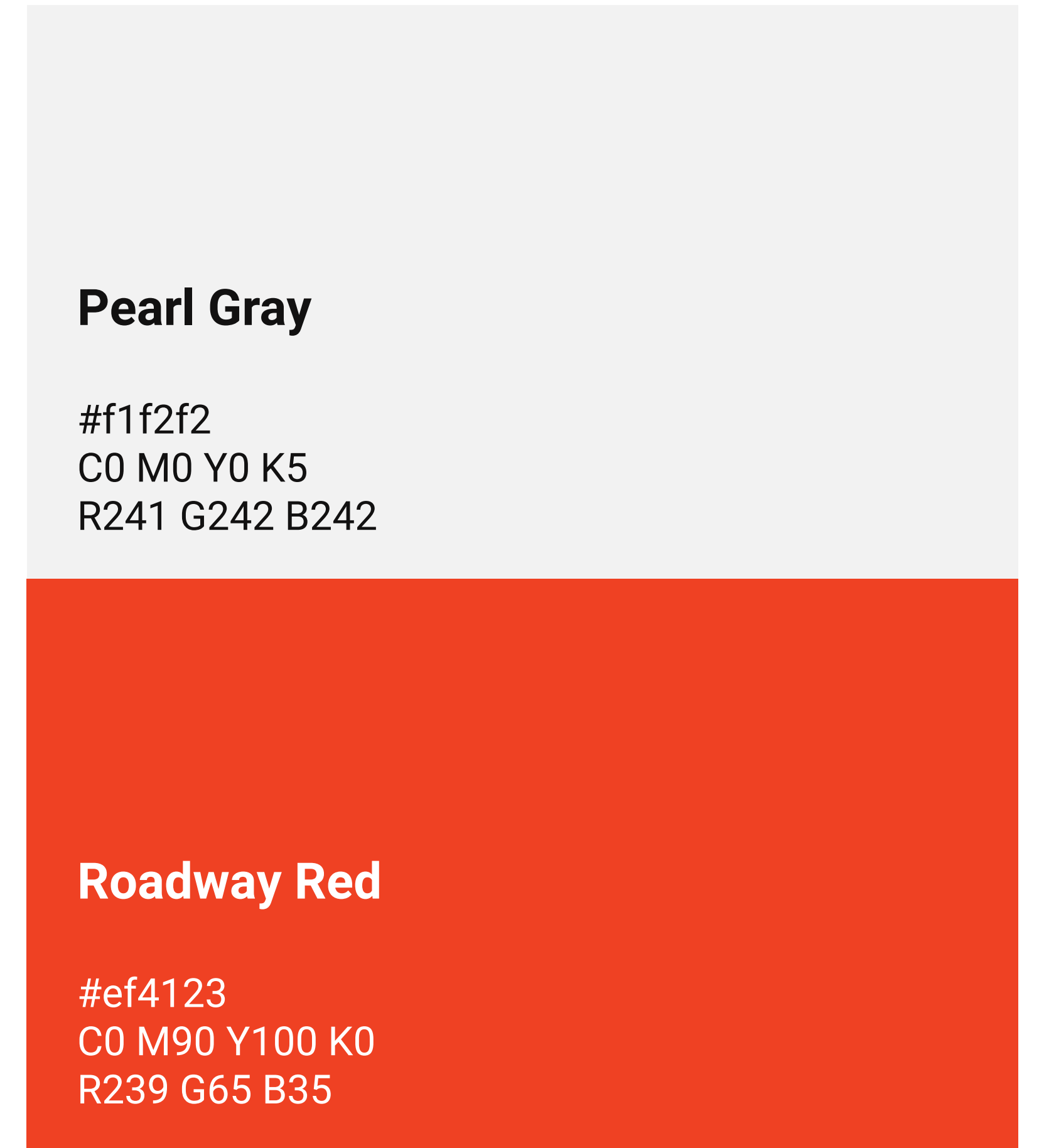


Navy Blue

#211d70
C100 M100 Y24 K15
R33 G29 B112

White

#ffffff
C0 M0 Y0 K0
R255 G255 B255



Pearl Gray

#f1f2f2
C0 M0 Y0 K5
R241 G242 B242

Roadway Red

#ef4123
C0 M90 Y100 K0
R239 G65 B35

Our Colors - Secondary Brand Colors

Examples of potential graphics using the Roadway Color Palette:

Mobility Monday

MOBILITY MONDAY

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Greg Stuart
Executive Director
Broward MPO

ROADWAY

The Magic of Freight: New video out now!

The Magic Of Freight: Trucking

Watch on YouTube

We take it for granted but our lives are dependent on freight. The items we consume daily come to us by air, sea, truck and rail. The Broward MPO is working with our partners in the region to improve the movement of freight and goods in Southeast Florida.

The trucking industry moves close to 11.5 billion tons of freight a year. The impact of trucking is immeasurable on our economy.

Social Media

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**Lorem Ipsum
Dolor Sit Amet**

Roadway

**This is
the headline**

MPO

Roadway

**This is
the headline**

MPO

Roadway

**Lorem
Ipsum Dolor
Sit Amet**

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MPO

PowerPoint Template

Slide Headline

Roadway Program

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BrowardMPO.org

Our Colors - Secondary Brand Colors

Transit & Hubs Funding Program / Projects:

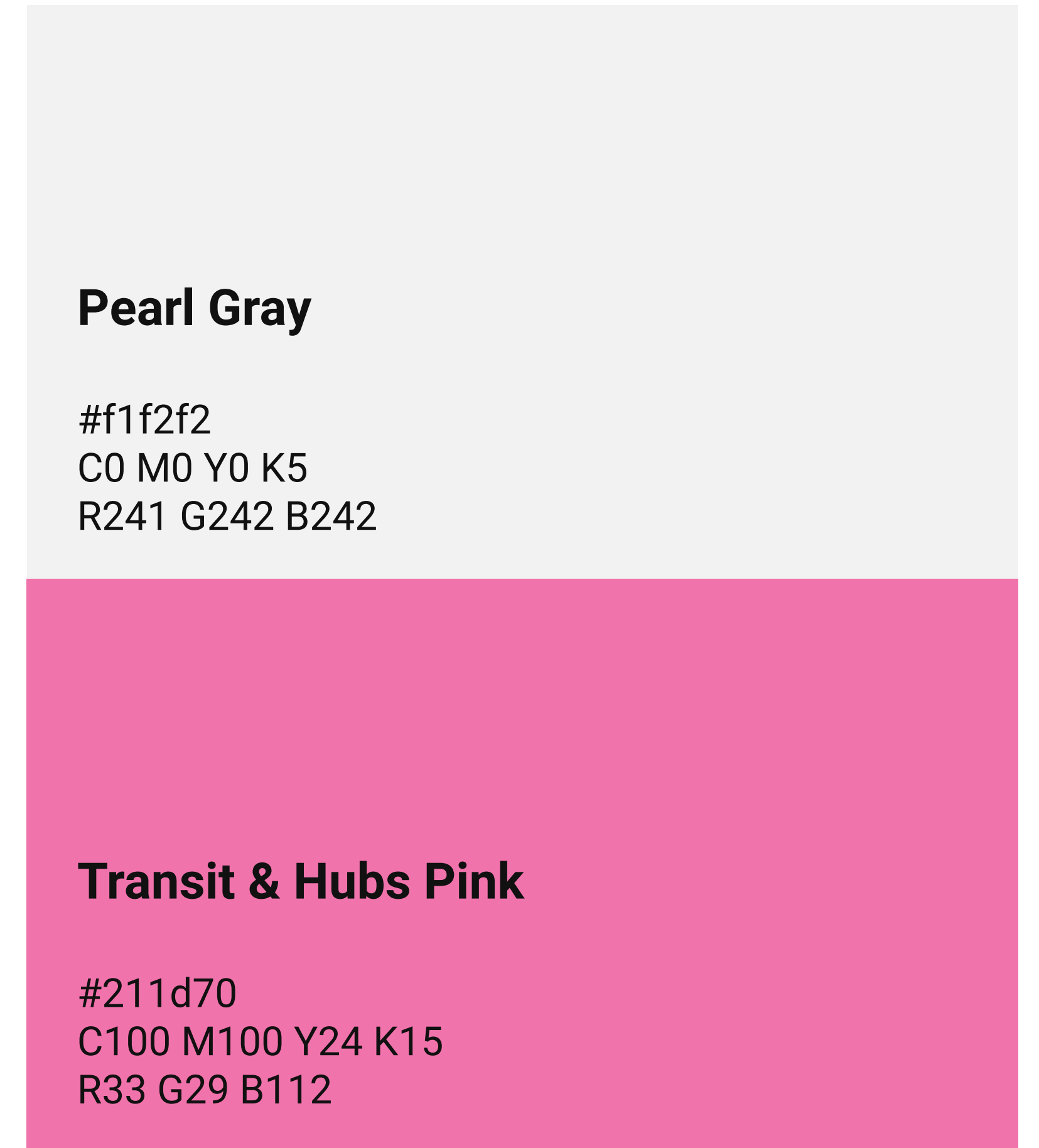


Navy Blue

#211d70
C100 M100 Y24 K15
R33 G29 B112

White

#ffffff
C0 M0 Y0 K0
R255 G255 B255



Pearl Gray

#f1f2f2
C0 M0 Y0 K5
R241 G242 B242

Transit & Hubs Pink

#211d70
C100 M100 Y24 K15
R33 G29 B112

Our Colors - Secondary Brand Colors

Examples of potential graphics using the Transit & Hubs Color Palette:

Mobility Monday

MPO
View in browser

MOBILITY MONDAY

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Greg Stuart
Executive Director
Broward MPO

TRANSIT & HUBS

Construction for Cypress Creek Mobility Hub has officially begun!

Project improvements include milling and resurfacing the roadway within project limits, modifying the median on Cypress Creek Road, adding a 10-foot Shared Use Path (SUP) along Cypress Creek Road, constructing new sidewalks along the north side of NW 59th Court and each direction of N Andrews Way, upgrading existing lighting to LED fixtures within project limits, installing new mast arms at the intersection of Cypress Creek Road and SR 845/Powertine Road, upgrading pedestrian signals at all signalized intersections within project limits, upgrading signage and pavement markings, and installing new landscape within project limits.

Social Media

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**Lorem Ipsum
Dolor Sit Amet**

TRANSIT & HUBS

This is the headline

MPO

Transit & Hubs

This is the headline

MPO

Transit & Hubs

Lorem Ipsum Dolor Sit Amet

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MPO

PowerPoint Template

Slide Headline

Transit & Hubs Program

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BrowardMPO.org

Our Colors - Secondary Brand Colors

Resiliency Funding Program / Projects:

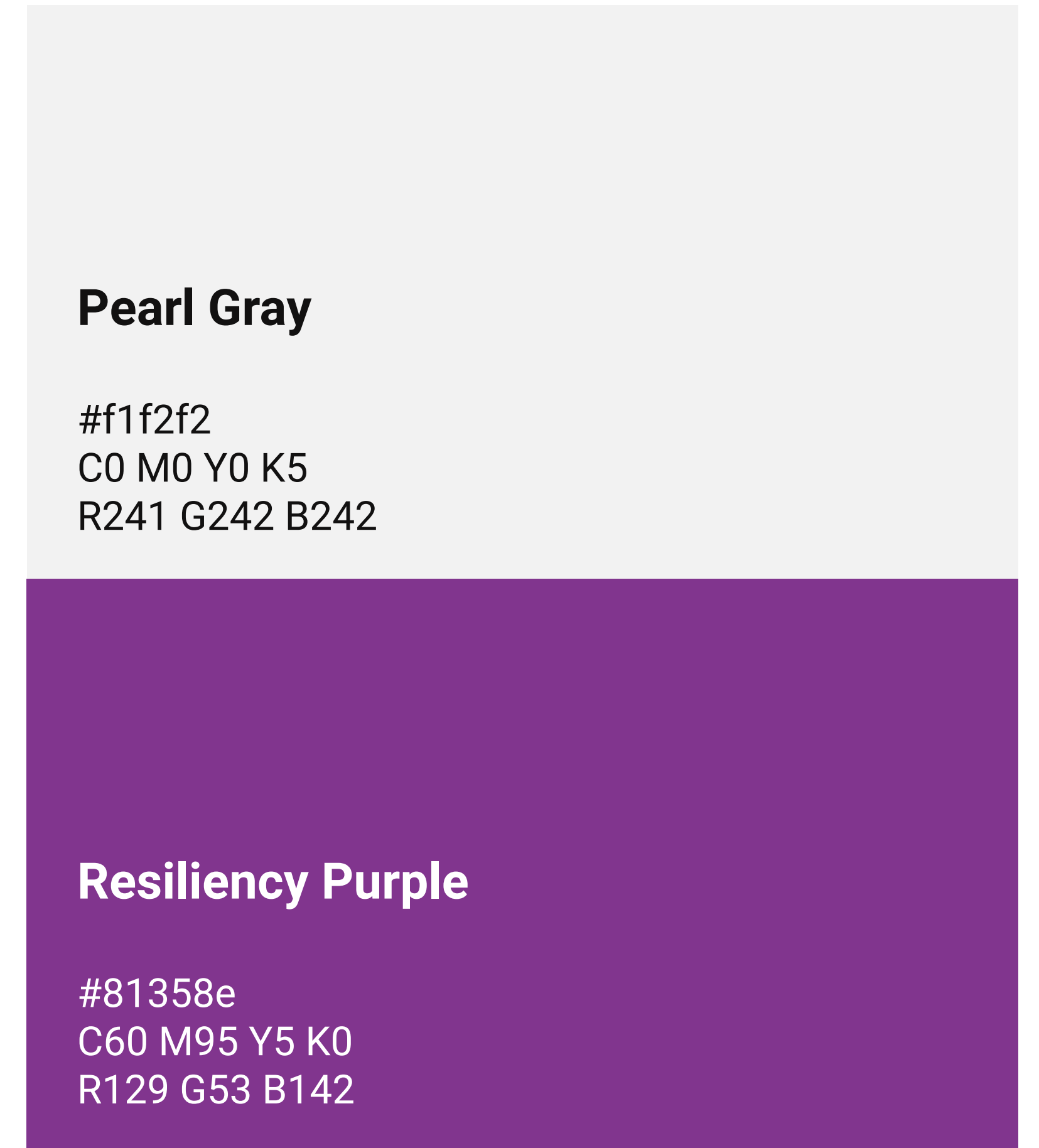


Navy Blue

#211d70
C100 M100 Y24 K15
R33 G29 B112

White

#ffffff
C0 M0 Y0 K0
R255 G255 B255



Pearl Gray

#f1f2f2
C0 M0 Y0 K5
R241 G242 B242

Resiliency Purple

#81358e
C60 M95 Y5 K0
R129 G53 B142

Our Colors - Secondary Brand Colors

Examples of potential graphics using the Resiliency Color Palette:

Mobility Monday

A vertical graphic for Mobility Monday. At the top is the MPO logo and a "View in browser" link. Below is a dark blue header with "MOBILITY MONDAY" in white. The main body is white with a paragraph of text: "I'm thrilled to share some amazing news! In March 2024, the Broward MPO landed a \$2 million SMART Strengthening Mobility and Revolutionizing Transportation (SMART) grant from the U.S. Department of Transportation. What does this mean for us? It's a big win that will kickstart the creation of SMART METRO - a cutting-edge project that brings together all sorts of information to build a virtual model, or Digital Twin, of Broward County. Imagine having a high-tech map that not only shows our roads and transportation but also paints a picture of how our community lives, moves, and grows." Below the text is a photo of Greg Stuart, Executive Director of Broward MPO, with his name and title. At the bottom is a purple header with "Broward MPO Presents Resiliency Framework at Transportation Research Board Annual Meeting" and a photo of a man presenting at a podium.

Social Media

A social media graphic with a purple background. It features a large white "0%" at the top, followed by the text "Lorem Ipsum Dolor Sit Amet" in white. At the bottom is the MPO logo.

A social media graphic with a background image of a man walking through a flooded street. It has a purple header with "Resiliency" and a large white headline "This is the headline". The MPO logo is in the bottom right corner.

PowerPoint Template

Slide Headline

Resiliency Program

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



A footer for a PowerPoint slide, featuring the MPO logo on the left and the website "BrowardMPO.org" on the right, set against a dark blue background.

Our Fonts

Our Fonts - Roboto

Our primary font is Roboto.

The quick brown fox jumps over the lazy dog.
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

The quick brown fox jumps over the lazy dog.
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

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While all weights of Roboto are allowed, the three main weights to be used are:

Roboto Regular:
Roboto regular will be used for paragraph styles.

Roboto Bold:
Roboto Bold will be used for headlines and sub-headlines.

Roboto Black Italic:
Roboto Black Italic can be used to highlight statistics/call-outs/other.



**When using Microsoft Word, PowerPoint, or any other software,
Replace Roboto font with Arial font:**

Arial Regular
The quick brown fox jumps over the lazy dog.
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 Bold
The quick brown fox jumps over the lazy dog.
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

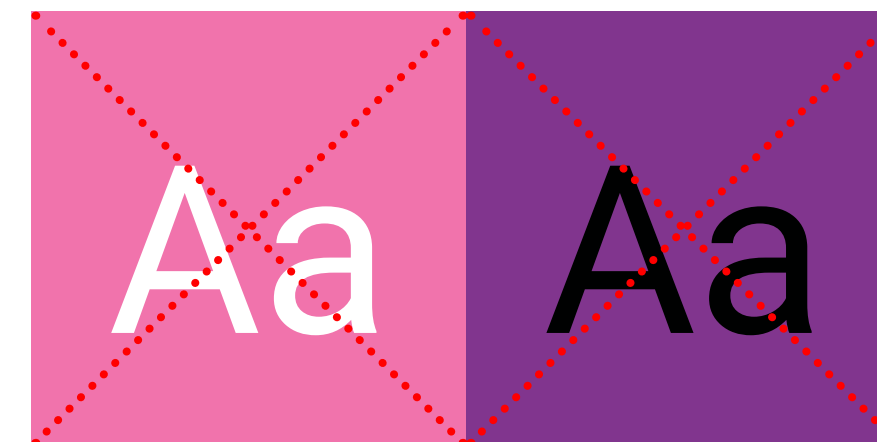
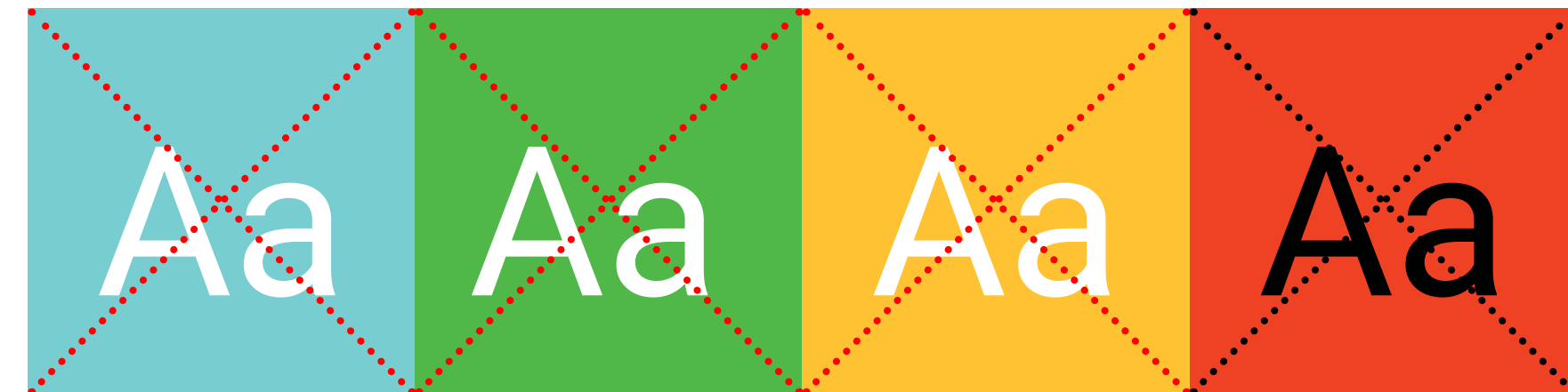
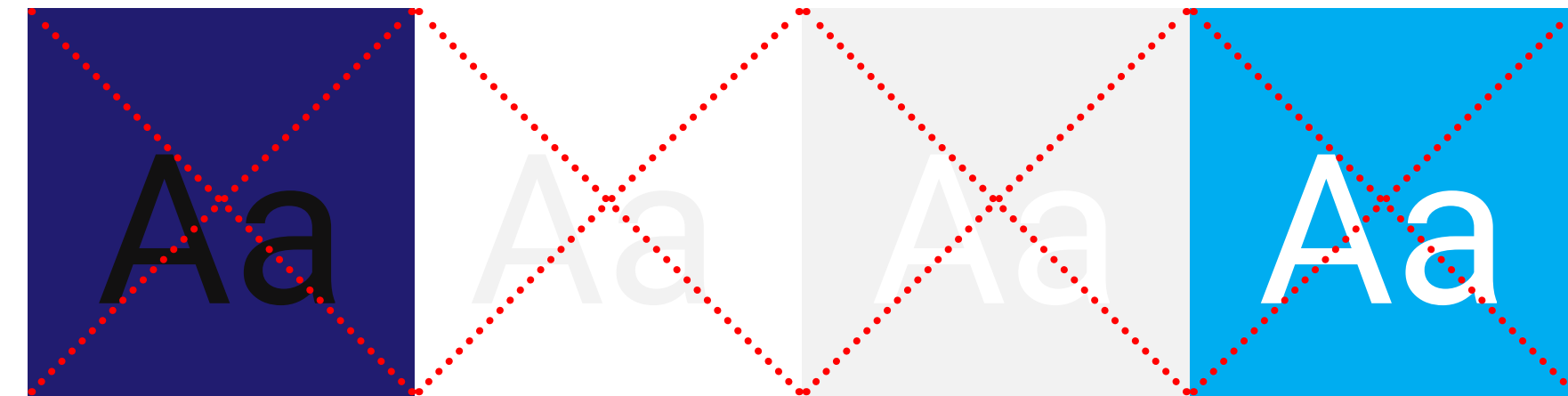
Arial Bold Italic
The quick brown fox jumps over the lazy dog.
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

Our Fonts - Using Colors

Use the below examples to guide you on choosing font colors.



Do not use the following font colors with the backgrounds below.



Broward Metropolitan Planning Organization

For any questions, concerns or support regarding Broward MPO's brand guidelines, please contact:

José Vera
Graphic Designer
veraj@browardmpo.org

**Design
Responsibly**
