<table>
<thead>
<tr>
<th>LOGO STYLES and USE</th>
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</table>
| **Grayscale logo Positive**  
  Use against white or pale solid color backgrounds only. |
| ![Grayscale logo](image1) |
| **Green logo Positive**  
  Use Pantone 5483 or Process build C71 M23 Y33 K17 only.  
  Use against white background only. |
| ![Green logo](image2) |
| **Full Color logo Positive**  
  Use against white background only. |
| ![Full Color logo](image3) |
| **Grayscale logo Reverse**  
  Use against Black or dark solid color backgrounds only. |
| ![Grayscale logo Reverse](image4) |
| **Full Color logo Reverse**  
  Use against Black background only. |
| ![Full Color logo Reverse](image5) |
| **Simple Type mark Black**  
  Use when reproduction method prohibits use of the fully rendered state graphic. |
| ![Simple Type mark Black](image6) |
| **Simple Type mark Color**  
  Use when reproduction method prohibits use of the fully rendered state graphic. |
| ![Simple Type mark Color](image7) |
| **Simple Type mark Reverse**  
  Use against complicated or varied backgrounds. |
| ![Simple Type mark Reverse](image8) |
It is recommended the following font families be used whenever possible for any Florida Humanities corporate communication pieces:

**Lato Family**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

**LeMonde Livre Family**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Pantone 5483
R97 G133 B141
C71 M23 Y33 K17

R181 G165 B136
C15 M25 Y38 K18
Use height and width of capital H to determine absolute minimum safe space surrounding logo

Whenever possible, aligning objects below logo to right edge of state should be avoided.
IMPROPER USE OF LOGO

Do not disproportionaly scale/distort the height or width of the logo

Do not use color combinations other than approved logo art

Do not alter the position of logo elements

Do not use color logos against colored or varied color backgrounds. See logo style sheet for appropriate use guidelines.