FLORIDA HUMANITIES

LOGO USE AND STYLE GUIDE

SEPTEMBER 2019

LOGO STYLES and USE

Grayscale logo Positive
Use against white or pale solid color backgrounds only.

Green logo Positive
Use Pantone 5483 or Process build C71 M23 Y33 K17 only.
Use against white background only.

Full Color logo Positive
Use against white background only.

Grayscale logo Reverse
Use against Black or dark solid color backgrounds only.

Full Color logo Reverse
Use against Black background only.

Simple Type mark Black
Use when reproduction method prohibits
use of the fully rendered state graphic.

Simple Type mark Color
Use when reproduction method prohibits
use of the fully rendered state graphic.

Simple Type mark Reverse
Use against complicated or varied backgrounds.

It is recomended 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

LOGO LAYOUT GUIDELINES

H

Florida
H U M A N I T I E S
H

H

Use height and width of capital H to determine absolute minimum safe space surrounding logo

ALIGN CENTER HERE

Florida
H U M A N I T I E S

ALIGN CENTER HERE

ALIGN LEFT TO THIS EDGE

Florida
H U M A N I T I E S

ALIGN LEFT TO THIS EDGE

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 bgackgrounds. See logo style sheet for appropriate use guidelines.