

Brand Standards Manual



dania beachSM
First in Broward · Second to None

Introduction

Your communications not only deliver specific messages, they also reflect the City as a whole. The consistent use of your logo, on print pieces, websites, presentations, documents and across all touchpoints, helps your audiences instantly identify your communications as coming from the City of Dania Beach. In maintaining that consistency, you strengthen your identity of the City.

The Dania logo is a valuable asset, and the protection of its integrity is vital to your growth. The reproduction standards and artwork in this manual were developed to protect and strengthen your brand.

The purpose of the Standards Manual is to provide a comprehensive guide to the proper and legal use of your brand identity. These standards apply to all uses. Because the proper use of your logo has tremendous value to the image of the brand, the guidelines in this document be strictly enforced.

WILESMITH ADVERTISING | DESIGN

Contents

THE IDENTITY

Core Element	5/6
Colors for Print	7
Colors for Digital Media	8

USAGE

Background Colors	10
Knock Out	11
Black/Grayscale	12
Logo Don'ts	13
Exclusion Zone	14

TYPEFACE

Type Family	16
Type Usage	17

The Identity



dania beachSM
First in Broward · Second to None

Core Element

Your logo is the core element of your visual identity. It should be seen on everything we do from letterheads and advertising to promotional items and brochures.

The logo consists of five elements: the nautilus, the “d”, the water, the Dania Beach logotype and the tagline “First in Broward - Second to None”. It should not be redrawn, digitally manipulated or altered in any way.

The logo must always be reproduced from a digital master reference. This is available in vector eps, jpeg and gif formats. Please ensure the appropriate artwork format is used.

For more information, please refer to **USAGE** (p.9).

Wide Logo Option

2-Color PMS Logo



Usage
All promotional items and 2-color commercial printing that can use PMS.

CMYK Logo



Usage
All CMYK commercial process printing.

1-Color Green



Usage
All promotional items and 1-color printing.

1-Color Blue



Usage
All promotional items and 1-color printing.

1-Color B&W Logo



Usage
All b&w newspaper.

1-Color Gray Logo



Usage
An optional b&w for commercial printing.

Core Element

Tall Logo Option

Your logo is the core element of your visual identity. It should be seen on everything we do from letterheads and advertising to promotional items and brochures.

The logo consists of five elements: the nautilus, the “d”, the water, the Dania Beach logotype and the tagline “First in Broward - Second to None”. It should not be redrawn, digitally manipulated or altered in any way.

The logo must always be reproduced from a digital master reference. This is available in vector eps, jpeg and gif formats. Please ensure the appropriate artwork format is used.

For more information, please refer to **USAGE** (p.9).

2-Color PMS Logo



Usage
All promotional items and 2-color commercial printing that can use PMS.

CMYK Logo



Usage
All CMYK commercial process printing.

1-Color Green



Usage
All promotional items and 1-color printing.

1-Color Blue



Usage
All promotional items and 1-color printing.

1-Color B&W Logo



Usage
All b&w newspaper.

1-Color Gray Logo



Usage
An optional b&w for commercial printing.

Logo Colors for Print

For any printed application please refer to the color specifications right. Accurate reproduction of colors is essential for brand consistency.

COLOR OPTIONS

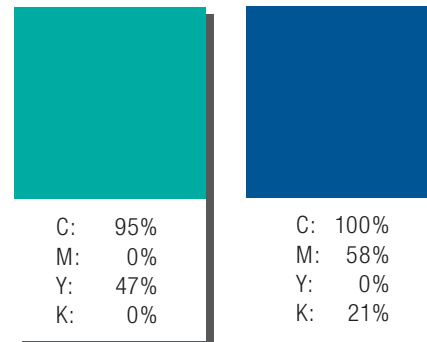
- Pantone® Matching System (PMS)
- Four Color Process (CMYK)

For more information, please refer to **USAGE** (p.9).

Pantone® Matching System (PMS)



Four Color Process (CMYK)



Colors for Digital Media

For any online or digital application please refer to the color specifications right.

File format

- jpeg or gif

Color Options

- RGB
- Hexadecimal HTML Code
- LAB

RGB Color



R:0 G:55 B:119



R:18 G:174 B:156

HEXADECIMAL HTML



#003777



#12ae9c

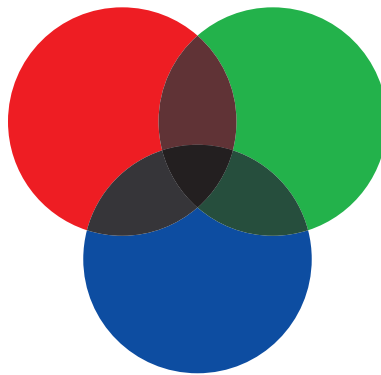
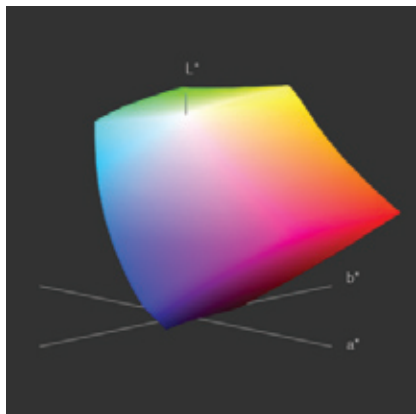
LAB Color



L:21 A:5 B:-47



L:61 A:-68 B:-7



Usage



dania beachSM
First in Broward · Second to None

Color Background

In certain cases, it will be necessary to print the color logo on a color background. The logo should only be printed on the approved colors shown here. The logo should not be printed on any other color. See **LOGO DON'TS** (p.13).

IMPORTANT NOTE:

The illustrations on the right do not imply that the logo should be contained in a box of any kind. Rather it is to show how the logo should appear when knocked out of a larger area of the aforementioned colors.

IMPORTANT NOTE:

Any color logo on a color photo (illustrated below), must be submitted and approved by the city before any production.



10% OF PMS 294 – PROCESS: C: 12 M: 6 Y: 0 K: 5



20% OF PMS 3275 – PROCESS: C: 20 M: 0 Y: 10 K: 0



40% OF PMS 123 – PROCESS: C: 0 M: 10 Y: 37 K: 0



50% OF PMS 726 – PROCESS: C: 0 M: 5 Y: 12 K: 0



PMS 123 – PROCESS: C: 0 M: 31 Y: 88 K: 0



PMS 726 – PROCESS: C: 9 M: 20 Y: 0 K: 0

Knock Out

In certain cases, it will be necessary to knock-out the logo from a background color. The logo should only be knocked-out of the approved colors shown here. The logo should not be knocked-out of any other color. See **LOGO DON'TS** (p.13).

IMPORTANT NOTE:

The illustrations on the right do not imply that the logo should be contained in a box of any kind. Rather it is to show how the logo should appear when knocked out of a larger area of the aforementioned colors.

IMPORTANT NOTE:

Any knocked-out logo on a color photo (illustrated below), must be submitted and approved by the city before any production.



PMS 294 – PROCESS: C: 100 M:58 Y: 0 K: 21



PMS 3275 – PROCESS: C: 95 M: 0 Y: 47 K: 0



PMS 123 – PROCESS: C: 0 M: 31 Y: 88 K: 0



PMS 360 – PROCESS: C: 62 M: 0 Y: 78 K: 0



PMS 258 – PROCESS: C: 50 M: 77 Y: 0 K: 0



100% OF BLACK

Black/Grayscale

In certain cases, it will be necessary to print the logo in only black or grayscale. Use only the solid black or grayscale logos provided in eps format. For more information, see **LOGO DON'TS** (p.13).



Logo Don'ts

Adhering to the guidelines in this manual will provide a consistent brand unity. The following are just some examples of “**what not to do**” with the Dania logo.



Stretching out of proportion



Using non-Dania colors



Do not knock out logo on any color background
See page 11 for approved background colors



Switching colors



Enclosing inside a shape of any kind
(circles, ovals, squares, rectangles, etc.)



Do not place color logo on any color background
See page 10 for approved background colors



Arching or distorting logo

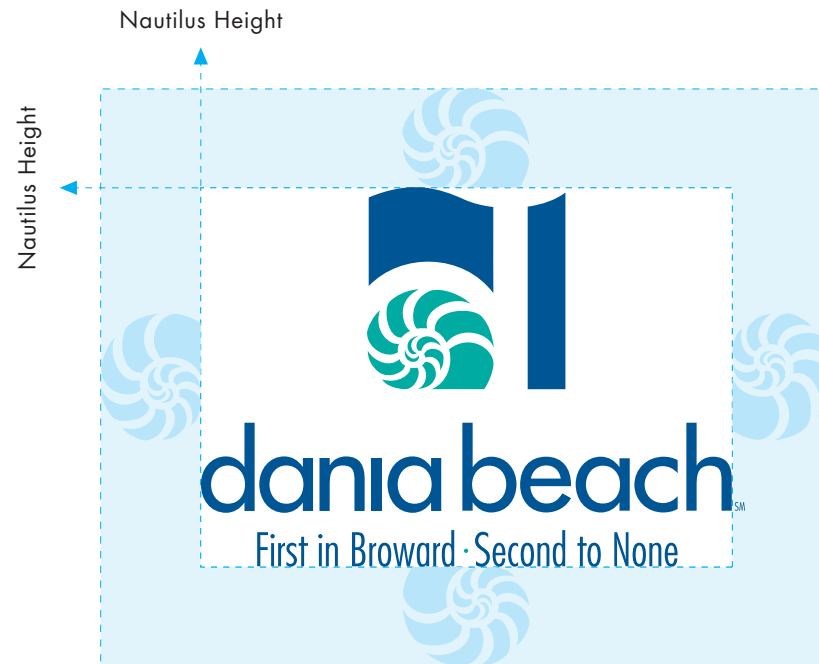


Altering the byline in any way

Exclusion Zone

In order to maximize its visual presence across various applications and formats, the logo requires a surrounding area clear of any other graphic elements or text.

The exclusion zone is equal to the height of the nautilus. Always allow at least this amount of clear space around the logo. This is not a placement guide. It is a minimum only. It is important that this rule is observed and that the exclusion zone is maintained at all times.



Typeface



dania beachSM
First in Broward · Second to None

Type Family

Futura

The typeface used in the Dania Beach logo and tagline is Futura, and a customized redrawn version of Futura. Futura is a crisp, clean face that avoids non-essential elements, resulting in an appearance of efficiency and forwardness.

Futura was chosen as the brand typeface for Dania Beach for the round shapes of its letterforms which reinforce the forms in the logo mark, i.e., the lower case "d" and nautilus. This integration of shape and form creates harmony, makes it easier for the viewer to process, and visually pleasing to the eye.

Futura Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=;

Futura Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=;

Futura Heavy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=;

Futura Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=;

Futura Light
Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=;

Futura Medium
Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=;

Futura Bold
Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#\$%^&*()_+=;

Type Usage

PRINT

For all printed material, the font Futura should be used. This includes body copy, headlines, subheads, and addressing on envelopes.

WEB/POWERPOINT

For web and PowerPoint, the font Helvetica should be used, followed by Arial and Geneva. These fonts should be readily available on most users' computers.

Helvetica

Arial

Geneva