

Brand Guidelines

Internal and External brand guidelines | October 2015

There are three acceptable layouts for our brand logo: the primary brandmark, the secondary brandmark, and the wordmark. The 4-color primary brand mark logo is the preferred version to be used in marketing and communications materials. The 4-color wordmark can be used in corporate, education, media, training, and community materials.

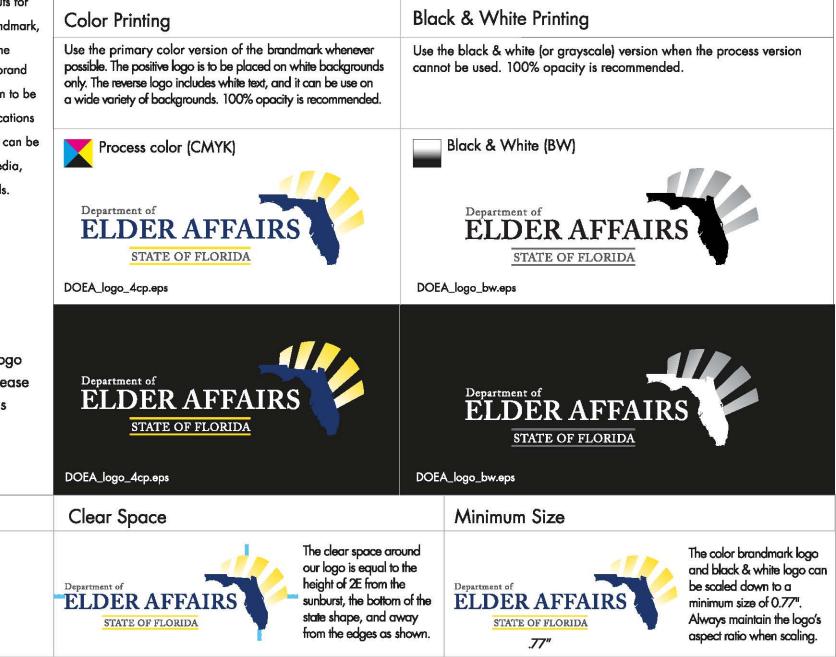
To request the brandmark logo in particular file formats, please contact the Communications Department at (850) 414-2318.

Official Colors

Pantone® 288

Pantone® 198

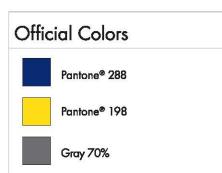
Gray 80%



The Department of Elder Affairs is the owner of all legal rights, title, and interest in and to the above indicia, which includes trademarks, tradenames and logos. The above indicia may not be used, in whole or in part, without the prior written consent of the Department of Elder Affairs.

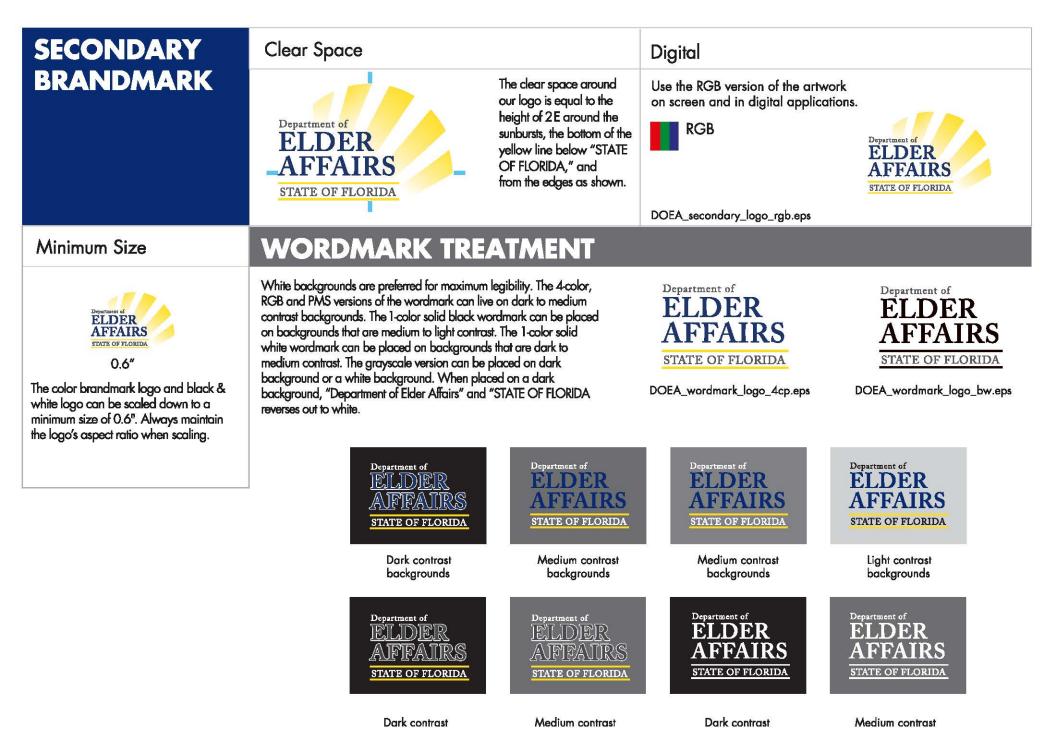
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Digital	Out-of-Home (Over-Sized Printing)
Use the RGB version of the artwork on screen and in digital applications.	Use this high resolution version of artwork for applications such as billboards and posters. Please contact the Communications Department for these logo files.
RGB	Official Colors
Department of	R=0 G=45 B=115
ELDER AFFAIRS	R=225 G=221 B=20
STATE OF FLORIDA	R=88 G=89 B=91
DOEA_logo_rgb.eps	
SECONDARY BRANDMAR	RK .
	RK Black & White Printing
Color Printing Use the secondary color version of the brandmark ONLY if the readbility of the primary logo is affected. Apply on white	Black & White Printing Use the black & white (or grayscale) version when the process version
SECONDARY BRANDMAR Color Printing Use the secondary color version of the brandmark ONLY if the readbility of the primary logo is affected. Apply on white or light color backgrounds only. Process color (CMYK)	Black & White Printing Use the black & white (or grayscale) version when the process version cannot be used. 100% opacity is recommended but ONLY on a white
Color Printing Use the secondary color version of the brandmark ONLY if the readbility of the primary logo is affected. Apply on white or light color backgrounds only. Process color (CMYK)	Black & White Printing Use the black & white (or grayscale) version when the process version cannot be used. 100% opacity is recommended but ONLY on a white background. Black & White (BW)
Color Printing Use the secondary color version of the brandmark ONLY if the readbility of the primary logo is affected. Apply on white or light color backgrounds only.	Black & White Printing Use the black & white (or grayscale) version when the process version cannot be used. 100% opacity is recommended but ONLY on a white background.

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To maintain the integrity of the Department of Elder Affairs logo, consistent and proper use of all logo components is essential. Avoid any alterations to the logo components, including changes to color, size, or placement that are not specifically defined as correct use variations within the guidelines standards.

The examples at right demonstrate some typical graphic mistreatments of the Department of Elder Affairs logo.



of the brandmark.



Do not use the symbol as a stand alone graphic.



Do not use the logo without the symbol.





Do not add an element or text that violates the logo clear space.



Do not add glows or shadows.



Do not place the logo on busy or distracting backgrounds.



Do not add an element or text to the brandmark.

DEPARTMENT OF ELDER AFFAIRS QUICK REFERENCE GUIDE: BRAND IDENTITY When you should use .jpg, .png, or .eps files

PNG

Use of a PNG file in a web project.

PNG is a transparent file that gives you the abbility to apply the logo on different background colors without having a white box around it. However, because of the lack of support for the CMYK color space and the fact that there can be no color separations, the PNG file is not a good fit in a print production set. In other words, if you need to send something out to print, PNG is not the file you should be using.

The **secondary** brandmark should **NEVER** be applied on a dark background - **ONLY WHITE**.

JPG

JPG files can be used on web projects, in-house printing, or offset printing.

Its good image quality and compression file. The JPEG format we have available for or logo are RGB, CMYK, and Black & White in both Medium (150 DPI) and High Resolution (300).

For in-house printing material, you can use the Medium or High Resolution RGB files.

If you are sending out to print, you need to use the High Resolution (300 DPI) CMYK file.

Most recommended, unless you are sending something out to a print shop.

EPS

EPS is a vector art file. You must have a specific software application to create an EPS file such as Adobe Photoshop or Adobe Illustrator.

EPS file is often used when exchanging vector graphics (e.g. logos) that are only to be read but not edited by the receiver, such as sending the file to a print house.

The only time you will use this type of file is when you need to send the vector art file to a partner or if you are sending somethig out to print.

Remember all materials with DOEA logo need to first be approved by the Director of the Communications office.

Primary brandmark





Secondary brandmark







If you need any specific logo, a different verion, or have questions, please contact the Communications Department (850) 414-2318.