





Brand Guidelines

Internal and External brand guidelines | October 2015

DEPARTMENT OF ELDER AFFAIRS QUICK REFERENCE GUIDE: BRAND IDENTITY

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	Clear Space	Minimum Size
<div><div></div> Pantone® 288</div> <div><div></div> Pantone® 198</div> <div><div></div> Gray 80%</div>	<div><div></div><div>The clear space around our logo is equal to the height of 2E from the sunburst, the bottom of the state shape, and away from the edges as shown.</div></div>	<div><div></div><div>The color brandmark logo and black & white logo can be scaled down to a minimum size of 0.77". Always maintain the logo's aspect ratio when scaling.</div></div>

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.

Color Printing

Use the primary color version of the brandmark whenever possible. The positive logo is to be placed on white backgrounds only. The reverse logo includes white text, and it can be use on a wide variety of backgrounds. 100% opacity is recommended.



Process color (CMYK)



DOEA_logo_4cp.eps

Black & White Printing

Use the black & white (or grayscale) version when the process version cannot be used. 100% opacity is recommended.



Black & White (BW)



DOEA_logo_bw.eps



DOEA_logo_4cp.eps




DOEA_logo_bw.eps


DEPARTMENT OF ELDER AFFAIRS QUICK REFERENCE GUIDE: BRAND IDENTITY


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 70%

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.
<div><div> RGB</div><div></div><div>DOEA_logo_rgb.eps</div></div>	<div>Official Colors</div> <div><div> R=0 G=45 B=115</div><div> R=225 G=221 B=20</div><div> R=88 G=89 B=91</div></div>
SECONDARY BRANDMARK	
Color Printing	Black & White Printing
Use the secondary color version of the brandmark ONLY if the readability of the primary logo is affected. Apply on white or light color backgrounds only.	Use the black & white (or grayscale) version when the process version cannot be used. 100% opacity is recommended but ONLY on a white background.
<div><div> Process color (CMYK)</div><div></div><div>DOEA_secondary_logo_4cp.eps</div></div>	<div><div> Black & White (BW)</div><div></div><div>DOEA_secondary_logo_bw.eps</div></div>

DEPARTMENT OF ELDER AFFAIRS QUICK REFERENCE GUIDE: BRAND IDENTITY

SECONDARY BRANDMARK	Clear Space	Digital	
		The clear space around our logo is equal to the height of 2 E around the sunbursts, the bottom of the yellow line below "STATE OF FLORIDA," and from the edges as shown.	Use the RGB version of the artwork on screen and in digital applications.  RGB  DOEA_secondary_logo_rgb.eps
Minimum Size	WORDMARK TREATMENT		
 0.6" The color brandmark logo and black & white logo can be scaled down to a minimum size of 0.6". Always maintain the logo's aspect ratio when scaling.	<p>White backgrounds are preferred for maximum legibility. The 4-color, RGB and PMS versions of the wordmark can live on dark to medium contrast backgrounds. The 1-color solid black wordmark can be placed on backgrounds that are medium to light contrast. The 1-color solid white wordmark can be placed on backgrounds that are dark to medium contrast. The grayscale version can be placed on dark background or a white background. When placed on a dark background, "Department of Elder Affairs" and "STATE OF FLORIDA" reverses out to white.</p>		 DOEA_wordmark_logo_4cp.eps
	 DOEA_wordmark_logo_bw.eps		
	 Dark contrast backgrounds	 Medium contrast backgrounds	 Medium contrast backgrounds
	 Light contrast backgrounds		
	 Dark contrast	 Medium contrast	 Dark contrast
		 Medium contrast	

DEPARTMENT OF ELDER AFFAIRS QUICK REFERENCE GUIDE: BRAND IDENTITY

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.



Do not change the colors of the landmark.



Do not use the logo without the symbol.



Do not change the lettering.



Do not use the symbol as a stand alone graphic.



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 landmark.

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.

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 ability 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 our 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 something 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



Official Colors

	R=0 G=45 B=115
	R=225 G=221 B=20
	R=88 G=89 B=91

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