



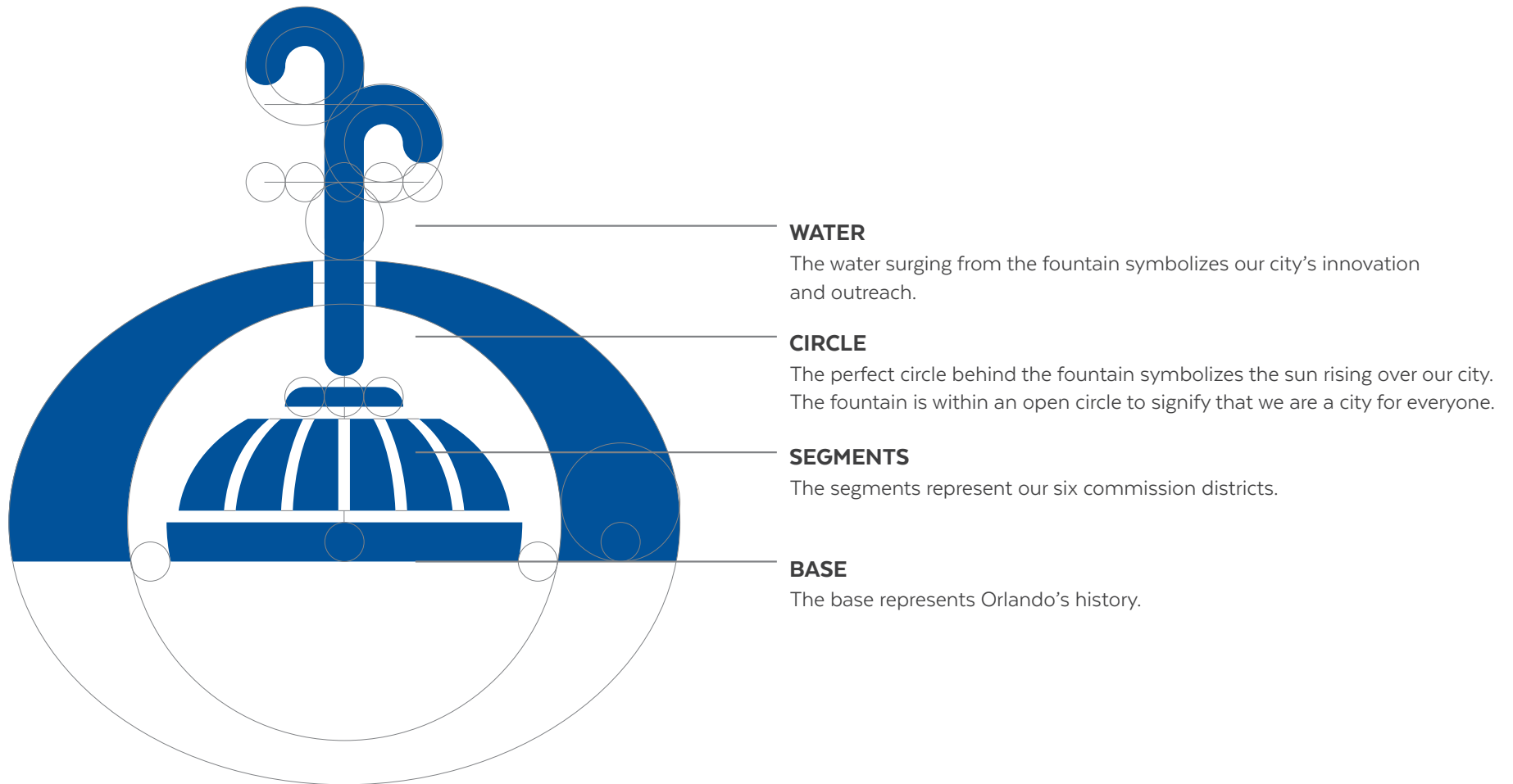
STYLE GUIDE

CITY OF ORLANDO

LOGO

LOGO SYMBOLISM

The city of Orlando's icon contains visual elements that represent our community. By implementing the new logo, we are creating a visual connection with our residents and uniting as one government. The city of Orlando's fountain logo is unique to our community and visually recognizable to those who call Orlando home.



LOGO VARIATIONS

PRIMARY

Horizontal is the primary version of the logo.

When printed, the full mark must be a minimum of 2" horizontally. When used digitally, it must be a minimum of 150 px horizontally.



ALTERNATE STACKED

The alternate stacked logo is available when the design space is a vertical or square. This stacked option may not be used for any program or department logos.

When printed, the alternate stacked logo must be a minimum of 1" horizontally. When used digitally, it must be a minimum of 75 px horizontally.



ICON

The fountain icon represents the city of Orlando and the Mayor. This icon is to be used in instances where the whole logo is not needed.



WORDMARK

In any case that the fountain does not need to be paired with the wordmark, the wordmark can stand alone centered, as seen in the alternate stacked logo.

This wordmark is to be used only with approval by Communications and Neighborhood Relations.



LOGO COLOR OPTIONS

BLUE

Blue (Pantone 287) should be used across all digital and printed materials. If the blue does not provide enough contrast to be readable, the black or white options below may be used.



90% BLACK

If the background does not accommodate the primary logo, a 90% black may be used instead.



WHITE

If the background does not accommodate the primary logo, a white version may be used instead.



EXCEPTIONS

In some cases, logo variations can be used in any one of the brand colors. This is only on a case-by-case basis with approval by Communications and Neighborhood Relations.



DOWNLOAD

cityoforlando.net/ocnr/graphics-standards

LOGO CLEARSPACE

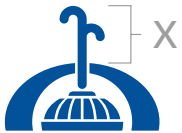
CLEARSPACE

Working with logos requires consistent clearspace. Clearspace is the blank space (x) around the entire logo that is free of text and other graphics. The clearspace has been set according to specific dimensions of the different logo components. 1x is the minimum amount of clearspace needed to meet this requirement.



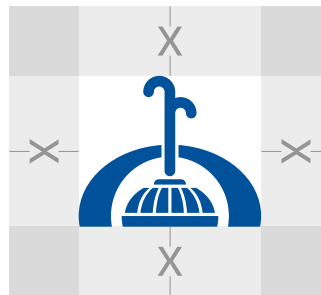
UNITS

The method for spacing is measured in relative “x” units. One “x” can be determined from the height of the water in the fountain symbol.



SPACING

Spacing of the primary logo elements should never change.



BRAND COLORS

PRIMARY COLORS



PANTONE 283
35/9/0/0



PANTONE 285
89/43/0/0



PANTONE 286
100/66/0/2



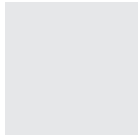
PANTONE 287
100/68/0/12



PANTONE 288
100/67/0/23



PANTONE 289
100/64/0/60



PANTONE
COOL GRAY 8
0/0/0/10



PANTONE
COOL GRAY 14
0/0/0/30



PANTONE
COOL GREY 25
0/0/0/50



PANTONE
COOL GRAY 35
0/0/0/70



PANTONE
COOL GRAY 40
0/0/0/80



PANTONE
COOL GRAY 45
0/0/0/90

SECONDARY COLORS



PANTONE 189
0/27/12/0



PANTONE 1777 C
0/58/36/0



PANTONE 032 C
0/90/86/0



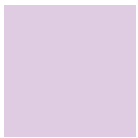
PANTONE 1797 C
0/100/99/4



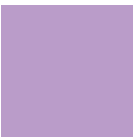
PANTONE 1807 C
0/100/96/28



PANTONE 1817 C
0/90/100/66



PANTONE 531
10/20/0/0



PANTONE 229
26/40/0/0



PANTONE 2587
58/76/0/0



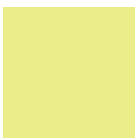
PANTONE 527
69/99/0/0



PANTONE 268
82/98/0/12



PANTONE 525
69/100/4/45



PANTONE 379
9/0/58/0



PANTONE 381
20/0/91/0



PANTONE 382
29/0/100/0



PANTONE 376
50/0/100/0



PANTONE 356
95/0/100/27



PANTONE 350
79/0/100/75



PANTONE 1205
0/5/31/0



PANTONE 1215
0/9/45/0



PANTONE 1225
0/17/62/0



PANTONE 1235
0/29/91/0



PANTONE 131
0/32/100/9



PANTONE 139
7/49/100/25

Consistent use of color supports visual cohesion across our communication platforms and leverages emotional resonance with our brand.

These select colors represent the boldness and vibrancy of the city of Orlando. A secondary palette has been carefully selected for versatility and compatibility with our iconic hues.

This range of secondary color options was chosen to complement the city's primary color palette. It provides departments and programs the flexibility to distinguish themselves, yet build consistency with the city's overall visual identity.

- Blue represents the primary color that the city has historically used.
- Gray represents policy-making and fiscal responsibility.
- Red represents the vibrancy of our city.
- Purple represents that we are a city for everyone.
- Green represents that we are the most sustainable city in the Southeast.
- Yellow represents our year-round sunny climate.

BRAND TYPOGRAPHY

TYPEFACE

In keeping a cohesive brand for the city, Texta will be used as the primary typeface. The logo is to only be paired with Texta.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

Thin *Thin Italic*

Light *Light Italic*

Book *Book Italic*

Medium *Medium Italic*

Bold *Bold Italic*

Heavy *Heavy Italic*

Black *Black Italic*

CITY SEAL

CITY SEAL

OFFICIAL CITY SEAL

The official city of Orlando seal is only to be used on designated materials. These materials include official documents, checks, official notifications, materials representing elected officials, proclamations and resolutions. On citywide promotional materials, signage and websites, the fountain logo should be used. The city seal should not be used in conjunction with the city logo. The seal is not recommended for everyday design. The three-color, approved options are shown: full color, city blue and black.



SIZE

For printed application, if the seal is shown alone, it must be at least 1" in diameter.

When paired with the wordmark, the full logo must be a minimum of 2" horizontally.

For digital use, the seal must be at least 75 px in diameter.



CLEARSPACE

Working with the seal requires consistent clearspace. Clearspace is the "blank" space (x) around the entire logo that is free of text and other graphics. The clearspace for the seal is 25% of the width of the seal.



RULES

Incorrect use of the city logo (p. 15) also apply to the city seal.