



BRAND STANDARDS BRIEF

UPDATED: 2021

LOGO

The full color logo should be used most often, preferably on a white background or white rectangle, with appropriate "clear space" margins.

For maximum impact and clarity, the logo should be reproduced at a minimum height of 3/4 inch. In all applications, the clear space around the brandmark should equal the height of the top arrow segment as detailed below (x). Any background inside this clear space should be even and free from typography or any other graphic elements. The minimum clear space must be maintained on all sides.

A reversed brandmark should be used when using a full-color brandmark is not an option. The reversed option should always be all white and preferably sit on top of a brand color. This applies to all printed and online materials.

The brandmark may also appear in black, tones of black, or grayscale when color printing is not possible.

FULL COLOR LOGO



CLEAR SPACE



REVERSED LOGO



BLACK / GRAYSCALE





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COLOR

The CareerSource Florida primary color palette is made up of bold, bright colors. The logo is the only time all three primary colors should be used together in equal value. To not overwhelm visuals with our primary colors, it is recommended that only one primary color be used predominantly when creating graphical elements or brand executions. Other primary and secondary colors should be used as accents.

PRIMARY COLOR VALUES

PMS 2935	CMYK: 86, 49, 0, 0 RGB: 13, 118, 189 HEX: #0D76BD	PMS BRIGHT ORANGE	CMYK: 0, 77, 100, 0 RGB: 242, 97, 34 HEX: #F26122
PMS 361	CMYK: 69, 0, 100, 0 RGB: 84, 185, 72 HEX: #54B948	PMS 431	CMYK: 11, 1, 0, 64 RGB: 106, 115, 123 HEX: #6A737B

SECONDARY COLOR VALUES

PMS 375	CMYK: 41, 0, 78, 0	RGB: 160, 207, 103	HEX: #A0CF67
PMS 130	CMYK: 0, 30, 100, 0	RGB: 253, 185, 19	HEX: #FDB913
PMS 1375	CMYK: 0, 40, 90, 0	RGB: 250, 166, 52	HEX: #FAA634
PMS 539	CMYK: 100, 49, 0, 70	RGB: 0, 43, 84	HEX: #002B54
PMS 299	CMYK: 74, 21, 0, 0	RGB: 22, 160, 219	HEX: #16A0DB

TYPOGRAPHY

Proxima Nova is our preferred brand font. The Proxima Nova family was selected because the font is fresh, modern, versatile (both in headlines and body copy) and affordable. Use Proxima Nova wherever possible. Note: Proxima Nova may be purchased through a number of online sites, such as myfonts.com.

PRIMARY FONT

Aa PROXIMA NOVA
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$\$%^&*()

SECONDARY FONT

Aa ARIAL
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789 !@#\$\$%^&*()