

# GUIDELINES FOR LOGO USE



## WHEN TO USE THE FLORIDA'S CORAL REEF LOGO



We encourage use of the Florida's Coral Reef logo whenever speaking, writing, or promoting any part of the reef, if possible. We strongly urge people to use the logo if:

- The target audience includes Monroe, Miami-Dade, Broward, Palm Beach, and Martin Counties
- The piece mentions at least two segments of the reef (Examples: Dry Tortugas National Park and Florida Keys National Marine Sanctuary; the Southeast Florida Coral Reef Ecosystem Conservation Area and Biscayne National Park)
- A map is used to display the entire reef, from the St. Lucie Inlet to the Dry Tortugas, or at least two segments of the reef.



You have several choices and, depending upon the size needed and color limitations, there should be an available option to fit your need. Three of the possible logo units are shown at left.



## AVOID LOGO MISUSE

Use the logo files **as they are supplied to you**.

- Do not distort, stretch or compress the proportions of the logo in any way.
- Do not change the colors or alter the type elements in any way.
- Do not isolate any one part of the logo - use each entire logo as a unit.



## CLEAR ZONES for Florida's Coral Reef Logo

### Clear Zone

The logo should always have a clear zone around it to help maintain the integrity of its design.

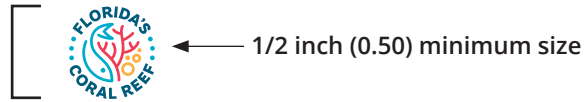
"X" represents the minimum amount of clear space required to ensure maximum clarity of your logo in the design layout. **Leave more clear space whenever possible.**

"X" is equal to the height of FLORIDA'S CORAL REEF type.



## MINIMUM SIZE LIMITATIONS

The logos **should not be used any smaller than 0.5 inch tall**, which is 25.7% of file size.



## AVAILABLE LOGO VERSIONS AND ALL ORIENTATIONS

- The logos should be applied appropriately for their intended purpose.
- The logos should be used in the orientation that best fits the available space, i.e., circular, horizontal or vertical.



FCR\_Logo\_Circular\_FullColor.eps



FCR\_Logo\_Horizontal\_FullColor.eps



FCR\_Logo\_Vertical\_FullColor.eps

## AVAILABLE LOGO COLOR VERSIONS

- Each logo is supplied in full color, full color reversed, each of the five singular colors in the palette, black and white (reverse). The examples shown below use the circular logo.



FCR\_Logo\_Circular\_FullColor.eps



FCR\_Logo\_Circular\_FullColor\_Reversed.eps



FCR\_Logo\_Circular\_Deep.eps



FCR\_Logo\_Circular\_Coral.eps



FCR\_Logo\_Circular\_Ocean.eps



FCR\_Logo\_Circular\_Sun.eps



FCR\_Logo\_Circular\_Sand.eps



FCR\_Logo\_Circular\_Black.eps



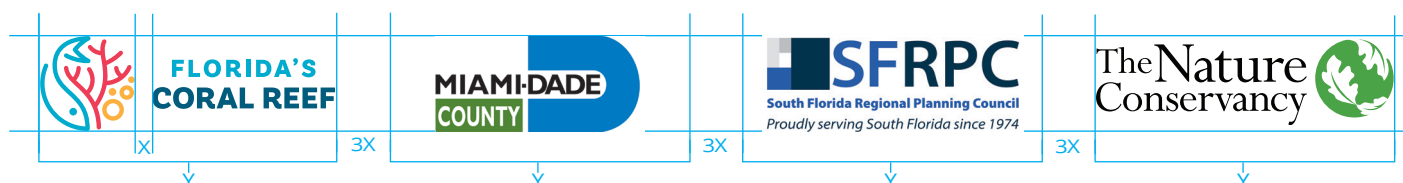
FCR\_Logo\_Circular\_White.eps

## USING THE FLORIDA'S CORAL REEF (FCR) LOGO WITH THE DEP LOGO



When necessary, the horizontal logo can be paired with the DEP seal on the left with the FCR logo placed at 3 times (3X) the space between the graphic and logotype (X). Note that the DEP seal is the same depth as the graphic part of the coral reef logo, in order to achieve optical balance.

## USING THE FCR LOGO WITH OTHER PARTNER LOGOS



When the FCR logo is used with other partner logos, the depth or width of the partner logo should never be greater than that of the FCR logo. Each partner logo should be sized to fit proportionally within the space allowance, centered within the space. Each of the partner logos above has been sized to have the logo reach the maximum width or height of this space, and centered either horizontally or vertically within it. The minimum clear space between the FCR logo and each partner logo should be at least three times that of the space (X) between the FCR graphic and the logotype (3X). When placing a group of partner logos across a page, allow the (3X) spacing between (Y) that equal the width of the FCR logo. This is shown in the row of logos above and is especially important when used at this minimum size.

The reduced sample pledge graphic shown at right illustrates the logo arrangement described above.

**Sign the Pledge**

**Take the pledge and join the Florida Coral Crew**

We need your support to rescue and restore Florida's Coral Reef and share the wonders of our waters with generations to come.

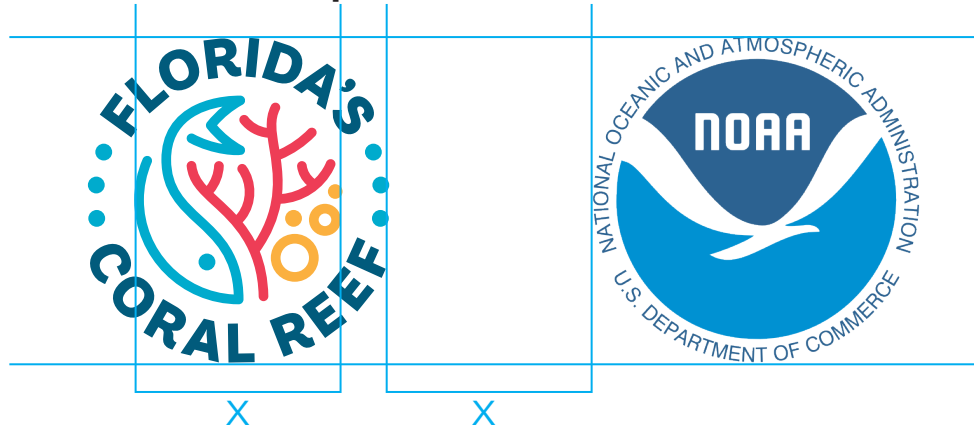
**FloridasCoralReef.org**

MIAMI-DADE COUNTY SFRPC The Nature Conservancy

## USING THE FCR LOGO WITH OTHER PARTNER LOGOS - ALL ORIENTATIONS

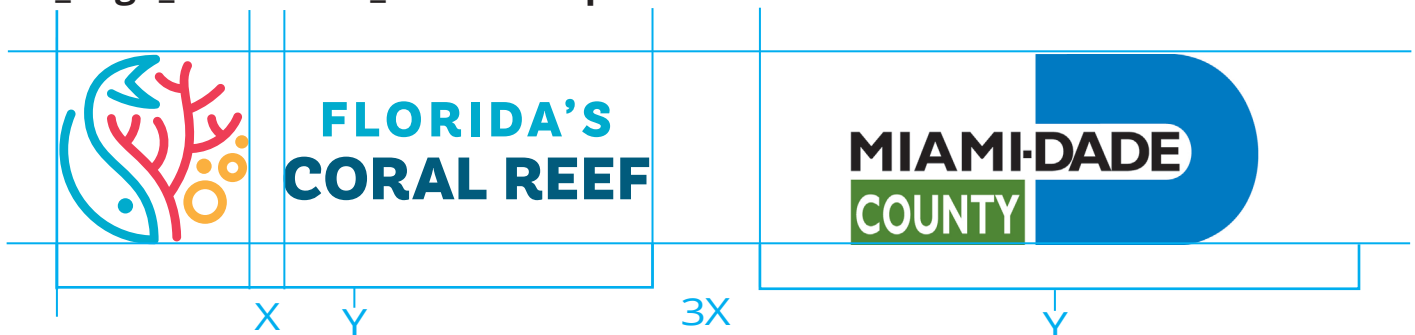
When the FCR logo is used with other partner logos, the depth or width of the partner logo should never be greater than that of the FCR logo. Each partner logo can be made to fit proportionally within the space allowance, centered within the space, according to the guidelines below. The **constant** is the FCR graphic element. This is shown below with the FCR logo in all forms - **Circular, Horizontal and Vertical**.

### FCR\_Logo\_Circular\_FullColor.eps



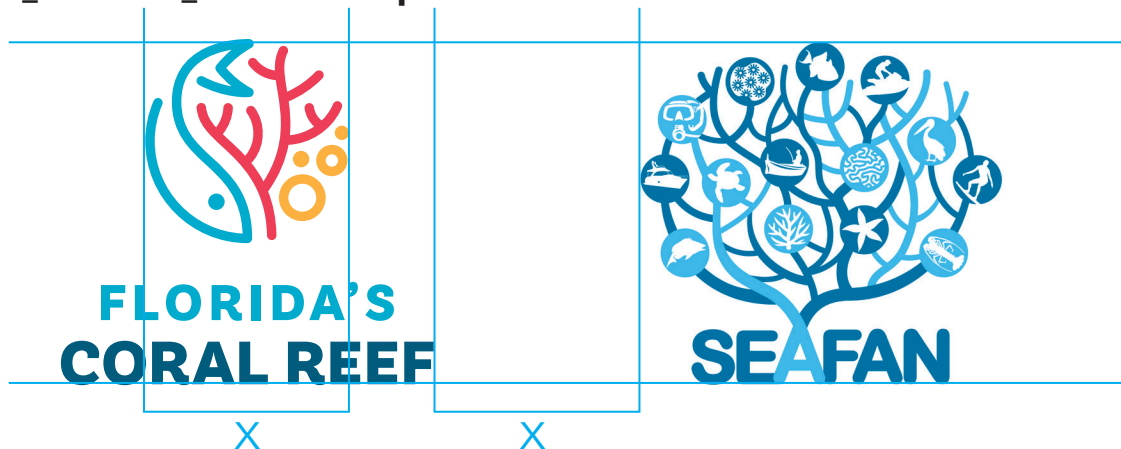
With the **circular logo**, the minimum clear space between the FCR logo and other partner logos should be equal to the width of the interior portion of the FCR graphic (X). This spatial relationship is used between each partner logo in a group.

### FCR\_Logo\_Horizontal\_FullColor.eps



With the **horizontal logo**, the minimum clear space between the FCR logo and a partner logo should be at least **three times the space (X)** between the FCR graphic and the logotype (3X). When placing a partner logo next to this logo, allow the (3X) spacing between them. The **partner logo** should be no deeper or wider than the FCR logo. As shown above, (Y) represents the width of the FCR logo.

### FCR\_Logo\_Vertical\_FullColor.eps



With the **vertical logo**, the minimum clear space between the FCR logo and other partner logos should be equal to the width of FCR graphic (X). This spatial relationship is used between each partner logo in a group.



## FLORIDA'S CORAL REEF: COLOR PALETTE



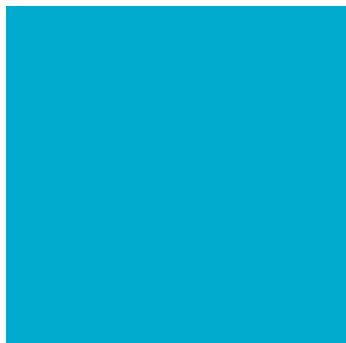
### DEEP

CMYK: 100C 57M 31Y 16K

RGB: 0 92 125

HEX: #005c7d

PANTONE 634 C



### OCEAN

CMYK: 100C 0M 20Y 0K

RGB: 0 171 204

HEX: #00abcc

PANTONE 3125 C



### SUN

CMYK: 0C 35M 85Y 0K

RGB: 250 176 64

HEX: #fab040

PANTONE 1365 C



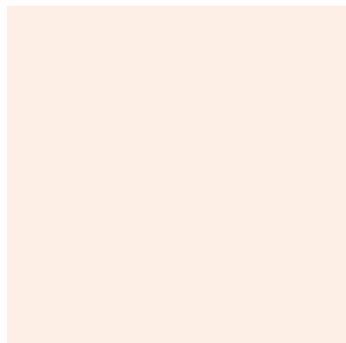
### CORAL

CMYK: 0C 90M 60Y 0K

RGB: 240 64 87

HEX: #f04057

PANTONE 710C



### SAND

CMYK: 0C 7M 7Y 0K

RGB: 255 237 229

HEX: #ffede5

PANTONE 475 at 50%