



BRAND STYLE GUIDE

September 2018



THE FOLLOWING STYLE GUIDE FOR THE **IT STARTS IN PARKS** CAMPAIGN ENCOMPASSES THE WRITTEN, VISUAL, AND GRAPHIC ELEMENTS THAT COMMUNICATE OUR BRAND. THESE STANDARDS ARE INTENDED TO BE TOOLS AND GUIDELINES THAT ENABLE US TO MAINTAIN A CONSISTENT VOICE TO THE PUBLIC AND PROVIDE USERS WITH EFFECTIVE MESSAGING. PLEASE REFER TO THIS WHEN DEVELOPING ANY INTERNAL OR EXTERNAL COMMUNICATIONS USING THE **IT STARTS IN PARKS** CAMPAIGN.



WITH TAGLINE

WITHOUT TAGLINE

IT STARTS IN
PARKS
HEALTH • COMMUNITY • ECONOMY • ENVIRONMENT

IT STARTS IN
PARKS

LOGO



THE LOGO COLORS SHOULD BE GREEN AND BROWN
IN THE CMYK AND RGB BREAKDOWN INDICATED BELOW.

GREEN | PMS 368C

136 R	C 52
192 G	M 2
61 B	Y 100
	K 0

BROWN | PMS 411C

90 R	C 54
74 G	M 60
66 B	Y 65
	K 40

DOs AND DON'Ts

KEEP THESE HELPFUL HINTS IN MIND WHEN
DESIGNING WITH THE IT STARTS IN PARKS LOGO

DOs



DO LEAVE CLEARSPACE ON ALL SIDES OF
THE LOGO RELATIVE TO THE SIZE OF THE
LETTERS IN 'PARKS'



DO LEAVE THE COLORS AS ORIGINALLY
INTENDED WITHOUT SWITCHING THE
COLORS OR LIGHTENING THEM



DO USE ONLY AS FULL BLACK OR FULL
WHITE IN ADDITION TO THE FULL COLOR

DON'Ts



DON'T MAKE THE LOGO ANY
SMALLER THAN W 1.15\"



DON'T ROTATE THE LOGO



DON'T CHANGE ANY OF THE SCALING

MESSAGING

HEALTH

Florida's parks encourage healthy, active lifestyles as well as social development. Sound bodies and sound minds require physical activity and the chance to experience personal growth. Parks provide this opportunity naturally.

COMMUNITY

Parks bring communities together in a common place without the constraints of everyday life. Connecting to everything around us and each other, we learn to value our environment, our heritage and our place in the world.

ECONOMY

Florida's parks have become an integral component to the economic development of the state. Parks provide an investment in the infrastructure needed to accommodate revenue generating events and tourism which in turn benefit the local and state economy. Additionally, parks positively impact housing and commercial real estate.

ENVIRONMENT

Florida's parks are key to connecting with our natural and historic treasures in order to preserve them. We grow in awareness of our responsibility to protect and cherish these things through stewardship and gentle use, increasing our desire to conserve what we enjoy today for future generations.