

# PROSPERITY BROWARD STYLE GUIDE

## Final logo designs and color options

Each option gives you the flexibility to use the logo in different circumstances, such as light or dark backgrounds.

Logo should not be stretched, skewed, distorted or rotated in anyway. Colors should also not be changed.

### COLORS

Use these colors in all of your branding materials.



C - 82    R - 12  
M - 40    G - 130  
Y - 0     B - 198  
K - 0



C - 0     R - 251  
M - 35    G - 176  
Y - 84    B - 66  
K - 0



C - 0     R - 0  
M - 0     G - 0  
Y - 0     B - 0  
K - 100



C - 0     R - 128  
M - 0     G - 130  
Y - 0     B - 133  
K - 40

### COLOR

This is your **main logo**. For use on **white or light backgrounds**. For use on letterhead, business cards, apparel, social media, 2 color t-shirt design, etc.



### BLACK AND WHITE

For use in **1 color applications on white or light backgrounds when color isn't available** in print or online. Can also be used for 1 color t-shirts designs. An all blue version can be used on t-shirts designs if desired.



### GRAYSCALE

For use on **white backgrounds** when color is not available. For example in print or online advertising. Not for use on backgrounds where the gray color in the logo will blend in or wash out.



### ALL WHITE

For use in **1 color applications on dark backgrounds** including dark photos or images.



*Black box is not a part of the all white logo. The box is only there to show how the logo will look on a dark background.*

## DO'S AND DON'TS

**Do not use** unapproved color combinations for the logo.



**Do not** distort the logo.



**Do not** rotate the logo.



**Do not** add a shadow or any effects



**Do not** change the orientation of the logo



## FORMATS

### PDF & EPS

For use when vector art is needed. Typically used for print items such as **letterheads, business cards and apparel** printing. This format can be enlarged as much as needed without degrading the quality of the logo.

### JPEG

For use mainly **online or social media**, but can also be used for printing in some cases. Typically preferred when your logo will be shown over a white background. If the background is not white, the logo will display a white box around the logo, which is not preferred in most cases. Can't be enlarged without degrading quality.

### PNGS

For use **online or social media**, but can also be used for printing in some cases. Typically preferred when your logo will be shown over a background that is not white. This is beneficial as the PNG will not display a white box around the logo. Can't be enlarged without degrading quality.

PDF on white background



JPEG on white background



PNG on white background



PDF with background color



JPEG with background color (Not preferred)



PNG with background color

