PROSPERITY BROWARD STYLE GUIDE

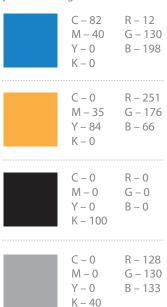
Final logo designs and color options

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.



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.



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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.



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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.



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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 enlarged as much as needed without degrading the quality of the logo.

PDF on white background



PDF with background color



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.

JPEG on white background



JPEG with background color (Not preferred)



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.

PNG on white background



PNG with background color

