



FLORIDATM
SPORTS
— FOUNDATION —

B R A N D S T Y L E G U I D E

TABLE OF CONTENTS

FLORIDA SPORTS FOUNDATION GUIDELINES

INTRODUCTION 3

INSPIRATION6

LOGOTYPES 7 - 15

LOGOTYPES /AMATEUR SPORTS LOGOS 17 - 19

TYPOGRAPHY INTRODUCTION 20 - 21

COLOR PALETTE 22

USAGE SPECIFICATIONS 23

NOTES25

INTRODUCTION

FLORIDA SPORTS FOUNDATION GUIDELINES



An impression is made each time someone at Florida Sports Foundation communicates with the public. Visual communications such as newsletters, brochures, magazines, websites, apps, and other marketing materials impact Florida Sports Foundation's brand.

Externally, an organization's visual identity reflects not only its style and character but also its traditions, strengths, and values. Internally, the visual identity of an institution conveys a sense of pride and commitment to a common mission.

Conforming to comprehensive visual standards can unify and strengthen communications by projecting a message of order and consistency. The elements of such an initiative identified in this guide include the appropriate use of the Florida Sports Foundation's logo, an established color palette, and preferred typefaces.

The guidelines that follow will help you apply visual elements within an established system to ensure consistency in style and message.

Of course, no guide can cover all possible situations. If you have questions about the material included here, please contact the Florida Sports Foundation.

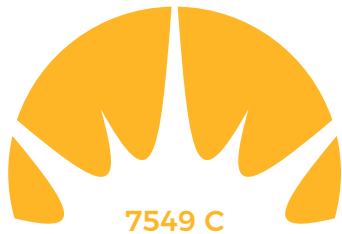
If you have suggestions for items to be included, please send them to info@flasports.com or call 850-410-5286.



NOTE: The colors displayed in this visual conceptualization may not accurately depict Florida Sports Foundation Pantone colors. Please refer to page 22 for approved Florida Sports Foundation Pantone color standards.



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Sun: The Sunshine State

Florida's official nickname, The Sunshine State, reflects the state's splendid tropical climate, abundant sunlight, and stunning sunsets and sunrises that cast alluring colors against the sky.



Sports: Winning Culture & Competition

Florida has a special year-round environment for the entire sports industry. Florida Sports Foundation promotes some of the best sporting events, world class competitions, and active lifestyle opportunities Florida offers.



Pristine Waters & Beaches: Atlantic & Gulf Waters

With more than 800 miles of beaches to choose from, it's hard to resist Florida's relaxing waters. Florida also has some of the best water parks in the world and provides a myriad of water activities including deep sea fishing, freshwater fishing, surfing, snorkeling, para-sailing, and so much more.

FLORIDA SPORTS FOUNDATION LOGO

ICON MARK



 PANTONE 301 BLUE

 PANTONE 299 BLUE

 PANTONE 7549 YELLOW

FLORIDA SPORTS FOUNDATION LOGO

VERTICAL MARK STACKED / ICON POSITIONED CENTERED ON TOP



 PANTONE 301 BLUE

 PANTONE 299 BLUE

 PANTONE 7549 YELLOW

FLORIDA SPORTS FOUNDATION LOGO

HORIZONTAL MARK / ICON POSITIONED ON LEFT



 PANTONE 301 BLUE

 PANTONE 299 BLUE

 PANTONE 7549 YELLOW

FLORIDA SPORTS FOUNDATION LOGO

HORIZONTAL MARK STACKED / ICON POSITIONED CENTERED ON TOP



 PANTONE 301 BLUE

 PANTONE 299 BLUE

 PANTONE 7549 YELLOW

FLORIDA SPORTS FOUNDATION LOGO

HORIZONTAL MARKS ON BLUE (PANTONE 301) BACKGROUND



FLORIDA SPORTSTM
— FOUNDATION —



FLORIDA SPORTSTM
— FOUNDATION —



FLORIDATM
SPORTS
— FOUNDATION —



FLORIDATM
SPORTS
— FOUNDATION —

Pantone 301 is one of two background colors (see page 13 for black) where two logo variants can be applied.

1. The original blue (Pantone 301) is replaced with white. 2. All white.

FLORIDA SPORTS FOUNDATION LOGO

VERTICAL MARK ON BLUE (PANTONE 301) BACKGROUND



Pantone 301 is one of two background colors (see page 13 for black) where two logo variants can be applied.

1. The original blue (Pantone 301) is replaced with white. 2. All white.

FLORIDA SPORTS FOUNDATION LOGO

HORIZONTAL MARKS ON BLACK (OR CHARCOAL VARIANT) BACKGROUND



FLORIDA SPORTSTM
— FOUNDATION —



FLORIDA SPORTSTM
— FOUNDATION —



FLORIDATM
SPORTS
— FOUNDATION —



FLORIDATM
SPORTS
— FOUNDATION —

Black (or charcoal variant) is one of two background colors (see pages 11-12 for blue) where two logo variants can be applied. **1.** The original blue (Pantone 301) is replaced with white. **2.** All white.

FLORIDA SPORTS FOUNDATION /COME PLAY IN FLORIDA
COME PLAY IN FLORIDA (WITH PLAYINFLORIDA.COM URL)



FLORIDA SPORTS FOUNDATION /COME PLAY IN FLORIDA

VERTICAL MARK ON BLUE (PANTONE 301) BACKGROUND (WITH PLAYINFLORIDA.COM URL)



COME PLAY
IN FLORIDA

PLAYINFLORIDA.COM



COME PLAY
IN FLORIDA

PLAYINFLORIDA.COM



COME PLAY
IN FLORIDA

PLAYINFLORIDA.COM



COME PLAY
IN FLORIDA

PLAYINFLORIDA.COM

Pantone 301 is one of two background colors (see page 13 for black) where two logo variants can be applied.

1. The original blue (Pantone 301) is replaced with white. 2. All white.



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AMATEUR SPORTS LOGOS

FLORIDA SENIOR GAMES



3-COLOR VERSION



BLACK & WHITE VERSION



NOTE: Both amateur sports logos share the same color palette as the Florida Sports Foundation logo: Pantone 301 Blue, Pantone 299 Blue, and Pantone 7549 Yellow. The Human green is Pantone 368C.

AMATEUR SPORTS LOGOS

SUNSHINE STATE GAMES



3-COLOR VERSION



BLACK & WHITE VERSION



NOTE: Both amateur sports logos share the same color palette as the Florida Sports Foundation logo: Pantone 301 Blue, Pantone 299 Blue, and Pantone 7549 Yellow.

AMATEUR SPORTS LOGOS

FLORIDA SENIOR GAMES AND SUNSHINE STATE GAMES

FLORIDA SENIOR GAMES



SUNSHINE STATE GAMES



Pantone 301 and black (or charcoal variant) are the two background colors where the amateur sports logos can be applied.
1. White border is placed around the logo. 2. All white.

TYPOGRAPHY

FLORIDA SPORTS FOUNDATION: MONTSERRAT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

MONTSERRAT LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

MONTSERRAT REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

MONTSERRAT MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

MONTSERRAT SEMIBOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

MONTSERRAT BOLD

TYPOGRAPHY

AMATEUR SPORTS LOGOS: BIGNOODLE TITLING




A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

COLOR PALETTE


PANTONE COLORS CHART

Color is as significant to a graphic identity as images, symbols, and marks. The official colors of the Florida Sports Foundation are [Pantone 301 Blue](#), [Pantone 299 Blue](#), and [Pantone 7549 Yellow](#). Ink colors are specified according to the Pantone Matching System (PMS). The Pantone number, its process-color equivalent (CMYK), and the recommended screen colors (RGB) are indicated for coated and uncoated paper stock. Please refer to a Pantone color selection book for correct rendition of color.


Pantone 301 (BLUE)

	CMYK	RGB	HEX (WEB)
	C: 100%	R: 0	#004B87
	M: 53%	G: 75	
	Y: 4%	B: 135	
	K: 19%		

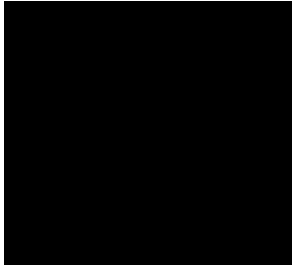
Pantone 7549 (YELLOW)

	CMYK	RGB	HEX (WEB)
	C: 0%	R: 255	#FFB500
	M: 22%	G: 181	
	Y: 100%	B: 0	
	K: 2%		

Pantone 299 (BLUE)

	CMYK	RGB	HEX (WEB)
	C: 86%	R: 0	#00A3E0
	M: 8%	G: 163	
	Y: 0%	B: 224	
	K: 0%		

BLACK

	CMYK	RGB	HEX (WEB)
	C: 0%	R: 0	#000000
	M: 0%	G: 0	
	Y: 0%	B: 0	
	K: 100%		

USAGE SPECIFICATIONS

IMPROPER LOGO USAGES





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NOTES

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.



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