

**Work. Rise. Progress**



**The City of Miami Gardens  
18605 NW 27th Avenue  
Miami Gardens, FL 33056**



# CITY OF MIAMI GARDENS BRAND STANDARDS

## About

Miami Gardens is a suburban City located in north-central Miami-Dade County, Florida. Its boundaries stretch from I-95 and NE 2nd Avenue on the east, to NW 47th and NW 57th Avenues on the west, and from the Broward County line on the north, to 151st Street on the south. The City name comes from one of the major roadways through the area, Miami Gardens Drive. According to the 2017 estimate from the US Census Bureau, the City had a population of 113,750, and it is the largest City in Florida that has a majority African American population.

## Brand Story

**Mission Statement:** The City has increased focus on culture, community pride, and tourism while providing an entertaining experience for residents and visitors to the City.

**Vision Statement:** Ultimately, our goal is to improve the City's permanent cultural infrastructure and quality of life of our residents. We see ourselves as an opportunity zone for economic development, not only attracting investors to our area but making the City of Miami Gardens a great place to live, work and play.



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Cultivating possibilities in the Gardens

**Community:** a feeling of fellowship with others while sharing common attitudes, interests, and goals.

**Diversity:** our City is made up of a complex mix of nationalities from around the globe.

**Entertainment:** our City strives to bring world class events and local activities that are designed to bring amusement and enjoyment to our residents and visitors.

**Opportunity:** our unique location along with our diverse community provides our residents, local businesses and investors a distinctive possibility for growth.

**Progress:** we aim to serve our community and to make things easier to provide a better quality of life for our citizens.

**Rise:** we make great efforts to create a continuous progressive upward movement for our residents.



# CITY OF MIAMI GARDENS BRAND STANDARDS



## City Seal Usage

\* The City Seal is for the official use of the City of Miami Gardens

For the use of the private sector, including grantees, vendors and contractors, the use of the City of Miami Gardens Logo, Seal and Symbol should be used with the following in mind:

**Printing purposes:** pamphlets, posters, flyers, booklets, periodicals, exhibits and other public affairs-related materials etc.

**Black and White Reproduction:** The logo may appear in Black and White if special circumstances require the use other than full color. However, the full-color logo is preferred.



Over printing or surprinting should be avoided over the top of other texts, busy backgrounds or tight printed imagery. If necessary to over print or surprint, preferred imagery would be anamorphous or landscape in nature. Suggested use would be plain colors, solid backgrounds or with borders or bounding box.

**NOTE: Any variance of the Miami Gardens logo and/or background from the examples listed above, MUST be approved by the Public Affairs Department before going into production.**



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Official Seal/Logo



## Background

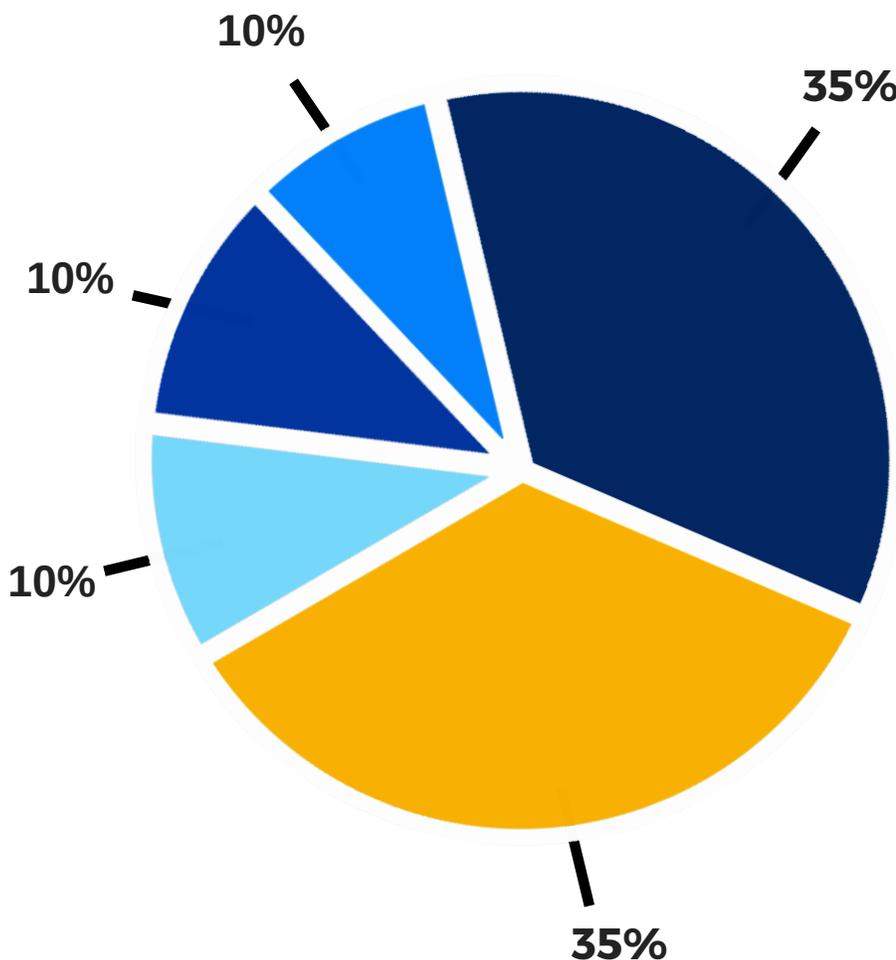




# CITY OF MIAMI GARDENS BRAND STANDARDS

## Primary + Secondary Colors

Use the Blue strongly and purposefully. Use the Yellow when needed while still keeping Blue dominant.



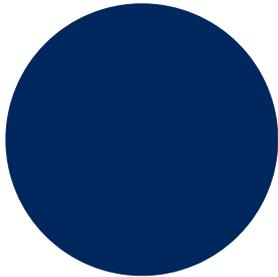
**Primary:** These are the core colors driving the personality of the City's brand.

**Secondary:** These are the supporting colors that help the personality of the City's brand.



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Primary Color #1



**Hex: #00285E**

**Pantone: 648 C**

**RGB: (0, 40, 94)**

Blue is the primary color #1 for the City of Miami Gardens. Use blue to add contrast and weight to lighter pages. Use this color when you need something to look more official.

#00285E color RGB value is (0, 40, 94).

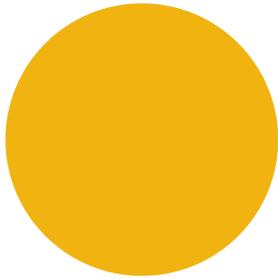
#00285E hex color red value is 0, green value is 40 and the blue value of its RGB is 94. Cylindrical-coordinate representations (also known as HSL) of color #00285E hue: 0.60 , saturation: 1.00 and the lightness value of #00285E is 0.18.

The process color (four color CMYK) of #00285E color hex is 100, 57, 0, 63. Web safe color of #00285E is #003366. Color #00285E contains mainly BLUE color.



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Primary Color #2



**Hex: #F0B310**

**Pantone:**

**RGB: (240, 179,16)**

Yellow is the primary color #2 for the City of Miami Gardens. The Yellow drives the personality of the City. Use this color to create visuals for the brand. Please use this color to draw attention to something on the page, or for important buttons.

#F0B310 color RGB value is (240, 179, 16).

Cylindrical-coordinate representations (also known as HSL) of color #F0B310 hue: 0.12 , saturation: 0.88 and the lightness value of f28600 is 0.50.

The process color (four color CMYK) of #F0B310 color hex is 0.00, 0.25, 0.93, 0.06. Web safe color of #F0B310 is #ffcc00. Color #F0B310 contains mainly YELLOW color.



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Supporting Blues

#0D399B

#1483F3

#8DD7F7



The light blue (#8DD7F7) should be used very rarely. This color can be used when you need something that resembles a light blue.

The next blue (#1483F3) is used for our footer background color so that it can bump up against our primary dark blue without issues.

The darkest blue (#0D399B) can be used when you need text to visually recede. The darkest blue is used as a substitute for our primary darkest blue when it needs to appear on a dark background.



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Supporting Greys



#d8d9dc



#cccdcf



#979799



#797a7b



The darkest (#797a7b) of these should be used very rarely when you need something that resembles a dark grey.

The next darkest grey (#979799) is used for our footer background color so that it can bump up against our primary dark grey without issue.

The desaturated grey (#cccdcf) can be used when you need text to visually recede. The brightest grey (#d8d9dc) is used as a substitute for our primary bright grey when it needs to appear on a dark background.

These colors are the previously chosen color palette. These grey shades are used to complement the primary palette of dark blue and yellow, providing additional range to the brand experience.



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Color Palette & Typography

Typography is a powerful tool. To ensure the brand is represented consistently in a unified manner, please use the following colors or closely related colors. As per the font, please follow the listed below use of fonts for headers, subtitles, flyers, font/text for blogs, official forms and on the internet/website.

#FOB310



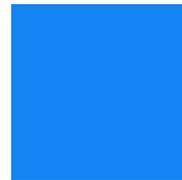
#00285



#0D399B



#1483F3



#8DD7F7



MIAMI GARDENS

MIAMI GARDENS

MIAMI GARDENS



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Typography

Use Montserrat Bold for Headlines

**MIAMI GARDENS**

Use Montserrat Medium for Subtitles

MIAMI GARDENS

Use Montserrat Regular for Font/Text

MIAMI GARDENS



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Typography: Headers

Aa

MONTSERRAT  
REGULAR

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Aa

MONTSERRAT  
MEDIUM

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Aa

MONTSERRAT  
BOLD

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**



# CITY OF MIAMI GARDENS BRAND STANDARDS

## Dos

1. Standardized logo in color over white
2. Black and white logo on white
3. Standardized logo on grey background
4. Standardized logo on blue backgrounds
5. Standardized logo on black background



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# CITY OF MIAMI GARDENS BRAND STANDARDS

## Size and Spacing



Spacing between City Seal and accompanying text should have spacing 1/10th the size of the City Seal.

1/10

# LIVE EVENTS

NOTE: Any variance of the Miami Gardens logo and/or background from the examples listed above, MUST be approved by the Public Affairs Department before going into production.



# CITY OF MIAMI GARDENS BRAND STANDARDS

Please DO NOT place the logo/seal on the background of the primary yellow color as the seal is lost in the background.



## Do Not...

1. Twist, turn or rotate the seal. It must always appear upright.
2. Keep the shape of the circle so it doesn't appear bigger on or skewed in any way.
3. Do not print in off-color solids.
4. Do not desaturate the seal (although black and white are ok).
5. Do not make the seal part of another logo or wording.
6. Do not marry seal to other logos.
7. Do not link to other words or graphics without proper spacing.
8. Do not alter seal design by adding elements.



# CITY OF MIAMI GARDENS BRAND STANDARDS



1



2



3



4



**McCities**

5



6



7



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