BRAND IDENTITY GUIDELINES

FLORIDA
MULTICULTURAL
DISTRICT

INTRODUCTION

One of the key priorities for a successful brand is a consistent presentation which everybody recognizes straight away. Irrespective of where and when someone encounters the brand, be it a consumer or business partner, in print, mailing or online, he/she must always feel the same way: "it can only be FMD." It will take discipline and consistency. But it will pay out. The brand – as idea, promise and experience – must fulfill 5 standards:

– It must be relevant to a real or projected need.
– It must be deliverable.
– It must be credible.
– It must be differentiating.
– It must be both inspired and inspiring.

The following guidelines show how to use the basic principles of Florida Multicultural District identity. The identity comprises of a very simple kit of parts which used together carefully with the correct relationships will form the distinctive visual expression of the Florida Multicultural District brand. This document outlines the components, their structure and their relationships which will help you to apply the Florida Multicultural District brand consistently across all communications. Every detail of the Florida Multicultural District brand identity has been created
to ensure that it is expressive of the brand and its values. The identity is designed to meet the future challenges of a growing organization, and to connect naturally with our consumers.

If you have any questions along the way, please e-mail the Brand Team at media@fmdag.org

TABLE OF CONTENTS

VISION & MISSION

The mission statement describes the overall purpose of our organization. It is about what we do, who we do it for, how and why we do it. The mission statement is a clear and succinct representation of why an organization exists, it sets boundaries for current activities and serves as a starting point for developing strategic vision, defining how we will achieve the vision.

Our Vision

To create an environment for a healthy, growing, spirit-empowered church in every community in Florida.

Our Mission

We exist to resource and serve, pastors, ministers, churches, and missionaries to fulfill the great commission.

Those words describe our ideal future and reflect the essence of what we intend to become as a organization.

We are able to successfully serve our vision and mission through the powerful combination of our core values:

RESOURCES

RELATIONSHIPS

RENEWAL

CORE VALUES

Our brand values reflect our core ideologies and drive the decisions we make. They act as a reality-check which helps us to ensure that design, photographic and written communications express the unique character of Florida Multicultural District. Every piece of work needs to encapsulate and express something of each value, and should not contradict these values under any circumstances. These values statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every team member's day-to-day decision making and are the tools to help bring the brand to life.

TEAM WORK

We seek opportunities to partner with external partners and internal resource centers.

INTEGRITY

We are open, honest and responsible for following through on our commitments.

KNOWLEDGE

We encourage continuous development of our skills to better serve our consumers.

RELIABILITY

We are honest, hardworking people that can be counted on.

INNOVATION

We nurture creative thinking that adds value.

OUR VOICE

Following are some guidelines and suggestions to send the right message and create the right tone to best communicate Florida Multicultural District and its brand promise. Getting the message and tone right will be the measure between the success and failure of each communication. Consumers must understand the benefits that come from consuming Florida Multicultural District's brand versus others.

We use industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining simple and grounded enough to ensure that our copy is free of unnecessary jargon.

We favor results-oriented explanations that clearly communicate purpose over engineering-focused speak that may sound impressive but confuse novice users. Of course, we'll be as technical as we need to when explaining the finer details of our products, but standard explanations shouldn't be dominated by overly technical terminology.

We are serious but not stodgy, we don't tell jokes, but we are fairly casual with our tone, and we use modern, everyday language that is easy to understand. Contractions are also perfectly acceptable.

We are guided by a vision of empowering others, and as such, our goal should be to communicate everything clearly and honestly.

COMPANY LOGO

Name, company logo, colors, typeface: these are the pillars of the identity of the company. Their characteristics ensure an individual and consistent image of the organization on the market.

The graphic of the definitive logo is very clean, square, linear, essential, strong and emphasizes the values of the brand. The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol). The lettering is created using the Montserrat typeface, and the stylized lined box is inseperable.

The logo should be always produced from the master artwork. The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognize the brand.

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LOGO COSTRUCTION

Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There is all the rational part including proportions, scaleability optical adjustments and reproduction that has to be thought in order to create an efficient and well design logo. The visual design guidelines will provide this information to ensure that the brand is used correctly. Here we want to illustrate the construction or guidelines of our logo.

5X

X

X

2.5X

2.5X

10X

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EXCLUSION ZONE

We've defined an exclusion zone that stops other graphic elements interfering with the Florida Multicultural District logotype and make sure the logo is easy to read. Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

LEGIBILITY

The logo should never be too small to read. We've set a minimum size of 20 mm or 60 pixels. Based on the standard range, the recommended sizes are shown here. The logo can be used as a tab for pages and imagery. There should be enough clear space at the top of the logo to allow for this in print or online applications. It is not recommended to use the logo at less than 20mm in width. However, if necessary, use the alternative logotype when 20mm width or greater is not possible. The Florida Multicultural District favicon graphic is linked with the website. It is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.

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2.75 in | LARGE POST

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1.77 in | TABLOID

App Icon / Favicon

Minimum Size

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1.18 in | LETTER
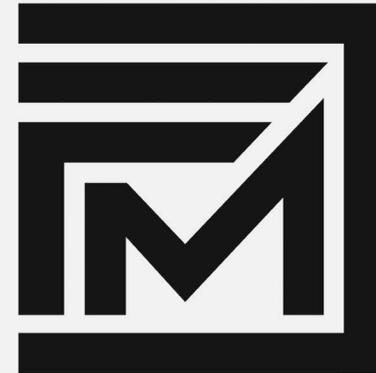
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0.78 in |

Smaller

32 x 32px

BRAND COLORS

To keep the brand fresh and exciting have been created a palette of 3 colors: the inspiration for these is explained in the next section. The Florida Multicultral District logotype can be produced only from these colors. Please select the most appropriate color for your communication and over time try to use them equally so we don't become associated with just one colors. You should always try to use the positive (main) version of the logo. However, when the background is the same color as an element of the logo you can use the negative version.

INVERTED COLORS

The Florida Multicultural District logo can exist with an "inverted" color scheme, which means that the main color is white.

COLOR PALETTE

Our company colors are professional and modern, expressing who we are. Pantone High Risk Red is the main color of the Florida Multicultural District identity so it has the strongest presence on our brand. Pantone Nimbus Cloud complements the red color, creating balance and making the palette more distinctive and sophisticated. Pantone Black Beauty balances the other colors and gives space to the elements. Alternative colors should not be introduced into the system, or they would reduce the impact of our color palette.
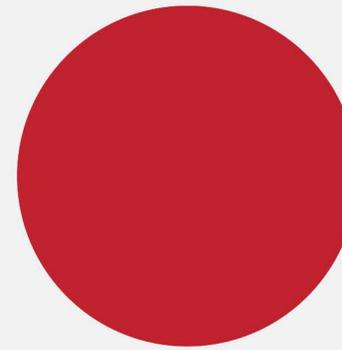
PANTONE High Risk Red
18 - 1763 -TCX
HEX #c0202e
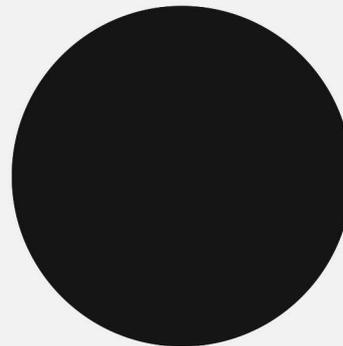
PANTONE Black Beauty
19 - 3911 - TCX
HEX #141414
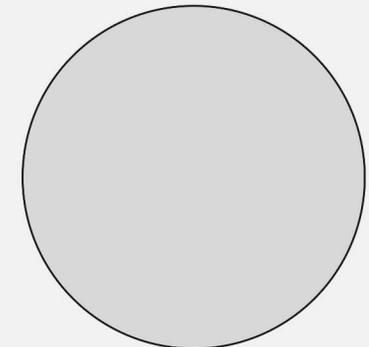
PANTONE Nimbus Cloud
14 - 4108 - TCX
HEX #d8d8d8

BLACK & WHITE

The monocromatic version has been specifically designed to meet some specific printing requirements. They should not be used in other circumstances.

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GREYSCALE

In greyscale print the logo in black with a 50% black graphic. On a neutral background, print the logo in white with a black graphic. On a black background, print the logo white with a 50% black graphic.

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INCORRECT USAGE

The logo must be used as is and not be altered in any way. This means that you MUST NOT:
- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with color combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Use the logo on top of busy photography.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

MONTSERRAT FONT FAMILY

Thin ExtraLight Light Regular Medium
SemiBold Bold ExtraBold Black

TYPOGRAPHY

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognizable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible. The selected font is an all time classic: Montserrat.

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrsutvwxyz

0123456789 !"$%&/()=?

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy

GLOSSARY

Corporate Identity
A corporate identity is the overall image of a corporation or firm or business in the minds of diverse publics, such as customers and investors and employees. It is a primary task of the company communications department to maintain and build this identity to accord with and facilitate the attainment of business objectives.

Identity Manual
A formal reference document establishing technical and creative standards for a visual identity system. Typical standards include descriptions and specifications for reproducing the logo or logotype stationery system, common print and web applications and examples of use on merchandise.

Logo
A logo is a graphic mark or emblem commonly used by commercial enterprises, organizations and even individuals to aid and promote instant public recognition. Logos are either purely graphic (symbols/icons) or arecomposed of the name of the organization (a logotype or wordmark).

Typeface/Font Family
In typography, a typeface (also known as font family) is a set of one or more fonts each composed of glyphs that share common design features. Each font of a typeface has a specific weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Brand
Brand is the "name, term, design, symbol, or any other feature that identifies one seller's product distinct from those of other sellers." Initially, branding was adopted to differentiate one person's cattle from another's by means of a distinctive symbol burned into the animal's skin with a hot iron stamp and was subsequently used in business, marketing, and advertising.

CMYK
The CMYK color model (process color, four color) is a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key (black). The "K" in CMYK stands for key because in four-color printing, cyan, magenta, and yellow printing plates are carefully keyed, or aligned, with the key of the black key plate.

Palette
A given, finite set of colors for the management of digital images.

RESOURCES

Our website www.fmdag.org also contains additional resources and information that we think you will find useful.

Please visit it for:

– Florida Multicultural District brand photo library
– Key contacts
– Logotype artwork
– Links and information

For additional information please contact the brand office at
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