BLUEPRINT
INTERGOVERNMENTAL AGENCY

Brand Style Guide

Table of Contents

01

Brand Recognition

BPIA

Logo Usage

There are two approved logos for use in each department: a standard, full-size logo and their short-form counterpart. Each logo is one color, representative of their respective department. There is a logo approved for use on dark backgrounds, as well.

PLACE

PLANNING, LAND MANAGEMENT and COMMUNITY ENHANCEMENT

PLANNING, LAND MANAGEMENT and COMMUNITY ENHANCEMENT

Blueprint

BLUEPRINT
INTERGOVERNMENTAL AGENCY

BLUEPRINT
INTERGOVERNMENTAL AGENCY

BPIA

BPIA
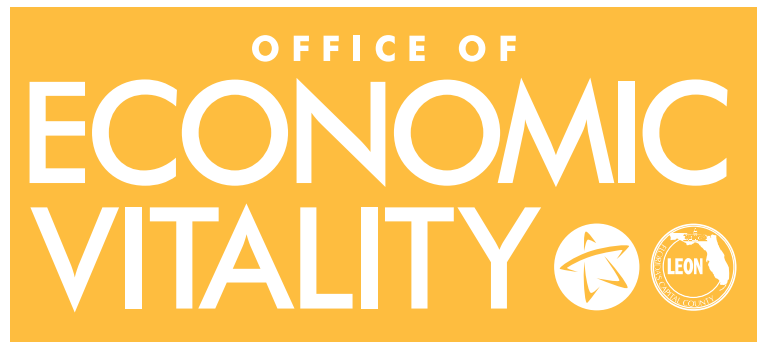
Planning Department

PLANNING
DEPARTMENT

PLANNING
DEPARTMENT

PLN

PLN

Office of Economic Vitality

When materials are issued for the Office of Economic Vitality ("OEV") as part of the Division of PLACE, the monochrome OEV logo must be used. When materials are issued for OEV events, programs, or materials on their own, the tricolor logo may be used.

02
Design Specifics

Color Palette

When creating anything for distribution for the Blueprint or OEV brands, there are certain specifics to keep in mind.

Each brand has a designated color and under no circumstances is that to change. When branding a project with a Blueprint, PLACE, or OEV logo, that logo is to remain the same color it was originally branded with. The only exception is if the white version of the logo is used; then, there are certain elements within the branding that will be the brand's designated color.
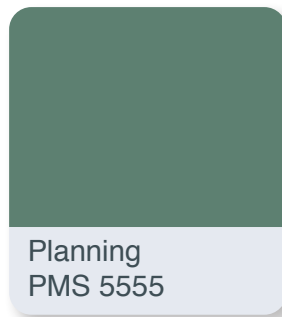
Included are the colors for each office with four common color formats (Pantone, CMYK, RBG, and web/hex code) to ensure the correct color is used.

PLACE
PMS 179
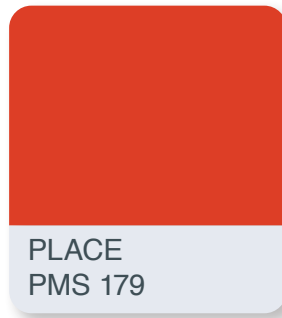
PANTONE 179
C 8, **M** 91, **Y** 99, **K** 1
R 221, **B** 62, **G** 38
WEB #DD3E26

Blueprint
PMS 534
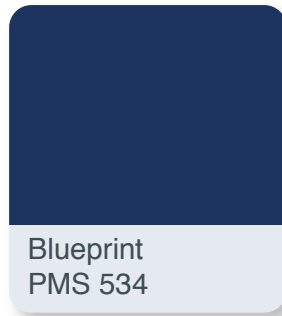
PANTONE 534
C 93, **M** 80, **Y** 32, **K** 18
R 42, **B** 65, **G** 108
WEB #2D3258

Planning
PMS 5555

PANTONE 5555
C 58, **M** 31, **Y** 51, **K** 5
R 114, **B** 143, **G** 128
WEB #728F80

OEV
PMS 136

PANTONE 136
C 2, **M** 28, **Y** 92, **K** 0
R 249, **B** 188, **G** 150
WEB #F9BC32

Office of Economic Vitality

On it's own, the OEV has it's own color palette, which is based off of the tricolor logo. These will be most commonly used in promotional materials and graphics.

Gold
PMS 122

PANTONE 122
C 75, **M** 56, **Y** 52, **K** 31
R 64, **B** 82, **G** 88
WEB #405258

Teal
PMS 3262
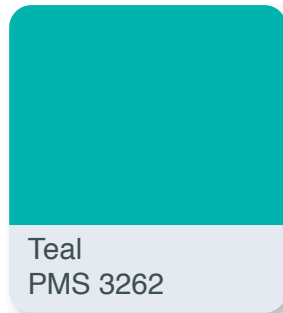
PANTONE 3262
C 75, **M** 6, **Y** 37, **K** 0
R 31, **B** 176, **G** 173
WEB #1FB0AD

Grey
PMS 5463
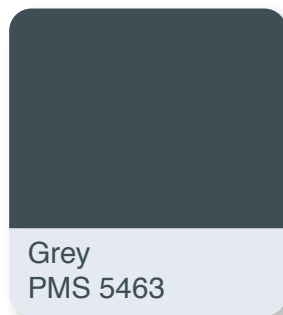
PANTONE 5463
C 1, **M** 27, **Y** 86, **K** 0
R 252, **B** 191, **G** 65
WEB #FCBF41

Typography

There are four approved fonts for use on PLACE, Blueprint, and Office of Economic Vitality materials. These fonts were selected for their ability to pair well together. All of the fonts are sans-serif and come in varying weights.

TW Cen MT

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

* *TW Cen MT is the font used in the logos and should only be used in the logos and for headlines.*

Avenir

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Black Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Heavy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Heavy Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Avenir

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Avenir

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Light Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

*** *Avenir is an approved copy font. It is a primary brand typeface because of it's rounded and modern style, which is optimal for approachability. It is primarly used in headlines and brand graphics.*

Libre Franklin

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Black Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Extra Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Libre Franklin

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Libre Franklin

Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Libre Franklin

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Extra Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Libre Franklin

Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Thin Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

* *Libre Franklin is the main font used in Divison of PLACE, Blueprint, and Office of Economic Vitality content. Because of it's geometric shape and wide range of weights, it is the preferred font for body copy.*

Helvetica

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Bold Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Oblique

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&()*

Helvetica

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()

Light Oblique

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!@#$%^&*()*

* *Helvetica is the font approved for everyday communication (i.e. emails, media releases, and internal memos) because of it's wide availability. It can also be used as a substitute for Avenir, if necessary.*

There are three weights to Helvetica, though Regular will be the default for most communications.

Dos and Don'ts

There are specific rules regarding the design specifics of the Blueprint brand, which are as follows:

DO create contrast.

Make sure to differentiate between a headline and the body copy. A headline should always be in a larger size and/or a heavier weight, while the body copy should be on the lighter side. In the first example below, the text all blends together, creating a large and unintereseting blob. The second example has contrast between the headline and body copy, including separating headlines in the copy itself by simply bolding the paragraph's introduction and adding a small space between the paragraphs.

This also applies to promotional materials, such as invites and event flyers. The hierarchy in terms of importance is: hosts > event name > date and time > location and extra details.

About Blueprint
The Blueprint 2000 program administers projects funded by the one cent sales tax collected in Leon County.
OUR MISSION – To implement the Blueprint 2000 program in a timely and cost effective manner, utilizing sound but innovative business practices, while keeping the citizenry informed and involved.
OUR VISION – Preserve, protect, and enhance the community's quality of life through the implementation of holistic and coordinated planning, transportation, water quality, environmental and green space projects consistent with the Blueprint 2000 philosophy.

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DON'T mix brands and color palettes.

When creating content for an entity, try to stick with that brand's color palette. This allows for the presentation of a consistent image, which creates a stronger brand recognition. This is especially important with the logos; they should always be their specified Pantone color or white.

DO make sure text is legible.

When space is limited, you may be tempted to make the text very small or with very little spacing to ensure that all of the text fits in the required area. Instead, try to make use of the space you have by being as succinct as possible and always make sure your text is legible.

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ABOUT BLUEPRINT

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Learn more at www.BlueprintIA.org!

DON'T change the logo's proportions.

If you are using the Blueprint logo and need to resize it to fit, make sure the proportions are constrained. Many programs do this automatically. Below are a couple examples of what not to do.

Both of these logos have had their proportions unnaturally stretched. If the logo is too large, use the short-form version (if applicable).

You must also be conscious of the proportions around the logo. There should always be a solid and equal margin around the edge of the logo. In it's current size, the margin is 0.25 inches around each edge. This prevents the logo from belnding in with any surrounding imagery or text.

0.25 in.

0.25 in.

0.25 in.

0.25 in.

DO be aware of your logo and text.

If you are creating a graphic or invite of some sort, be conscious of the background you're using, whether it's an image, pattern, or color. Make sure there is enough contrast for any text to be legible and the logo to be clear. This may mean changing your background or using a different opacity.

* Though the image is in OEV's color palette, there is not enough contrast in the image to allow for the logo to be easily distinguishable.

* There are three options here: use the logo created for use on dark backgrounds, change the opacity of the background image, or change the background image.

01

Change out logo for a high-contrast alternative. As you can see here, that is not always effective.

02

Background at 50% opacity.

03

Change out the background for one that distinguishes the logo.

03

Brand Templates

Letterhead

The letterhead contains the brand logo on top and the office address, phone and fax number (if applicable), and website on the bottom. The header and footer are both 0.3 inches from the edge of the page. The header logo is 0.86 inches tall — no larger — and centered, to create an approximately 1 inch header.

The footer contains one line of text, containing office information. That is in the "TW Cent MT" font in the regular weight and 12pt.

Both the header and footer have a solid 0.75pt line to separate them from the text.

Any body copy in the letterhead should always be "Helvetica," 12pt size, and standard left alignment. All headers should either be in "TW Cen MT" or "Helvetica" in a bold weight, 16pt size, and center alignment. All body text should be black, unless instructed otherwise.

Sample Letterhead

Blueprint Intergovernmental Agency
315 South Calhoun Street, Suite 450
Tallahassee, FL 32301

Dear John,

Maecenas facilisis quis sapien ut vulputate. Morbi magna justo, semper in tortor ut, tristique ornare ligula. Mauris id justo at justo tempus blandit. Suspendisse at pharetra justo. Morbi pharetra lectus ut tincidunt blandit. Sed id porta risus. Aliquam nibh erat, elementum eget commodo vitae, faucibus id elit. Donec auctor odio nec odio tempus porttitor. Nulla efficitur turpis eu tellus euismod lobortis. Nullam varius ex lorem, at condimentum augue mollis quis. Aenean id tortor eu lorem egestas porta a et tortor. Praesent sollicitudin mattis finibus. Duis quam arcu, semper sed metus id, luctus eleifend libero.

Nullam ornare erat ut sem sodales, et ornare dolor tincidunt. Vestibulum rhoncus interdum feugiat. Nullam hendrerit varius convallis. Suspendisse sed enim eget purus egestas pharetra. Integer sed placerat augue, vel venenatis purus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam sed sollicitudin tellus, vitae tempus nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam sed lacus finibus, aliquam nulla ut, tincidunt neque. Sed quis tellus vitae risus bibendum volutpat. Phasellus scelerisque eros vitae purus cursus tempor. Nulla quis iaculis leo, ut molestie eros. Morbi nec quam volutpat, gravida tortor quis, condimentum libero. Mauris volutpat metus nec tortor mattis malesuada.

Donec facilisis erat vitae nisi pulvinar, non viverra leo ullamcorper. Aliquam imperdiet, justo convallis finibus aliquet, lacus ante dictum ante, nec aliquet tortor ipsum viverra ligula. Vestibulum maximus finibus nulla quis fringilla. In sem arcu, vehicula non massa ultrices, blandit commodo orci. Aliquam erat volutpat. In hac habitasse platea dictumst. Proin eget ultrices eros, vel bibendum ligula.

Quisque in tortor vitae metus mattis faucibus. Donec gravida, erat et molestie rhoncus, lorem augue mollis magna, a varius lacus sem ac ipsum. Sed turpis metus, suscipit nec massa nec, molestie vulputate dolor. Nulla sed varius dui.

Thank you,

Susan Emmanuel

315 South Calhoun Street, Suite 450 • Tallahassee, FL 32301 • 850.219.1060 • BlueprintIA.org

Header

The header image should only be 0.86 inches tall.

Body

Headlines are not always necessary within the letterhead. All body copy will be formatted in 12pt Helvetica Regular and headlines in Helvetica Bold 16pt. All copy is justified on the page.

Footer

The footer is formatted in 12pt TW Cen MT Regular.

Memorandums

Similar to the letterhead in it's stylistic qualities, the Internal Memo is meant for use in everyday communication settings, whether it's for an in-office memo or for presenting information during meetings with clients.

Memos are usually one page and formatting is explained more in-depth on the next page. All memos should contain an attention-grabbing headline that is brief but explains the contents of the memo.

If the memo goes over to multiple pages, the page will be formatted much like the letterhead: Helvetica Regular and 12pt. Any headlines will be Helvetica Bold and 16pt, with the logo in the top-right corner and a footer with the subject line and page numnber.

The formatting will already be programmed in the "Memo" template for the brand.

Sample Memo

Cover Page

MEMORANDUM

Date: December 06, 2016
Attention: All Employees
From: Charles Hargraves, P.E.
Subject: Blueprint Style Guide

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Cras sagittis porttitor iaculis. In hac habitasse platea dictumst. Sed sit amet metus ac neque efficitur tempus sit amet et turpis. Vivamus ullamcorper fermentum interdum. Class aptent taciti sociosqu ad litora torquent per conubia nostra, per inceptos himenaeos. Nunc quis dui in eros porttitor interdum sit amet ut nulla. Morbi ultrices dui sit amet posuere mollis. In sit amet dui eget quam pretium sodales.

Maecenas facilisis quis sapien ut vulputate. Morbi magna justo, semper in tortor ut, tristique ornare ligula. Mauris id justo at justo tempus blandit. Suspendisse at pharetra justo. Morbi pharetra lectus ut tincidunt blandit. Sed id porta risus. Aliquam nibh erat, elementum eget commodo vitae, faucibus id elit. Donec auctor odio nec odio tempus porttitor. Nulla efficitur turpis eu tellus euismod lobortis. Nullam varius ex lorem, at condimentum augue mollis quis. Aenean id tortor eu lorem egestas porta a et tortor. Praesent sollicitudin mattis finibus. Duis quam arcu, semper sed metus id, luctus eleifend libero.

Nullam ornare erat ut sem sodales, et ornare dolor tincidunt. Vestibulum rhoncus interdum feugiat. Nullam hendrerit varius convallis. Suspendisse sed enim eget purus egestas pharetra. Integer sed placerat augue, vel venenatis purus. Interdum et malesuada fames ac ante ipsum primis in faucibus. Nam sed sollicitudin tellus, vitae tempus nisi. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Aliquam sed lacus finibus, aliquam nulla ut, tincidunt neque. Sed quis tellus vitae risus bibendum volutpat. Phasellus scelerisque eros vitae purus cursus tempor. Nulla quis iaculis leo, ut molestie eros. Morbi nec quam volutpat, gravida tortor quis, condimentum libero. Mauris volutpat metus nec tortor mattis malesuada.

Donec hendrerit ut nisl a lobortis.

Donec facilisis erat vitae nisi pulvinar, non viverra leo ullamcorper. Aliquam imperdiet, justo convallis finibus aliquet, lacus ante dictum ante, nec aliquet tortor ipsum viverra ligula. Vestibulum maximus finibus nulla quis fringilla. In sem arcu, vehicula non massa ultrices, blandit commodo orci. Aliquam erat volutpat. In hac habitasse platea dictumst. Proin eget ultrices eros,

Logo

The logo should be centered on the page and sized proportionally. On an 8.5" x 11" letter page, the logo would be 6.5 inches wide.

Title

The subject of the memo can be placed in between the two vertical lines. It should be "Libre Franklin" Semibold at 36pt. All caps are not required.

Body Copy

Body copy is formatted much the same way it is in the letterhead. Headlines are Helvetica Bold and 16pt. Body copy is Helvetica Regular and 12pt. All copy is justified.

Sample Memo

Secondary Pages

BLUEPRINT
INTERGOVERNMENTAL AGENCY

molestie rhoncus, lorem augue mollis magna, a varius lacus sem ac ipsum. Sed turpis metus, suscipit nec massa nec, molestie vulputate dolor. Nulla sed varius dui. Duis tempor justo vel eros vulputate venenatis. Sed aliquam urna ut metus pellentesque, blandit lobortis quam placerat. Phasellus condimentum purus vel lectus fermentum, eu bibendum diam consectetur.

Nullam semper mauris turpis, eu vestibulum massa vestibulum nec. Morbi sit amet sapien tincidunt, lobortis nisl et, luctus enim. In vel sapien ac neque egestas consequat et sollicitudin ipsum. Sed in nibh vitae lectus iaculis rutrum quis non ex. Nulla nec nunc ac nibh molestie maximus non in turpis. Proin quis dui sollicitudin, consequat justo id, semper eros. Sed ac dolor ullamcorper, accumsan nibh et, vehicula enim.

Donec hendrerit ut nisl a lobortis.

Donec facilisis erat vitae nisi pulvinar, non viverra leo ullamcorper. Aliquam imperdiet, justo convallis finibus aliquet, lacus ante dictum ante, nec aliquet tortor ipsum viverra ligula. Vestibulum maximus finibus nulla quis fringilla. In sem arcu, vehicula non massa ultrices, blandit commodo orci. Aliquam erat volutpat. In hac habitasse platea dictumst. Proin eget ultrices eros, vel bibendum ligula. Quisque in tortor vitae metus mattis faucibus. Donec gravida, erat et molestie rhoncus, lorem augue mollis magna, a varius lacus sem ac ipsum. Sed turpis metus, suscipit nec massa nec, molestie vulputate dolor. Nulla sed varius dui. Duis tempor justo vel eros vulputate venenatis. Sed aliquam urna ut metus pellentesque, blandit lobortis quam placerat. Phasellus condimentum purus vel lectus fermentum, eu bibendum diam consectetur.

Nullam semper mauris turpis, eu vestibulum massa vestibulum nec. Morbi sit amet sapien tincidunt, lobortis nisl et, luctus enim. In vel sapien ac neque egestas consequat et sollicitudin ipsum. Sed in nibh vitae lectus iaculis rutrum quis non ex. Nulla nec nunc ac nibh molestie maximus non in turpis. Proin quis dui sollicitudin, consequat justo id, semper eros. Sed ac dolor ullamcorper, accumsan nibh et, vehicula enim.

MEMO SUBJECT

2

Logo

The logo will be featured in the top right corner of each page following the memo. This allows for clarity as to which department the memo belongs to. It is separated from the text by a 0.75pt line in the brand's identifying color.

Body Copy

Body copy is formatted the same way it is in the letterhead. Headlines are Helvetica Bold and 16pt. Body copy is Helvetica Regular and 12pt. All copy is justified.

Footer

The footer is also separated from the copy by a 0.75pt line in the brand's identifying color. The memo subject will be placed in the footer in Helvetica Regular, 12pt font. The page numbering will also start on the first page of the copy and will always start on 2.

Media Releases

The media release is similar to both the letterhead and the memo in terms of sizing specifications for the logo and font but has several key differences. The logo is largest here, coming in at about 1.2 inches tall (or whatever is proportionally appropriate) and is aligned on the left side of the page. It will also only be visible on the first page of the memo.

Directly underneath the logo will be the contact information for whomever will answer any questions or make any comments regarding the information contained in the media release.

Each release will be prefaced with "For Immediate Release" in a bold font, followed by a headline explaining the purpose of the release.

This release's copy should be informative and detailed but brief. If possible, include several quotes from the key players in the project. It should end with three pound signs (#) on a new line, centered in the page.

The footer will be present on all pages and will contain the reporting entity's name and main office phone number on the left hand side and the office address on the right hand side.

Media Release

BLUEPRINT
INTERGOVERNMENTAL AGENCY

CONTACT:
Susan Emmanuel, Public Information Officer
O: 850-219-1072
SEmmanuel@BlueprintIA.org

For Immediate Release
December 06, 2016

Media Release Subject Line
Subject Line Subheading

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Blueprint Intergovernmental Agency
O: (850) 219-1000

315 S. Calhoun Street, Suite 450
Tallahassee, FL 32301

Logo

The brand logo will be centered at the top of the page. It is located in the file's header.

Contact

Whomever is the contact person for the information located in the media release will list their contact information at the start of the copy. It will be in Avenir Book, 12pt.

Headline

Every media release will have a brief but engaging headline in 14pt Avenir Book with an optional subheading in14pt Avenir Oblique.

Copy

The copy will be detailed, contain a couple quotes and any pertinent information regarding the project being promoted. At the end of the release, three pound signs (#) will be centered to indicate the end of the copy.

The body copy will be formatted in Avenir Book, 12pt.

Footer

The footer will contain the brand's name in it's monochromatic web color in Avenir Heavy, followed by the main office phone number in Avenir Book on the left side. On the right side will be the office address.

All font in the footer will be Avenir 10pt.

PowerPoint

To remain consistent and present a unified brand image, there is also a standard Blueprint PowerPoint template. This template was created with the Blueprint brand in mind but has more customization options than the other templates.

The current background can be switched out but must remain in theme with either the presentation or with the Blueprint brand identity. Though you may use photos as the background on the Title and Section Header slides, refrain from using any that are too busy, as to not distract from your presentation. Any other slides may have a solid color background but no photos.

The full-sized brand logo will always be present underneath the title and subheading of the Title Slide and the short-form brand logo will be on each slide after that in the bottom right-hand corner.

All titles on the slides are in Libre Franklin Semibold and in the brand web/hex color. Body copy can either be black or the brand color and is in Helvetica Regular.
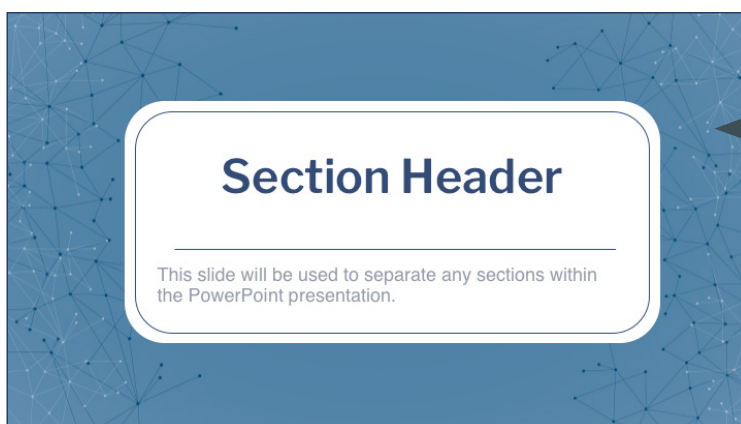
PowerPoint

Title Slide

This will be the opening slide for any presentation. The title will be separated by any subheader text by a 1pt line. The headline is Libre Franklin Semibold and the subheader is Helvetica. Font size varies depending upon space.
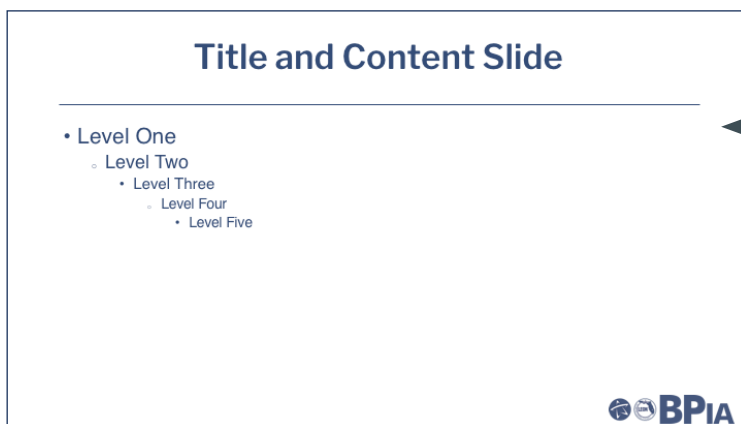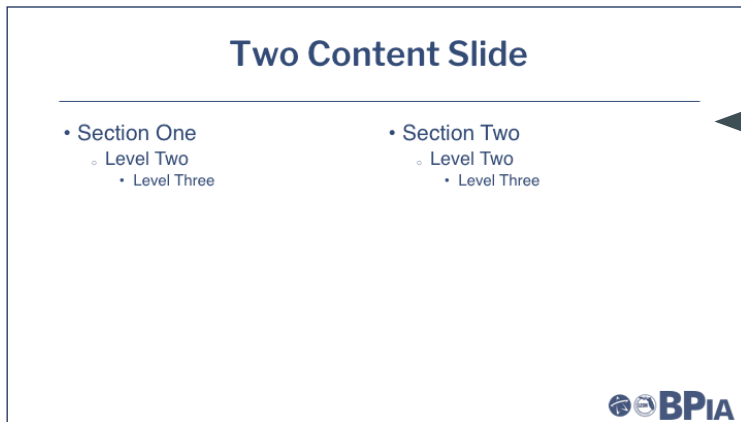
Title & Content Slide

This is the general title and content slide with the varying levels of text. The title line is again in Libre Franklin Semibold and the body copy is in Helvetica.

Section Header

This slide will separate each of the different sections of the PowerPoint. It is similar to the Title Slide in it's stylistic qualities but the background is in a contrasting color for differentiation.

PowerPoint

Two Content Slide

- Section One
  - Level Two
    - Level Three

- Section Two
  - Level Two
    - Level Three

BPIA

Two Content Slide

The Two Content Slide is used for listing two related thoughts and comments that are too short for their own slides. You can also substitute a picture for text in one of the columns.

Comparison Slide

Here's Side One
- Side One
  - Level Two
    - Level Three

Here's Side Two
- Side Two
  - Level Two
    - Level Three

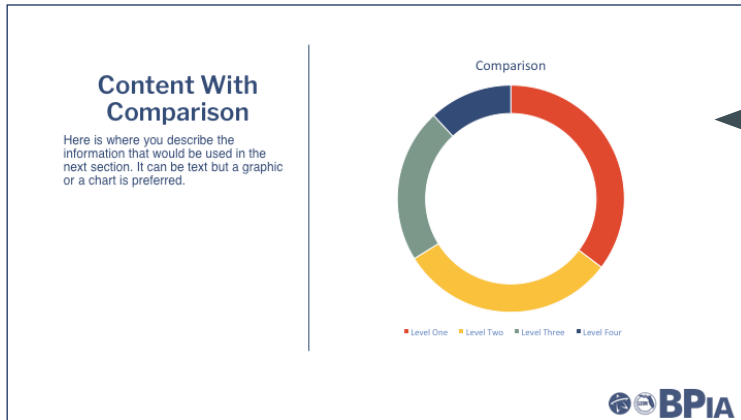**BP**IA

Title & Content Slide

The Comparison Slide is similar to the Two Content Slide but contains two headlines to pair with the two columns. The headlines are Libre Franklin Semibold.

Title Only

BPIA

Title Only Slide

The Title Only Slide is generally used in place of the Title & Content Slide when an image or other graphic is included instead of text.

PowerPoint

Content With Comparison Slide

These slides are generally used for data presentation, usually in the form of a graph. A short commentary should accompany the data and will be separated from the graph by a 1pt line in the brand's web/hex color.
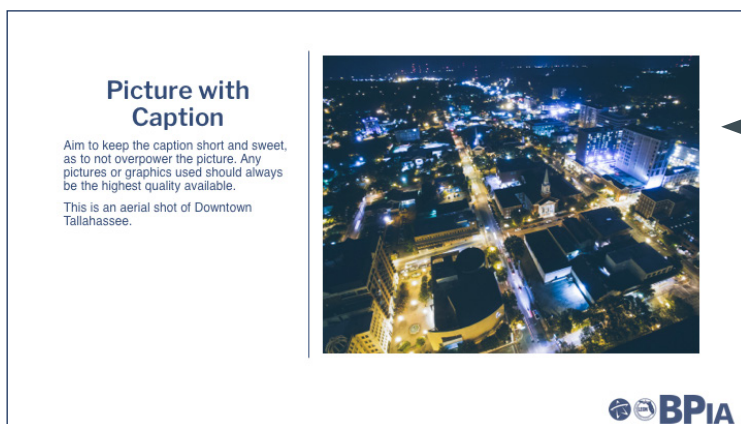
Picture With Caption Slide

Identical in style to the Content With Comparison Slide, the Picture With Caption slide has a photo in place of the graph. This photo should have an even margin on the top and bottom and should have a wide margin to the right to allow space for any cutoff.

Business Cards

Business Cards

BLUEPRINT
INTERGOVERNMENTAL AGENCY

Charles Hargraves, P.E. | **Blueprint Manager**

www.BlueprintIA.org

*Back

The back of the card will have a top bar in the brand's monochrome PMS color with the white logo superimposed. Underneath will be the card owner's name and title, followed by the website in the brand's PMS color.

Charles.Hargraves@BlueprintIA.org
Ph. 850.219.1060 | Cell: 850.510.0054
315 S. Calhoun Street | Suite 450
Tallahassee, Florida 32301

BPIA

*Front

The front of the card will be the brand's monochrome PMS color with any contact information, including email address, website, phone number(s), and office address.

The shortform logo will be in the bottom-right corner of the card for brand identification.

Business Cards: Office of Economic Vitality

Tallahassee-Leon County Office of
ECONOMIC VITALITY
Grow. Innovate. Experience.

Al Latimer
Director
Office of Economic Vitality

✳ Back

The back of the card will be the OEV tri-color logo followed by the name, position, and individual department.

ALatimer@OEVforBusiness.org
OEVforBusiness.org
O: 850.300.7565
C: 407.534.0737

315 S. Calhoun St., Suite 450
Tallahassee, FL 32301

a division of PLACE   OEV

✳ Front

The front of the card will be the teal monochrome PMS color with any contact information, including email address, website, phone number(s), and office address.
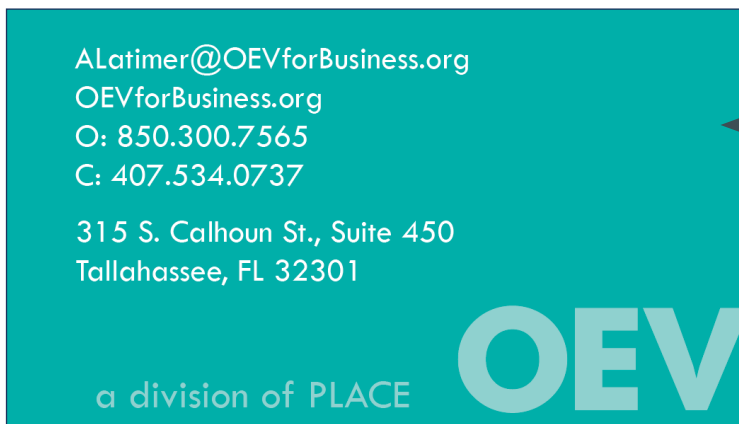
The shortform logo will be in the bottom-right corner of the card for identification.

Email Signatures

Email signatures will be standard across each office to present a professional and unified brand image. There will be two acceptable signatures: one for your desktop email client and one for your mobile email client (if applicable).

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Desktop

Your name will be in Georgia Bold Italic, 16pt, and the monochrome brand web/hex color to allow for contrast and emphasis. This is the only time a non-standard font will be used.

Position title and office will be in Helvetica Regular 11pt, followed by the office address, phone number, and website in Helvetica Regular 10pt.

The full-sized logo will be beneath it and will be no wider than 3 inches.

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Mobile

If you are responding to email on your phone, you need to have the same contact information as you would on your desktop signature but you do not need the logo. There are no font customizations currently for mobile signatures.

You may preface your signature with a disclaimer that you are on your phone to excuse any potential typos.

Sample Emails

As emails are the most widely used form of communication, it is imperative that a consistent and standard style is used to maintain brand recognition. There are three approved fonts you can use in your emails: Helvetica, which is used throughout promotional materials for the brand, and Arial and Century Gothic, which are not used in other brand materials but were selected for their availability across all computer systems.

All font should be set to 'Automatic' or black, as it is professional and shows up the same across all screens.

The tone of your emails should always be reflective of the person you are communicating with. If you are speaking to a client, the emails should always be formal and polite. Refrain from using any colloquialisms or emojis, especially if you are responding to an email on your phone. You should also double check any emails to ensure that grammar and spelling is correct as well as any necessary attachments are included.

Sample A

The first suggested font style for emails is to use Helvetica, which is one of the brand-approved fonts. Helvetica is a standard font which comes with all computers, allowing for a standard appearance across all screens. It was also selected for it's close appearance to Libre Franklin, which is most commonly used in distributed material.

Helvetica has three weights (light, regular, and bold) and the option to italicize all of them, allowing for customization across the body of your email. However, Helvetica Regular is preferred. Though you may adjust the size accordingly, size 10 or 12pt font is the preferred default. The sample below uses size 12.

Always be sure to leave at least two empty lines between the end of the email and your signature.

Susan --

I've attached the office-wide memo for your review and distribution. Please review and let me know your thoughts.

Additionally, we have a meeting with John Smith of ABC Contractors tomorrow afternoon at 3:00pm. Please put a notice on the calendar that the Small Conference Room will be in use at that time.

Thank you.

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Sample B

The second suggested font style for emails is to use Arial, which is not one of the brand-approved fonts but is a standard font which comes with all computers, allowing for a standard appearance across all screens. It is also the least casual of the fonts.

Arial has two weights (regular and bold) and the option to italicize both of them, allowing for customization across the body of your email. However, Arial Regular is preferred. Though you may adjust the size accordingly, size 10 or 12pt font is the preferred default. The sample below uses size 12.

Always be sure to leave at least two empty lines between the end of the email and your signature.

Susan --

I've attached the office-wide memo for your review and distribution. Please review and let me know your thoughts.

Additionally, we have a meeting with John Smith of ABC Contractors tomorrow afternoon at 3:00pm. Please put a notice on the calendar that the Small Conference Room will be in use at that time.

Thank you.

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Sample C

The third suggested font style for emails is to use Century Gothic, which is also not one of the brand-approved fonts but is a standard font which comes with all computers, allowing for a standard appearance across all screens. It was also selected for it's close appearance to both TW Cen MT and Avenir, which is most commonly used in distributed material.

Century Gothic has two weights (regular and bold) and the option to italicize both of them, allowing for customization across the body of your email. However, Century Gothic Regular is preferred. Though you may adjust the size accordingly, size 10 or 12pt font is the preferred default. The sample below uses size 12. Use of this style must be done sparingly as it is the most casual of the three.

Always be sure to leave at least two empty lines between the end of the email and your signature.

Susan --

I've attached the office-wide memo for your review and distribution. Please review and let me know your thoughts.

Additionally, we have a meeting with John Smith of ABC Contractors tomorrow afternoon at 3:00pm. Please put a notice on the calendar that the Small Conference Room will be in use at that time.

Thank you.

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