



# BRAND STYLE GUIDE

*For creativity & consistency*

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## Logo

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.



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# Logo

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.



## Logo

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.

PLANNING  
DEPARTMENT



PLN



PLN

# 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, RGB, and web/hex code) to ensure the correct color is used.



# PLACE Color Palette

Hex Code  
#DD3E26

CMYK  
8% 91% 99% 1%

RGB  
221-62-38

PLACE

Hex Code  
#26416D

CMYK  
65% 40% 0% 57%

RGB  
38-65-109

Blueprint

Hex Code  
#728F80

CMYK  
58% 31% 51% 5%

RGB  
114-143-128

OEV

Hex Code  
#F9BC32

CMYK  
2% 28% 92% 0%

RGB  
249-188-50

Planning

# Blueprint Color Palette

*These colors reflect Blueprint's brand identity & personality.*

Hex Code  
#26416D

CMYK  
65% 40% 0% 57%

RGB  
38-65-109

Primary

Hex Code  
#6C97BE

CMYK  
43% 21% 0% 25%

RGB  
108-151-190

Accent

Hex Code  
#F9BC32

CMYK  
2% 28% 92% 0%

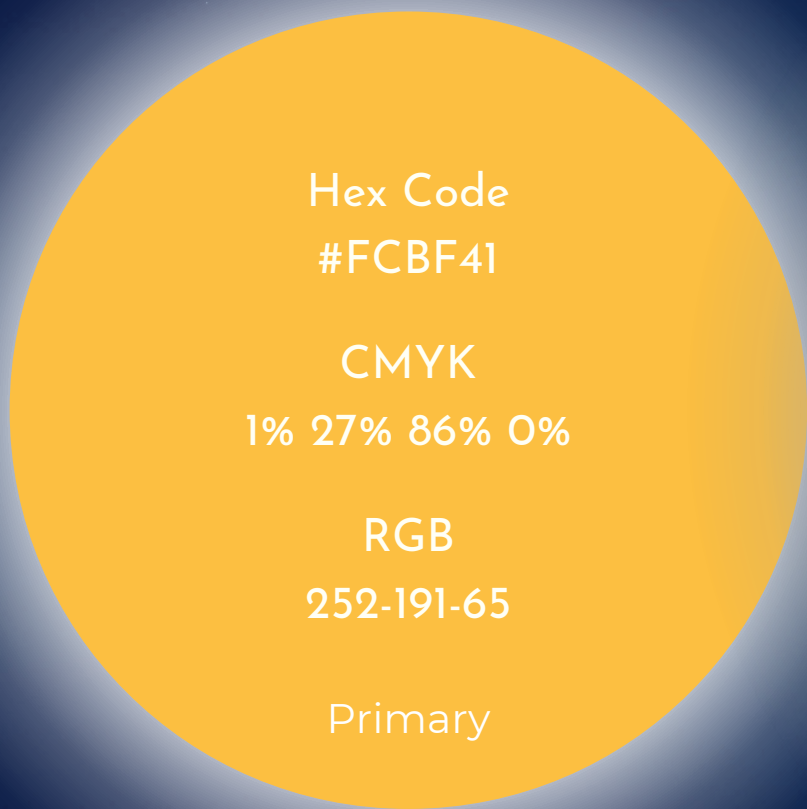
RGB  
249-188-50

Accent



# Office of Economic Vitality Color Palette

These colors reflect OEV'S brand identity & personality.

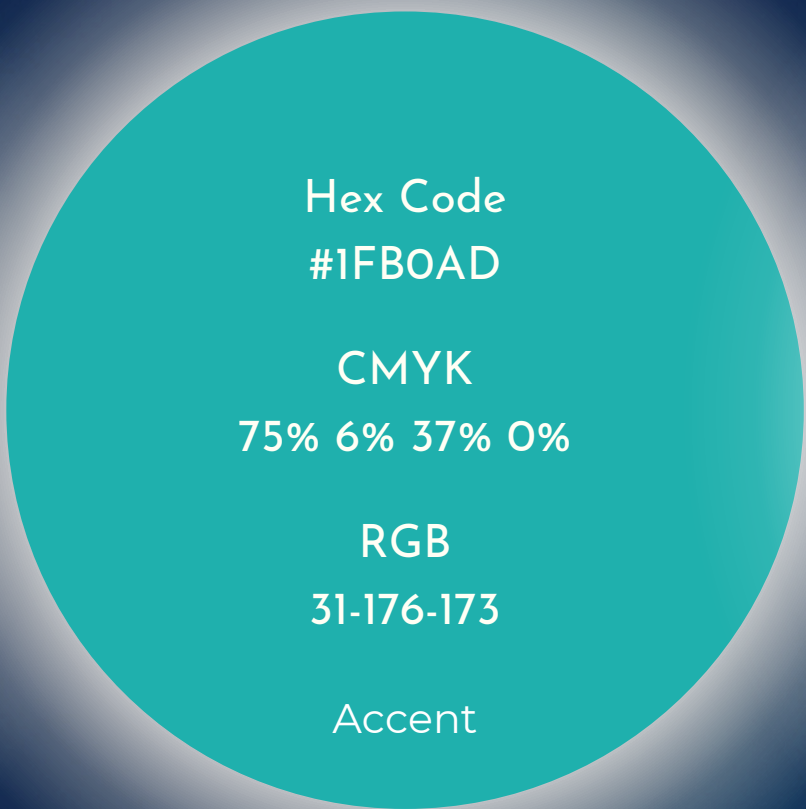


Hex Code  
#FCBF41

CMYK  
1% 27% 86% 0%

RGB  
252-191-65

Primary

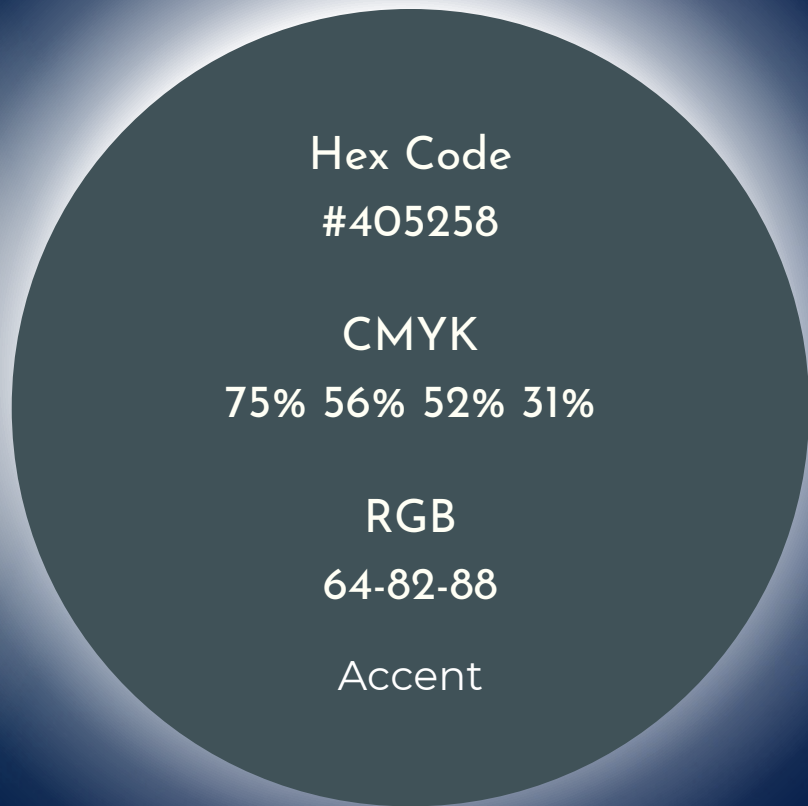


Hex Code  
#1FBOAD

CMYK  
75% 6% 37% 0%

RGB  
31-176-173

Accent



Hex Code  
#405258

CMYK  
75% 56% 52% 31%

RGB  
64-82-88

Accent



Typography

There are four approved fonts for use on Blueprint. These fonts were selected for their ability to pair well together.  
All of the fonts come in varying weights.

---

Montserrat

Copy Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
TUVWXYZabcdefghijklmnopqrstuvwxyz1234567890!  
@#\$%^&\*()

Architects Daughter

Accent Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabcdefghijklmnopqrstuvwxyz  
z1234567890!@#\$%^&\*()

TW Cen MT

Logo Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
Zabcdefghijklmnopqrstuvwxyz123  
4567890!@#\$%^&\*()

Georgia

Agenda Items - Justified Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz1234567890!  
@#\$%^&\*()

Arial

Media Advisory/Press Release

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz1234567890!  
@#\$%^&\*()

Helvetica

Everyday Communication

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
WXYZabcdefghijklmnopqrstuvwxyz1234567890!  
@#\$%^&\*()

# Dos & 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 uninteresting 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 preserve, protect, and enhance the community's quality of life through the implementation of holistic and coordinated planning, transportation, water quality, environmental, green space projects, and economic development efforts to drive the growth of Tallahassee-Leon County's diverse and vibrant economy.

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# Dos & Don'ts

## **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.

## WHAT IS BLUEPRINT?

A penny makes a big difference in Tallahassee-Leon County! Guided by the vision and leadership of the Blueprint Intergovernmental Agency Board of Directors (BPIA), Blueprint is at the helm of the community's most pressing infrastructure needs. Blueprint implements roadways, trails, greenways, parks, and stormwater projects that focus on connecting people and places. Funding for the Blueprint Intergovernmental Agency was approved by voters in 2000 and again as a 20-year extension of the local one-cent sales tax option for Tallahassee-Leon County in November 2014.

## VISION

To preserve, protect, and enhance the community's quality of life through the implementation of holistic and coordinated planning, transportation, water quality, environmental, green space projects, and economic development efforts to drive the growth of Tallahassee-Leon County's diverse and vibrant economy.

## MISSION

To preserve, protect, and enhance the community's quality of life through the implementation of holistic and coordinated planning, transportation, water quality, environmental, green space projects, and economic development efforts to drive the growth of Tallahassee-Leon County's diverse and vibrant economy.

## THE BLUEPRINT PROMISE...

"...To provide for projects designed to improve roads; reduce traffic congestion; protect lakes and water quality; reduce flooding; expand and operate parks and recreational areas; invest in economic development; and other uses authorized under Florida law; and to seek matching funds for these purposes, shall the existing one-cent sales surtax within Leon County be extended until December 31, 2039, with project expenditures subject to annual independent audit and review by citizens advisory committee."



# Dos & Don'ts

**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 blending in with any surrounding imagery or text.

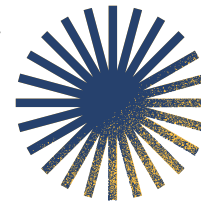
# Dos & Don'ts

**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 Blueprint'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.

**1**

Change out logo for a high-contrast alternative.



**2**

Background at 50% opacity



**3**

Change out the background for one that distinguishes the logo.



# Dos & Don'ts

**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.

**1**

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



**2**

Background at 50% opacity



**3**

Change out the background for one that distinguishes the logo.





# 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

---

**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 empus 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,

Autumn, Calder

---

315 South Calhoun Street, Suite 450 • Tallahassee, FL 32301 • 850.219.1060 • [BlueprintIA.org](http://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 its 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 number.

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

**See next page.**

# Cover Page

BLUEPRINT

INTERGOVERNMENTAL AGENCY

MEMORANDUM

Date: January 01, 2024

Attention: All Employees

From: Autumn Calder, AICP

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.

# Secondary Page

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.



# 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).

## \* 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.

### *Autumn Calder, AICP*

Director • Blueprint Intergovernmental Agency  
315 S. Calhoun St., Suite 450 • Tallahassee, FL 32301  
O: 850.219.1060 | C: 850.219.1060  
BlueprintIA.org



## \* 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.

Autumn Calder, AICP  
Director • Blueprint Intergovernmental Agency  
315 S. Calhoun St., Suite 450 | Tallahassee, FL 32301  
O: 850.219.1060 | C: 850.219.1060  
BlueprintIA.org

# Business Cards



## *Back*

The back of the card will have a Blueprint project image with the white logo superimposed.



## *Front*

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

The tagline logo will be in the middle left of the card for brand identification.

QR code will be on the bottom right corner.

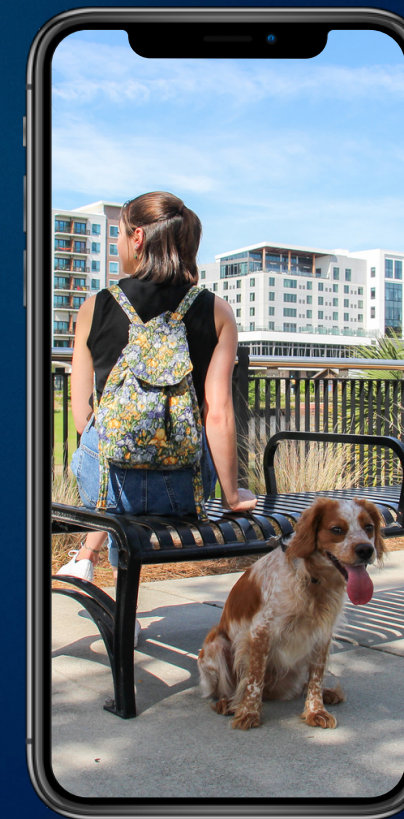
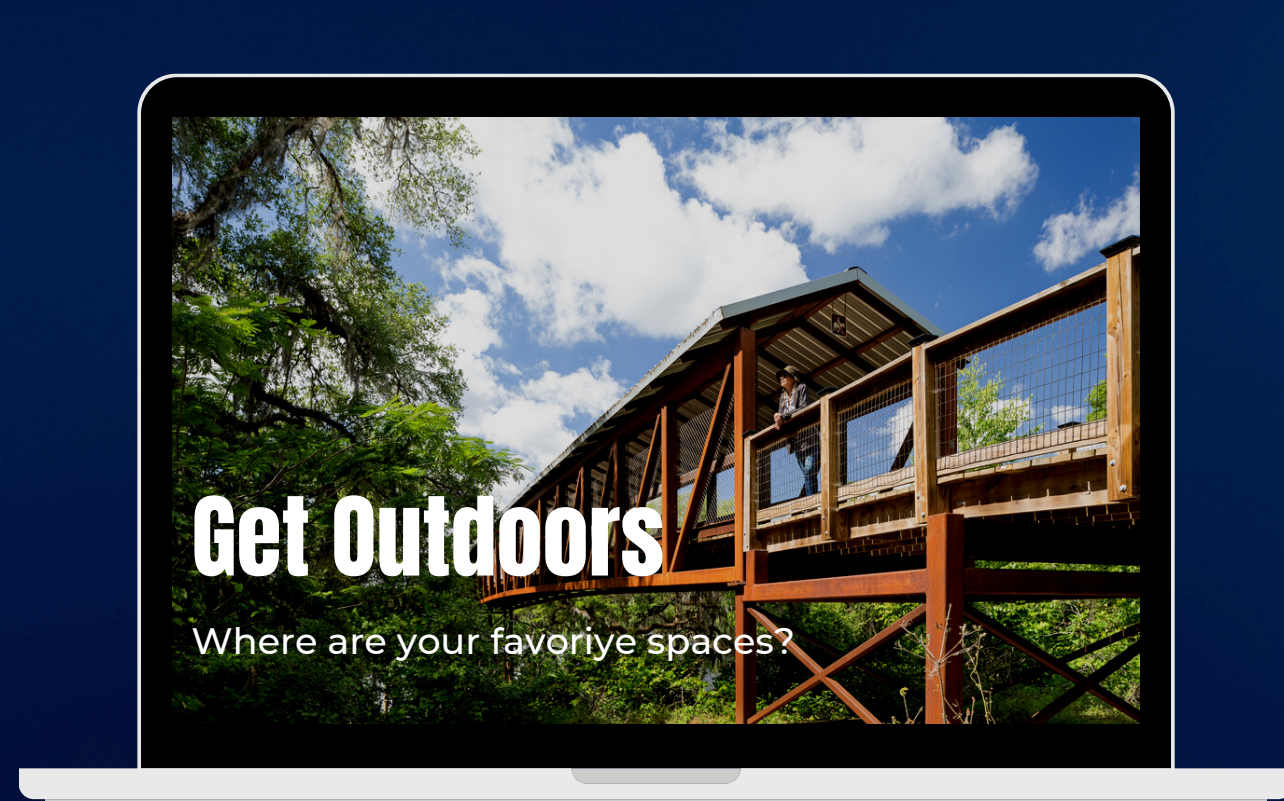
# Resource Page

For more icons, please contact the  
Communications Department.





# Print & Digital Mockups





# Photography

Blueprint's photography are clear, bright, emotional, environmentally conscious, authentic, natural, symmetrical, and show depth.









# Contact Information

315 S Calhoun St, Tallahassee, FL 32301

[www.BlueprintIA.org](http://www.BlueprintIA.org)

[Info@BlueprintIA.org](mailto:Info@BlueprintIA.org)

850.219.1060.



BLUEPRINT ECONOMIC PLANNING  
VITALITY