



Miami DDA Logo Guidelines

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SIZE

The logo must be no smaller than 1.25" wide for print or 90 pixels on screen.



ICON USAGE



CLEAR SPACE

Clear space is based upon the bold letter 'D' in the logo. Horizontal space required is half the width of the 'D' on either side. Vertical space required is half the height of the 'D' above and below.



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COLOR

The Miami DDA corporate colors are Black and Pantone 3125 (see colors below). No screens of either color are allowed. If the logo moves to one-color, the icon will be black or white. The logo must appear in one of the following color combinations.



Pantone 3125

CMYK 83/0/21/0

RGB 0/281/204

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BACKGROUND

If background colors other than black or white are used, the background must provide adequate contrast for the logo.



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UNACCEPTABLE APPLICATIONS

Do not alter the logo artwork in proportion or color. Below are some examples of unacceptable logo presentation.



Do not use
unapproved colors



Do not outline
the logo



Do not stretch or
distort



Do not change
element position



Do not use
without icon