



## LOGO GUIDELINES:

This manual preserves logo/branding consistency when creating all types of applications.  
Please request original files to avoid re-creation.

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Downtown Miami recognizes the importance and benefits of maintaining concise, unified communications. Thank you for understanding the significance of this manual, and for helping Downtown Miami maintain its graphic integrity. Approval from the marketing director must be obtained when using the DWNTWN Miami logo.

# 1. INTRODUCTION TO THE DWNTWN MIAMI LOGO

DWNTWN Miami has two logo versions (the horizontal or 'Main' version and the 'Stacked' version for use in ads, publications, internal and external communication materials, and traditional consumer marketing. We recommend the horizontal version as the first option; the 'Stacked Version' should be used only in horizontally restricted spaces where the 'Main' version logo can't be utilized. This guide details all the specs you need to know when using our logos. Please do not attempt to re-create the logo. Instead, request original files.



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## DWNTWN Miami Logo - 'Main' Version

When using the DWNTWN Miami logo, this one will be the version of choice.



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## DWNTWN Miami Logo - 'Stacked' Version

Use only in horizontally restricted spaces where the 'Main' version can't be utilized.

## 2. LOGO USAGE

There are four versions of the DWNTWN Miami logo. Each one should be used according to the background color and the options available at the time of reproduction.



### A. DWNTWN Miami Logo - Color Version (CMYK or PMS)

When printing in color, the logo should always be printed using PMS ink when available. If not, use the CMYK version. The background should always provide enough contrast to the logo for optimal visibility and display.\*



### C. DWNTWN Miami Logo - Black Version

The black version or one solid color version of the logo is available for special needs, or when it's impossible to achieve a perfect reproduction of one of the two previous versions (color or grayscale). Please use it at your discretion, but always consult with the marketing director for final approval.



### B. DWNTWN Miami Logo - Grayscale Version

The grayscale version should be used when the option of color is not available, or when the piece needs to be black and white, such as in a newspaper ad. A background with enough contrast is also required. The gray area of the logo is in 30% black.



### D. DWNTWN Miami Logo - White Version

Use the same directions for the logo as version C. The only difference is the background color where the logo will be used.

**\*NOTE:** In some occasions the color black can be change to white on the color version logo (CMYK or PMS) to provide enough contrast to the logo for optimal visibility and display.

## LOGO USAGE - CONTINUED

When using the DWNTWN Miami logo, color is not the only element that must be considered to achieve perfect reproduction. The minimum logo size and “clear space” around the logo are just as important as an accurate color.

### E. DWNTWN Miami Logo - Minimum Reproduction Size

Never print the horizontal logo smaller than 7/8” (0.875”) in width, and 1/2” (0.5”) for the ‘Stacked’ version. These are the minimum sizes for all variations.



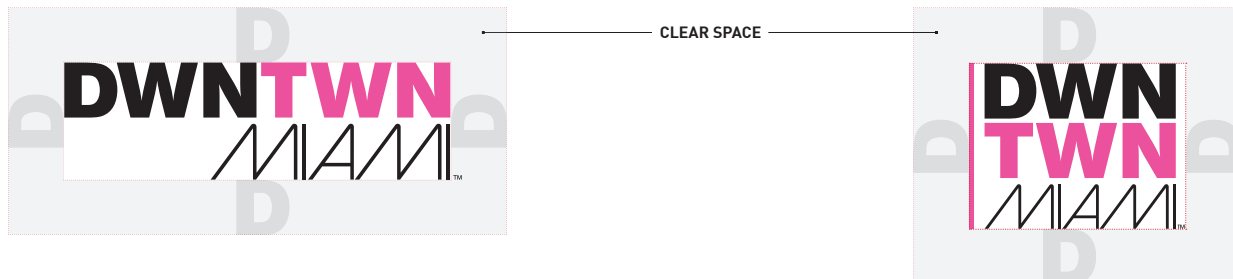
‘Horizontal’ version



‘Stacked’ version

### F. DWNTWN Miami Logo - Clear Space

To ensure better readability and avoid conflicts with surrounding elements, leave a “safety” area around the logo equal to the height of the “D” in DWNTWN. The bigger the logo, the bigger the safety area needs to be.



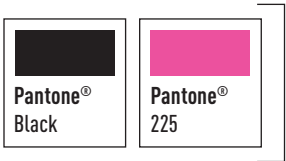
### 3. USAGE OF LOGO WITH MIAMI DDA LOGO

When using the logo with the Miami DDA logo, always follow these rules, for the 'Main' and 'Stacked' versions. The minimum size and clear space will be dictated by the rules of DWNTWN Miami logo showed on previous page.

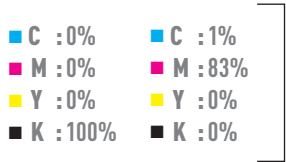


## 4. COLOR PALETTE

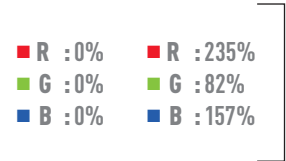
The logo may only be used in the colors shown below. If for any reason the logo needs to be printed in a different color than these, please consult with our marketing director for approval.



Pantone Color System



CMYK Color Model



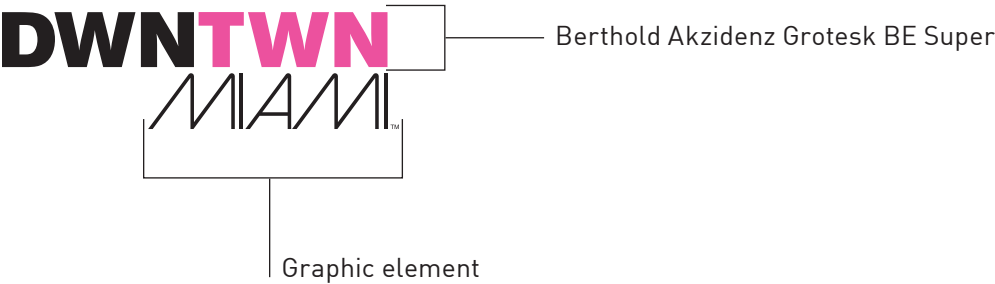
RGB Color Model



Hexadecimal Color Codes (Hex colors)

## 5. LOGO TYPEFACE

Logo typefaces are for reference only. Please do not attempt to re-create the logos.



**AaBbCcDdEeFfGgHhIiJjKkLlMm  
NnOoPpQqRrSsTtUuVvWwXxYyZz**

Berthold Akzidenz Grotesk BE Super



## 6. LOGO DON'TS

Here are some of the most common mistakes, incorrect usage and reproduction of the logo.



## 7. LOGO APPLICATION

Below are a few examples of promotional items and publications where the logo is used. Please observe this guide every time the logo is utilized on any type of communication materials.



## LOGO APPLICATION - CONTINUED

Please observe this guide every time the logo is utilized on any type of communication materials.



### OUR VISION

DOWNTOWN MIAMI is the business, social and cultural epicenter of the Americas, which capitalizes on its unique position as a major world city in a tropical waterfront environment.

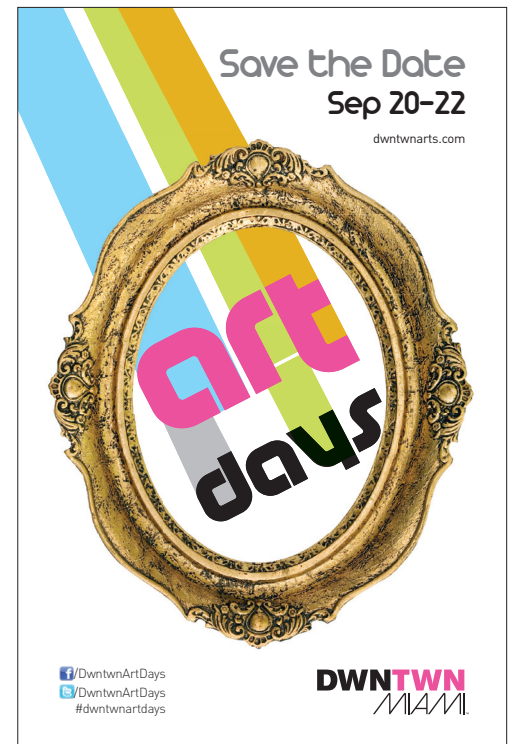
**DWTWN**  
MIAMI





## LOGO APPLICATION - CONTINUED

Please observe this guide every time the logo is utilized on any type of communication materials.







Lorem ipsum ullum ad et alismodipit lutet iriustio exeraesse vent non hendreet ad minci blamet lor et alit prat veniam, sit ullandignis augait, veriliq uismolutpat, consendio commy nonulputat wis alit etaera perten sintu nime praessequis autate commod tie et nos digniam zzriusto con utat wisi blaor.

**DWNTWN**  
MIAMI



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