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

DWNTWN Miami Logo - ‘Main’ Version

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

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.*

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.

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.

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.

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.

- The size (height) of MIAMIDDA should be equal to the height of DWNTWN Miami logo showed on previous page.

- The diver line between the two logos is the same thickness of the letter "i" in the word MIAMI of the DWNTWN logo and always extend both above and below equidistance the width of the cap "D" as shown in the diagram. This rule applies for both versions of the logos, ‘Main’ and ‘Stacked’.
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](https://example.com/pantone)

![CMYK Color Model](https://example.com/cmyk)

![RGB Color Model](https://example.com/rgb)

![Hexadecimal Color Codes](https://example.com/hex)

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**Pantone Color System**

- Pantone® Black
- Pantone® 225

**CMYK Color Model**

- C: 0%
- M: 0%
- Y: 0%
- K: 100%

- C: 1%
- M: 83%
- Y: 0%
- K: 0%

**RGB Color Model**

- R: 0%
- G: 0%
- B: 0%

- R: 235%
- G: 82%
- B: 157%

**Hexadecimal Color Codes (Hex colors)**

- #2d2b28
- #ED529D

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

Berthold Akzidenz Grotesk BE Super

Graphic element

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz

Berthold Akzidenz Grotesk BE Super
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.
Alternative Transportation

Public Parking locations in downtown Miami. Riders must be 16 years or older.

Easily accessible electric bikes that can be rented from multiple

A tip-based transportation in a six passenger, battery powered
car2go.com

are easily identified by their white/blue color scheme. Sign up is

The cars are available in pre-paid on street parking spots and

Car2go is a car sharing service offering exclusively two-seat cars.
LOGO APPLICATION - CONTINUED
Please observe this guide every time the logo is utilized on any type of communication materials.