

Our Brand

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▶ **Who We Are**

01.a **Our Tagline**

**LOCAL
VOICES
MAKING
LOCAL
CHOICES**

Our new tag line calls out the importance of recognizing and empowering local municipalities.

The new messaging supports our marquee programs – while giving each one the room to have its own voice.

Extensive research shows that brand loyalty is strongest when brands are friendly, approachable and focused on people.

01.b Our Voice

The voice of the FLC Brand is an extension of our organizing and outwardly facing thematic; Local Voices Making Local Choices. For the citizens and municipalities of Florida, our voice, is their voice.

Like our visual identity, our voice is one of simplicity, welcoming, expertise, collaboration and empowerment.

▶ Simple

Without being terse or “dumbing it down” be clear, concise, directional and to the point, in a very “local” and understandable way.

▶ Welcoming

Floridians, come in and make yourself at home, because this is your home.

▶ Expertise

Decades of working with local municipalities has made us the trusted go-to partner.

▶ Collaborative

We are here to encourage positive and goal-oriented conversations amongst a broad contingency of Floridians. Don't speak at them, speak with them as you encourage them to speak with each other.

▶ Empowering

Be positive and informative as we encourage our local voices to make local choices.

01.c Messaging Hierarchy

MASTER FLC BRAND	Local Voices Making Local Choices				
PROGRAMS	FMIT	FMLC	FMIvT	FMPT	FLC University
PROGRAM TAGLINES	Protecting the Communities We Call Home	Making Your Dollars Do More For Local Communities	Investing Together for Local Benefit	Protecting the Retirement of Those Serving The Public	Strengthening Expertise For The Cities We Serve
VALUE PROPOSITION	Providing financial strength through coverage, risk mitigation, personalized service and world-class disaster recovery for the communities we call home	For everything from capital improvement to refinancing existing debt, we simplify loan complexity and maximize impact for our local communities.	Trusted professionals dedicated to simplifying and maximizing investments that benefit our local communities.	Trusted retirement plan administration providing financial security for those who serve our communities.	Offering convenient, innovative and focused education specifically designed for local municipal elected officials.
CORE VALUES	<div style="background-color: #e6f2ff; padding: 10px; text-align: center;"> HOME RULE INTEGRITY PUBLIC SERVICE EXCELLENCE </div>				



▶ **FLC Logo Family**

02.a Our Logo



The aim of FLC's visual identity is to assert our brand with standardized characteristics that help us be known for recognizing and empowering local municipalities. We are approachable, but strong. We are local, but offer regional insight. We are individuals, but with a collective voice. Our logo represents these factors with color, imagery and type that embody who we are and how we want to be positioned among our peers and in the marketplace.

The horizontal version of the FLC logo

02.b Logomark Concept

Our mark illustrates the concept of *Local Voices Making Local Choices* by combining familiar, but significant, symbols to create a unique emblem representing how FLC helps shine light on the local voices that are driving the growth and development of Florida's cities.



iconic Florida
sunshine

importance of
place and local
references

individual voices
that represent
Florida's cities

shining light on the local
voices making choices critical
to Florida Cities' growth
and development

02.c Construction and Clearspace



CONSTRUCTION

The FLC family of logos is constructed in three parts: ① Logomark, ② Division Initials, and ③ Division Full Name. Each of these parts are proportioned to relate to the others, with the exception that part 3 be always equal width to parts 1 and 2, or equal height to part 2 in the horizontal version. Parts 1 and 2 should be separated by the same distance as between the 'F' and 'L' in the FLC logo (shown as 'z'.)



CLEARSPACE

Surrounding the logo should be enough space to keep it distinguished from other design elements. The minimum space required is equal to one half the width of the logomark (as shown by 'x').

02.d Family of Logos

The Florida League of Cities and its divisions each have a logo constructed following the rules on the previous page.



02.e Logo Variations

<p>RGB/CMYK</p>		<p>When placing against a white background on screen or in 4-color process print, use the RGB or CMYK logo</p>
<p>PANTONE</p>		<p>When producing large quantities of print on an offset press — and color-matching is the priority — use the PANTONE spot-color logo</p>
<p>2-COLOR</p>		<p>When producing large quantities of color-limited print on an offset press, use the 2-COLOR logo set in FLC Heritage Blue and Sun Yellow</p>
<p>WHITE</p>		<p>When placing against dark backgrounds on any application, use the WHITE logo</p>
<p>1-COLOR</p>		<p>When a single color version is required for limited-color applications (such as black and white printing) or merchandising, use the 1-COLOR logo</p>



When use of the independent logomark is required, use this version which incorporates both gradients (and all four core FLC brand colors).

02.f Logo Dos and Don'ts

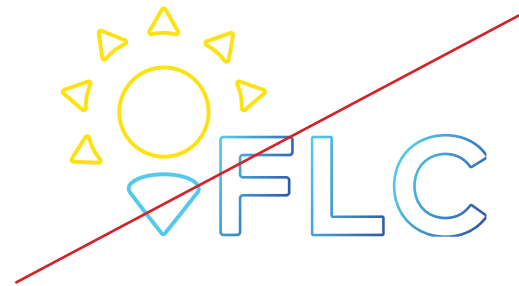
DO



Use the logo files as provided with ample clearspace around each version



DON'T



Modify the logo (by outlining the forms, removing text, changing the position of the mark or initials, etc.)



Squeeze the logo into containing shapes that ignore clearspace



Rotate the logo

03

▶ **FLC Color Palette**

03.a Our Colors

FLC Heritage Blue

PANTONE 286
RGB 50 85 164
HEX #3255A4
CMYK 87 59 0 0

FLC Midnight Blue

PANTONE 289
RGB 12 35 64
HEX #0C2340
CMYK 100 76 12 70

FLC Dusk Blue

PANTONE 302
RGB 0 59 92
HEX #003B5C
CMYK 100 48 12 58

FLC Sky Blue

PANTONE 305
RGB 83 202 236
HEX #53CAEC
CMYK 54 0 10 0

FLC Sun Yellow

PANTONE Yellow012
RGB 255 224 0
HEX #FFE000
CMYK 0 3 97 0

FLC Sun Gold

PANTONE 7549
RGB 255 181 0
HEX #FFB500
CMYK 0 22 100 0

FLC Grass Green

PANTONE 366
RGB 168 220 125
HEX #A8DC7D
CMYK 34 0 61 0

FLC Heritage Blue

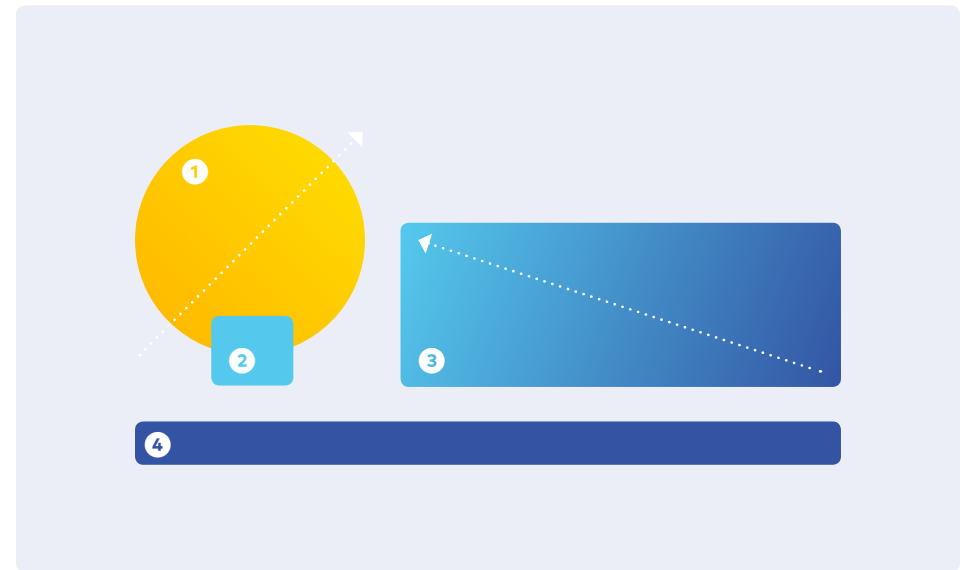
TINT 10%

03.b Applying Color to the Logo



In the full-color logo, we use gradients of blue and gold to communicate light and energy. In the Division Initials, we show light by using a brighter blue (FLC Sky Blue) closest to the sunburst and FLC Heritage Blue farther away. This effect makes it appear as if the logomark illuminates the rest of the identity.

Follow the simple guide to the right to replicate this effect on subsequent FLC division logos.



- ① Sun Gradient is filled from bottom left to top right
- ② FLC Sky Blue only
- ③ Initials Gradient is filled from bottom right to top left
- ④ FLC Heritage Blue only

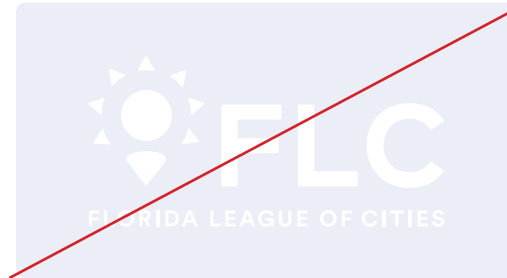
03.c Color Dos and Don'ts

DO



Ensure there is enough contrast between the logo and its background

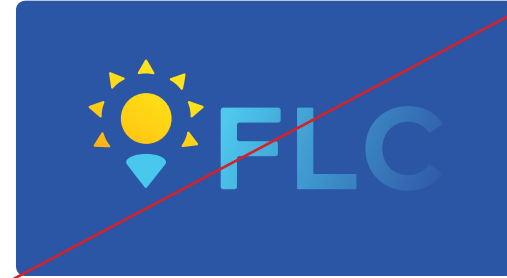
DON'T



Cause viewers to strain to see the logo clearly



Substitute in the white logo when backgrounds are dark



Use the full-color logo against any color used in the logo



Substitute in the white logo when backgrounds are complex or variegated



Design with colors that fall outside the FLC Color Palette



▶ **FLC Typography**

04.a **Our Typefaces:** Primary

ALL APPLICATIONS:

FF Mark Pro

The FLORIDA LEAGUE OF CITIES is the united voice for Florida's municipal governments. Its goals are to serve the needs of Florida's cities and promote local self-government.

Florida's city officials formed as a group of municipal governments for the first time in 1922. They wanted to shape legislation, share the advantages of cooperative action, and exchange ideas and experiences. Growing from a small number of cities and towns, our membership now

represents more than 400 cities, towns and villages in the *Sunshine State*.

The League is the premier provider of many products and services developed especially for Florida's cities. Our strength and success are dependent upon the support and participation of our members.

Our official typeface for all uses is FF Mark Pro. It is a friendly, geometric sans-serif that aligns with the individual human focus of our identity. FF Mark Pro includes an extremely versatile family of fonts that are compatible with any language, multiple typographic effects, and index applications.

WEB SUBSTITUTE:

Montserrat

The FLORIDA LEAGUE OF CITIES is the united voice for Florida's municipal governments. Its goals are to serve the needs of Florida's cities and promote local self-government.

Florida's city officials formed as a group of municipal governments for the first time in 1922. They wanted to shape legislation, share the advantages of cooperative action, and exchange ideas and experiences. Growing from a small number of cities and towns, our membership now represents more than

400 cities, towns and villages in the *Sunshine State*.

The League is the premier provider of many products and services developed especially for Florida's cities. Our strength and success are dependent upon the support and participation of our members.

For online use, substitute Montserrat, a Google font that is very similar to FF Mark Pro, but with fewer typographic features. Montserrat has a higher x-height, so decreasing the point-size slightly is required to match the overall visual weight of FF Mark Pro.

04.b Our Typefaces: Secondary

ALL APPLICATIONS:

Sentinel

The Florida League of Cities is the united voice for Florida's municipal governments. Its goals are to serve the needs of Florida's cities and promote local **self-government**.

Florida's city officials formed as a group of municipal governments for the first time in 1922. They wanted to shape legislation, share the advantages of cooperative action and exchange ideas and experiences.

Growing from a small number of cities and towns, our membership now represents more than 400 cities, towns and villages in the Sunshine State.

Our official secondary typeface for all uses is Sentinel. It is a friendly, academic serif that has a large selection of typographic features and weights to make emphasis and expression easy.

The League is the premier provider of many products and services developed especially for Florida's cities. Our strength and success are dependent upon the support and participation of our members.

COMBINED

Headline Text

The **Florida League of Cities** is the united voice for Florida's municipal governments. Its goals are to serve the needs of Florida's cities and promote local self-government.

SUBHEAD TEXT

Florida's city officials formed as a group of municipal governments for the first time in 1922. ① They wanted to shape legislation, share the advantages of cooperative action and exchange ideas and experiences. Growing from a small number of cities and towns, our membership now represents more than 400 cities, towns and villages in the Sunshine State.

The League is the premier provider of many products and services developed especially for Florida's cities. ② Our strength and success are dependent upon the support and participation of our members.

05

▶ **FLC Photography**

05.a City Structures

Depict Florida cities with honesty. Show their bigness and their smallness, their density or open spaces, their variety, and their color.



05.b Humanity

Depict people with authentic expressions and in situations that feel real.



05.c **Texture**

Incorporate photographic texture to build interest in otherwise visually uninteresting designs.

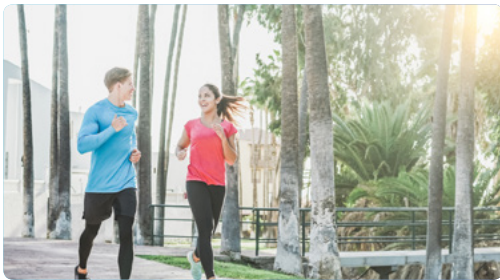


05.c Photography Dos and Don'ts

DO



Choose colorful images that are visually interesting



Choose images that are natural depictions of everyday life or recognizable landscapes



Choose images that have a clear focus

DON'T



Choose images that lack visual engagement



Choose images of posed or "magical" situations



Choose images that are too busy, blurry or lack a focal-point



▶ **FLC Design Examples**

06.a PowerPoint



Using FLC gradient for title pages



It begins with our **STORY**.
Our FLC brand is stronger than ever. Our mission, vision and values are spot-on and unwavering.

FLORIDA MUNICIPAL INSURANCE TRUST
Protecting the communities we call home
Providing trusted protection through coverage, risk mitigation, personalized service and world-class disaster recovery for the communities we call home.





MARQUEE MESSAGING HIERARCHY

Master FLC Brand	Local Voices Making Local Choices				
Programs	FMT	FMFC	FMTV	FMPY	FLC University
Program Taglines	Protecting the Florida Communities We Call Home	Making Your Dollars Do More For Local Communities	Investing Together For Local Benefit	Protecting the Investment of Those Serving The Public	Strengthening Education For The Cities We Serve
Value Proposition	Providing financial strength through coverage, risk mitigation, personalized service and world-class disaster recovery for the communities we call home.	For everything from capital improvement to infrastructure, we bring the best, we connect the best, we create the best. We ensure that every dollar we invest has a positive impact on the communities we serve.	Trusted professionals dedicated to analyzing and monitoring investments that benefit our local communities.	We offer affordable retirement plans and help the process by holding the investments.	Offering convenient, innovative and secure education specifically designed for local school officials.
Core Values	HOME RULE. BENEVOLENCE. PUBLIC SERVICE. EXCELLENCE.				

06.b Publications

**Lorem Ipsum Dolor
Sit Amet**

SUBTITLE OR DATE

◀ *Rounded corners on imagery to mimic logo corners*



Si doluptatem vestit (permet) praesentis molestique conset accipit qui dohilitatio.

Headline Text

The Florida League of Cities is the united voice for Florida's municipal governments. Its goals are to serve the needs of Florida's cities and promote local self-government.

SUBHEAD TEXT

Florida's city officials formed as a group of municipal governments for the first time in 1922. They wanted to shape legislation, share the advantages of cooperative action, and exchange ideas and experiences. Growing from a small number of cities and towns, our membership now represents more than 400 cities, towns and villages in the Sunshine State.

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▶ *Using texture photography behind a pullquote*

“Pudiciisquia conseq-uianis oluptas nosa nis quiatem il expedis.”

▶ SOURCE

◀ *Using full range of glyphs of FF Mark Pro to create numbered columns*



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SUBHEAD TEXT

Florida's city officials formed as a group of municipal governments for the first time in 1922. They wanted to shape legislation, share the advantages of cooperative action, and exchange ideas and experiences. Growing from a small number of cities and towns, our membership now represents more than 400 cities, towns and villages in the Sunshine State.

06.c Business Collateral

Using Dusk Blue or Heritage Blue for body text

FLC
FLORIDA LEAGUE OF CITIES

Lorem ipsum
Dolor sit amet
Illum dolore 20102

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Sincerely,

John Doe
Financial Advisor

301 S. Brimough Street, Suite 300
Tallahassee, Florida 32301

Phone: (850) 222-9684
Fax: (850) 222-3808

FLC
FLORIDA LEAGUE OF CITIES

LOCAL VOICES
MAKING
LOCAL CHOICES™

JOHN DOE
Financial Advisor
jdoe@flicities.com
678.987.6543
flicities.com

Applying gradients to pullquote or important text

FLC
FLORIDA LEAGUE OF CITIES

LOCAL VOICES
MAKING
LOCAL CHOICES

Jane Doe
Company Name
1234 Street Address
City, Florida 00912

06.d Social Media



 **Florida League of Cities, Inc.**
August 16 at 1:05 PM · 🌐



"Inspirational
quote text in
the corner."
-source

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Fugia volupta nos aut vel moditio ssequi reic tem
quam, eum que ellorporum dolum aspienturit

👍❤️ 7

👍 Like 💬 Comment ➦ Share

 Write a comment... 😊 📷 📄

06.e Promotion



For more information contact:

Jenna Tala

Director, Communication and Education

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