BRAND
GUIDELINES

VILLAGE OF
PALM SPRINGS
FLORIDA

★ A GREAT PLACE TO CALL HOME ★

These guidelines demonstrate
how to correctly use the new
Village of Palm Springs logo.

Table of Contents

Who Can Use the Village of Palm Springs Logo

The Village of Palm Springs, Florida updated logo is available for use by employees of the Village of Palm Springs for department/agency purposes. The Village of Palm Springs logo may not be distributed to external entities (with the exception of the partnering agencies) without consent of the communications department.

The Village of Palm Springs logo may be distributed to entities with which the Village has executed a contract that includes, at a minimum, the following terms and conditions: required usage guidelines to include duration of use; purpose of use; and the corresponding collateral in which the Village of Palm Beach logo will be placed.

The Village does not provide use of the logo for events or initiatives for which the Village has supplied grant-funded support unless the event or initiative has a corresponding documented sponsorship component or agreement. If the Village has provided a grant to an outside entity, that entity may recognize Village support through written or spoken word unless the grant or contract providing grant funds provides otherwise.

All partnering agencies/ companies must follow this logo guideline for graphic standards. Distribution of the logo to outside entities by partnering agencies is unacceptable.

Primary Logo

Font Character Spacing Expanded

Sub-Logotype

Logotype

Sub-Logotype

Primary Palm Tree Icon

The of Village of Palm Springs logo consists of three main elements: The primary PALM TREE icon, the PALM SPRINGS logotype and tagline. Each of these elements has been custom created and should never be recreated or re-typeset. To maintain consistency and create a strong visual identity, the Village of Palm Springs logo should only be used from existing digital files. Please DO NOT use the logotype and tagline without the VILLAGE OF PALM SPRINGS logotype and tagline unless expressly permitted by this guide or the Village Manager's Office.

PREFERRED LOGO

The Village of Palm Springs logo (icon to the left of the logotype) is the preferred logo format. The logo utilizes the typeface Bebas Neue for PALM SPRINGS and Acier BAT Text Solid for the sub-logotype. The distance to the right of the palm tree icon and to left of the logotype should remain consistent.

PALM SPRINGS Logotype
Font Type: Bebas Neue
Bold: Yes
All Uppercase: Yes
Character Spacing: Normal

VILLAGE OF FLORIDA Sub-Logotype
Font Type: Acier BAT Text Solid
Bold: Yes
All Uppercase: Yes
Character Spacing: Expanded

Color Palette

PRIMARY COLORS	SPOT COLOR	4COLOR PROCESS (CMYK)	RGB	HEX COLOR (WEB)
	PMS 2592	C 15% M 79% Y 0% K 29%	R 155 G 038 B 182	# 9933CC
	PMS 354	C 100% M 0% Y 64% K 31%	R 0 G 177 B 64	# 00B140

The Palm Springs logo color palette is comprised of four colors that represent this vibrant city.

Spot-color printing is the preferred option and should be used whenever possible. However, four-color process printing may be used when spot color printing is not available or cost effective.

When the logo is used on the on screen, the RGB format should be used, and hex values should be used for the web. The Palm Springs logo spot colors and their corresponding four-color process, RGB and hex formulas are listed below.

The color samples in this guide are just a visual representation of the colors and should not be used as an accurate color match. Actual Pantone chips should be used to match colors when printing.

Color #: 00b140

Color #: 9933cc

Color #: ffcc33
Opacity: 50%

Color #: Gradient

Color #: Gradient

Color #: cc9933

Clear Zone, Minimum Sizes & Typefaces
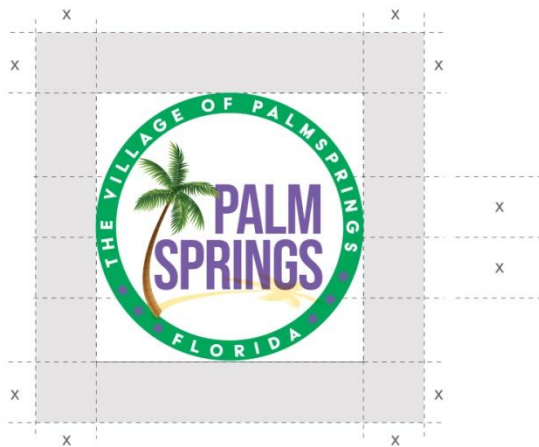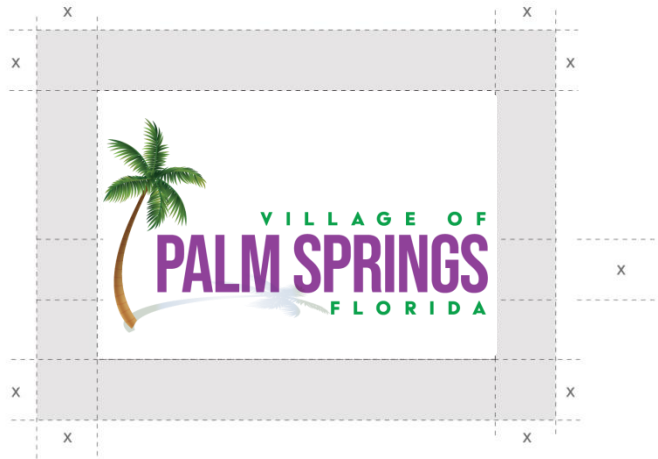
CLEAR ZONE

The Village of Palm Springs logo should always have an area of open space or "clear zone" around it. No other graphic elements should fall within this area around the logo. Where "X" is equal to the distance between the bottom of the tagline to the bottom of the PALM SPRINGS logotype, leave at least X amount of clearance on all sides of the logo.

MINIMUM SIZES

The Palm Springs logo should always be used at an appropriate size to make sure it is legible. When the primary signature is used, it should be no smaller than 7/8" wide at the widest point. The secondary signature should be used no smaller than 5/8" at its widest point.

TYPEFACES

The primary typeface used to accompany the Palm Springs logo is Bebas Neue. There are two typefaces in this family that may be used for Palm Springs branded materials: Bebas Neue and Acier BAT Text Solid. Standard fonts such as Arial are permitted within documents created in programs where custom fonts are not available.

Arial
Arial Narrow
Arial Bold
Arial Black

Reverse & One-Color Usage

REVERSE & ONE-COLOR USAGE
FULL-COLOR REVERSE USAGE

A reverse version of the Palm Springs logo has been developed for use when the logo appears on black or other dark colors. The logotype and tagline are white instead of color to increase legibility.

ONE-COLOR REVERSE USAGE

When only one color is available and the logo appears on black or another dark color, a one-color reverse usage should be used. In this version, the primary PALM SPRINGS icon is used in white.

ONE-COLOR USAGE

An alternate version of the Palm Springs logo has been developed to be used when only one color is available One-color logos should only be used as an alternative to the preferred full-color version. It should not be used in four-color process printing or in RGB formats, where you can use a full-color version instead.

Monotone Color (Gray)

C 60%	R 102	# 666666
M 51%	G 102	
Y 51%	B 102	
K 20 %		

Incorrect Usage

Do Not reposition the elements of the logo.

Do Not distort or stretch the logo.

Do Not change the colors of the logo.

Do Not use logo without all of the necessary elements.

Do Not change the font type of the logo.

Do Not place other elements on the clear zone of the logo.

Village Departments

DEPARTMENTS AND AGENCIES

To maintain the integrity of the Village of Palm Springs logo when branding departments, offices and agencies within the village, the logo will still be comprised of fundamental elements. The PALM SPRINGS logotype, the PALM TREE icon, and the approved colors.

VILLAGE OF PALM SPRINGS DEPARTMENTS

Code Enforcement
Finance Department
Human Resources
Parks and Recreation
Library
Planning, Zoning & Building
Village of Palm Springs CRA
Information Technology
Police
Public Works
Utilities
Village Clerk
Village Council
Village Manager

In most cases try to shorten and abbreviate names when possible. Try to avoid repetition of the word "Village" on the logo and in the department name.

Letterset

LETTERHEAD

This letterhead will also be set up as a Microsoft® Word template for its use by the Village staff only. It is recommended to have a "Templates & Logos" folder for staff to access at any time. When typesetting a department/ agency name in the upper right, leave a 1/2" margin on the top and right side of the page. All the fonts should follow the identity font prescribed in this document. Follow this same structure/ layout for all written notifications, memos, and letters.

Business Cards and Envelopes

Business Card Front

Employee Name
Position Title

Agency/ Department Name
Division Name

Street Address
Palm Springs, FL 33461
p: XXX-XXX-XXXX
f: XXX-XXX-XXXX
e: firstname.lastname@vpsfl.org
www.vpsfl.org.com

Business Card Back

Street Address
Palm Springs, FL 33461
p: XXX-XXX-XXXX
f: XXX-XXX-XXXX
www.vpsfl.org.com

Name
Company Name
Street Address
City Name, State, Zip Code

BUSINESS CARDS

Recommend to have a "Templates &Logos" folder to access template. It is recommended that an IT and/or marketing person is in charge on the creation of business cards and other Village communication. Do not attempt to recreate the business card artwork. Please do not add logos or other artwork to the back of the card.

ENVELOPE

Recommend to have a "Templates &Logos" folder to access template. Do not attempt to recreate the envelope artwork. Only use template to feeling recipients' information.
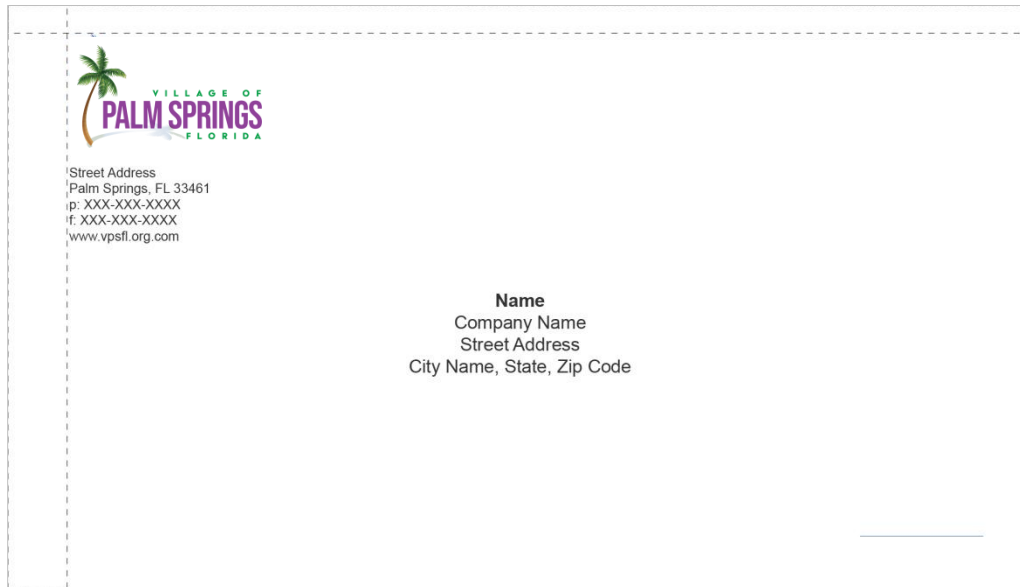
Email Signature

First Name Last Name | Title
Agency/Department Name | Village of Palm Springs, FL
XXX.XXX.XXXX Phone | XXX.XXX.XXXX Cell
first.lastname@vpsfl.org

EMAIL SINGATURE

Email signatures should feature the Village logo to the bottom of the email sender's typeset information. The Manager's Office should create and distribute this template in order to ensure that the graphic standards are maintained. Personal quotes, background colors and patterns, etc., should not be used in the email signature.

Pole Banners

Pole banners should feature two sides front and back. On one side use an enlarged copy of the Village logo on a vertical orientation. On the other side use a smaller copy of the Village logo at the bottom on a horizontal orientation, use a high resolution stock image, and the tag line "A Great Place For _____", fill in the space depending on the message and image to be used for the particular area.

Glossary of Terms

Accent Color — A palette chosen to accent or support main colors utilized in identity development.

Clear Zone — Logo guidelines often specify a clear zone surrounding the logo. No other art or type should encroach on the clear zone.

Co-Branding — If two logos appear together to imply a cooperative effort, it is called co-branding. Logos used in cobranding should always respect the necessary clear space surrounding each logo.

Digital File — Digital files that are prepared by graphic designers to be printed or to be uploaded to web sites.

Foreground — The visual plane in an image closest to the viewer. Four-Color Process — Process printing uses four inks (cyan, magenta, yellow and black — also referred to as CMYK) printed together to create a wide spectrum of colors.

Graphic Standards — An organization's requirements for reproducing its graphics and branding elements on all surfaces.

Glyph Icons — A graphic symbol that provides the appearance or form for a character. A glyph can be an alphabetic or numeric font or some other symbol that pictures an encoded character.

Hex Colors — Hexadecimal numbers or "hex" numbers are a base-16 numbering system used to define colors on web pages. A hex number is written from 0-9 and then A-F.

Lockup — The final form of a logo and an icon with all of the elements locked in their relative positions. For the sake of maintaining consistency in all mediums and to create a sense of cohesion between the elements, the lockup should not be taken apart or altered in any way.

Logotype — Logotype refers specifically to a word integrated into the logo.

Monochromatic — Containing or using only one color. Navigation — A user interface element within a webpage that contains links to other sections of the website.

Pixels — A physical point in a raster image, or the smallest addressable element in a display device; so, it is the smallest controllable element of a picture represented on the screen.

Primary Icon — An organization's predominant mark; the preferred logo to be used on collateral.

Primary Palette — The main colors that comprise an organization's identity.

Raster Image —In computer graphics, a raster image, or bitmap, is a dot matrix data structure representing a generally rectangular grid of pixels, or points of color, viewable via a monitor, paper, or other display medium. Raster images are stored in image files with varying formats.

Re-Typeset — To re-typeset essentially means to re-type. It is never acceptable to re-type the words in a logo or tag line; instead, always use the artwork provided.

Reverse Logo — A reverse logo is used when a logo appears on a dark background color that doesn't provide enough contrast. In order to make the logo more legible, the logo colors are changed to white.

Glossary of Terms (2)

RGB Format — Colors are used in RGB (red, green and blue) format when they appear on computer or television screens.

Scalable — An icon or logo's ability to be reduced or blown up in size.

Secondary Palette — Colors chosen to support the primary palette in an organization's identity.

Spot Color — Spot color printing uses pre-mixed ink colors determined by the Pantone Matching System (PMS). They accurately represent color chips provided to the print and design industry.

Tagline — Tagline refers to a few word description that often accompanies a logo to make it more descriptive.

Tonal Contrast — The difference between the light and dark areas in a composition.

Typeface — Typeface is the same as "font." A font or typeface is a professionally designed alphabet. Most logo guidelines specify the typeface to use with the logo.

Typesetting — Before computers became a part of design and printing, words were prepared for print by manually setting individual letters in the right sequence: "typesetting." The term is still used to describe preparation of letters and words for print. If you choose a font and letter size for placement in a document, you are "typesetting."

Vector — An image made up of solids, lines and curves that can be scaled or edited without affecting image resolution.

Web-Safe Font — A set of fonts that appear on a large percentage of computers. Common Web-safe fonts include Arial, Courier New, Times New Roman, Georgia, Trebuchet, and Verdana.

BusinessFlare® is a full-service economic development consulting firm based in Miami and Palm Beach, Florida, with Flareheads and projects throughout Florida and in the states of Tennessee, Alabama, Ohio, Maine, Illinois and Texas. The firm specializes in economic analysis and realistic planning and implementation of economic development strategies for neighborhoods, cities and counties.

The firm excels at finding the right balance between financial and market feasibility, quality of life, regulatory efficiency, and design, identity and brand for each client's unique characteristics.

The firm has recently worked on projects such as Martin County's COVID-19 Economic Development Action Plan, the Bahia Mar Fiscal Impact Assessment, the West Coconut Grove Community Redevelopment Plan, the Lake Park CRA Plan, economic development implementation in Doral, Homestead, and North Miami, and for the Hiram Clarke Redevelopment Zone in Houston, Texas.

The firm's service areas include:
BusinessFlare® Economics – economic development, revitalization
BusinessFlare® Analytics – feasibility, market, economic analysis;
BusinessFlare® Design – placemaking, urban planning
BusinessFlare® Aerial – project based aerial photography
Craft Brewery Sites – craft brewery attraction

Contact:
Kevin Crowder, CEcD, Founder
kevin@businessflare.net

THANK YOU
Village of Palm Springs
"A Great Place to Create"