



BRAND STANDARDS

LOGO USAGE

The LEAP Tampa Bay logo should adhere to the guidelines specified in this document.



SIZING & PROPORTION

The smallest the logo should be represented is 1.25" wide. Be sure to maintain the correct proportions by holding the "shift" key and simultaneously pulling one of the corners of the logo.

COLOR USAGE

Full color should be the primary usage of the LEAP Tampa Bay logo. Black & white is acceptable when necessary for greyscale publications. White is to be used if the background is dark enough for the logo to be legible when reversed out of color. In cases of black & white, white or full over on top of a background, the logo should always be saved as a transparent PNG so that there is no white background laid behind the logo.

FULL COLOR



BLACK & WHITE



WHITE



IMPROPER USAGE

In an effort to protect the LEAP Tampa Bay brand and stay consistent on all platforms, we ask that our logo be used without being altered or changed. Here are a few examples of common ways the logo is improperly used to be avoided in all future use.



Do not change proportions.



Do not change the colors.



Do not use a white background on top of other colors.



Do not rotate or skew.

COLOR PALETTE

These three colors are to be used exclusively for LEAP Tampa Bay. The two primary colors are to be present in all promotional materials and the secondary color is to be used in moderation as needed.

PRIMARY PALETTE



PMS 7687C

RGB: 26, 66, 138
CMYK: 100, 86, 15, 3
HEX: #1A428A



PMS 7488C

RGB: 112, 212, 75
CMYK: 56, 0, 93, 0
HEX: #70D44B

These two colors are used to represent the brand for LEAP Tampa Bay.

Consistent use of these core colors should be incorporated in company marketing and communications (website, social media, reports, flyers, etc).

SECONDARY PALETTE



PMS 2995C

RGB: 0, 176, 225
CMYK: 81, 12, 1, 0
HEX: #00A7E1

This color is used to support the primary color palette by adding pops of color and emphasis in certain areas. The primary colors should however always be more dominantly used than the secondary color.

*Use CMYK when working in print design.

*Use RGB or the HEX number when working on a digital platform.

TYPOGRAPHY

Helvetica and Proxima Nova Extra Condensed are the designated fonts to be used for all LEAP Tampa Bay branded materials.

HELVETICA BLACK is to be used for headings, **PROXIMA NOVA EXTRA CONDENSED** is to be used for subheadings, and **HELVETICA REGULAR** is to be used for all body text.

HELVETICA FONT FAMILY

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

PROXIMA NOVA EXTRA CONDENSED

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

EXAMPLE TEXT

HEADING (HELVETICA BLACK)

SUBHEADING (PROXIMA NOVA EXTRA CONDENSED)

Body text (Helvetica Regular). Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum