



Area Agency on Aging
of Broward County

Brand Guidelines

Updated: 2/2020

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Area Agency on Aging of Broward County

The Area Agency on Aging of Broward County plans, develops, coordinates, and evaluates programs; funds services; and is the prime advocate for residents of Broward County, Florida, 60 years of age or older. We are your one-stop source of information regarding services in Broward County, Florida, for seniors, persons with severe and persistent mental illness, ages 18 and over, their families, and caregivers.





Logos

Logos

Primary Logo

The Area Agency on Aging logo is comprised of two elements: the logo icon and the wordmark.

The icon is a double ribbon style design, shaped in the form of a Triangle. The triangle represents an "A".

The logo's wordmark is a standard Gill Sans MT font. Gill Sans is a humanist sans-serif typeface, created to be simple, sophisticated, and visible in small font sizes.

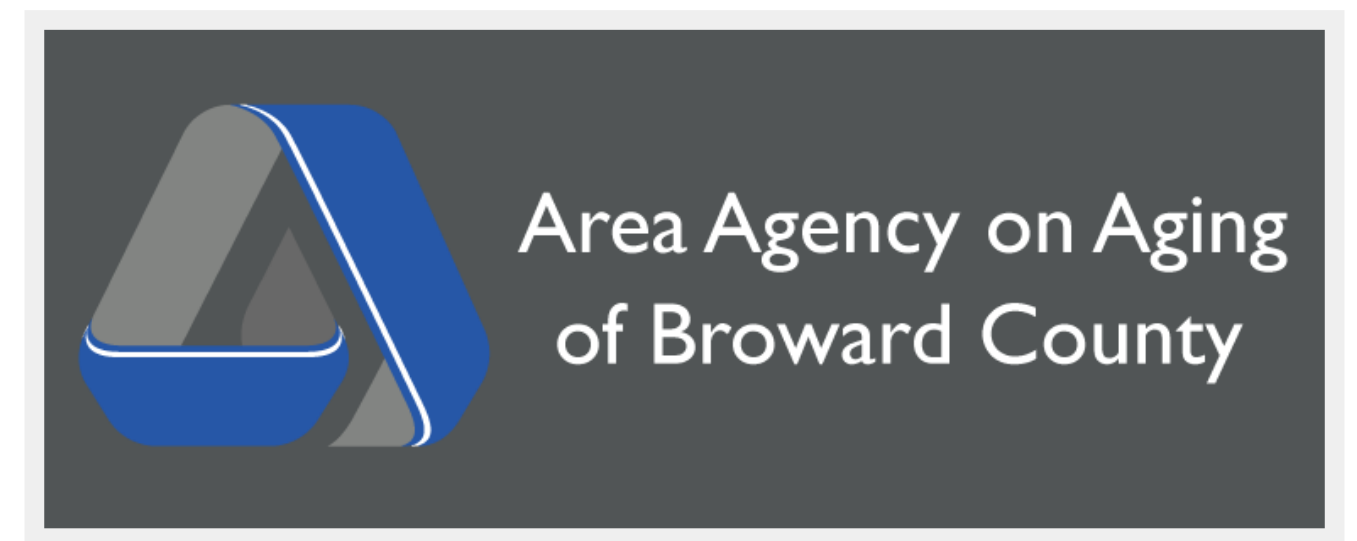


**Area Agency on Aging
of Broward County**

Icon on dark background



Primary Logo on dark backdrop



Logos

Secondary Logo

Secondary Logo is set for vertical base applications.



**Area Agency on Aging
of Broward County**

Secondary Logo on dark backdrop



**Area Agency on Aging
of Broward County**

Logos

Proper Use of Logo

In the interest of protecting the integrity of the Area Agency of Aging brand, we have created basic logo guidelines in regards to safe area and logo combinations

Use discretion when scaling the logo. Be sure to err on the side of more white space so the logo has room to breathe.



SAFE AREA

In order for our logo to retain its visual impact, please maintain a clear area around the logo, void of all imagery and graphics. This area is defined by the height of the "A" within our logo.



COMBINING LOGOS

When our logo is used in conjunction with other logos, there should be at least enough space between them to allow for the width of the icon from the Area Agency on Aging logo.

Logos

Misuse of Logo

In order to maintain a strong, consistent, and successful brand, we ask that our logo be kept in the original state in which it was designed.

Please do not add to or change anything about the logo. These usage guidelines apply to all versions of the logo.

Old versions of the logo have been retired, and therefore should no longer be used in any application.

Incorrect Usage



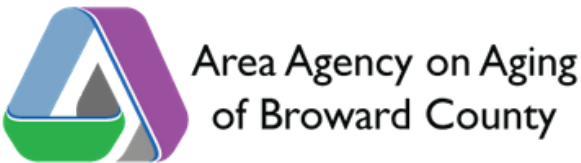
Don't add shadows, strokes, or other effects



Don't rotate, make vertical, or flip



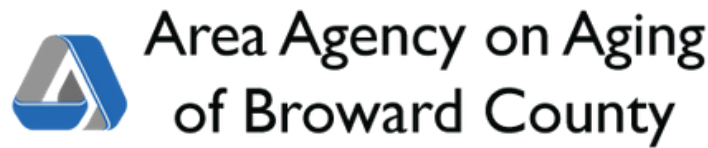
Don't change tint, hue, and contrast



Don't change or alter color pattern



Don't change aspect ratio, stretch, or squeeze



Don't alter proportions of the wormark and icon



Colors

Color Palette

Primary color

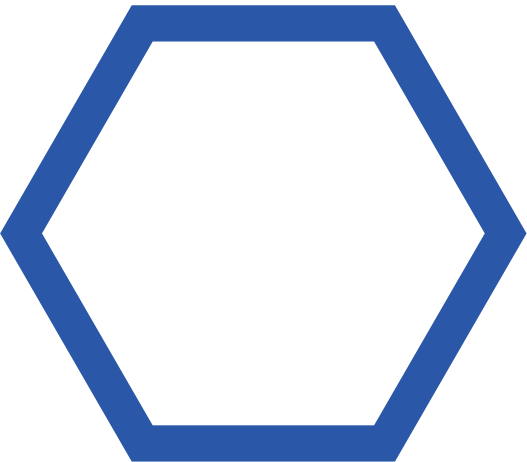
Our Color Palette

- Blue - **#2a57a7**
- Dark Gray - **#818380**
- Shadow Gray - **#686868**

Complimentary Colors

- Dark Orange - **#a77a2a**
- Dark Cyan - **#2a96a7**
- Dark Blue - **#3c2aa7**

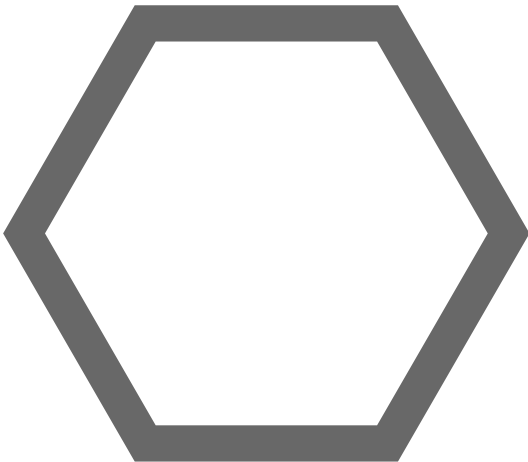
Primary Colors



#2a57a7



#818380



#686868

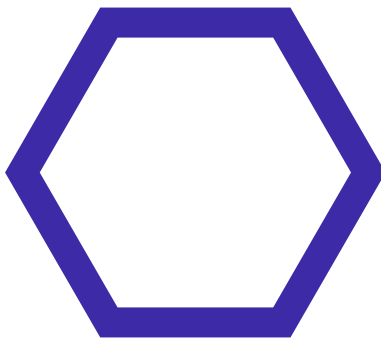
Secondary Colors



#a77a2a



#2a96a7



#3c2aa7



Typography

Typography

Our Fonts

Our two fonts
Open Sans and Montserrat.

They are both clear, legible, modern
typefaces that work well in print and
online.

They can each be downloaded
online for free
[Google.com/fonts](https://www.google.com/fonts).

Open Sans

body copy + small text, no italics and no all caps

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
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
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()

Montserrat

headlines, callouts, and quotes, no italics and no all caps

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
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
1 2 3 4 5 6 7 8 9 ! @ # \$ % ^ & * ()



Imagery

Imagery

Our Photos

The images we chose to represent our brand and the community we serve is essential. We select photos carefully, thoughtfully, and compassionately, never to show negativity.

We use photos from stock image banks and images taken from our partners. All photos will be approved by internal Area Agency on Aging leadership.

Any questions please contact
communications@adrcbroward.org

