

BROWARD COUNTY LOGO

The Broward County Logo was adopted on March 5, 2002. The County logo is copyrighted and cannot be used unless permission is granted



Color logo



One color (includes white/reverse)

Use of the Broward County logo

All agencies must use the official Broward County logo. The County logo is required on stationery, envelopes, business cards and publications. The use of any other agency logo must be approved by the County Administrator. Any organization that is not recognized as an agency under the Board of County Commissioners must request permission to use the Broward County logo by contacting the Public Communications Office. **The logo shall not be altered in any way.**

Quality reproduction of the logo

The Public Communications Office will provide "camera ready artwork or an electronic file upon request in order to preserve the quality when reproducing the logo. The logo should never be reproduced from a photocopy or fax. The colors should not be changed nor should the logo be edited in any way. Please remember that it is copyrighted. The logo can be reproduced in one-color, three-color, or full color.

One-color printing – The Broward County logo can be reproduced in either black or any other single color assignment. When printing a publication, if only one color of ink is being used, the logo can be reproduced in that color ink. For example, if you are printing a publication in green ink, the logo will be printed in that same green ink because the entire publication is printed in that color.

Three-color printing - The three-color assignment for the Broward County logo is listed below:

Yellow - PMS 109 - the sun's glow

Blue - PMS 300 - The word Broward, the bar containing the word Florida, and the wave
(The wave has a 30% screen)

Orange - PMS 166 - the sun, sun rays and the word County

White* where indicated, when using on a color background. (see color sample breakdown)

NO substitutions are permitted.

Full-color/Four-color printing - The full-color assignment of the Broward County logo is the same as the three-color logo. The Public Communications Office will provide an electronic file to a vendor that converts the three color PMS assignments to four-color process printing assignments.

Special logos are available for processes such as silk screening, embossing, embroidering and engraving. Please contact the Public Communications Office to obtain the specific file format.

Whenever the Broward County logo is embroidered on clothing, the vendor should contact the Public Communications Office for proper color matches and an electronic file. The logo colors are the same for embroidery as for printing there are quality standards for the thread count.

Logo Usage Specifications

Pantone colors for 5-color logo



*White inside and around SUN element as well as the FLORIDA letters

White background not necessary on white material (4-color embroidery)

Color logo with a colored shirt is not recommended. If you must use a color shirt, the logo must be in proper contrast with our logo elements and still contain the white elements within the logo as indicated above*

When using the color logo on a colored background it should show proper contrast with the logo elements, examples are shown below.

Examples of proper contrast: Note the easy to read components



Examples of bad contrast (not recommended)



Recommendations for colors above: Use REVERSE Or White version of County logo is used



For further information, questions, regarding these specifications and/or custom orders call the Public Communications Office at 954-357-6990.