



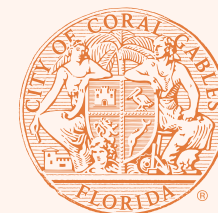
BRAND
Guidelines

2015

CORAL
GABLES®
THE CITY BEAUTIFUL

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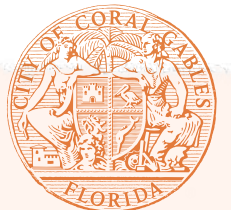


WHY BRAND GUIDELINES?

A brand — clear, compelling and unique — is the foundation that helps to make a place desirable as a business location, visitor destination or a place to call home. Building a brand takes vision, commitment, passion — and discipline.

These guidelines have been created so that the tenets of our brand and the unique promise to our community; the promise of a “dream realized” and all the potential that represents; are consistently and effectively communicated. The more single-minded we are, the more compelling the City of Coral Gables “The City Beautiful” brand will be.

Guidelines help us to create communications that work to uphold our brand and message with clarity and consistency. Brand guidelines give us a flexible toolkit and direction for how all our communications can support our brand and help people understand our unique promise better. When used consistently, brand guidelines will act as a visual framework for our message across all our activations.



Positioning & Messaging

GUIDELINES

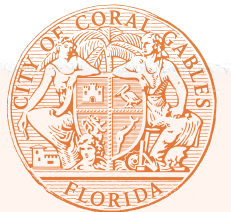


BRAND POSITIONING

WHAT WE ARE:



A uniquely beautiful
place to live. A vibrant
community full of culture
and opportunities.



BRAND POSITIONING

WHO WE ARE TALKING TO:



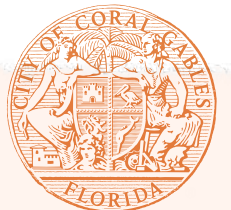
Successful professionals & families looking for work-life balance in a special place.



Well-educated singles and couples enjoying a small town feel with cosmopolitan culture.



Thriving businesses that bring international diversity and entertainment into our city.



BRAND POSITIONING

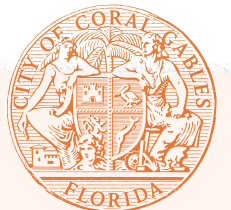
Coral Gables is classic,
welcoming, convenient.



Coral Gables is uniquely beautiful,
culturally rich, entertaining, upscale.



Coral Gables has an active,
international professional population,
and an accessible city government.



Lush

Entering Coral Gables is like discovering a hidden garden, and visitors and residents are greeted with a sense of arrival at every turn.

Harmonious

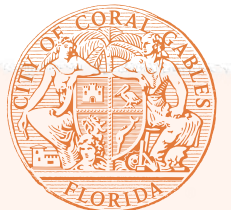
Coral Gables is a place alive with diversity and activity, and these elements work in dynamic accord to create a balanced symphony.

Cosmopolitan

Coral Gables represents the best of everything; a delicious bite of cosmopolitan culture set in a small city.

Storied

Coral Gables is the incarnation of “the vision of a dreamer, the soul of a poet, and the imagination of an artist.” George Merrick designed paradise and invited the world to enjoy.



PROMOTIONAL HEADLINES & TAGLINES

A Beautiful Life

A World Apart

Classic. Cosmopolitan. Coral Gables.

Bright & Beautiful

An Urban Oasis

A Sense of Place with a Sense of Pride.



tone of voice

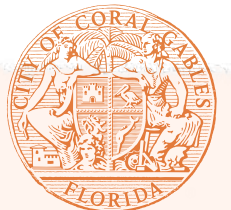
At our core, Coral Gables is welcoming, established, beautiful, and culturally rich. We're active, we're upscale, and we know how to have a good time. We love our community, and we regard our city with pride and enthusiasm.

ALWAYS!

Contemporary
Polished
Welcoming

NEVER!

Stuffy
Haughty
Exclusive



SHORT DESCRIPTION

- This sentence should be used consistently to describe Coral Gables.
- Employees should know it and be able to recite it.
- This will appear in print collateral where space is limited.
- This will appear as the site description in Google and Facebook

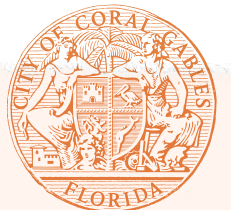
Coral Gables is a city founded on a dream, set in the lush tropical environment of South Florida and designed from the outset as a masterplanned international community.



MEDIUM DESCRIPTION

- This paragraph should be used consistently to describe Coral Gables.
- Employees should be familiar with this description and capable of retelling it simply.
- This will appear in print collateral where space accommodates.
- This will appear as the “about” description online and Facebook.

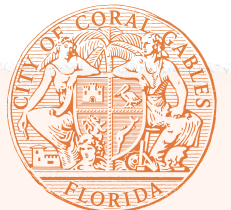
The incarnation of a dream, Coral Gables offers the comfort of a small city with a cosmopolitan feel. Designed from the outset as an international community, the physical and cultural landscape has been cultivated to reflect the vision of its master planner. A lush tropical backdrop complemented by classic Mediterranean architecture is an ideal setting for a community alive with diversity and activity.



BRAND STORY

- This story should be used consistently to describe Coral Gables.
- Employees should be familiar with this story and capable of retelling it simply.
- This will appear only on special print collateral where space accommodates.
- This will appear as the “Our Story” description online.
- This will be used as boilerplate for editorial press releases and media

Founded in 1925, Coral Gables is the result of one man’s extraordinary vision and faithful commitment to that ideal. Designed from the outset as an international community, the physical and cultural landscape reflects the intent of its master planner. A lush tropical backdrop complemented by classic Mediterranean architecture is an ideal setting for a community alive with diversity and activity. With secluded residential enclaves and a bustling downtown, Coral Gables represents the best of everything; a delicious bite of cosmopolitan culture in the environment of a small city. As the city grows and adapts with each new generation, it strives to carry on Merrick’s dream.



Logos & Usage

GUIDELINES



LOGO USAGE: *Two Marks, One Identity*

Our City Seal works in parallel with our Contemporary Logotype.



Our City Seal relates officiality in city-sanctioned, long-term activations.

Official Documents

Government-Related Activations

Public Services

Permanent Installations



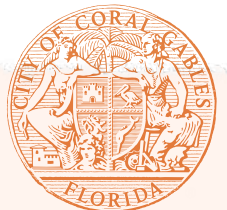
Our Contemporary Logotype (and related identity materials) communicates the unique benefits our city offers residents and visitors in promotional and ephemeral activations.

Ephemeral Activations

Marketing & Promotional Materials

Merchandise

Online



LOGO USAGE: *Primary Logotype Vs. Alternate Horizontal Logotype*

Our Contemporary Logotype has an alternate orientation useful for horizontal applications. Every effort should be made to use the primary Logotype, but in special cases it is acceptable to substitute with the Horizontal Logotype.



Primary Contemporary Logotype



Alternate Horizontal Logotype



LOGO USAGE: *Acceptable Colors*

The combined Primary Color Palette Application should be used when possible.



CORAL GABLES®
THE CITY BEAUTIFUL

When a single color is necessary, Citrus or Frond is acceptable.



CORAL GABLES®
THE CITY BEAUTIFUL



CORAL GABLES®
THE CITY BEAUTIFUL

Black is acceptable when used in black and white activations.



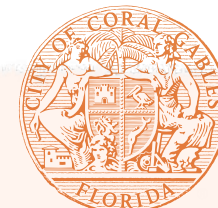
CORAL GABLES®
THE CITY BEAUTIFUL

White is acceptable when used in reverse on brand colors, black, or over photography. The City Seal is not shown in reverse.



CORAL GABLES®
THE CITY BEAUTIFUL

The City Seal may also appear in Banyan at 100% or 50%, or in Sea Glass or Terra Cotta from the Secondary Palette.



LOGO USAGE: *Clear Space & Placement*

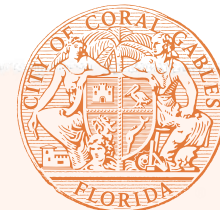
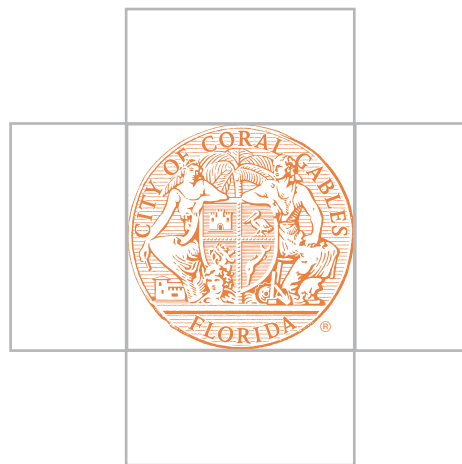
When placing the Logotype, include horizontal clearspace equal to one half of the width of the mark, and vertical clear space equal to the height of the mark.

When placing the Logotype on a layout, make an effort to place the logo either in the upper right or lower right corner, or centered at the bottom of the layout.



When placing the Seal, include horizontal clearspace equal to one half of the width of the mark, and vertical clear space equal to the height of the mark.

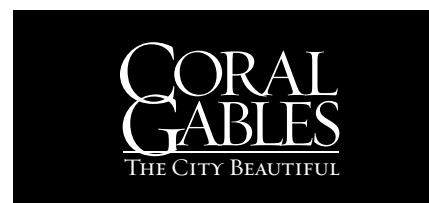
When placing the Seal on a layout, make an effort to place the logo near a corner, or centered at the top or bottom of the layout.



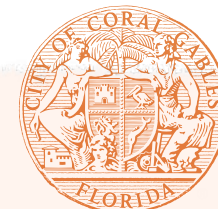
LOGO USAGE: *White Logotype*



When using a white logo over brand photography, a drop shadow helps to create contrast and improve legibility. Never use a drop shadow on logos that do not appear over photography.



A white logo is acceptable when used on solid brand colors, painted brand backgrounds, solid black, or off-brand colors.



Color Palette

GUIDELINES



COLOR PALETTE: *Primary Palette*

Our primary color palette combines a subdued orange (sourced from terra-cotta seen prominently throughout the city) and a deep green (sourced from lush flora seen throughout the Gables) with a soft cream color (inspired by the warm light and ivory coral building materials). The combination of these colors represents our uniquely ownable environment, a combination of Mediterranean style architecture, beautiful gardens, and historicity.

Our colors are shared with the University of Miami, but they are used in a way that is more sophisticated and subdued; using oranges in very limited quantity and balancing the strong colors with plenty of white and ivory.

CLOUD

PMS: 7506 C @ 75% OPACITY

C:0 M:5 Y:4 K:0

R:254 G:242 B:236

CITRUS

PMS: 715 C

C:4 M:60 Y:84 K:0

R:232 G:129 B:64

FROND

PMS: 7743 C

C:72 M:37 Y:83 K:25

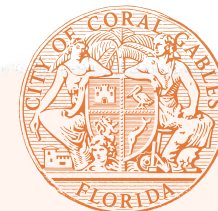
R:72 G:108 B:68



COLOR PALETTE: *Secondary Palette*

Our secondary color palette is rooted in historic colors seen throughout our city, as well as in nature.

 POOL	PMS: 630 C C:47 M:5 Y:17 K:0 R:129 G:204 B:212	 BANYAN	PMS: 7589 C C:60 M:56 Y:62 K:36 R:88 G:82 B:75
 SEA GLASS	PMS: 346 C C:51 M:5 Y:42 K:0 R:127 G:194 B:167	 TROPIC	PMS: 7481 C C:66 M:3 Y:70 K:0 R:90 G:183 B:122
 POINCIANA	PMS: 7417 C C:8 M:75 Y:69 K:0 R:224 G:99 B:83	 MEDI	PMS: 5415 C C:64 M:43 Y:30 K:3 R:103 G:128 B:150
 GRAPE FRUIT	PMS: 605 C C:9 M:11 Y:78 K:0 R:235 G:213 B:89	 TERRA COTTA	PMS: 157 C C:3 M:48 Y:63 K:0 R:239 G:151 B:104



Typography

GUIDELINES



TYPOGRAPHY: *Font Family*

Our typography combines the gracefully vintage Requiem (based on Renaissance-era typography) with the elegant Sloop (based on modern calligraphy). The combination of the two styles emphasizes the unique spirit of our city, a blending of sophisticated culture with timeless architecture.

If these fonts are not available, please replace Requiem with a transitional serif such as Garamond, Times New Roman, or EB Garamond (available for free from Google Fonts here <https://www.google.com/fonts/specimen/EB+Garamond>); replace Sloop with a humanist calligraphic typeface such as Great Vibes (available for free from Google Fonts here <https://www.google.com/fonts/specimen/Great+Vibes>).

HEADLINE TYPE

Headlines appear in Requiem, all-caps, widely kerned.

Subtitle Type

Subtitles and supportive text appears in Requiem, title case, standard kerning.

Accent type

Sloop is a script used occasionally for accent type only.

Body Copy

Body copy appears in Requiem.

Web Body Copy

In the interest of legibility, body copy in web activations appears in Source Sans Pro (available on Google Fonts). Headlines may appear in EB Garamond (also available on Google Fonts). Sloop may appear in limited amounts, in images only.



TYPOGRAPHY: *Creating Titles*

Combining typefaces and art into a title creates a recognizable look for our publications. When creating titles, make an effort to include type from at least two typefaces in our font family. Center the type and include the ornamental divider.

Here are several examples showing both flexibility and consistency using our font family.

G R E A T *Expectations*

CHARITY BALL

G R E A T *Expectations*

Junior League Charity Ball

The Greatest EXPECTATIONS

A Charity Ball

G R E A T EXPECTATIONS

Annual Charity Ball



TYPOGRAPHY: *Body Copy*

When body copy is formatted in print and web communications, make every effort to use Requiem with a nicely spaced line height. Using a greater than 1.0 line height results in copy that feels roomy and reads easily.

Here is an example of body copy with a nice line height.

Founded in 1925, Coral Gables is the result of one man's extraordinary vision and faithful commitment to that ideal. Designed from the outset as an international community, the physical and cultural landscape reflects the intent of its master planner. A lush tropical backdrop complemented by classic Mediterranean architecture is an ideal setting for a community alive with diversity and activity. With secluded residential enclaves and a bustling downtown, Coral Gables represents the best of everything; a delicious bite of cosmopolitan culture in the environment of a small city. As the city grows and adapts with each new generation, it strives to carry on Merrick's dream.

Point Size: 12pt

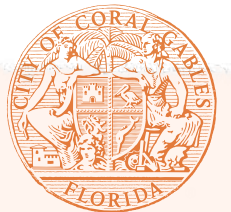
Line Height (Leading): 20

Kerning: 0



TYPOGRAPHY: *Using Names Within Body Copy*

When including the words “City of Coral Gables,” “Coral Gables,” and “the Gables” in body copy, never substitute the logo for words. The names should be spelled out and in the same format as the surrounding text (do not use text effects or colors to bring attention to names.)



Brand Elements

GUIDELINES

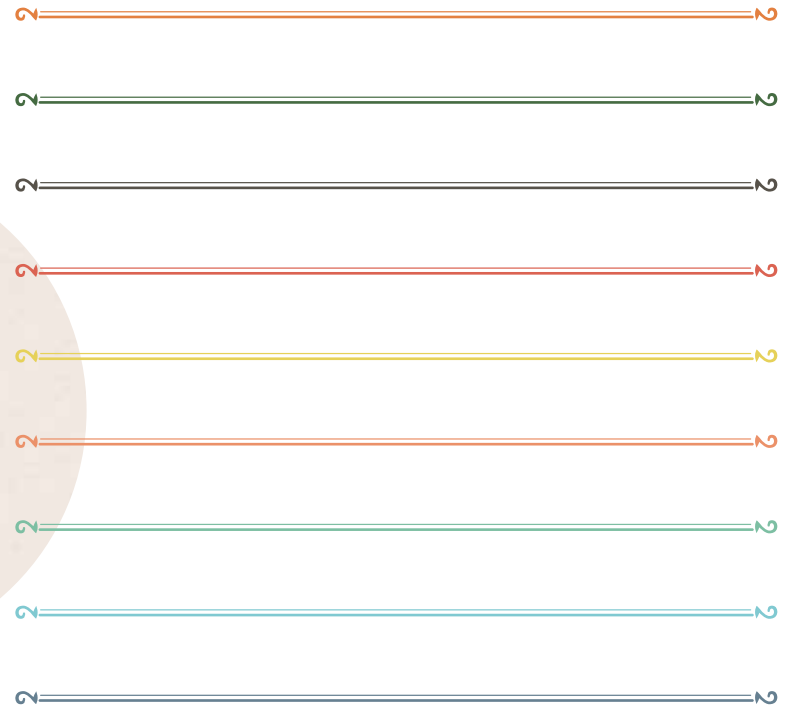


BRAND ELEMENTS: *Ornamental Divider*

The Ornamental Divider was created from original Denman Fink advertisements. Use it in layouts centered with typography from our font family. It may appear in any brand color, black, or white.

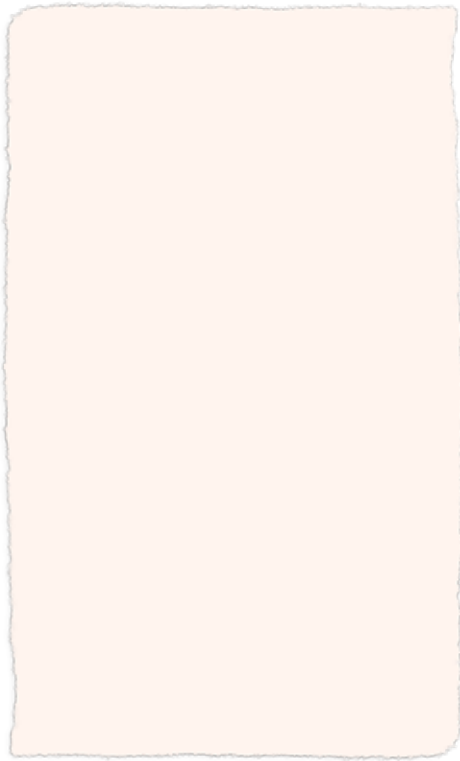


Large advertisement
appearing in the
1926, issues of
HOME COMPANION
GARDEN



BRAND ELEMENTS: *Painted Deckle Edge*

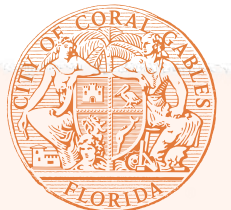
An oil-painted deckle edged paper texture is used in brand palette colors as a unifying organizational tool throughout our identity. Make every effort to incorporate this element into your visual communications.



Cloud-deckle.psd has no painted texture and is the most minimal of all the deckles. This can be incorporated into more conservative activations.

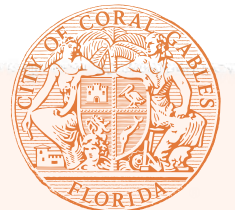


The rest of the deckles will help add color and vitality to visual communications. They can be used as banners, borders, and containers. These are named by palette color in the Coral Gables identity files. You'll find more details about using these elements later in this document.



BRAND ELEMENTS: *Photography*

Beautiful, professional photography of Coral Gables is an important part of the brand. Use images from the library whenever possible. Full-bleed is best, incorporating a painted deckle texture to contain text.



BRAND ELEMENTS: *Photography Guidelines*

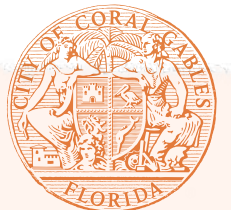
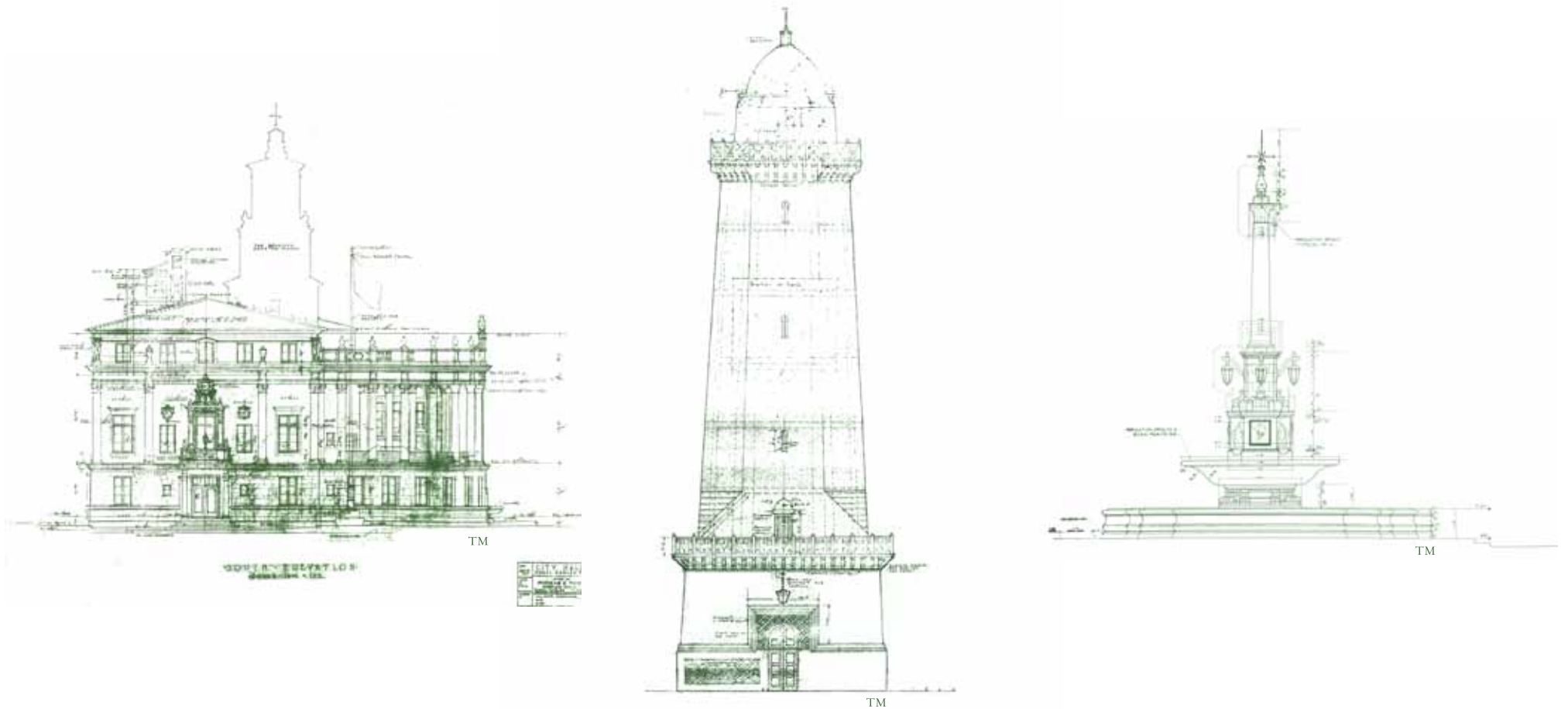
1. Choose only high-quality photography that relates to our brand tenets and focus on composition
2. Images for print must be at least 150 DPI at the size expected to print.
3. Images for digital use must be at least 72 DPI at the size expected to display.
4. Use imagery that is not visibly dated (avoid cars and clothing that appear out of date).
5. For environmental photography, only use images of Coral Gables where there are recognizable elements and locations included in the frame.
6. Lifestyle shots should include active residents in Coral Gables. Individuals should not be looking at the camera but instead engaged in the activity and environment portrayed.
7. Ensure use of photo credit where required



BRAND ELEMENTS: *Architectural Illustration*

Historic illustrations from the original city planners is used throughout our identity when appropriate. These illustrations must be used in large sizes because of their very fine line weights. The illustrations are tinted in Frond from the brand palette and may be used on white or Cloud. A library of these are provided in the brand identity kit.

Here are some examples from the library:



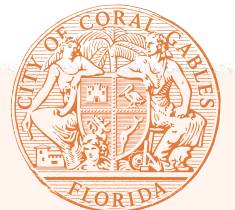
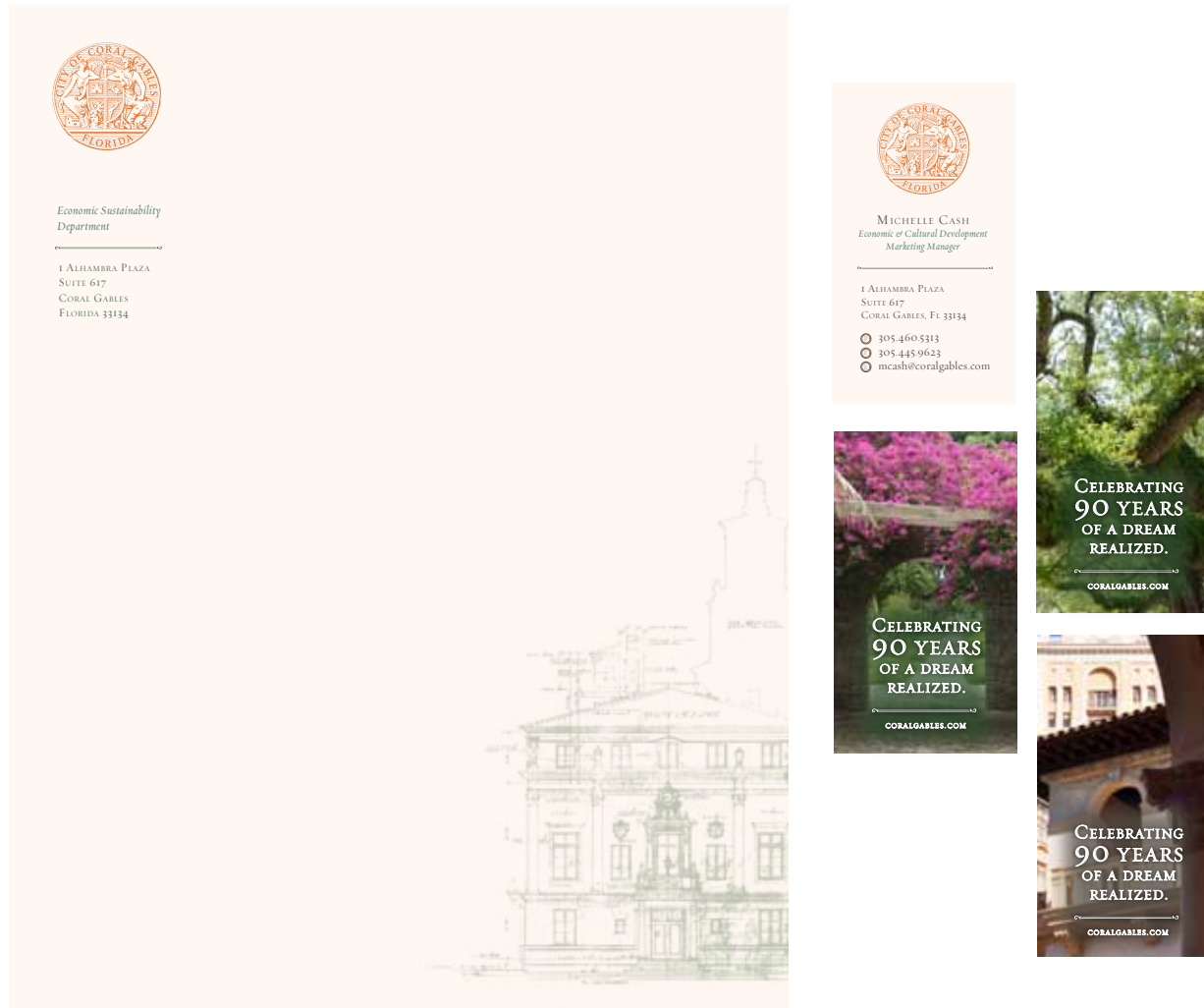
Example Activations

GUIDELINES



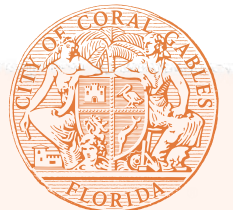
ACTIVATIONS: *Letterhead*

Letterhead is an official city communication so it uses the City Seal. The watermark on the letterhead is from the library of architectural drawings. The business cards incorporate brand photography.



ACTIVATIONS: E-Newsletter

This piece combines photography, architectural illustration, and the Cloud deckle to create a dynamic, cohesive layout.



ACTIVATIONS: *Brochures*

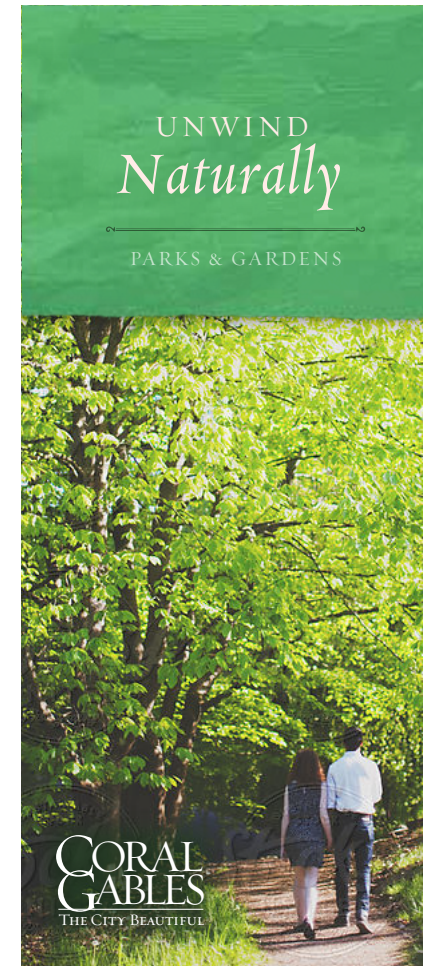
These brochures use the painted deckle as an organizational element. Also, specific brand colors have been designated to several different marketing efforts.



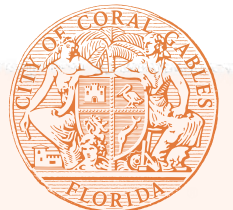
Medi for the Arts



Poincianna for Downtown

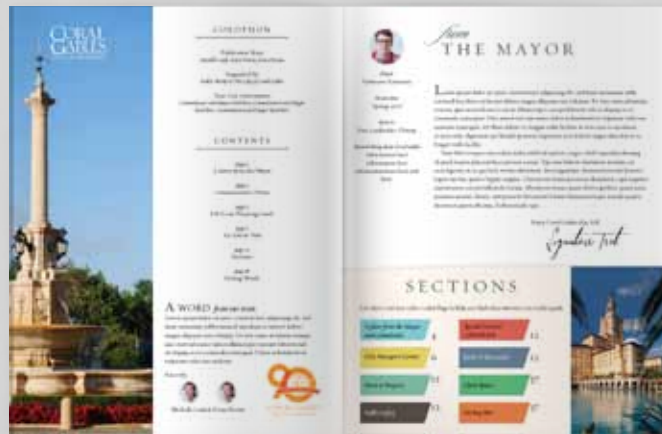


Tropic for Gardens



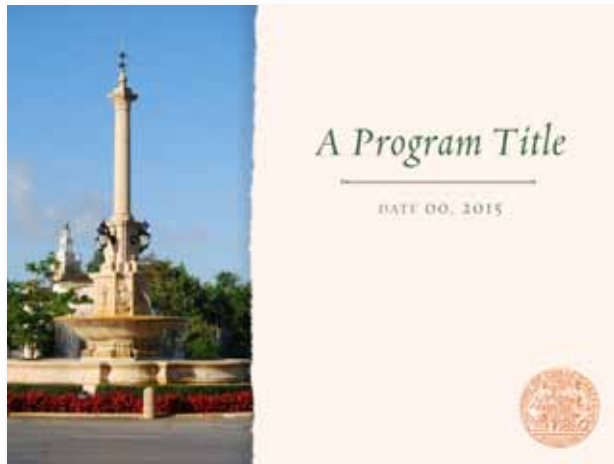
ACTIVATIONS: Magazine Layout

Magazine layouts are built to be readable and flexible according to varying content. These combine photography, the deckle, typography, and the headline layout.



ACTIVATIONS: *Presentations*

A Power Point Style Guide is available (along with elements for use in Power Point and other similar presentation software) from the brand identity toolkit. When creating a presentation intended to promote Coral Gable's unique benefits to the public, make every effort to use the formatting described in the Power Point Style Guide.



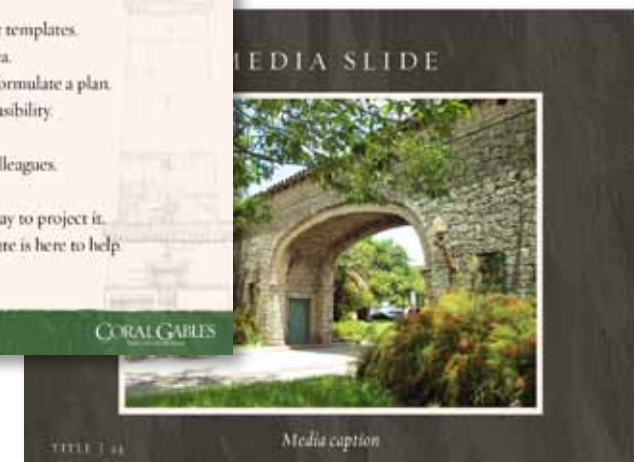
Title Slides



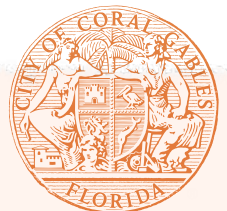
Subtitle Slides



Content Slides



Media Slide



Brand Toolkit

GUIDELINES



TOOLKIT: Content & Navigation

We've built of a kit-of-parts related to this brand guidelines document. Here is a list of items in the kit:

PHOTOGRAPHY



(53 images included, .JPG format)

FONTS

REQUIEM CAPS

Requiem Italic

Sloop Script

Requiem Text

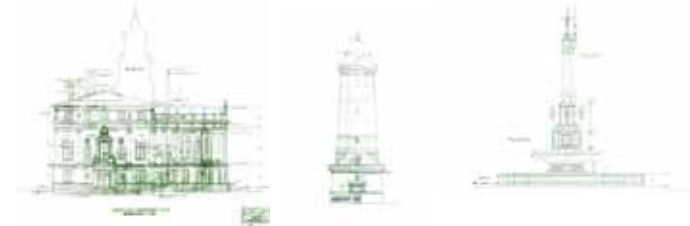
(2 typefaces included, .TTF / .OTF formats)

PAINTED DECKLE GRAPHICS



(11 images included, .PSD format)

ARCHITECTURAL DRAWINGS



(3 images included, .PSD format)

ORNAMENTAL DIVIDER



(13 images in brand palette + B/W, .PNG format. .AI file of vector art)

LOGO ART



(17 images in brand palette + B/W, .PNG format. .AI file of vector art)

PALETTE



(1 file, .PDF format)

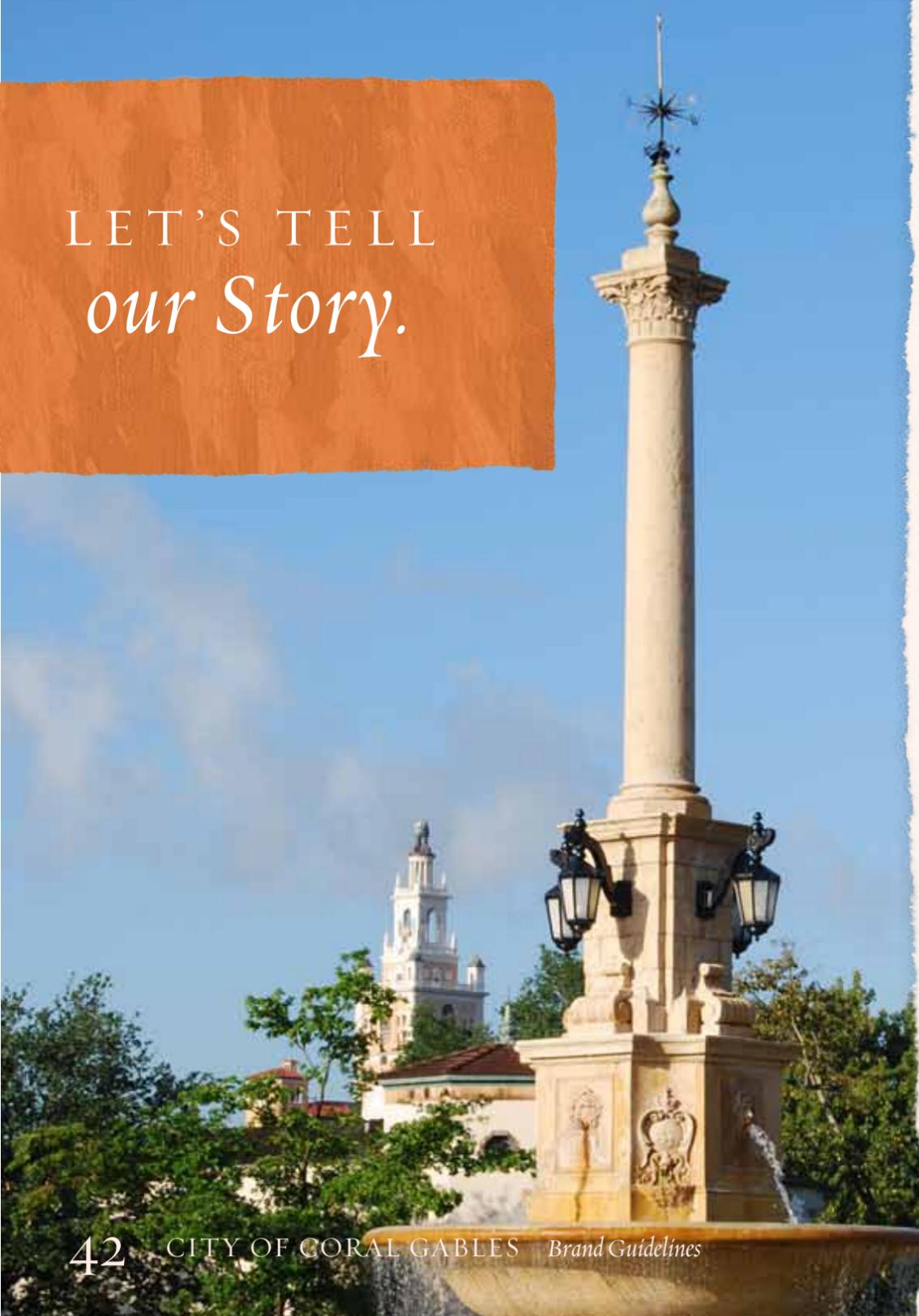
MESSAGING

MEDIUM DESCRIPTION

The incarnation of a dream, Coral Gables offers the small city with a cosmopolitan feel. Designed from the c an international community, the physical and cultural lan has been cultivated to reflect the vision of its master plc lush tropical backdrop complemented by classic Mediter

(1 file, .TXT format)





LET'S TELL
our Story.

All content represented in this document is property of the City of Coral Gables. Any use of this content must be approved by the City of Coral Gables.

For questions regarding use of this document please contact:

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