



# Brand Visual Identity Guidelines

UPDATED MAY 2024

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## ABOUT OUR LOGO

The new Miami-Dade Beacon Council logo was inspired by the lighthouse graphic used in the original logo.

The triangular shape represents the beacon of light. It is a signal for guidance and is a source of light and inspiration that shines on Miami-Dade, and supported by the Beacon Council.

MDBC acronyms are bold and united much like our organization. The color matches the beacon light shape and the MIAMI-DADE text, implying that it is powered by MDBC.



# LOGO VARIATIONS

## MASTER LOGO: HORIZONTAL ORIENTATION IS PRIMARY/PREFERRED LOGO

Use our full-color logo over light colored backgrounds whenever possible.



HORIZONTAL ORIENTATION  
FULL-COLOR

**BLUE:**  
R0 G76 B139  
**HEX:** 004C8B  
C100 M77 Y18 K4  
PMS 301

**URBAN GREEN:**  
R184 G189 B70  
**HEX:** B8BD46  
C32 M14 Y91 K0  
PMS 7744

[Click here for Dropbox with all MDBC Logos.](#)



REVERSED



ONE COLOR



# LOGO VARIATIONS

## STACKED LOGO:

The use of the stacked logo is limited to narrow width applications (e.g., promotional items or tall and slim digital banners.)



**MIAMI-DADE  
BEACON  
COUNCIL**

VERTICAL ORIENTATION

FULL-COLOR

**BLUE:**  
R0 G76 B139  
**HEX:** 004C8B  
C100 M77 Y18 K4  
PMS 301

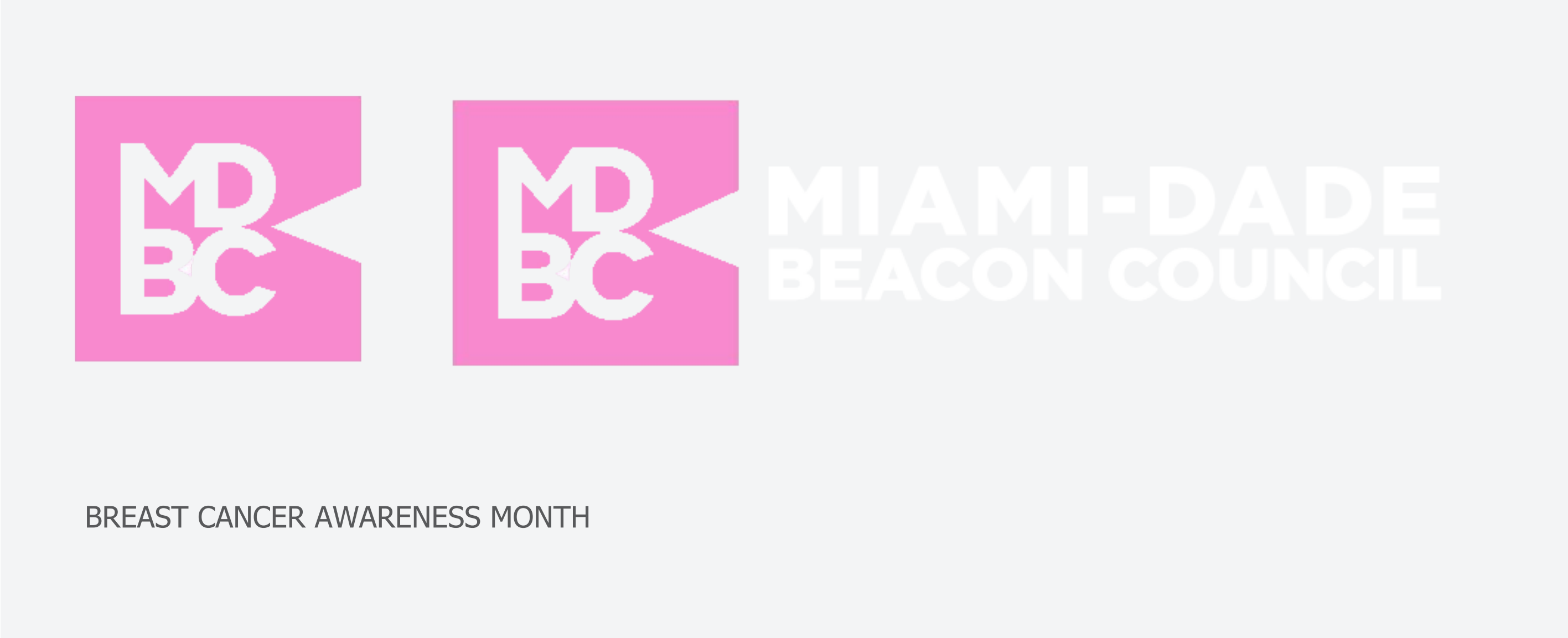
**URBAN GREEN:**  
R184 G189 B70  
**HEX:** B8BD46  
C32 M14 Y91 K0  
PMS 7744

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# LOGO VARIATIONS

INITIATIVE-SPECIFIC



PRIDE MONTH



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## LOGO: FAVICON

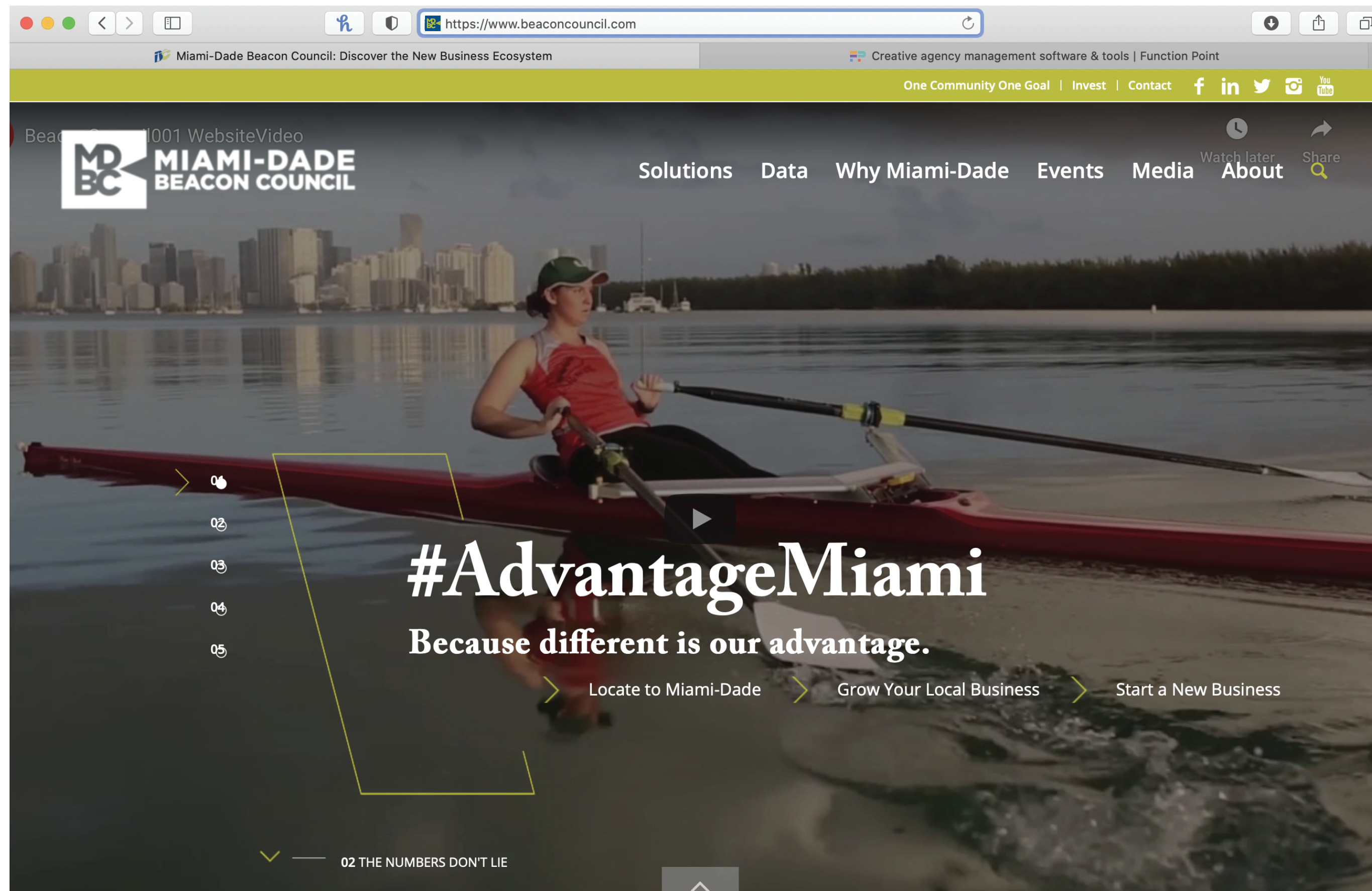
Size: The optimal size for creating a favicon is 16x16 pixels, which is the size in which they are most commonly displayed. However, they can sometimes appear in larger dimensions too (such as 32x32 pixels). File: The preferred file format for a favicon is JPEG or PNG.



32px x 32px

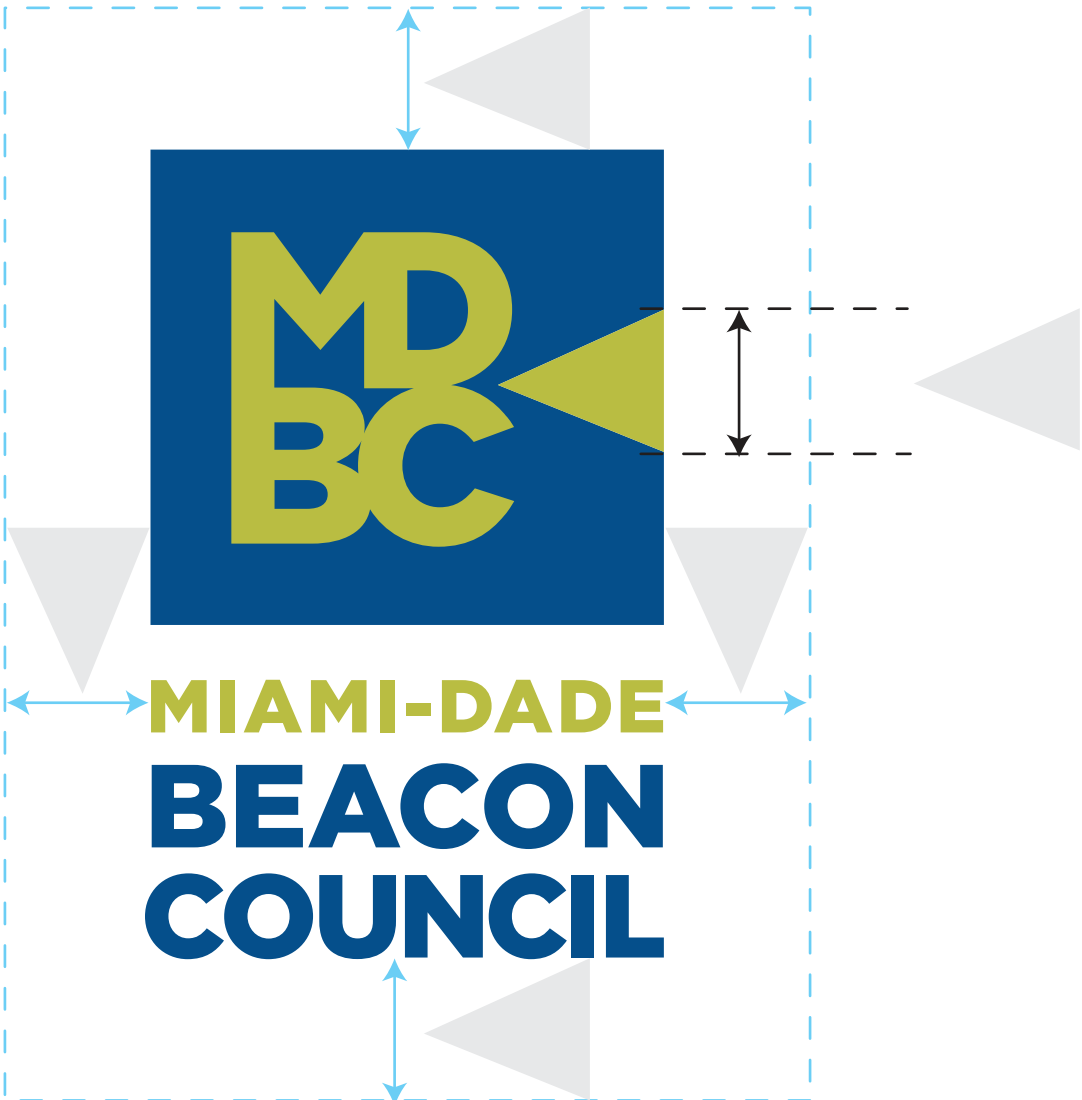


16px x 16px



# LOGO CLEAR SPACE

The height of the beacon is used to measure the distance of clear space.





## LOGO MISUSE

The following are examples of inappropriate usage of MDBC's identity elements. When there is a question, please contact Marketing team at [MarketingAndCommunications@beaconcouncil.com](mailto:MarketingAndCommunications@beaconcouncil.com)



Do not use unofficial colors. Logo is available in white, black, official blue & green, with approved variations for breast cancer awareness and pride months.



Never alter the wordmark or any visual elements, and do not change the font of the wordmark.



Do not squeeze/stretch the logo, or change its orientation. Always scale it proportionally.

# COLORS

## Primary Colors

<b>BLUE</b> Trust Stability	<b>C 100</b> <b>M 77</b> <b>Y 18</b> <b>K 4</b>	<b>R: 0</b> <b>G: 76</b> <b>B: 139</b>
	<b>PMS 301*</b>	<b>004C8B</b>
<b>URBAN GREEN</b> Growth Nature	<b>C 32</b> <b>M 14</b> <b>Y 91</b> <b>K 0</b>	<b>R: 184</b> <b>G: 189</b> <b>B: 70</b>
	<b>PMS 7744</b>	<b>B8BD46</b>

## Supporting Colors

<b>SKY BLUE</b> Calm Hope	<b>C 61</b> <b>M 21</b> <b>Y 3</b> <b>K 4</b>	<b>R: 92</b> <b>G: 167</b> <b>B: 213</b>
	<b>PMS 284</b>	<b>5CA5D4</b>

<b>ORANGE</b> Optimism Creativity	<b>C 4</b> <b>M 76</b> <b>Y 77</b> <b>K 4</b>	<b>R: 232</b> <b>G: 99</b> <b>B: 71</b>
	<b>PMS 2026</b>	<b>E86347</b>

<b>YELLOW</b> Positivity Energy	<b>C 5</b> <b>M 22</b> <b>Y 90</b> <b>K 0</b>	<b>R: 242</b> <b>G: 196</b> <b>B: 54</b>
	<b>PMS 128</b>	<b>F2C436</b>

## Text 100% Black



Print

**Gotham**

Web Font

**Montserrat**

Word Documents & Powerpoint

**Tahoma ppt**

# NAMING CONVENTIONS

## Miami-Dade Beacon Council

- First mention of the organization should always have full organization name (i.e., simply “Miami-Dade Beacon Council”; no “,Inc.” outside of legal documents).
- Miami-Dade is always hyphenated (like our County; only Miami Dade College doesn’t hyphenate).
- When "the" precedes the organization's full name, it is lowercase (i.e., "We are happy to work with the Miami-Dade Beacon Council.>").
- When using the shortened name for the organization (The Beacon Council), "The" is always capitalized (i.e., "The team was happy to welcome The Beacon Council to their new office.>").
- After introducing full name, can use MDBC; recommend defining the abbreviation by using parenthesis after initial use of full name (MDBC).

## Greater Miami vs. Miami-Dade / Miami-Dade County

- As of October 2023, we are leading with “Greater Miami” vs. Miami-Dade / Miami-Dade County when referring to the community as a whole.
- Can still use Miami-Dade, and must use it when referring specifically to the entity/governance of Miami-Dade County.
- This allows for more effective communication given “Miami” has the brand equity. Precedence was established long ago by the Greater Miami Convention & Visitors Bureau and the Greater Miami Chamber of Commerce; while we are not changing organization’s name, this alignment from a communications standpoint is more effective.

## Opportunity Miami

- In copy, Opportunity Miami should be introduced as “a Beacon Council initiative”, “Powered by The Beacon Council” or “An Initiative of The Beacon Council”.



# SOCIAL PROFILES

## FACEBOOK

FB Profile Picture  
820px x 312

Mobile version 640px x 360px



FB Profile Picture  
170px x 170px



FB Profile Picture  
170px x 170px

### Profile picture:

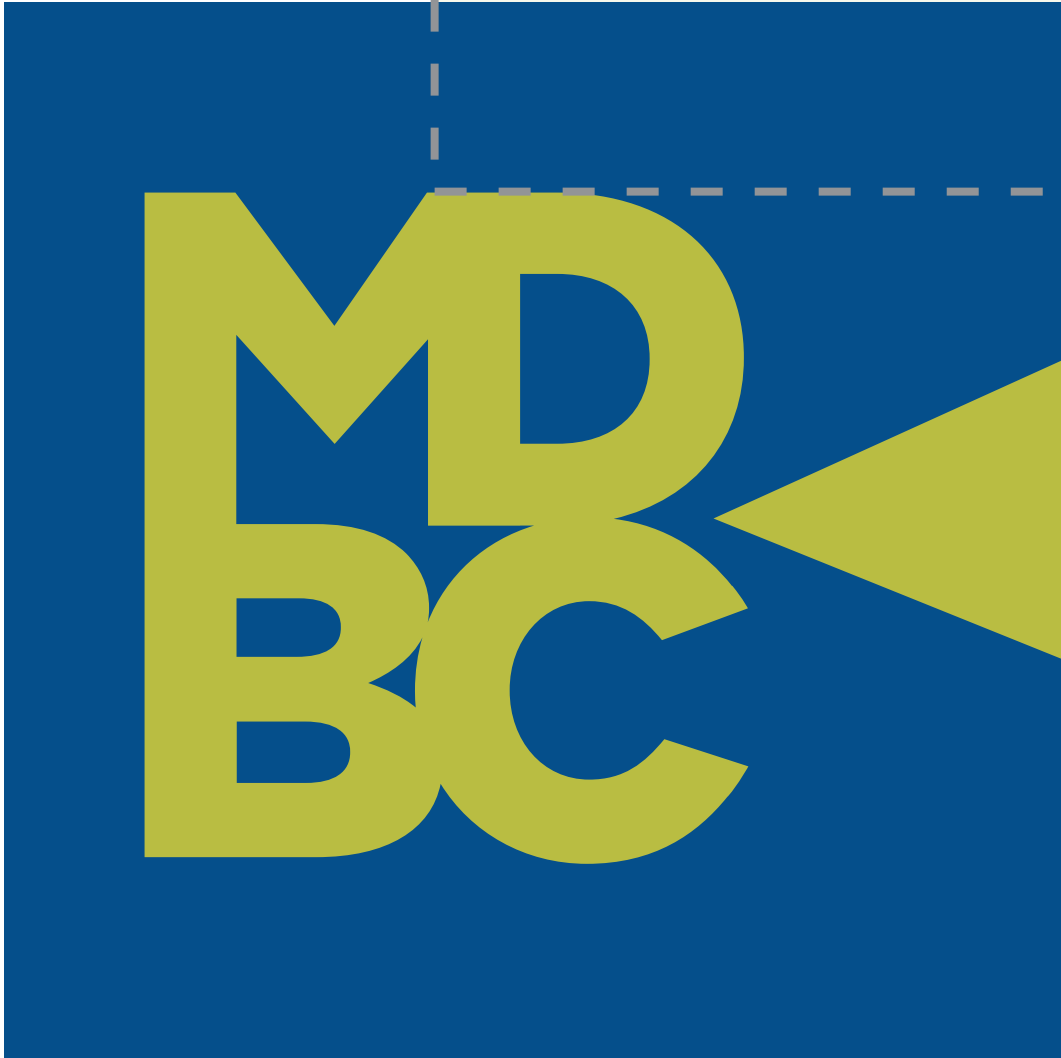
Displays at 170x170 pixels on your Page on computers, 128x128 pixels on smartphones and 36x36 pixels on most feature phones.

### Cover photo:

Displays at 820 pixels wide by 312 pixels tall on your Page on computers and 640 pixels wide by 360 pixels tall on smartphones. Must be at least 400 pixels wide and 150 pixels tall.

# SOCIAL PROFILES

TWITTER



**Header photo**, also known as a “banner”: recommended dimensions are 1500x500 pixels

**Profile photo**: recommended dimensions are 400x400 pixels

# PROGRAM INITIATIVE LOGOS

## OPPORTUNITY MIAMI



Opportunity Miami is a Beacon Council initiative that catalyzes a shared vision of Greater Miami's economic future, and rallies the community to create it through ideas, engagement and solutions.

We focus on three areas where Miami has either core strengths or deep potential: innovation and entrepreneurship, which builds on Beacon Council's research into target industries; talent and inclusiveness, which leverages Beacon Council's relationships with academic institutions and employers, and climate change as a business opportunity, bringing fresh thinking to a generational challenge.

NOTE: In copy, Opportunity Miami should be introduced as a "Beacon Council initiative", "Powered by The Beacon Council" or "an initiative of The Beacon Council". Can be used alone moving forward, but connection between the two must be reinforced in a way that is clear and consistent. Opportunity Miami is a wholly owned and operated initiative / platform of The Beacon Council's.

**[Click here for Dropbox with Opportunity Miami logos and Brand Requirements.](#)**

**FOR ADDITIONAL INFORMATION, CONTACT:**

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