



Style Guidelines

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The Miami-Dade TPO 2050 LRTP is a strategic and comprehensive plan that identifies highway, transit, freight, and non-motorized transportation improvements. The Plan addresses mobility, safety, security, resiliency, and sustainability in its 20-year plan while also considering the impact of emerging technologies and innovation on the County's existing and future transportation infrastructure.

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01

LOGO

PLACEMENT SECTION

Often, our logo serves as an example for the tone, aesthetic and values of the entire brand. Setting guidelines ensures that the logo is used properly and as intended. These guidelines are called logo usage guidelines and they are an integral part of any brand strategy and brand style guide.

The guidelines help avoid things like altering the logo in any way, causing it to lose its integrity by stretching or presenting it in a way that is not harmonious with the rest of the brand's voice.

Application on a Background

The preferred approach is to use the logo by itself. This allows flexibility to present the logo with greater prominence while maintaining a considered, open and modern presentation.

If the logo is required to be on a background, the preferred usage, shapes and colors are shown.



02

TYPOGRAPHY

PLACEMENT SECTION

While it is important to have consistency in our typographic approach to information and design, we have listed which typefaces are suitable and which backups can be used. For brand integrity when representing the Miami-Dade TPO 2050 LRTP, do not use fonts outside of brand guidelines typography.

PRIMARY FONT

Aa

Dubai Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Dubai Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Dubai Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

TYPOGRAPHY

SECONDARY FONT

DUBAI

Light

Dubai Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Regular

Dubai Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Medium

Dubai Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Bold

Dubai Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Aa

Dubai Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Aa

Dubai Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

03

COLOR SYSTEM

COLOR SECTION

A pop of color can be added to all fonts or some headers for the use of drawing attention to important messages. We should stay true to our color scheme as this plays a role in our brand consistency and what effects it has on who we are relaying the message to. Unless the collateral calls for it, do not use colors outside of the brand guidelines color palette.

THE PRIMARY COLOR SYSTEM

Orange

ORANGE

HEX #F89621

C:0% M:49% Y:98% K:0%

Rich Black

RICH BLACK

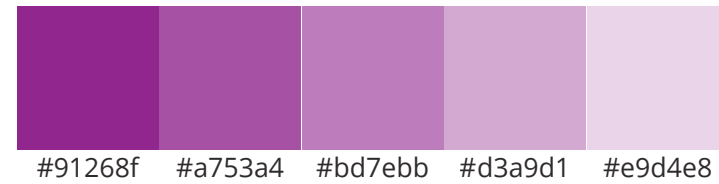
HEX #000000

C:35% M:25% Y:25% K:100%

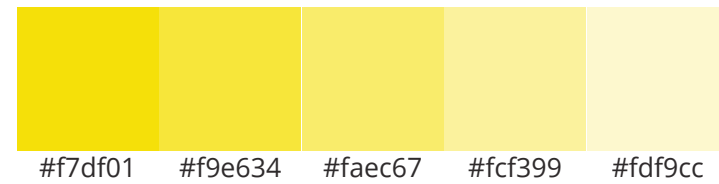
THE SECONDARY COLOR SYSTEM

100% OPACITY 80% OPACITY 60% OPACITY 40% OPACITY 20% OPACITY

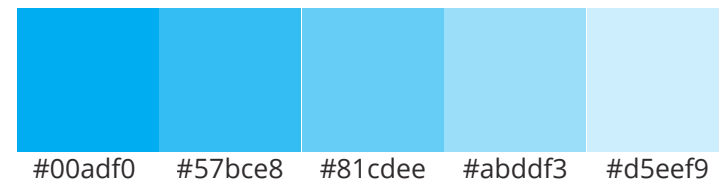
NAME OF THE COLOR: ROYAL PURPLE
 #85277c
 C: 51% M: 100% Y: 2% K: 0%
 R: 145 G: 38 B: 143



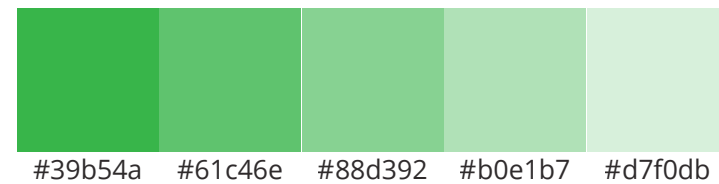
NAME OF THE COLOR: YELLOW SUN
 #f7df01
 C: 5% M: 6% Y: 100% K: 0%
 R: 247 G: 223 B: 1



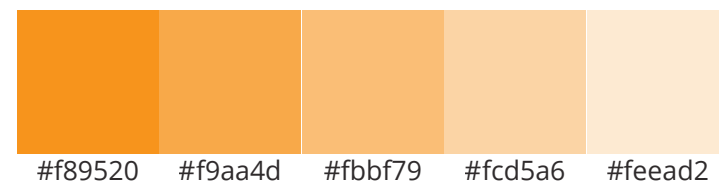
NAME OF THE COLOR: BLUE SKY
 #00adf0
 C: 69% M: 15% Y: 0% K: 0%
 R: 0 G: 173 B: 240



NAME OF THE COLOR: PALM GREEN
 #39b54a
 C: 75% M: 0% Y: 100% K: 0%
 R: 56 G: 181 B: 74



NAME OF THE COLOR: ORANGE BURST
 #f89520
 C: 0% M: 50% Y: 99% K: 0%
 R: 248 G: 149 B: 32



COLORS USED



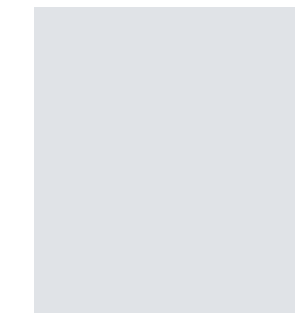
#000000
 C: 35% M: 25% Y: 25% K: 100%
 R: 0 G: 0 B: 0



#57595d
 C: 65% M: 65% Y: 51% K: 27%
 R: 87 G: 89 B: 93



#dfe2e5
 C: 11% M: 7% Y: 6% K: 0%
 R: 223 G: 226 B: 229



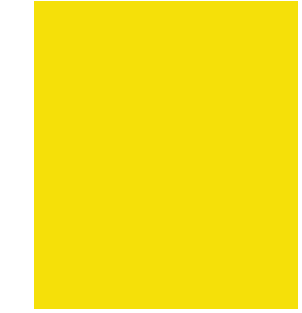
#f89520
 C: 0% M: 50% Y: 99% K: 0%
 R: 248 G: 149 B: 32



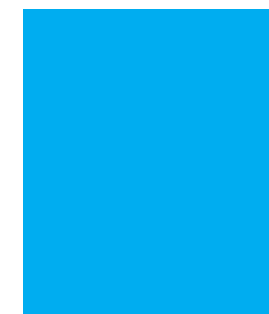
#91268f
 C: 51% M: 100% Y: 2% K: 0%
 R: 145 G: 38 B: 143



#f7df01
 C: 5% M: 6% Y: 100% K: 0%
 R: 247 G: 223 B: 1



#00adf0
 C: 69% M: 15% Y: 0% K: 0%
 R: 0 G: 173 B: 240



#39b54a
 C: 75% M: 0% Y: 100% K: 0%
 R: 56 G: 181 B: 74



04

LOGO PLACEMENT

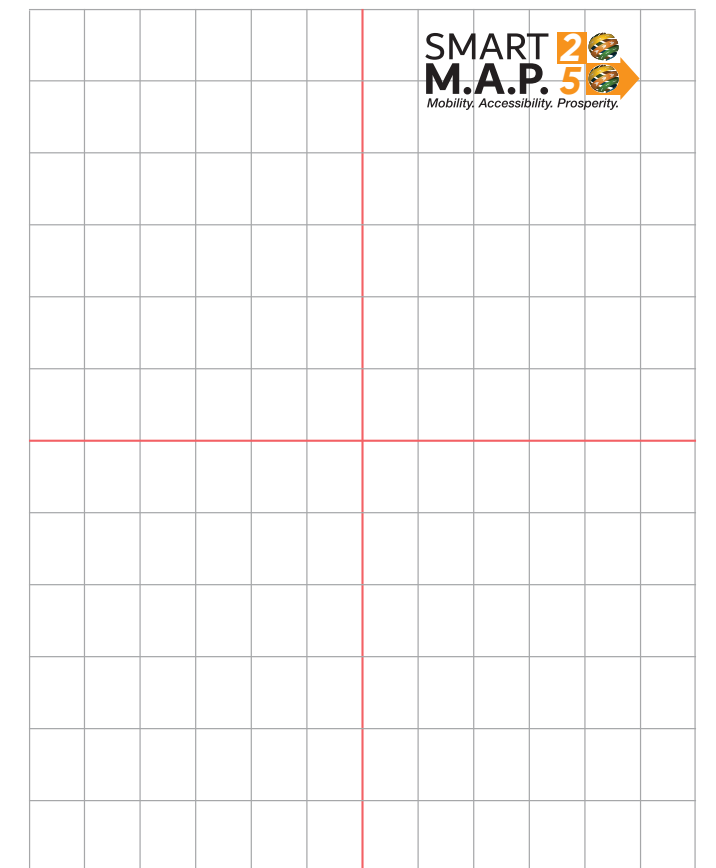
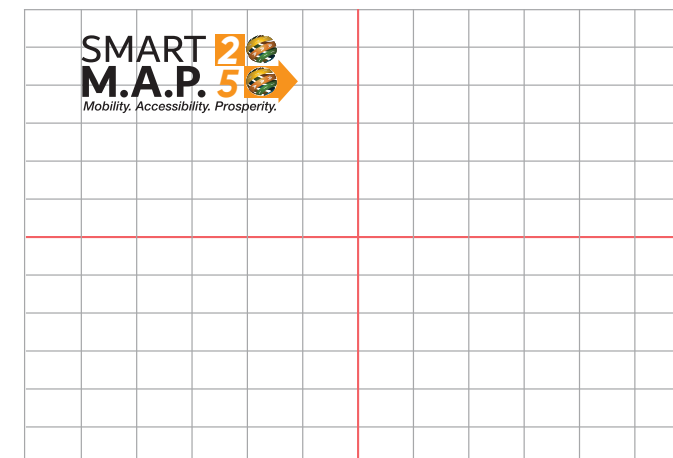
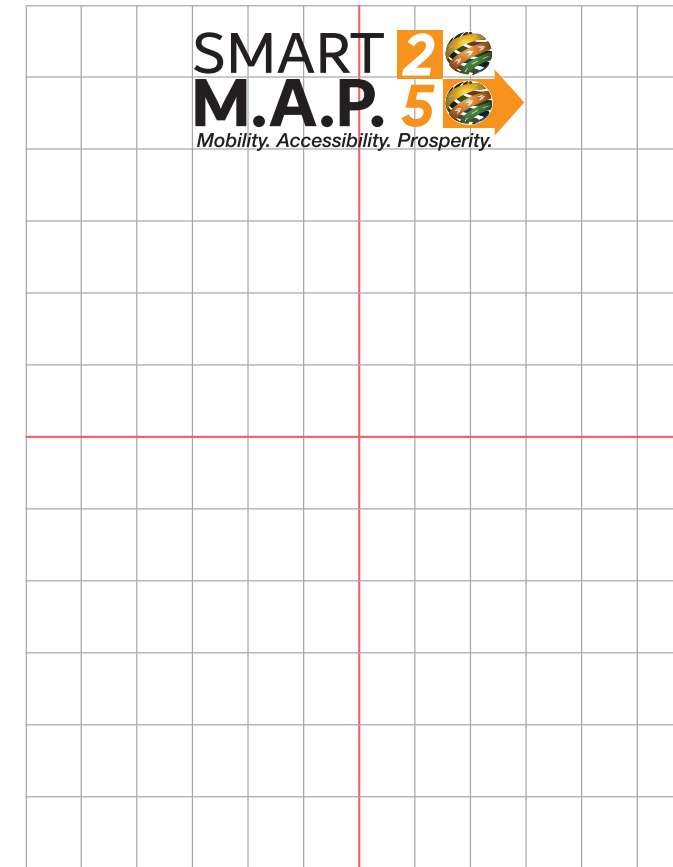
PLACEMENT SECTION

The Miami-Dade TPO 2050 LRTP logo is the most visible representation of the brand. Logos are an impactful way to showcase the brand in a proper manner and to ensure consistent usage across the brand. Please use the Miami-Dade TPO 2050 LRTP logo in accordance with these standards.

LOGO PLACEMENT

CORRECT PLACEMENT

This grid maps out spacing between the different ways the logo can be used. It gives clarity to the use of whitespace, alignment and overall structure of the text and logo elements.



05

IMAGE & BRANDING SYSTEM

IMAGE SECTION

Images can be used for structuring creative brand expression and ensuring consistency across all of Miami-Dade TPO 2050 LRTP branded materials. Images should support the message and the brand identity, rather than interfere with it.

BRANDING EXAMPLES

HEADER HERE

Use the header to grab your audiences attention.

Hashtags

Official hashtags have been established for the plan. Consider using these in the document footer when applicable.

#MiamiDadeIn2050 #MiamiDadeTPO

Subheader Here

Use the subheader to describe your message in a quick and meaningful fashion.

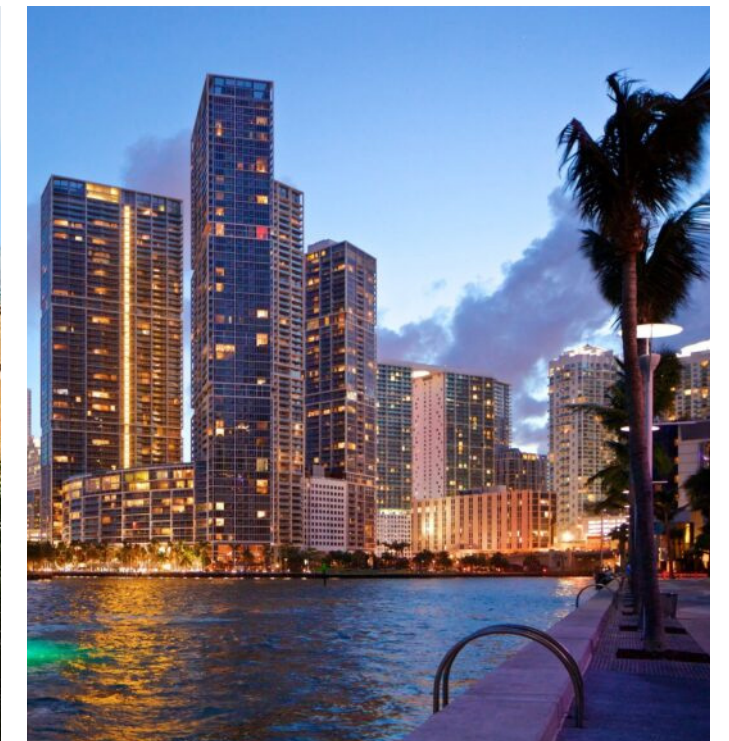
Website

Reference the project website in the document footer when applicable.

www.miamidadetpolrtp2050.com

Images

Use images that correspond with the document content. Imagery should consist of high resolution images and positioned in a clean format. Add image captions when applicable.



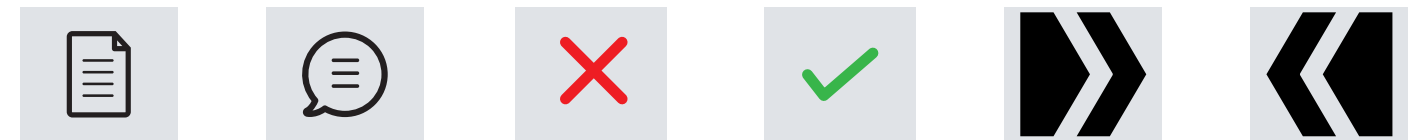
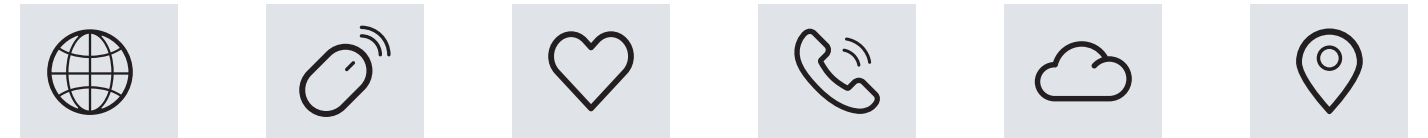
06

ICONOGRAPHY

IMAGE SECTION

Iconography can help simplify complex ideas or translate messages quickly. From science to conceptual needs, every icon should share a similar style and structure to unify our communications and contribute to a consistent brand experience that is unique to the Miami-Dade TPO 2050 LRTP.

ICONOGRAPHY



07

COMPENDIUM ITEMS

COLORS AND SECTIONS

Compendium of documents are color coded to their respected sections. Each color represents one of the fundamental Ps of the Miami-Dade TPO 2050 LRTP.

The 5 Ps

The image displays a collection of 20 document covers for the Miami-Dade TPO 2050 LRTP, organized into five columns corresponding to the '5 Ps' sections. Each cover features the SMART M.A.P. 50 logo and the title 'LONG RANGE TRANSPORTATION PLAN'. The covers are color-coded as follows:

- PEOPLE (Purple):** Includes 'Public Involvement Plan' and 'LONG RANGE TRANSPORTATION PLAN'.
- PERFORMANCE (Yellow):** Includes 'Add Title Here' and 'LONG RANGE TRANSPORTATION PLAN'.
- PROJECTS (Blue):** Includes 'Add Title Here' and 'LONG RANGE TRANSPORTATION PLAN'.
- PRIORITIES (Green):** Includes 'Add Title Here' and 'LONG RANGE TRANSPORTATION PLAN'.
- POLICY (Orange):** Includes 'Add Title Here' and 'LONG RANGE TRANSPORTATION PLAN'.

Below the grid are five circular icons, each labeled with one of the '5 Ps' and color-coded to match the corresponding section: PEOPLE (purple), PERFORMANCE (yellow), PROJECTS (blue), PRIORITIES (green), and POLICY (orange).

08

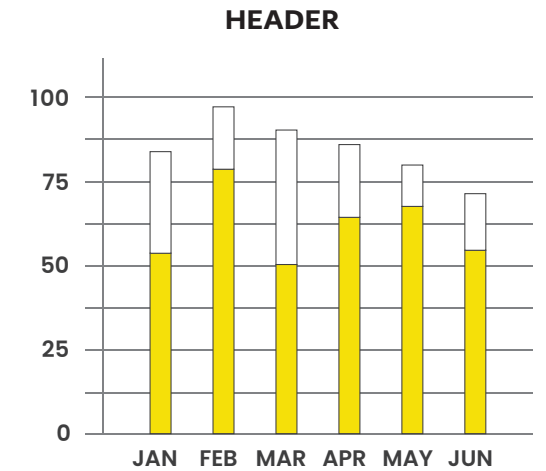
DOCUMENT ELEMENTS

Performance: *Yellow*

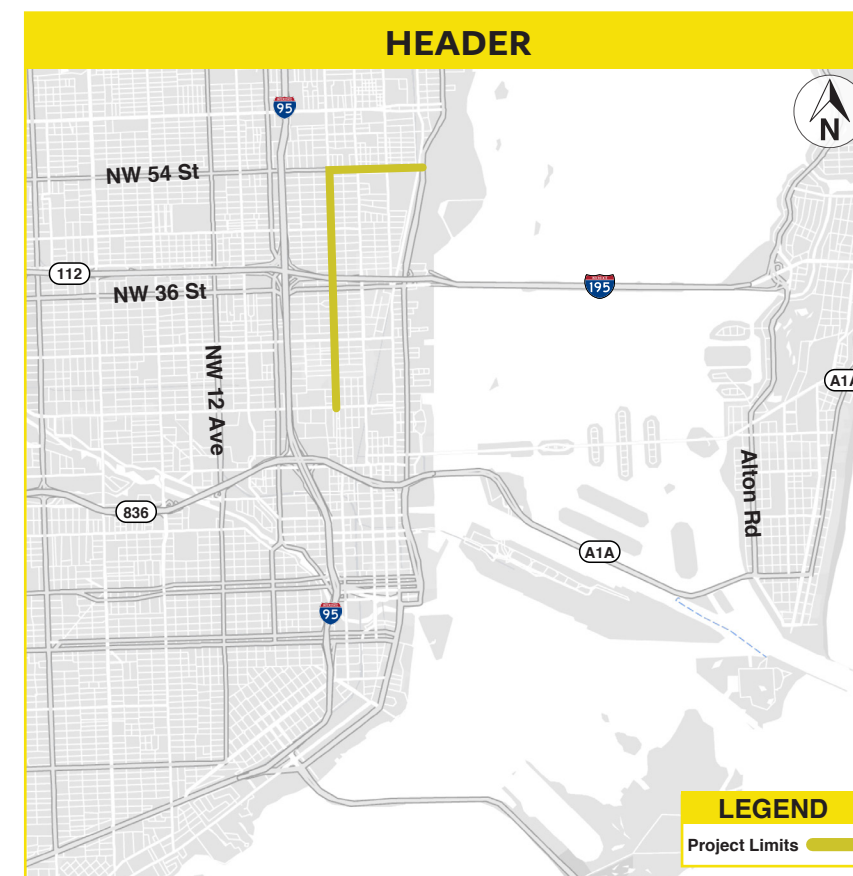
Tables

HEADER			
ITEM 1	ITEM 1	ITEM 1	ITEM 1
ITEM 2	ITEM 2	ITEM 2	ITEM 2
ITEM 3	ITEM 3	ITEM 3	ITEM 3
ITEM 4	ITEM 4	ITEM 4	ITEM 4
ITEM 5	ITEM 5	ITEM 5	ITEM 5

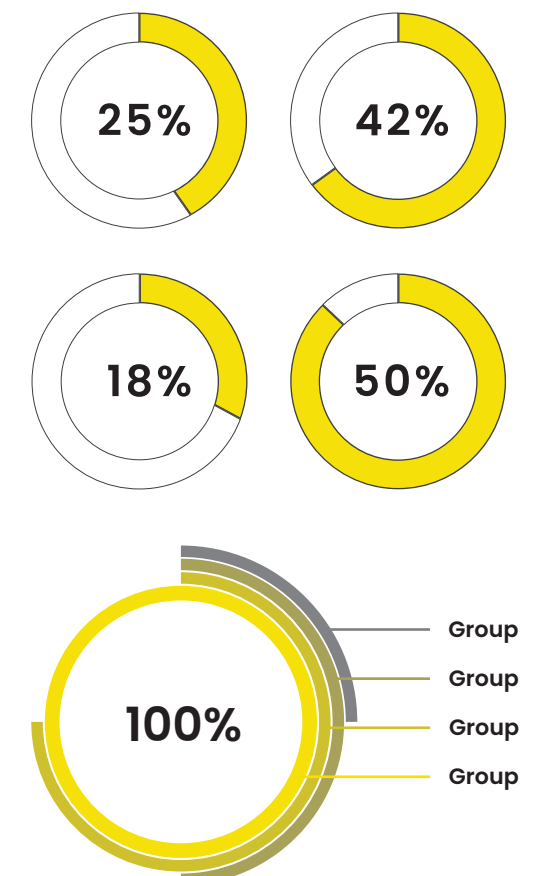
Graphs



Maps



Charts



08

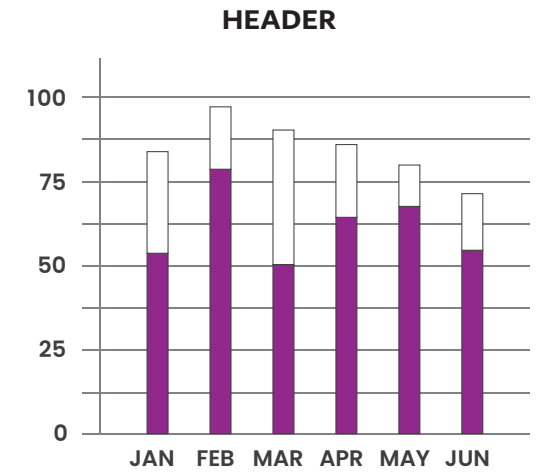
DOCUMENT ELEMENTS

People: *Purple*

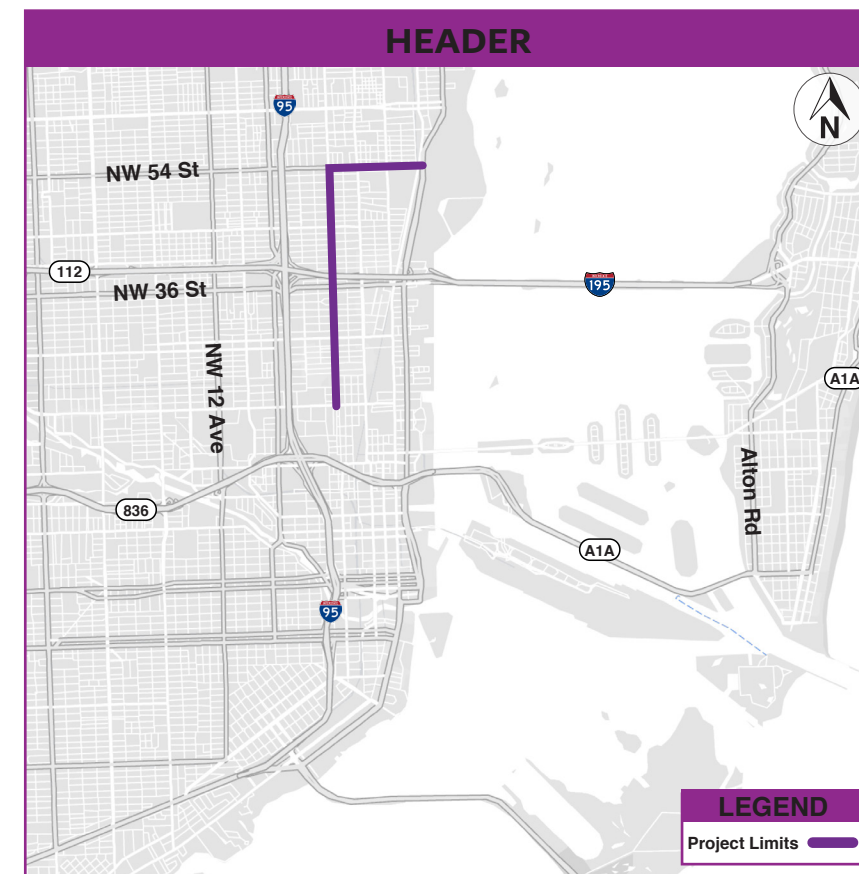
Tables

HEADER			
ITEM 1	ITEM 1	ITEM 1	ITEM 1
ITEM 2	ITEM 2	ITEM 2	ITEM 2
ITEM 3	ITEM 3	ITEM 3	ITEM 3
ITEM 4	ITEM 4	ITEM 4	ITEM 4
ITEM 5	ITEM 5	ITEM 5	ITEM 5

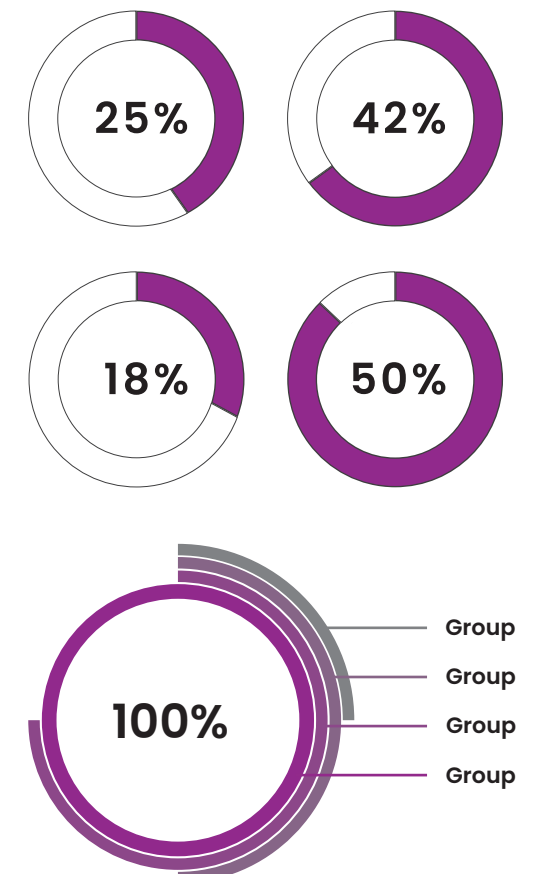
Graphs



Maps



Charts



08

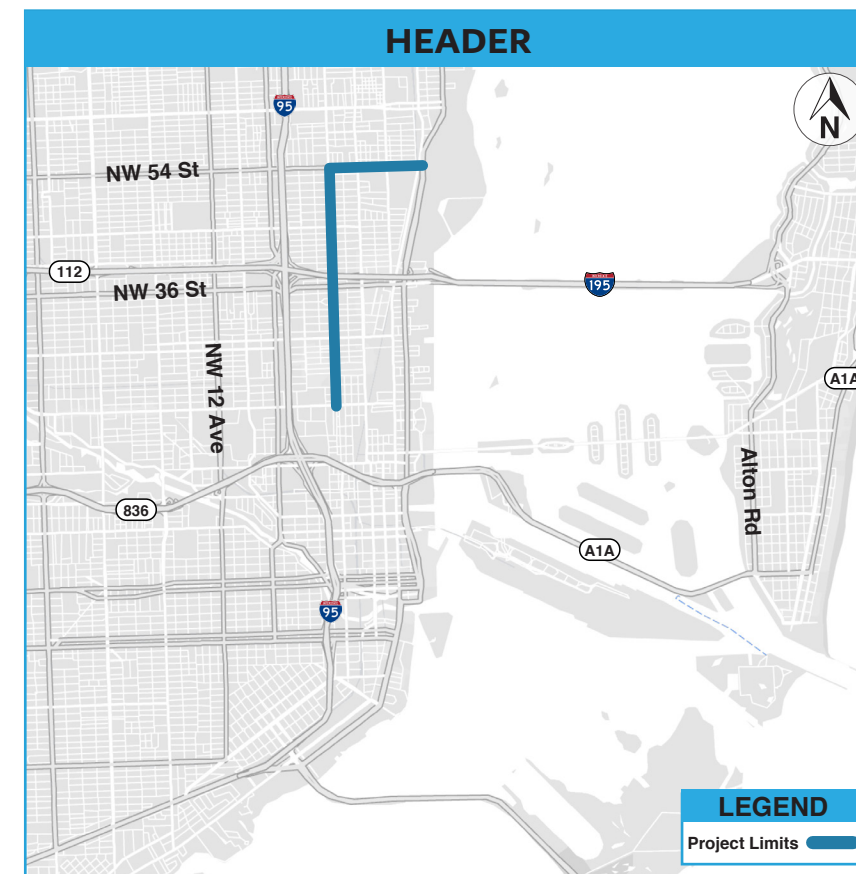
DOCUMENT ELEMENTS

Projects: *Blue*

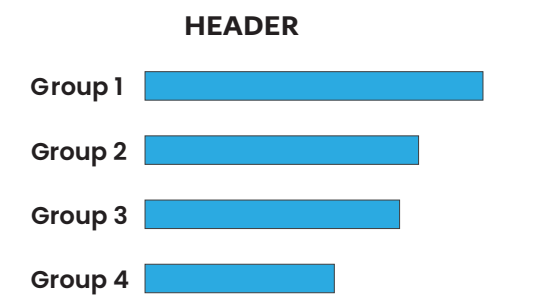
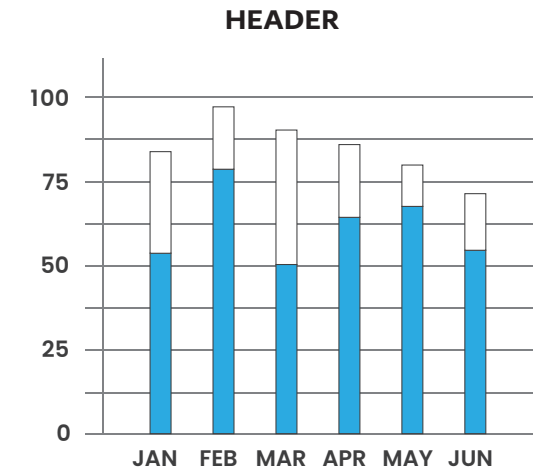
Tables

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ITEM 2	ITEM 2	ITEM 2	ITEM 2
ITEM 3	ITEM 3	ITEM 3	ITEM 3
ITEM 4	ITEM 4	ITEM 4	ITEM 4
ITEM 5	ITEM 5	ITEM 5	ITEM 5

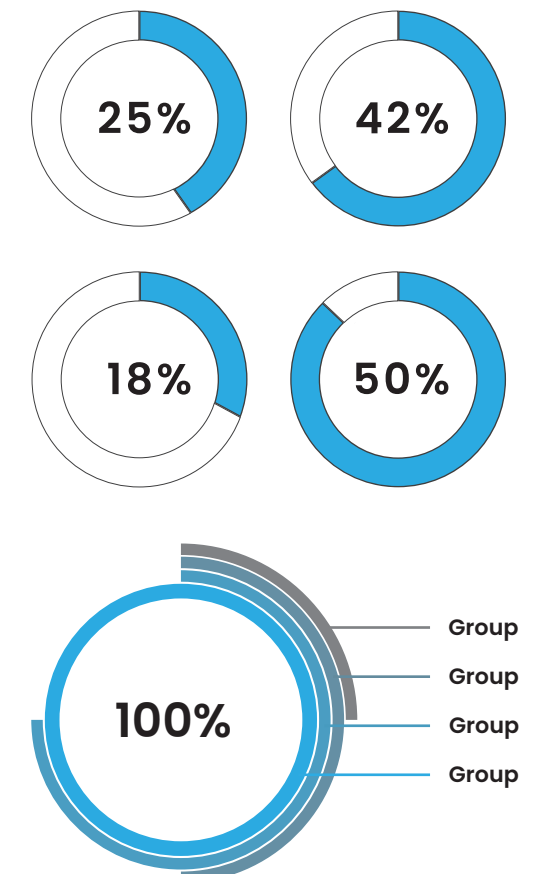
Maps



Graphs



Charts



08

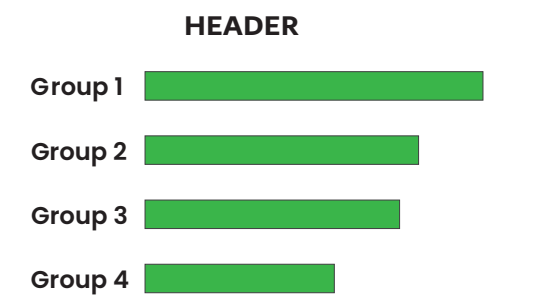
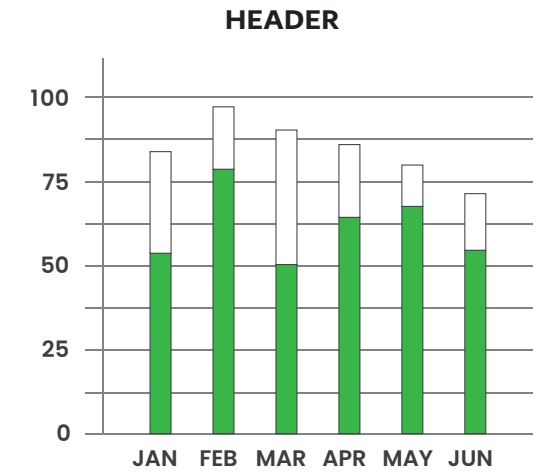
DOCUMENT ELEMENTS

Priority: *Green*

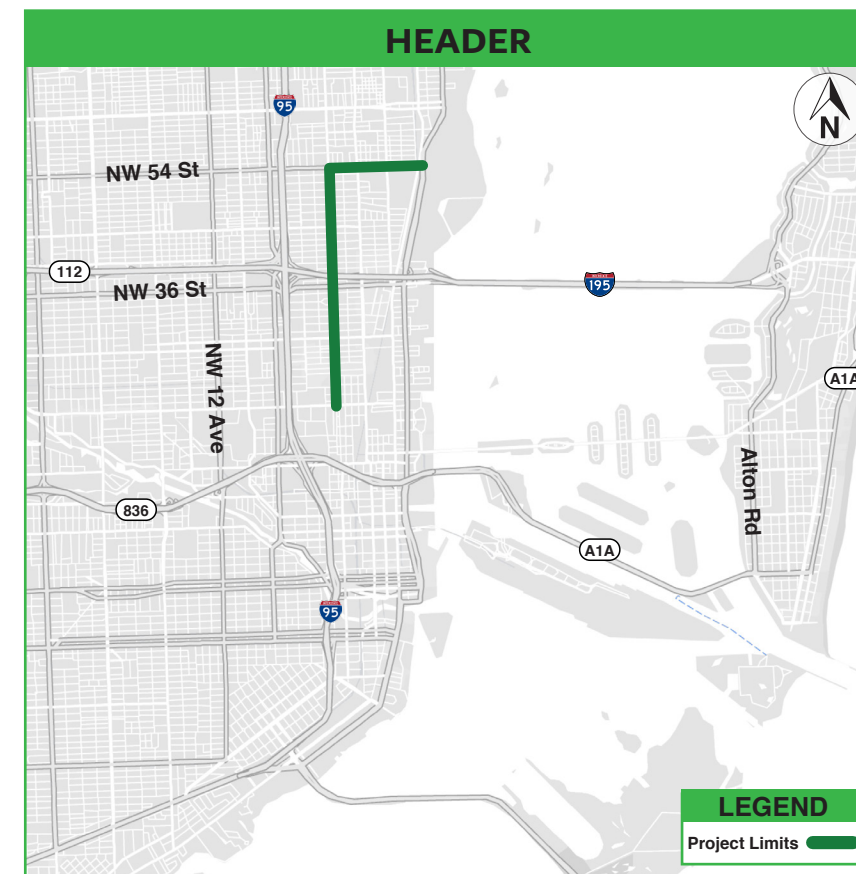
Tables

HEADER			
ITEM 1	ITEM 1	ITEM 1	ITEM 1
ITEM 2	ITEM 2	ITEM 2	ITEM 2
ITEM 3	ITEM 3	ITEM 3	ITEM 3
ITEM 4	ITEM 4	ITEM 4	ITEM 4
ITEM 5	ITEM 5	ITEM 5	ITEM 5

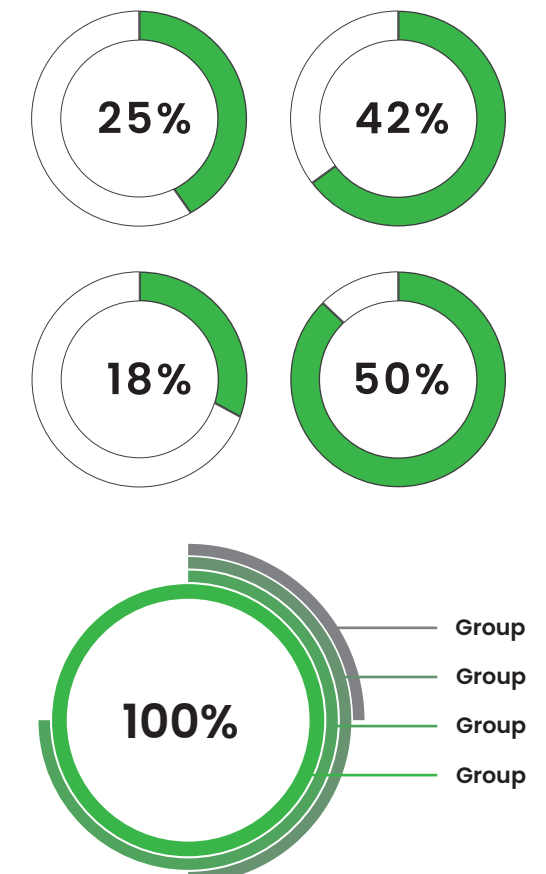
Graphs



Maps



Charts



08

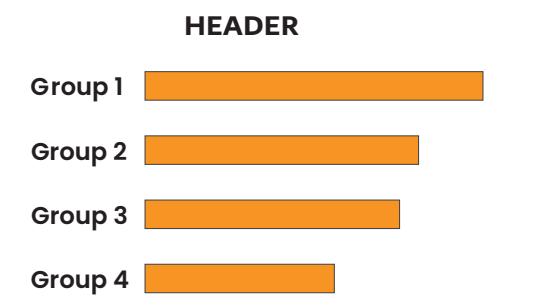
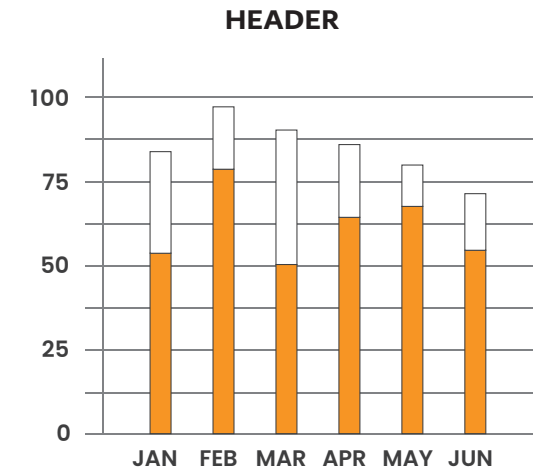
DOCUMENT ELEMENTS

Policy: *Orange*

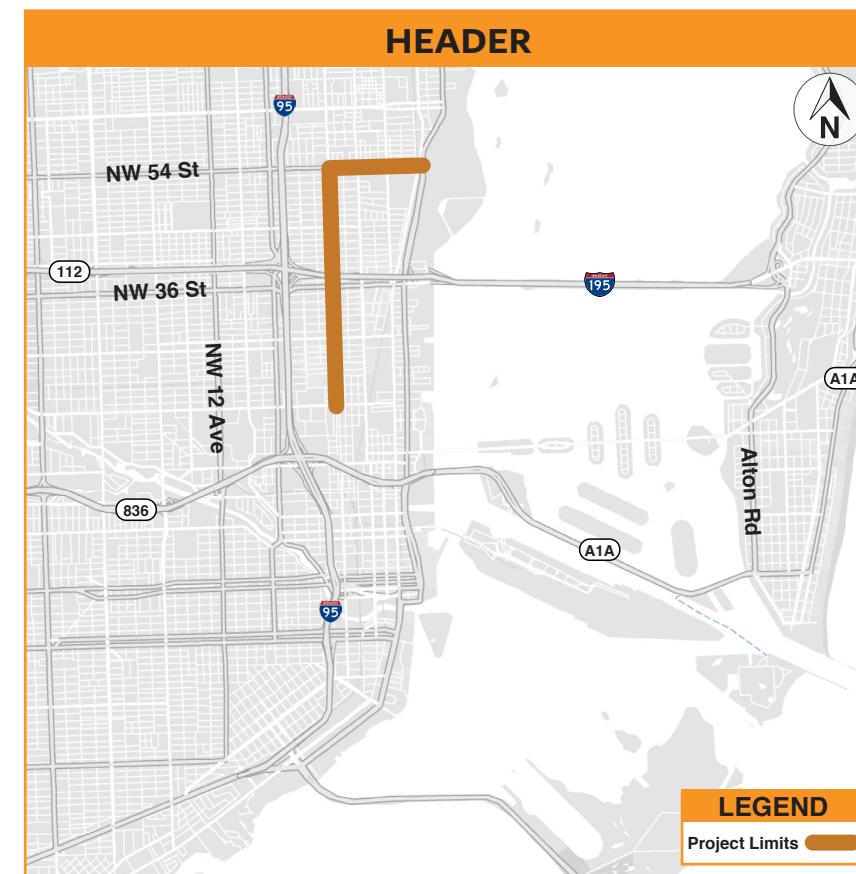
Tables

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ITEM 3	ITEM 3	ITEM 3	ITEM 3
ITEM 4	ITEM 4	ITEM 4	ITEM 4
ITEM 5	ITEM 5	ITEM 5	ITEM 5

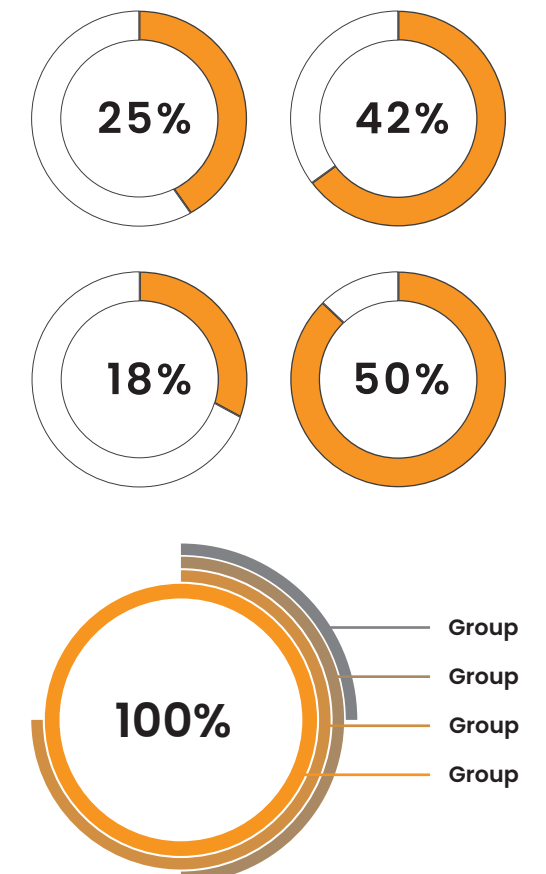
Graphs



Maps



Charts



09

SUMMARY & CONTACT

SUMMARY

Using these brand standard guides will help ensure that the brand is represented in a proper manner. Colors, shapes, icons and imagery all play a role in the representation of the Miami-Dade TPO 2050 LRTP, and when used in the appropriate manner, the message of will be consistent, clear and communicable across any and all platforms.



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-  miamidadetpo.org
-  150 West Flagler Street
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Miami, FL 33130



To achieve world-class mobility that promotes equity, accessibility, resiliency, innovation, and economic competitiveness that improves Miami-Dade County's transportation network and quality of life for current and future generations.



The Miami-Dade TPO has set a policy that assures that no person shall on the basis of race, color, national origin, sex, age, disability, family, or religious status, as provided by Title VI of the Civil Rights Act of 1964, the Civil Rights Restoration Act of 1987, and the Florida Civil Rights Act of 1992, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination or retaliation under any program or activity. It is the policy of the Miami-Dade TPO to comply with all requirements of the Americans with Disabilities Act (ADA). To request this document in accessible format, please call 305-375-1881. If you are interested in participating in the transportation planning process, please contact the Miami-Dade TPO at 305-375-4507.

The preparation of this report has been funded in part from the U.S. Department of Transportation (USDOT), the Federal Highway Administration (FHWA), and the Federal Transit Administration (FTA), the State Planning and Research Program (Section 505 of Title 23, U.S. Code), and Miami-Dade County, Florida. The contents of this report do not necessarily reflect the official views or policy of the USDOT.