

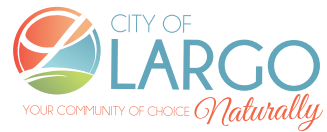
CITY OF LARGO IDENTITY GUIDE

BRAND

Identity brand guidelines act as a set of tools and rules on how to use brand elements. You are imperative in the mission to protect, maintain and enhance the City image and reputation. For a complete guide visit Largo.com/Branding



LOGO



MAIN COLORS



BLUE MOON
68/51/40/13
90/107/121
#5A6B79
PMS: 431 C



EVENING BLUE
62/20/21/0
97/166/187
#61A6BB
PMS: 549 C



BAY BREEZE
37/1/12/0
156/212/221
#9CD4DD
PMS: 629 C



LEAF GREEN
27/1/76/0
194/215/102
#C2D766
PMS: 366 C



NATURAL SUNSET
2/42/64/0
243/162/105
#F3A269
PMS: 1565 C



CORAL RAYS
0/75/76/0
241/102/72
#F16648
PMS: 7416 C



SILVER PALMS
0/0/0/50
147/149/151
#939597
PMS: COOL GRAY 7 C

ACCENTS

FONTS

Great Vibes
Avenir Bold
Allura

Avenir Next
Champagne
& Limousines

CITY SEAL



IMAGERY



LARGO.COM/BRANDING