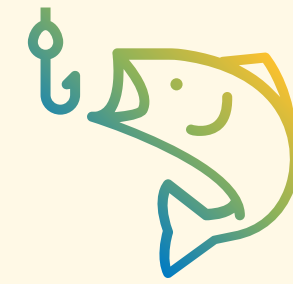


SOUTH
CENTRAL FL

SOUTH
CENTRAL FL



BRAND SYSTEM

SOUTH
CENTRAL FL

CREATED BY





LIGHT BACKGROUND
The primary or black logo is for white or light backgrounds.



DARK BACKGROUND
The primary or white logo is for dark backgrounds and images.



GRADIENT BACKGROUND
The white logo is for gradient backgrounds.



PRIMARY

BLUE

#007BC3

0 / 123 / 195

SECONDARY

DARK BLUE

#005A8F

0 / 90 / 143

YELLOW

#E8B12D

254 / 193 / 45

DARK YELLOW

#E8B12D

232 / 177 / 45

GREEN

#8CB25A

140 / 178 / 90

BLACK

#000000

0 / 0 / 0

WHITE

#FFFFFF

255 / 255 / 255

GRADIENTS

BLUE GREEN YELLOW

BLUE #00619A

GREEN #5D773C

YELLOW #AC9000

TYPE FAMILY

Bebas Neue

AA

BBCCDDEEFFGG

HHIIJJKKLLMMNN

OO PPQQRRSSTT

UU VVWWXXYYZZ

Poppins

Aa

BbCcDdEeFfGg

HhIiJjKkLlMmNn

OoPpQqRrSsTt

UuVvWwXxYyZz

TYPE STYLES

- Headlines - Bebas Neue Bold
- Eye brow headlines - Poppins SemiBold (with added kerning)
- Body copy - Poppins Light
- Body copy highlights - Poppins Medium

EYEBROW HEADLINE

PRIMARY HEADLINES

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exercitation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit.