

GREEN WORKS ORLANDO

STYLE GUIDE

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This style guide contains a comprehensive list of standards for the Green Works Orlando visual identity. These guidelines will allow for consistency in communication with residents and visitors by providing one consistent look and voice across all departments and platforms.

The standards outlined were established to ensure messaging from the City of Orlando is consistent, recognizable and represents the authority of the City.

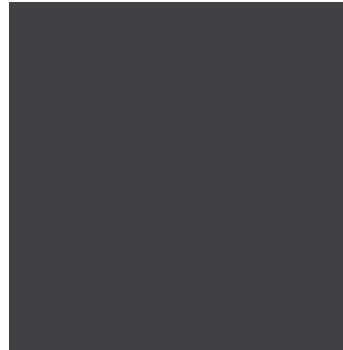
Click [here](#) to download an assortment of brand assets.

goo.gl/A5zf35

Consistent use of color supports visual cohesion across our communication platforms and leverages emotional resonance with our brand.

PRIMARY COLORS

CMYK: 51/0/100/0
PANTONE: 376
RGB: 138/195/66
WEB: #8BC53F



CMYK: 0/0/0/90
PANTONE: COOL GREY 45
RGB: 65/64/66
WEB: #404041

SECONDARY COLORS

CMYK: 87/22/100/8
PANTONE: 376
RGB: 0/136/60
WEB: #00883C



CMYK: 56/22/0/0
PANTONE: ?
RGB: 107/168/219
WEB: #6BA8DB



CMYK: 5/100/100/0
PANTONE: 1797C
RGB: 226/27/35
WEB: #E21B23



CMYK: 69/98/2/0
PANTONE: 527
RGB: 113/45/144
WEB: #712D90



CMYK: 1/30/92/0
PANTONE: 1235
RGB: 251/185/47
WEB: #FBB92F



CMYK: 100/79/16/3
PANTONE: 289
RGB: 0/75/141
WEB: #004B8D

TYPEFACE

In keeping a cohesive brand for the Green Works program, Texta will be used as the primary typeface.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
0123456789

Thin *Thin Italic*

Light *Light Italic*

Book *Book Italic*

Medium *Medium Italic*

Bold *Bold Italic*

Heavy *Heavy Italic*

Black *Black Italic*

Simple icons are used to highlight the 7 pillars that make up Green Works Orlando. They can be used individually, or called out in the full set.



If a piece relates to a single pillar of Green Works, the icon set with that pillar called out should be used.



ENERGY AND GREEN BUILDINGS



GREEN ECONOMY



LIVABILITY



LOCAL FOOD SYSTEMS



SOLID WASTE



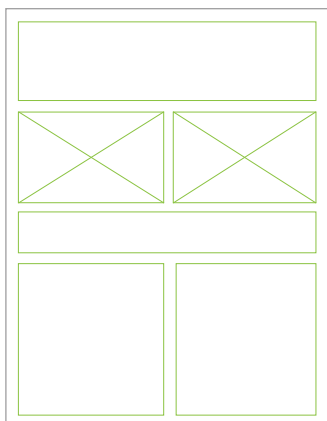
TRANSPORTATION



WATER

Solid green color block with white capital letters to clearly communicate subject matter.

Simple grid layout to make content easy to follow.



Footers of all flyers have the Green Works Orlando logo, the seven icon pillar set with callout highlighting which program the flyer is about, and contact information.

GREEN WORKS ORLANDO COMMERCIAL FOOD WASTE PROGRAM



Orlando Mayor Buddy Dyer invites you to be a part of our exciting commercial food waste initiative. Your business will have the opportunity to turn food waste into compost or energy instead of sending it to the landfill. Join our program to save money, green your operations and put your waste to work.

OPPORTUNITY

- Save money by potentially reducing garbage collection up to 10 percent
- Reduce your contribution to the landfill
- Reduce odor from your compactor or dumpster
- Join some of the greenest and most cutting-edge businesses in Orlando
- Be recognized as an Orlando Green Works partner

SERVICES PROVIDED

- 65-gallon carts:
 - 2 - 4 carts for restaurants
 - 10 - 15 carts for hotels with catering
- Initial box of sample bags are free (compostable bags required)
- Pre and post-consumer food pickup, excludes plastic, glass, metal and non-biodegradables
- Employee training available
- Billed on your OUC bill, no extra administrative effort
- No contracts

PRICING

FIRST 3 MONTHS FREE!

- Test our service and determine the best level of service
- Save money through reducing dumpster size or frequency of standard dumpster pick up
- Collection on Mondays, Wednesdays and/or Fridays

Collections per week	Monthly cost per cart
1	\$14.25
2	\$28.50
3	\$42.75

Please contact the City of Orlando Solid Waste Division at 407.246.2314 or swcustomersvc@cityoforlando.net to learn more about this opportunity.

Photos should be representative of what it is like to live and work in Orlando. If people are included, they should show an appropriate mix of race, age and gender to reflect Orlando's diversity.

Section headers use green capital letters with line to add organization.

- All parts of address are spelled out (avenue vs ave)
- Phone number with periods, not dashes
- Website and email addresses are all lowercase
- No www. should be used in websites



SOLID WASTE

Solid Waste Management Division
1028 Woods Avenue, Orlando, FL 32805
407.246.2314 · cityoforlando.net/solidwaste

A simple photo is used to show the topic at a glance.

Simple infographics can be used to break down information.

All main headings and sub headings have matching text treatments.

Straightforward images help relay content quickly and effectively.



Capital letters to keep it simple and easy to read.

Green Works Orlando logo, icon set, and website is present on all material.



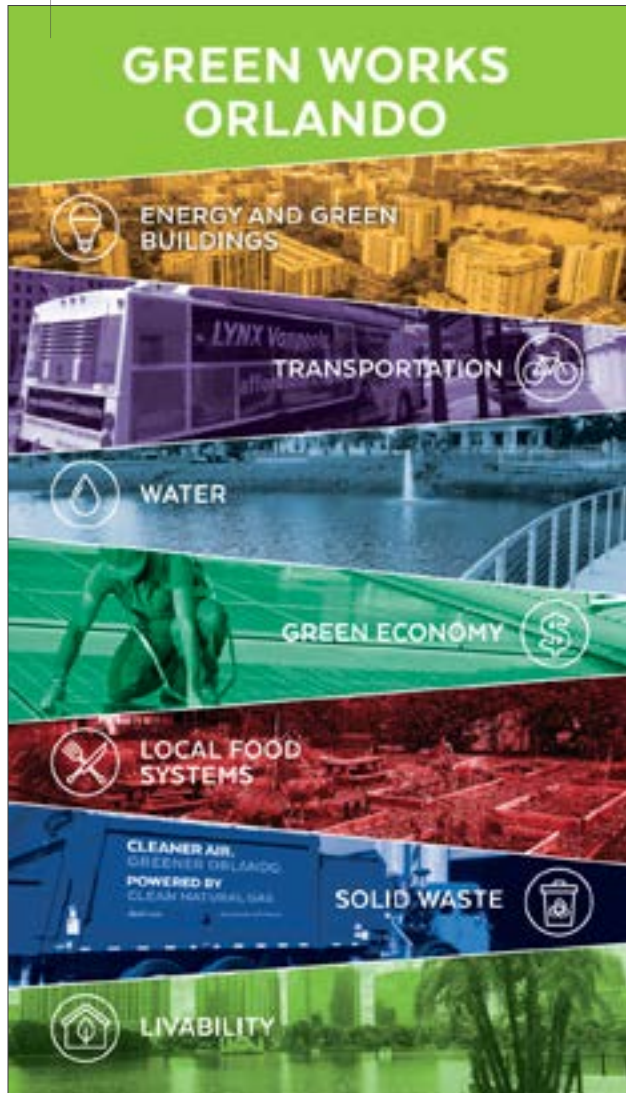
Section headers use green capital letters with line to add organization.



Charts are often utilized to make information easy to understand.



A second way the icon set can be used is all white lines over photos. This is a banner that is used at Green Works tabling events.



Another example of a flyer made following the same guidelines outlined on the page 7.

