

A company logo is one of the first impressions an organization's brand can make on potential customers. The significance of brand recognition and public image for an organization such as Switchboard of Miami, Inc. cannot be overstated. If consistency is not maintained with our imagery across all mediums, our logo will not be utilized to its full effectiveness. It is for these reasons that we have provided the following guidelines in order for our logo to be used in a manner that is visually effective.

Appropriate Usage

The Switchboard of Miami logo, including its text, is a single unit. As such, it should be resized proportionally and as one complete element. It may not be modified in any form other than resizing to fit a certain area. Text and images may not be added, removed or modified from the original logo provided.

The logo must always appear on a white background. We have provided the logo for you, and therefore it must appear as distinguishable, crisp and high-quality as possible. It should always:

1. Be isolated from other images in order to avoid clutter or confusion.
2. Appear vertically, with the artwork on top and Switchboard name on the bottom.
3. Be a "floating" image that is not framed inside a box.

Organization Colors

Our logo's colors are a major part of its consistency and identity. For the Switchboard logo, the authorized colors are Red – PMS 185, Yellow – PMS 123 and Blue – PMS 7460. The logo may also appear in black and white only where absolutely necessary. Below, we have provided samples for precise use of the logo:



Typography

The Switchboard font is included in the logo. No other font may be used to replace the text within the logo.

If you have any further questions regarding proper use of the Switchboard logo, contact:

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