

Logos

PRIMARY LOGO



PALM BEACH COUNTY & 39 CITIES
**COUNTYWIDE
TRANSPORTATION
MASTER PLAN**

without
gradients



PALM BEACH COUNTY & 39 CITIES
**COUNTYWIDE
TRANSPORTATION
MASTER PLAN**

PRIMARY
COLOR USE

Use logo lockup without
gradients when using
color backgrounds



Horizontal Lockup Reversed

SECONDARY LOGO LOCKUP
STACKED



PALM BEACH COUNTY & 39 CITIES
**COUNTYWIDE
TRANSPORTATION
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without gradients



PALM BEACH COUNTY & 39 CITIES
**COUNTYWIDE
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SECONDARY
COLOR USE



Use logo lockup without gradients
when using color backgrounds

LOGO MARK



without gradients

EMBLEM



Emblem on color background,
no gradients

Typography Palette

Aa

Inter

Inter is the primary headline font.
Font files are available for download
at fonts.google.com/specimen/Inter

Aa

Cabin

Cabin is the secondary font.
Font files are available for download
at fonts.google.com/specimen/Cabin

60 px Inter Bold

44 px Inter Bold

26 px Inter Bold

22 px Inter Bold

20 px Inter Bold

16 px Cabin Regular

Headline 1

Headline 2

Headline 3

Headline 4

Headline 5

Paragraph

Buttons

Button Cabin Regular

Button Cabin Regular

Hover #e06544

Button Cabin Regular

Button Cabin Regular

Hover #40ada2

Color Palette

Maritime

HEX #003B5E
RGB 0 / 59 / 94
CMYK 100 / 78 / 39 / 28

Maritime is the primary brand color, thus it can be used extensively. It is used for background colors for the navigation bar, footer, call out boxes, sections and the circle icons.

Ocean

HEX #3CBCEd
RGB 60 / 188 / 237
CMYK 63 / 5 / 0 / 0

Ocean is the secondary brand color. It complements Maritime in usage. It is used for the wave graphic element, secondary call out boxes, section backgrounds and accent elements.

Sea Foam

HEX #45C0AE
RGB 69 / 192 / 174
CMYK 66 / 0 / 40 / 0

Sea Foam is an accent brand color. It can be used for small accent elements and overlays. It is used for buttons and accent elements such as within the icons.

Orange

HEX #FF6A3C
RGB 255 / 106 / 60
CMYK 0 / 73 / 80 / 0

Orange is an accent brand color. It can be used for small accent elements and overlays. It is used for buttons and accent elements such as within the icons.

Sunshine

HEX #FFD800
RGB 255 / 216 / 0
CMYK 1 / 12 / 100 / 0

Sunshine is an accent brand color. It can be used for small accent elements and overlays.

Sand

HEX #FFF5D2
RGB 255 / 245 / 210
CMYK 0 / 2 / 20 / 0

Sand is an accent brand color. It can be used for small accent elements and backgrounds. It is used within the icons.

Icons



CAR



BUS



PEDESTRIANS/
ACCESSIBILITY



CYCLIST



FREIGHT



TRAIN



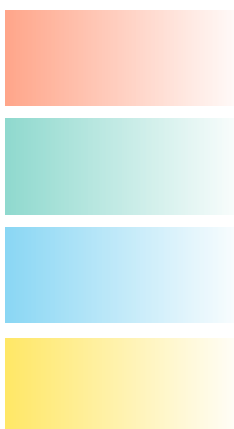
E-SCOOTER



BOAT

Gradient Overlays

Accent colors including Ocean, Sea Foam, Orange, and Sunshine may be applied as semi-transparent gradient overlays on photography. Gradient overlays are set to 60% opacity and use a linear left-to-right fade, transitioning from higher opacity on the leading edge to 0% opacity on the trailing right edge.



Graphic Elements

The **ocean wave** is a brand graphic element for use as a single accent piece on materials. It is used at the base of the homepage header section.