

ISSUE DATE

March 2025

**BRAND IDENTITY &
DESIGN STANDARDS**

SOMI

CONTACT:

The City of South Miami
123 Street Name City Name
Street, County, 12345

555_555_5555
lorem@example.com
www.example.com



CONTENT

Content

Introduction

- About these Guideline_05
- District Overview_07
- Design Development Process_08

Main Elements

- Design Key Points_11
- Primary Logo_12
- Horizontal Version_14
- Logotype_16
- Logomark_17
- Logo Components_18

Versions

- Logo Identifier_20
- Main Color_22
- Secondary Color_24
- Secondary Color Negative_26
- Monochromatic_28
- Negative Monochromatic_30
- Using other color in backgrounds_32
- Black & White (Grey Tones)_34

Chromatic Patterns

- Color Palette_36
- Secondary Alternative_38

Visual System

Grid System_40

Applying the Identifier_42

Minimum Clear Space_44

Scaling_46

Logo limitations_48

Typographic Families

Primary Typeface_52

Secondary Typeface_54

Patterns

Graphic Patterns_56

Symbol as a supporting visual element_58

Icons or Symbols_60

Illustrations or Photos_62

Applications_64

Applications_66

Summary

Logo Usage Summary_68

About these Guideline

The SOMI Branding Guidelines provide a comprehensive framework for representing the district's identity consistently and professionally.

By adhering to these standards, we ensure that SOMI's message and visual presence remain cohesive across all platforms and materials. This document is a tool for maintaining clarity, unity, and impact in all branding efforts, reinforcing SOMI's position as a vibrant and welcoming hub in South Miami.

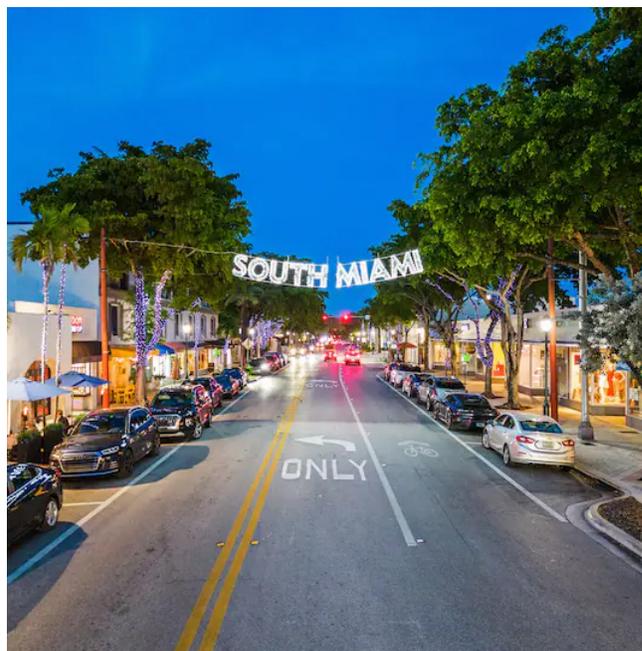


Image:

*** Brand Guidelines Updates:**

Always use the most recent version of the SOMI logo provided by the brand team. Updates may include design refinements or adjustments for specific applications. Refer to the latest brand guidelines to ensure adherence to current standards, as outdated versions can cause inconsistencies and weaken the brand's representation.

INTRODUCTION



District Overview

SoMi District is where charm meets luxury—a lively destination that thrives on connection, diversity, and community celebration. Located in the heart of South Miami, the district’s charming tree-lined streets, bustling boutiques, and inviting sidewalk cafés create a welcoming atmosphere for exploration, connection, and meaningful experiences.

Conveniently accessible from the South Miami Metrorail transit station, SoMi is a hub of activity, designed to bring people together. From cozy gathering spots to vibrant open spaces, the district fosters interaction, relaxation, and belonging. Whether you’re visiting or calling it home, SoMi offers opportunities to connect, grow, and create lasting memories.

Brand Values

The following core values guided the development of SoMi’s brand identity:

- 1. Connection:** Fostering relationships and community bonds through shared experiences and spaces.
- 2. Diversity:** Embracing a vibrant mix of cultures, backgrounds, and perspectives.
- 3. Inclusion:** Welcoming everyone and ensuring they feel valued.
- 4. Community:** Cultivating a sense of belonging and togetherness.
- 5. Activity:** Promoting an active lifestyle through social and physical engagement.
- 6. Sustainability:** Prioritizing eco-friendly practices and equitable access to resources.
- 7. Vibrancy:** Celebrating the dynamic, energetic spirit of the district.
- 8. Centrality:** Positioned as South Miami’s go-to destination, easily accessible and well-connected.

INTRODUCTION

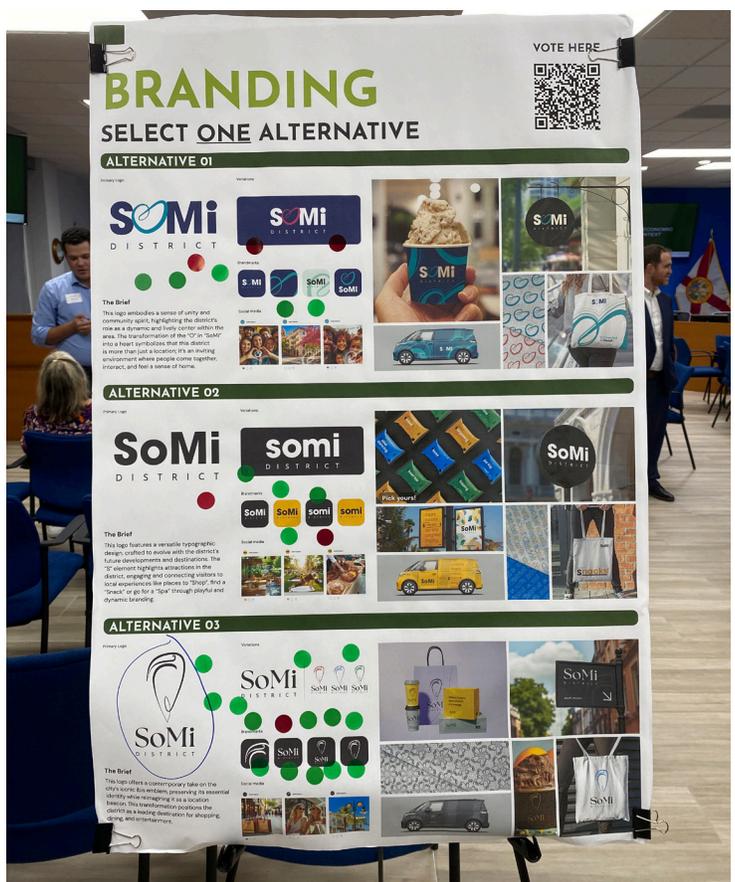
Design Development Process

The branding process for the SOMI district began with an introduction to branding for the main steering committee. Our team facilitated a brand sprint exercise to explore initial ideas, discuss potential district names, and gather inspiration. This exercise provided valuable insights into the committee’s vision and preferences, forming the foundation of the design direction.

Following this, we developed six schematic design alternatives, which were presented to the committee. Of these, three were selected for further refinement. Each concept represented a unique vision for the district, offering distinct design approaches. After gathering feedback, we refined these three concepts and presented them again with enhanced details and adjustments.

In the final stage, the three polished logo designs were shared with the public during an open house event. Each design reflected a different narrative and identity for the district, but the ibis emblem resonated most with the community. **This symbol ultimately became the chosen logo, capturing the essence of SOMI’s identity and vision.**





MAIN ELEMENTS

Main Elements

Design Key Points

Design Intent

The SOMI logo reflects the district's identity as a hub of luxury and connection. Pairing a refined serif font with a modern ibis emblem, it captures South Miami's sophistication and inclusivity while honoring its vibrant spirit and essence. The design seamlessly blends timeless elegance with a contemporary touch of luxury.

Tone of Voice / Brand Personality

SOMI speaks with a voice that is sophisticated, welcoming, and inclusive. This tone reflects its commitment to fostering community, connection, and vibrancy. It is a voice that invites all to experience the charm and luxury of South Miami while maintaining a warm and approachable atmosphere.

Messaging

All messaging should be clear, concise, and positive, reinforcing SOMI's values of connection and community. Key messaging examples include:

- **Tagline:** "The Hearth of South Miami"
- **Boilerplate Text:** "SOMI is dedicated to creating a dynamic, inclusive community where luxury, connection, and vibrancy come together in the heart of South Miami."

Key Messaging Points

The SOMI logo and brand identity communicate the district's core values of community, connection, and vibrancy. These elements should be consistently applied across all brand touch-points to enhance recognition and create a lasting, positive impact with the audience.

MAIN ELEMENTS

Primary Logo

(Vertical version)

The SOMI logo embodies the luxury and sophistication of South Miami's premier main street. It features a refined serif font paired with an ibis emblem, blending elegance with timeless appeal. This design reflects the district's upscale retail offerings and exclusive atmosphere while fostering a sense of connection and community.

Re-imagined as a location beacon, the ibis emblem offers a contemporary take on an iconic symbol. This innovative interpretation underscores SOMI's role as a premier destination for shopping, dining, and entertainment, seamlessly combining tradition with modernity.



The SOMI logo is the primary identifier of the district's brand. The composition consists of two key elements: the typographical logotype ("SoMi") and the ibis emblem. Together, they reflect SOMI's sophistication, energy, and modern vibrancy. **This is referred to as the preferred version, and its use should always be prioritized to maintain brand consistency and recognition.** For a horizontal version see [page 14](#).

MAIN ELEMENTS

Horizontal Version

The horizontal version of the SOMI logo offers a sleek and adaptable alternative to the primary design. By reconfiguring the logotype and emblem into a streamlined layout, this version provides a sophisticated solution for applications with limited vertical space while maintaining the brand's elegance and cohesion.



The horizontal version of the SOMI logo is ideal for use in spaces with limited vertical dimensions. This format ensures versatility and consistent representation across platforms while maintaining alignment with SOMI's dynamic identity and brand standards.

MAIN ELEMENTS

Logotype

(Alternate version)



The image displays the 'SOMI DISTRICT' logotype in an alternate version. The word 'SOMI' is rendered in a large, dark green, serif font, with the 'i' being lowercase. Below it, the word 'DISTRICT' is written in a smaller, dark green, all-caps, sans-serif font, with wide letter spacing.

The simplified logotype version is intended for secondary use, **especially in contexts where the primary SOMI logo has already been applied.** It is also suitable for situations with space or proportion limitations, ensuring the brand remains versatile, legible, and adaptable across diverse applications.

Logomark

(Symbol)



The ibis emblem is a defining symbol of the SOMI brand. It embodies the district's energy and vibrancy. **Whenever possible, it should be used in conjunction with the logotype ("SoMi").** However, it may be used independently in contexts where it enhances brand materials as a decorative graphic element.

MAIN ELEMENTS

Logo Components

(Ensemble Hierarchy)



1 **Logomark.** The Ibis emblem.

SoMi

2 **Logotype.** Serif typeface ("SoMi").

D I S T R I C T

3 **Heading.** District name / Identifier.

the Heart of South Miami

4 **Tagline.** Brand message reinforcement.

The sans-serif heading serves as the main identifier for the district. This heading can be adjusted based on the city's final decision regarding the district's official name. **Refer to page 40 for detailed guidelines on proper spacing and grid alignment.**



VERSIONS

Logo Identifier

(Tagline / Brand Message)

Vertical Version



The use of the “The Heart of South Miami” tagline is not mandatory as part of the logo composition. **However, its inclusion is recommended whenever possible, as it reinforces the district’s identity, communicates its purpose, and strengthens its position as a key destination in the region.**

This manual presents the SOMI District logo versions with and without the tagline. Application rules for each are outlined on **page 42** and should be adhered to, ensuring consistency with the respective guidelines for each logo version.

Horizontal Version



VERSION WITH TAGLINE

Simplified Version



VERSION WITH TAGLINE

In materials where the SOMI logo appears multiple times, the tagline should be incorporated in at least one instance to maintain brand cohesion.

When legibility is compromised due to size constraints, the tagline may be omitted to ensure clarity.

VERSIONS

Main Color



SoMi
DISTRICT



SoMi
DISTRICT
the Heart of South Miami

The primary color of the SOMI logo is **EVERGREEN ELEGANCE**. See **page 36** for the complete color palette and individual color codes.



VERSIONS

Secondary Color



A lighter, **VIBRANT SPRING** functions as a secondary or accent color. **This accent color must always be used in conjunction with EVERGREEN ELEGANCE, either as the background color or inversely (using the negative version of this combination see page 26).** This ensures proper contrast while maintaining the logo's visibility, consistency, and adherence to the brand's identity.



VERSIONS

Secondary Color Negative



To accommodate use on dark or highly saturated backgrounds, a reversed version of the logo in **VIBRANT SPRING** is available. This variation adjusts the logo's color scheme to maximize contrast and visibility while maintaining the brand's sophistication.

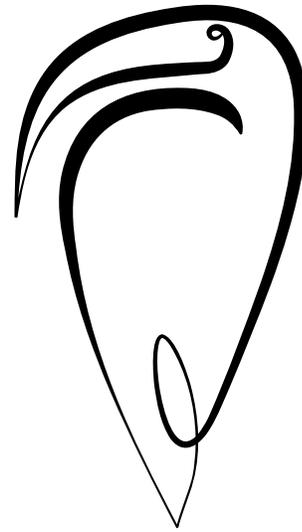


VERSIONS

Monochromatic



SoMi
DISTRICT



SoMi
DISTRICT
the Heart of South Miami

A monochromatic **BLACK** version of the SOMI logo is versatile and suitable for use on light backgrounds, ensuring clear visibility while maintaining the brand's elegance. It is ideal for applications where full-color reproduction is not feasible or practical, such as black-and-white printing, embossing, laser-cutting, or other minimalist and single-color production techniques. It retains all essential design elements to ensure brand consistency.



SoMi
DISTRICT

SoMi
DISTRICT
the Heart of South Miami

VERSIONS

Negative Monochromatic



A **WHITE** monochromatic version of the SOMI logo may only be used against dark backgrounds, such as EVERGREEN ELEGANCE or BLACK, to ensure optimal contrast and legibility.



VERSIONS

Using other color in backgrounds



It is possible to apply the SOMI logo on any color, **but be mindful of the contrast level between the background and the logo**. This will enhance the legibility of the application.

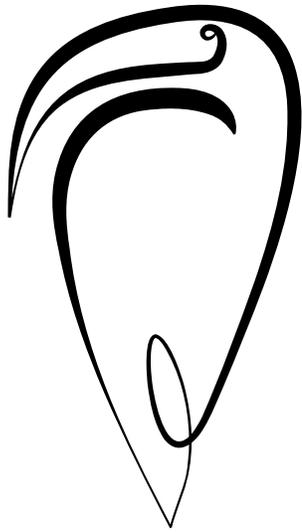
On black or very dark backgrounds, prioritize the monochromatic white negative version. The secondary color version can be used in certain circumstances, see **page 24** for rules.



VERSIONS

Black & White

(Grey tones)



SoMi
D I S T R I C T



SoMi
D I S T R I C T

● **Black**
100% (CMYK:60, 60, 60, 100)

● **Grey**
50% (CMYK: 0, 0, 0, 50)

In situations where it is not possible to apply the logo in color, we recommend applying it in shades of Grey, as described below. The color matching should be followed in all versions of the SOMI logo.



● **Black**
100% (CMYK:60, 60, 60, 100)



● **Grey**
50% (CMYK: 0, 0, 0, 50)



● **Black**
100% (CMYK:60, 60, 60, 100)



● **Grey**
50% (CMYK: 0, 0, 0, 50)

CHROMATIC PATTERNS

Color Palette

The color palette is a key visual attribute of the brand, continuously showcasing and reinforcing the district's unique identity and character.

Adhering to the color usage guidelines is essential to preserving the brand's identity, ensuring both recognition and cohesive graphic applications. The provided color codes are intended for accurate use across digital and print media, with a preference for Pantone codes in print materials.

The SOMI color palette reflects the district's sophistication, vibrancy, and dynamic spirit. This thoughtfully curated selection of primary and secondary colors ensures a consistent and impactful brand presence across all applications, from print to digital.

Note: Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

The primary palette reflects the exact colors of the SOMI logo. It features **EVERGREEN ELEGANCE** as the most elegant and commanding color, while also incorporating Vibrant Spring to add a sense of lightness and contrast and contemporary twist. These colors are used predominantly in the logo, headlines, and key visual elements to maintain a cohesive look.

Main Palette

PANTONE 3308 C
RGB 1 / 64 / 46
HEX 01402E
CMYK 89 / 46 / 80 / 55

PANTONE 374 C
RGB 193 / 242 / 119
HEX C1F277
CMYK 27 / 0 / 69 / 0

BLACK
RGB 0 / 0 / 0
HEX 000000
CMYK 60 / 60 / 60 / 100

GREY
RGB 147 / 149 / 152
HEX 939598
CMYK 0 / 0 / 0 / 50

WHITE
RGB 255 / 255 / 255
HEX FFFFFFFF
CMYK 0 / 0 / 0 / 0

CHROMATIC PATTERNS

Secondary Alternative

Main Palette

The secondary palette includes brighter, more dynamic colors that complement the primary palette.

These secondary colors should preferably be used in conjunction with the primary palette to maintain harmony and consistency in the brand's visual identity.

RGB 1 / 64 / 46
HEX 01402E
CMYK 89 / 46 / 80 / 55

PANTONE 374 C
RGB 193 / 242 / 119
HEX C1F277
CMYK 27 / 0 / 69 / 0

RGB 1 / 64 / 46
HEX 01402E
CMYK 89 / 46 / 80 / 55

PANTONE 3308 C
RGB 1 / 64 / 46
HEX 01402E
CMYK 89 / 46 / 80 / 55

WHITE
RGB 255 / 255 / 255
HEX FFFFFFFF
CMYK 0 / 0 / 0 / 0

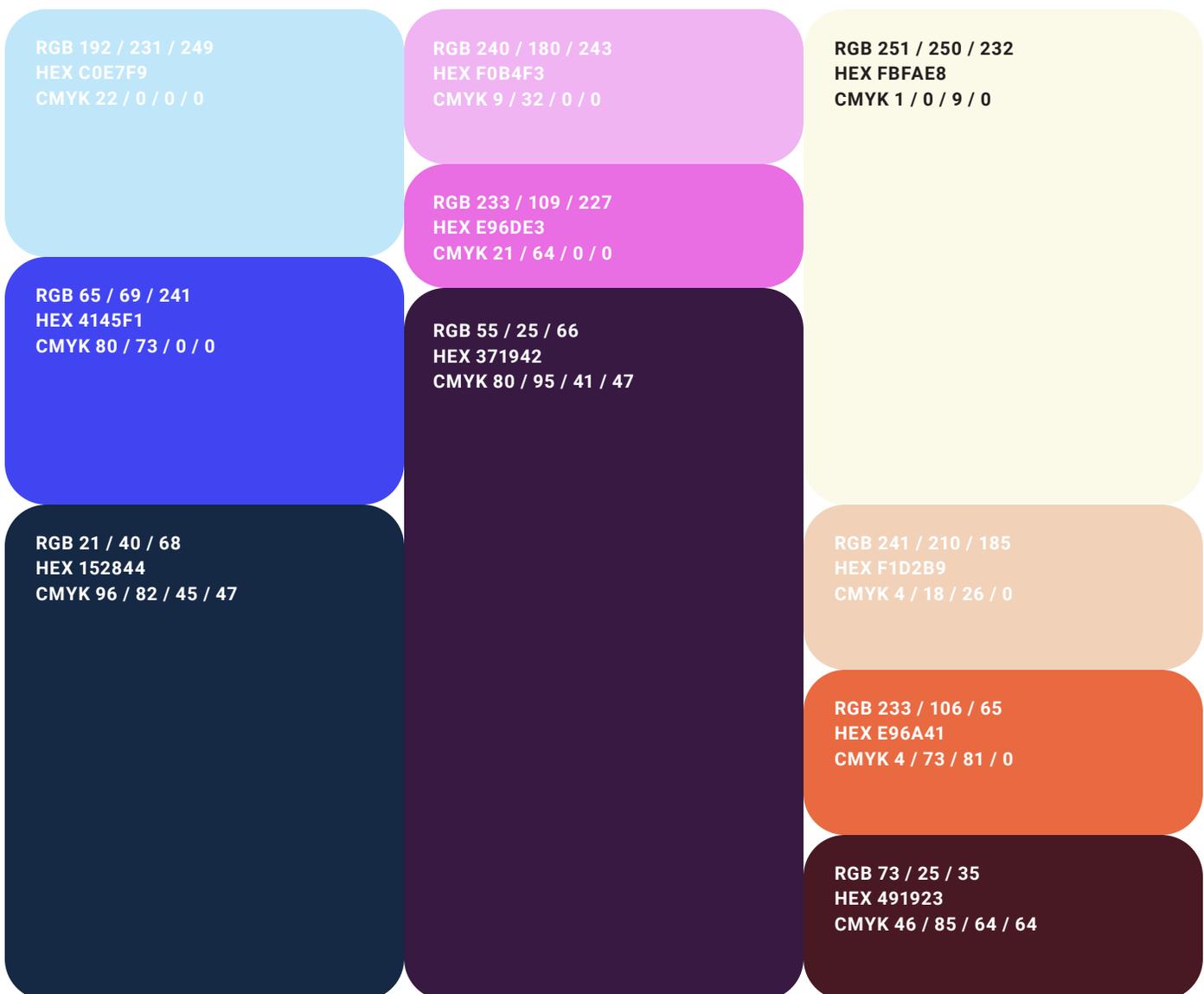
GREY
RGB 147 / 149 / 152
HEX 939598
CMYK 0 / 0 / 0 / 50

BLACK
RGB 0 / 0 / 0
HEX 000000
CMYK 60 / 60 / 60 / 100

Note: Use Pantone values for offset printing or for a vendor to reference for optimal color output. Use RGB values for digital outputs. Use HEX values for web outputs. Use CMYK values for printed outputs.

Accent colors complement the primary palette, adding flexibility and depth to the brand's visual identity. These tones can be used sparingly for highlights, supporting graphics, or secondary elements, ensuring they enhance rather than detract from the primary colors.

Secondary Palette

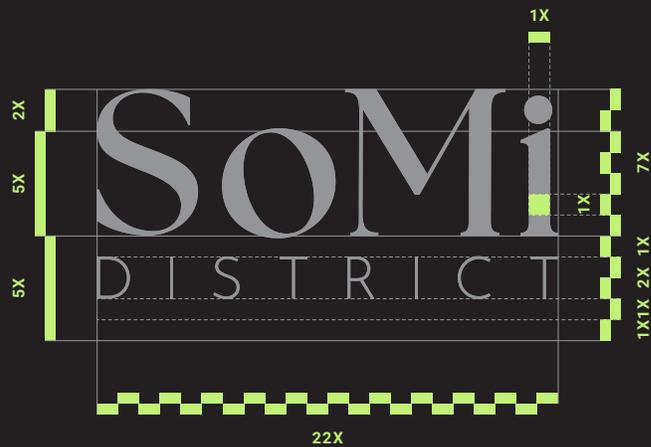


VISUAL SYSTEM

Grid System



The SOMI logo is built on a modular structure with specific guidelines that define its layout. This construction grid ensures accurate proportions and consistent reproduction of the logo across all applications.



VISUAL SYSTEM

Applying the Identifier

(Tagline / Brand Message)



We must always adhere to the correct application of the tagline. The modular structure defines the layout of the tagline, ensuring accurate proportions and consistent reproduction of the logo across all applications. To maintain this consistency, refer to the application rules outlined below:



◀ **Vertical Version:** In this version, the tagline is also applied in one line, occupying 2/3 of the logo's width. It is positioned below the logo at a distance of 1x and aligned to the right.

▶ **Horizontal and Simplified Versions:** In these versions, the tagline is placed on one line and occupies 2/3 of the logo's width. It is positioned below the logo at a distance of 1x, aligned to the right.



VISUAL SYSTEM

Minimum Clear Space



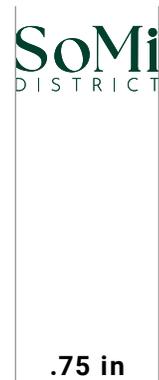
To preserve the legibility of the SOMI logo, it is important to adhere to the specifications on this page. **The safety margin or clear space is formed by the module derived from the vowel “o”.** This space indicates that external elements should not interfere within this area.



VISUAL SYSTEM

Scaling

Minimum sizes for printing



Above are the minimum permissible size reductions for the SOMI logo. In addition to these minimum applications, it is possible to use the responsive version in places where even the minimum version cannot be used. It is important to follow these guidelines to preserve the impact and legibility of the brand.

Responsive Version (Digital)



SoMi
DISTRICT



SoMi
DISTRICT



A simplified version of the logo has been developed for small-scale applications or digital formats with limited resolution, such as favicons, social media profile icons, or embroidered materials. **While the full-color logo is preferred, the simplified version ensures that the brand remains recognizable and legible when space or detail is restricted.**

The logotype version is the most recommended for small applications. For even smaller applications, the icon version, as seen on **page 60**, may be used. See below for the versions listed in order of importance.

VISUAL SYSTEM

Logo limitations



❌ **DO NOT** use colors outside the established standard, even if they are similar.



❌ **DO NOT** apply the logo at an angle or rearrange its elements.

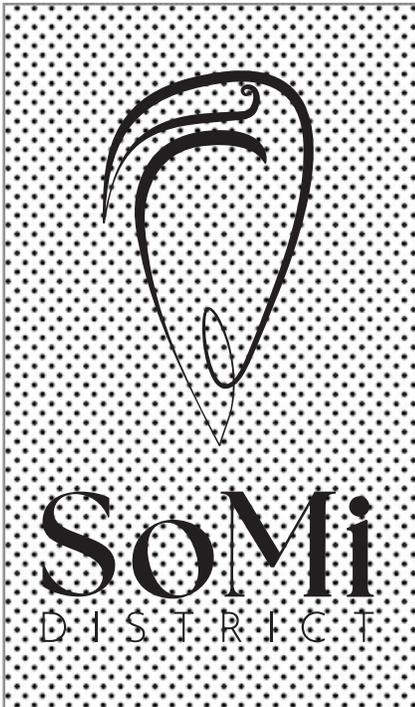
❌ **DO NOT** change the position of the symbol beyond the specifications already outlined in this manual.



❌ **DO NOT** apply effects like shadows, gradients, or glows to the logo.

To preserve the integrity of our logo, it is essential to use it in accordance with the specifications outlined in this manual.

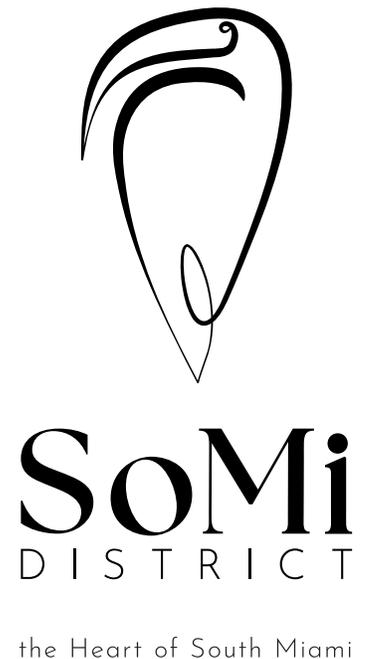
On this page, we present examples of extreme cases of what not to do. Note: all versions must adhere to the same rules.



❌ **DO NOT** place logo on top of an image nor busy background textures.



❌ **DO NOT** distort the elements or scale disproportionately the logo.



❌ **DO NOT** change the position of the identifier beyond the specifications already outlined in this manual.

❌ **DO NOT** change the typographic standard

VISUAL SYSTEM

Graphic Elements

Now, let's explore the elements that make up the visual universe of SOMI.

TYPOGRAPHIC FAMILIES

Primary Typeface

(Typography System)

Josefin Sans

The primary typography is **Josefin Sans**, a geometric sans-serif font known for its elegant proportions and clean design. This typeface offers various weights and multilingual support, ensuring versatility and legibility across applications. It is used for body text, captions, and secondary applications, complementing our visual identity with its modern yet timeless style. Its light, airy letter-forms ensure readability across print and digital platforms, while its geometric structure adds sophistication.

Available for download:

Josefin Sans is free to use and available through Google Fonts, making it accessible for personal and commercial projects.

Typeface weight and families:

A a

Bold
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

A a

Regular
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

A a

Light
ABCDEFGHIJKLM
abcdefghijklmopqrz
0123456789

TYPOGRAPHIC FAMILIES

Secondary Typeface

(Typography System)

The Seasons

The Seasons typographic family was chosen to complement our visual identity and serves as the foundation of the SOMI logo. Its serif style, both modern and timeless, evokes the typography used in books for centuries. Offering excellent legibility, The Seasons should be used where typographic emphasis or contrast is needed in relation to the primary typography. It is ideal for headers, sub-headers, and other prominent branding elements to maintain a high-end, refined look.

Available for download:

The Seasons is available through Adobe Fonts, making it accessible for personal and commercial projects.

Note: When custom typefaces are not an option, **DM Serif Display** is the official alternate typeface. It is free to use and available through Google Fonts, making it accessible for personal and commercial projects.

Typeface weight and families:

Aa

Bold
ABCDFEGHIJKLM
abcdefghijklmopqrs
0123456789

Aa

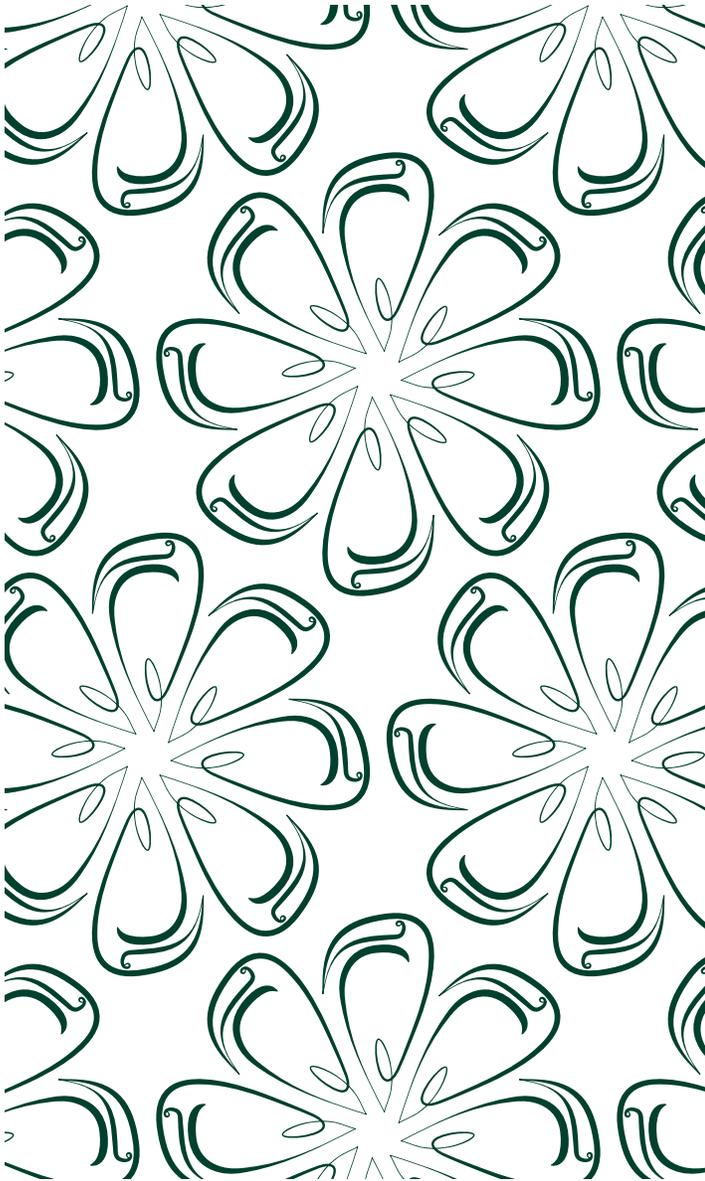
Regular
ABCDFEGHIJKLM
abcdefghijklmopqrs
0123456789

Aa

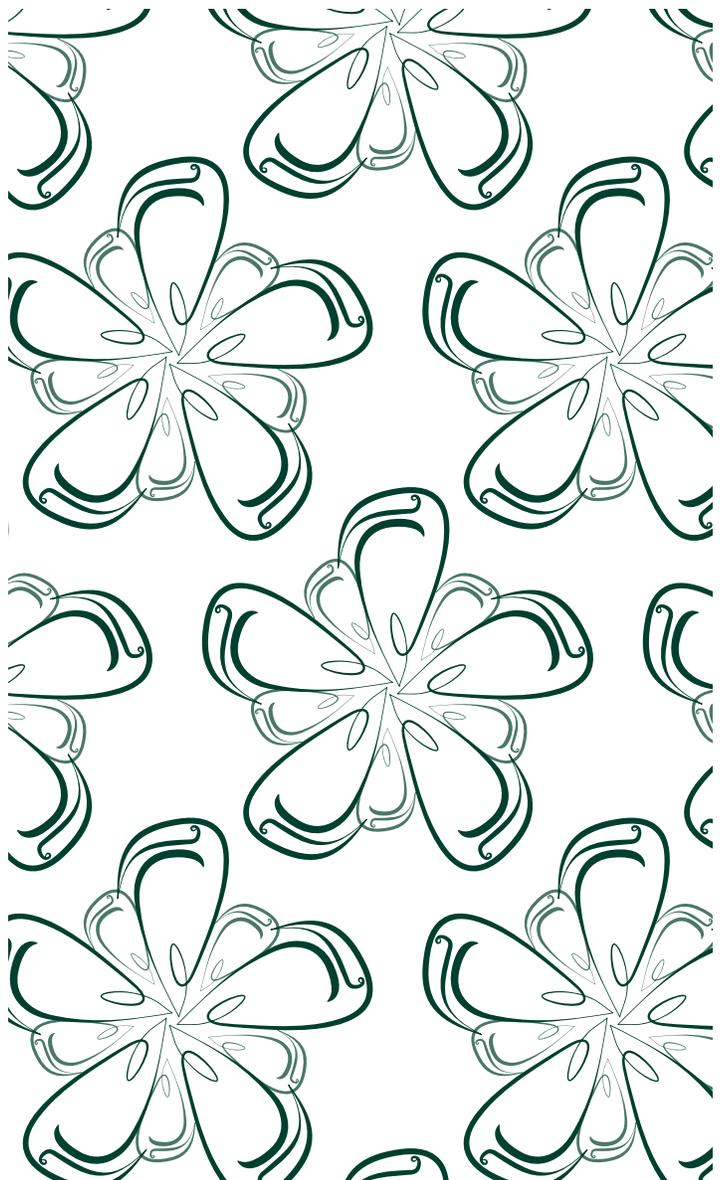
Light
ABCDFEGHIJKLM
abcdefghijklmopqrs
0123456789

PATTERNS

Graphic Patterns



The SOMI symbol can generate countless graphic patterns, offering freedom to create as needed. These patterns emphasize the diversity and dynamism of our visual identity. They can be applied sparingly as decorative accents or background designs, providing a sophisticated touch while maintaining the brand's refined aesthetic. To assist, we have selected 3 styles available for use.



PATTERNS

Symbol as a supporting visual element



It is possible to apply the SOMI symbol as a visual element in the layout. This will assist in the creation of designs and bring more dynamism and impact. **It should preferably be used in conjunction with the logo (it should never replace it) and in a way that explores large areas, as shown in the example below.** The logo color usage rules also apply equally when using the symbol in this manner.



PATTERNS

Icons or Symbols

The icons within the SOMI branding were designed to feel dynamic and contemporary, reflecting the district's energy and vibrancy. To achieve this, they utilize solid colors and clean, geometric shapes, avoiding gradients or shadows. These design choices ensure a sleek, modern appearance that aligns with the SOMI logo's attributes of sophistication and movement.

A cohesive icon set should be created to represent the district's core themes of connection, diversity, and activity. These icons should follow a minimalist style, ensuring consistency and clarity across all brand applications while reinforcing the identity of the SOMI District.

Social media



PATTERNS

Illustrations or Photos

Imagery in SOMI's branding should capture the district's vibrancy, charm, and inclusive community spirit. Approved visuals include high-quality photos or illustrations showcasing tree-lined streets, bustling cafes, and moments of genuine connection. The tone should convey a welcoming, active, and engaging atmosphere that reflects the essence of South Miami.

Brand Photography/Video:

Photography and video content should highlight the district's dynamic and lively character. Focus on candid moments, diverse interactions, and urban settings that celebrate the neighborhood's vibrant energy. Lifestyle shots and scenes of authentic engagement are recommended to reinforce SOMI's identity as a thriving and inclusive community.

Specific Recommendations:

- 1. Authenticity:** Use genuine, unposed images that capture the true essence of the district.
- 2. Diversity:** Ensure that the imagery represents the diverse community of SOMI, including people of all ages, backgrounds, and abilities.
- 3. Color Palette:** Consider the SOMI brand color palette when selecting images. Use colors that complement the brand's visual identity.
- 4. High-Quality:** Use high-resolution images and videos to ensure a professional and polished look.
- 5. Consistency:** Maintain a consistent visual style throughout all brand materials.
- 6. Evolving Trends:** Stay updated on current trends in photography and videography to keep the brand fresh and relevant.

Additional Considerations:

- 1. Licensing:** Ensure that you have the necessary licenses or permissions to use any images or videos.
- 2. Accessibility:** Consider using images with alt text to make them accessible to people with visual impairments.
- 3. Cultural Sensitivity:** Be mindful of cultural sensitivities when selecting and using images.

By following these guidelines, SOMI can establish a visually appealing and engaging brand identity that authentically reflects the district's unique character.



PATTERNS

Applications

(Environmental Graphics)

Digital Media

Social media templates should prominently display the tagline, “The Heart of South Miami,” accompanied by curated imagery that highlights the district’s vibrant atmosphere. Web banners and email signatures must maintain a consistent layout, with logo placement and color usage following the brand guidelines.

Partnership and Co-Branding Guidelines: If the district collaborates with other organizations or events, this section would explain how to incorporate the SOMI brand with other logos or identities.

- **Example:** “When co-branding with other entities, ensure that the SOMI logo is placed prominently and with sufficient clear space. Follow the proportions and colors outlined in these guidelines to maintain brand integrity.”

Print Media

Posters, flyers, and brochures should emphasize SOMI’s core brand values. These materials should incorporate the primary logo, typography, and color palette, ensuring the district’s sophisticated image is clearly communicated in all print materials.

Stationery

SOMI-branded stationery, including business cards, letterheads, and envelopes, should feature the logo in its primary form, paired with the refined color palette and typography. The design should reflect professionalism while maintaining the district’s elegant and sophisticated tone

Merchandise

SOMI-branded merchandise, such as tote bags, water

bottles, or apparel, should incorporate the logo and tagline in approved formats. Products must reflect the district’s identity by employing the correct logo, color palette, and design elements.

Environmental Graphics

SOMI’s signage and wayfinding systems must integrate the brand’s color palette and typography, ensuring clear, consistent navigation throughout the district. These graphics should reflect the brand’s elegance and sophistication, using the logo and design elements strategically to create an immersive experience.

Window Application

- 1. Material & Finishes:** Use etched vinyl, frosted films, or perforated graphics for a subtle, sophisticated effect. Use opaque vinyl for storefronts and reverse printing on glass for interiors to preserve views while reinforcing branding.
- 2. Placement & Sizing:** Position the logo at eye level (4-5 feet) on entrances or storefront windows. For full-window applications, incorporate transparent key areas to avoid obstructing views.
- 3. Integration with Other Graphics:** Complement window branding with district maps, wayfinding elements, or seasonal promotions without diluting the SOMI identity
- 4. Community:** Allow businesses to co-branding with the official tagline, e.g., “Proud SOMI District Business,” to reinforce community identity.

This structured approach ensures that the SOMI logo enhances brand presence while seamlessly blending into the district’s architectural character.



PATTERNS

Applications

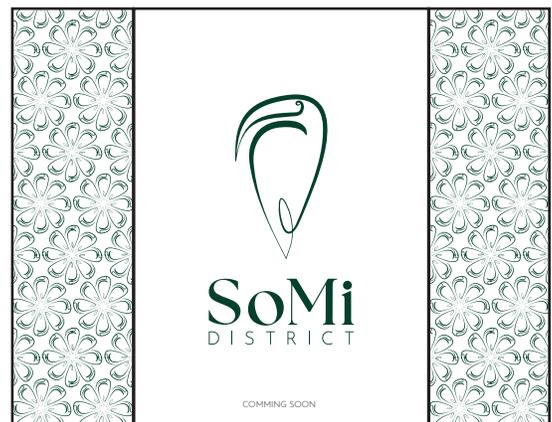
(Environmental Graphics)



The SOMI District's environmental graphics anchor our brand in physical spaces. **Signage, murals, and window decals must align with the established color palette, typography, and grid system to convey the district's elegance and energy.** Each application extends the SOMI narrative beyond digital and print media, engaging the community through precise design.



◀ **Window Decals:** Storefronts and public building windows shall incorporate the SOMI logo in its approved variations, either as full-color etched films, frosted treatments, or reverse printed graphics. The decal treatments are to be executed with materials that ensure durability and clarity, maintaining the minimum clear space as specified.



SUMMARY

Logo Usage Summary

General Guidelines

Prominent Placement: The SOMI District logo should be prominently featured on all brand materials, ensuring it is easily recognizable.

1. Proper Sizing and Resolution:

- **Digital:** Maintain a minimum width of [48 pixels] for optimal display.
- **Print:** Ensure a minimum size of [.5 inches / 1.27 cm] for clear reproduction.
- **Avoid Distortion:** Always resize the logo proportionally to prevent pixelation or distortion.
- **Accessibility:** Ensure that the color contrast between the logo and its background meets accessibility standards. This is especially important for users with visual impairments.

2. Color Accuracy: Use the official SOMI color palette: [Insert color codes here].

3. Clear Space: Maintain a clear space of ["o"] around the logo to ensure visibility and impact.

4. Typography: Pair the logo with approved complementary fonts to maintain brand consistency.

Color Usage Guidelines

To ensure consistency and accessibility, follow these guidelines when using the SOMI color palette:

1. Logo Applications:

- Always use primary colors for the logo to maintain brand recognition.
- Avoid applying unapproved colors or variations to the logo.

2. Backgrounds:

- Ensure sufficient contrast between text and background for readability. For example:
 - Use light text on dark backgrounds.
 - Avoid using accent colors as text over vibrant or patterned backgrounds.

3. Typography and Graphics:

- Use primary colors for headlines and key visuals.
- Reserve accent colors for smaller details, icons, or call-to-action elements.

4. Accessibility Standards: Adhere to WCAG (Web Content Accessibility Guidelines) by ensuring a minimum contrast ratio of 4.5:1 for all text and graphical elements.

Prohibited Usage

- 1. Altering the Logo:** Do not modify the logo's design, proportions, or color scheme.
- 2. Incorrect Backgrounds:** Avoid using backgrounds that clash with the logo or hinder its visibility.
- 3. Misuse of Logo Variants:** Use the appropriate logo variant for each specific application.
- 4. Effects:** Avoid applying unnecessary effects like drop shadows, gradients, or glows to the logo. These can clutter the design and diminish its impact.
- 5. Low-Quality Reproduction:** Ensure high-quality reproduction to prevent pixelation and distortion.

By following these guidelines, you can help maintain the integrity and impact of the SOMI District brand.

Approved Applications:

Ensure the logo is prominently featured on branding materials, including:

- Print (brochures, stationery, and signage).
- Digital (websites, social media, and email templates).
- Environmental design (signage, banners, and wayfinding).

Legal Considerations:

All brand assets, including the logo and color palette, may not be altered or used without prior authorization from The City of South Miami.

Summary of Key Logo Principles

The SOMI logo is a visual representation of the district's identity—sophisticated, vibrant, and inviting. By adhering to these guidelines, you ensure that SOMI's brand remains consistent, recognizable, and impactful across all touch-points.

PREPARED FOR

The City of South Miami

PROJECT TEAM

Manuel De Lemos
Juan Mullerat
Cristina Parrilla

**SOMI DISTRICT
BRANDING GUIDELINES**

© 2025 Plus Urbia, LLC

A publication of Plusurbia Design, a planning, urban design, development, and architectural design firm.

NOTES

The authors have made every effort to recognize and indicate in each issue the copyright of the published images. However, if we do not correctly attribute or not include the rights owner, authors and readers are welcome to contact the authors.

plusurbia.

1385 Coral Way PH401, Miami, FL 33145, US
tel: +1.305.444.4850
web: plusurbia.com
email: info@plusurbia.com

plusurbia.

1385 Coral Way PH 401 | Miami, FL 33145
info@plusurbia.com | +1.305.444.4850

This document was prepared for:
The City of South Miami (the Client).

This document was prepared and designed by PlusUrbia
Design
© 2025 PlusUrbia LLC - All rights reserved.

Some images shown herein are not the property of PlusUrbia or any of its affiliates, and may be subject to certain copyright laws and/or usage royalties. This document is intended for in-house use only, and should not be released to the public. Release to the public may require further action and/or purchase procurement by the Client to obtain such image/photo releases.

Some images contained in this document are AI-generated. While we make every effort to make sure the images here are credited, Artificial Intelligence Image Generation sources are currently unavailable. Please email the author to provide credit if you feel this document has unintentionally omitted it.