

Miami-Dade Democratic Black Caucus Brand Guide

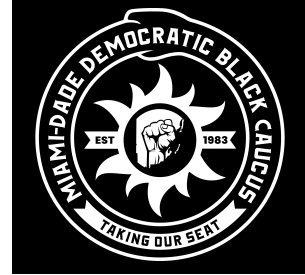
Brand Logo

Primary Logo / Inverse Logo



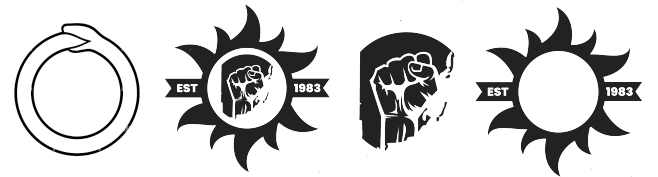
Brandmark

Primary Variations Color Palette



Brandmark Construction

This emblem represents power, history, and purpose. The Ouroboros symbolizes resilience and continuous growth. The sun honors Florida, the Sunshine State. At its core, a raised fist within the Miami-Dade outline affirms Black roots in building the county. "Est. 1983" marks its legacy, while "Taking Our Seat" declares bold, unapologetic presence and political empowerment for Black voices in Miami-Dade and beyond.



Typography

Aa **Aa**
Montserrat Source Sans Pro

Typography Guidelines

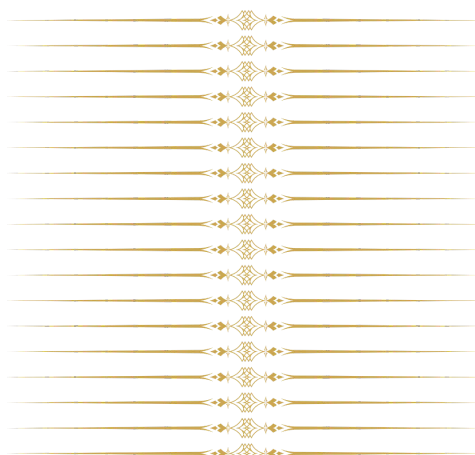
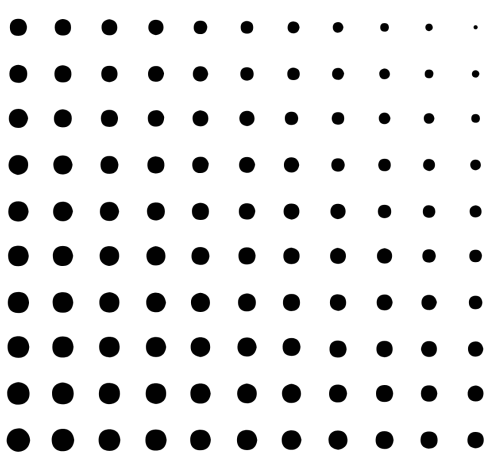
Use Montserrat for headers, titles, and emphasis to convey strength and modernity. Use Source Sans Pro for body text and supporting content to ensure clarity, readability, and a clean, professional tone.

Color Palette

Primary Colors

WHITE #FFFFFF	DEEP GREEN #023021	DEEP GOLD #D7A955	TAUPE / EARTH GOLD #A9977B
CMYK 0, 0, 0, 0	CMYK 0, 0, 0, 0	CMYK 35, 44, 100, 11	CMYK 5, 9, 55, 0
RGB 255, 255, 255	RGB 255, 255, 255	RGB 215, 169, 85	RGB 169, 151, 123
HEX FFFFFF	HEX #023021	HEX #D7A955	HEX #A9977B

Brand Patterns

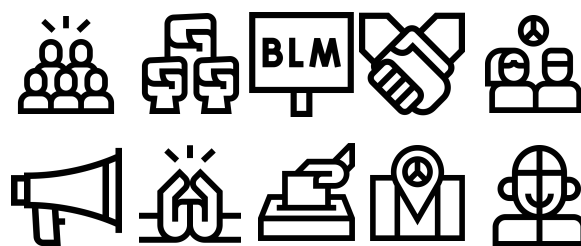


Gradient Construction

Our brand gradient reflects power and prestige, moving from deep gold (#F4C04D) to light gold (#FFF6B0). It creates a timeless, radiant feel and should be applied horizontally (left to right) to symbolize progress and illumination.



Icon Set



This icon set reflects the spirit of activism, justice, and empowerment. Clean lines and bold symbols complement the brand's mission and reinforce visual consistency across digital and print platforms.

Applications

