



July 2025

Brand Guidelines

Florida Prepaid College Board



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Our Brand Mission

Florida Prepaid wants to ensure that all Florida students have the opportunity of higher education while lessening the burden of debt that comes along with it—developing a highly educated, financially secure workforce for our state’s future.



“

*We make saving for college affordable and accessible for **all Florida families.***

FLORIDA PREPAID



Florida Prepaid has two types of 529 Plans

Prepaid & Investment Plans



Prepaid 529 Plans

Lock in the cost of tuition and fees, or dormitory housing, in 1-year increments



Investment 529 Plan

Invest to cover a wide range of educational expenses—tuition and fees, housing, meal plans, books, etc.



Full Brand Name:

Florida Prepaid College Savings Plans — *Do not translate*

Brand Name (short form):

Florida Prepaid — *Do not translate*

Full Product Name:

Florida Prepaid 529 Plan — **Plan 529 de Florida Prepaid**

Florida Prepaid 529 Plans — **Planes 529 de Florida Prepaid**

Florida Investment 529 Plan — **Plan de Inversión 529 de la Florida**

Florida Prepaid Tuition 529 Plan — **Plan de Matrícula 529 de Florida Prepaid**

Florida Prepaid Dormitory 529 Plan — **Plan de Dormitorio 529 de Florida Prepaid**

Product Names (no Florida):

Prepaid 529 Plans — **Plan Prepagado 529**

Prepaid Tuition 529 Plan — **Plan de Matrícula Prepagado 529**

Prepaid Dormitory 529 Plan — **Plan de Dormitorio Prepagado 529**

Investment 529 Plan — **Plan de Inversión 529**

Product Names (short form):

Prepaid Plan — **Plan Prepagado or Planes Prepagados** (*plural*)

Prepaid Tuition Plan — **Plan de Matrícula Prepagado**

Prepaid Dorm Plan — **Plan de Dormitorio Prepagado**

Investment Plan — **Plan de Inversión**





Additional Spanish Translations:

28 Florida State Colleges — **28 universidades estatales de la Florida**

12 State Universities — **12 universidades públicas del estados de la Florida**

Florida Prepaid College Board — *Do not translate*

stock funds — **fondos de acciones**

bond funds — **fondos de bonos**

age — **edad**

prepaid — **prepagado** (*no hyphen*)

college (alone) — **universidad**





Logos

*Primary, Secondary, Tertiary,
Clearances/Sizing, Do's/Don'ts*



Primary Logos

Please don't modify the logos, including suggesting sponsorship or endorsement by Florida Prepaid, or in a way that confuses Florida Prepaid with another brand.





Logo Variations (& When To Use Them)

Florida Prepaid College Savings Plans Variations:

This should be the primary logo usage stack.



Horizontal Orientation



COLLEGE SAVINGS PLANS

Vertical or Stacked Orientation

Florida Prepaid Variation:



In the event there is an asset being created and it has limited space or is very small, you can use this version where “College Savings Plans” is dropped.

PLEASE NOTE: *Somewhere in the the ad it needs to be clear to the viewer that this is a college savings financial product. Example provided.*



Florida Prepaid Solo Mark:

We do not recommend the solo mark be used unless absolutely necessary, but an example might be a social media profile pic.





Secondary Logos

We have a secondary logo set that can be used as an alternative;
Currently being used in the brand advertising campaign.



2 Color. Ocean and Sunrise

NOTE: *Should always be used against white or blue background*



1 Color. Ocean

NOTE: *Should always be used against white or blue background*



Alternate Color Options & Uses

There will be times when the primary logo is not conducive to the design or the application of the logo, in which case any of these logos below would be appropriate to use.

For example: adding logos to promotional items like water bottles or embroidering on hats or shirts.



2 Color. Ocean and Sunrise



2 Color. Ocean and Midnight



Black



Midnight



1 Color. Ocean



1 Color. Ocean



Reversed



Reversed with Ocean



Clearance

The logo should always have clearance or white space around it to ensure that the integrity of the logo is maintained. It needs to be legible and void of interference by other type of graphics.

Minimum clearance

Measurement is based on cap height of the "F" in Florida.



Sizing

Logos should never be sized smaller than what is provided here.



Minimum width .65"



Minimum width 1"



Do's & Don'ts

Do This...



Not This...



When using the logo on backgrounds, such as photography or solid colors, ensure there is plenty of contrast so that the logo is legible.

✗ Do NOT...



stretch it, skew it, distort it or rotate in any way.



change the relationship, proportions or orientation of the logo elements.



put it over shapes.



Add any effects like reflections, drop shadows or strokes.



Color Pallette(s)

Primary, Secondary, Tertiary Color Palettes
Accessibility Guidelines



COLOR PALLETTE(S)—PRIMARY & SECONDARY COLORS

Our brand colors were carefully selected to reinforce brand pillars—approachability, trust and optimism. We ask that you use them in the designated proportions to maintain consistency of usage across the brand assets and channels.

NOTE: *Be sure to reference the accessibility guide to confirm contrast.*

These primary colors should be dominant in branding designs usually making up 50% or so of the design.



Ocean
HEX 0078D4
PMS 285
CMYK 91 53 0 0



Ocean Dark
HEX 0063BF
PMS 2935
CMYK 100 68 4 1

The secondary colors along with lots of white space, are used as callouts, accents, charts, graphs and infographics. Sunrise and Sunrise Light will also be used as colors for any promotional marketing that is outside the main branding and usually includes an offer.



Midnight
HEX 00005B
PMS 2758
CMYK 100 93 30 30



Iris Dark
HEX 4146CA
PMS 2725
CMYK 69 69 0 0



Sunrise
HEX FFC100
PMS 7408
CMYK 3 26 100 0



Navy
HEX 1927A5
PMS 2736
CMYK 99 93 0 0



Iris
HEX 5767F1
PMS 272
CMYK 60 57 0 0



Sunrise Light
HEX FFD601
PMS 116
CMYK 1 18 100 0



Iris Light
HEX 0078D4
PMS 2705
CMYK 33 33 0 0



Sky
HEX 82D9FC
PMS 637
CMYK 62 2 8 0



Sky Light
HEX DCF5FF
PMS 635
CMYK 34 1 8 0

The grays are to be used mostly for copy and neutral needs.



Storm
HEX 434769
PMS XXX
CMYK



Might Rain
HEX A7A9B9
PMS XXX
CMYK



Typography



The brand font families are **Liebling** and **Neue Haas Grotesk**.

This font suite is flexible and robust. Its range in weights allows for a variety of emphasis to be applied to headlines, CTAs and inspirational quotes and provides the ability to create a distinct visual hierarchy of information.

Liebling is unique and ownable for our brand and brings some approachability to the design, while Neue Haas Grotesk is a clean, simple and straightforward font. It projects confidence and predictability.

Specific usage on the following pages.



Liebling Usage

Liebling is used for **headlines**, **subheads** and **callout** copy like “FUND FACT.” We are using the alternative glyph set of Liebling as shown here. So certain letters that are called out in pink need to be in the glyph version of the font.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ



Neue Haas Grotesk Usage

Neue Haas Grotesk is the **body copy** font family. It is robust and should be able to accommodate the need to create a hierarchy in marketing materials.

Neue Haas Grotesk Text Pro — Roman

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & " ' ;

Neue Haas Grotesk Text Pro — Medium

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & " ' ;

Neue Haas Grotesk Text Pro — Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & " ' ;

Neue Haas Grotesk Text Pro — Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & " ' ;*

Neue Haas Grotesk Text Pro — M Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & " ' ;*

Neue Haas Grotesk Text Pro — B Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9 ! ? @ # \$ % & " ' ;*

Styling Examples



**LOOKING FOR THE
smartest way
to save for
college?**

Here's everything
you need to know.



**1.2 MILLION
families and counting!**

Our mission is simple. We want every child to have the opportunity for higher education. So, we make it simple and affordable for **every** Florida family to save for college successfully.

There is no better time to start than now.

While it's never too late to start, when you start early, even small monthly contributions add up to big savings over time.

		5 YEARS	10 YEARS	15 YEARS	18 YEARS
CONTRIBUTIONS PER MONTH	\$25	\$1,700	\$3,882	\$6,682	\$8,730
	\$50	\$3,400	\$7,764	\$13,364	\$17,460
	\$100	\$6,801	\$15,528	\$26,729	\$34,920
	\$250	\$17,002	\$38,821	\$66,822	\$87,301

Values based on regular monthly contributions, with an assumed 5% rate of return with no fees applied.


FUND FACT

By 2031, 85% of "good jobs" (A.K.A. higher paying) will require postsecondary education.

Source: Forbes, June 2024




**FOR MORE THAN 35 YEARS
we've offered two
successful 529 Plans.**



Prepaid Plans

Largest and most successful prepaid program in the nation. Feel confident that you have **locked in the cost** of college tuition and most fees.



Savings Plans

Morningstar medal-winning investment plan. Enjoy the **power of investing** to cover a wide variety of higher education and K - 12 expenses.

Plan Coverage
Lock in the cost of tuition and most fees, or dormitory housing

Plan Management
Managed for you – by the State of Florida – risk-free

Payment Frequency
Fixed monthly payments based on the age of your child

Age of Student
Children ages newborn – 11th grade

Enrollment Window
Open Enrollment* – February 1 – April 30
Free to enroll

Plan Coverage
Invest to cover a wide range of educational expenses – tuition and fees, housing, meal plans, books, etc.

Plan Management
Managed by you – simple, intermediate and advanced investment strategies available

Payment Frequency
You choose how much to save and when, or schedule automatic monthly contributions

Age of Student
No age restriction – use the plan for a child or adult

Enrollment Window
Year-round
Free to enroll

*Submit your application anytime; you'll be notified of your final Prepaid Plan price when Open Enrollment begins.



Photography



Overview of Photography Style

Photography is an opportunity for our customers to see themselves in our brand. It should project the humanity and real-life moments of being a good parent and mentor, demonstrate a world full of opportunity and discovery, and be reflective and representative of living in Florida.

Photography selections should:

- Feel approachable, relatable and positive
- Showcase real people creating real-life “Instagrammable” moments
- Subject matter should be well lit and evoke a sense of positivity
- POV and/or cropping should be interesting and unique where possible and appropriate





Lifestyle Photography Style

We want our imagery to fully represent our Florida families, while creating a sense of connection, empowerment and optimism. But, beyond the physical content of the lifestyle images and the parameters listed previously, we are looking to maintain a certain photography style that will keep the images consistent and more uniquely Florida Prepaid. Below are those stylistic criteria:

Do Look For:

- ✓ Unique camera angles should add interest
- ✓ More intensely saturated images with an added richness
- ✓ Warm and natural lighting
- ✓ Cropping out insignificant information to focus on the subject
- ✓ Candid vs. posed

Avoid:

- ✗ Overexposed, blown-out or washed-out images
- ✗ Darkly lit or moody images
- ✗ Studio or solid-color backdrops





Silhouette Photography Style

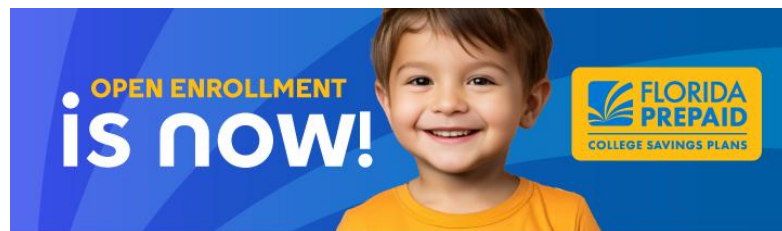
The silhouette images should be energetic and bring an organic approach to the overall look.

Do Look For:

- ✓ Interesting shapes when silhouetted (no background)
- ✓ Carefree and engaging (smiles)
- ✓ Looking at camera/eye contact

Avoid:

- ✗ Overexposed, blown-out or washed-out images
- ✗ Too much contrast

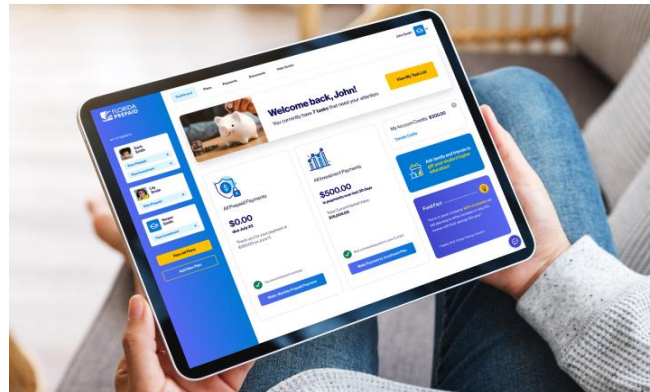




When People Are Not Required

There are times when a layout could benefit from an image void of people. Here are some examples of when and how to use these correctly:

- If the topic is cumbersome and can be better depicted/explained through an inanimate object (i.e., savings = piggy bank, compounding growth = seedlings)
- If a layout has numerous photos and variety is required for best design





Icon System

Icon System

Icons are used across different brand touchpoints, from marketing communications to brand assets like our website.

They should be used to provide symbolism, conceptual shorthand and visual interest when appropriate.

Flourish Blue

Size: Large

Background Use: White

Use Cases: Panels that are primarily copy and no image; areas with tremendous white background space; areas that need more visual interest; to delineate paths (with purple version)

Example(s): Panel focused comparing the plans; directional splitter page in CAMP



Flourish Lotus

Size: Large

Background Use: White

Use Cases: To delineate path (with blue version); might have special use cases similar to Blue version

Example(s): Enter CAMP as Existing User (vs New); restart enrollment app (vs Continue)



Simple Outline

Size: Medium

Background Use: White, Gold, Gray, Light Blue

Use Cases: Areas with solid color background; buttons or short lists (especially in copy-dense areas)

Example(s): List of icons on yellow background; primary buttons in CAMP



Simple Outline - Gold Circle

Size: Medium or Small

Background Use: White, Blue, Dark Blue, Lotus

Use Cases: To add visual interest on dark background panels; draw high attention to noteworthy copy in dense-copy areas

Example(s): Did You Know panels; headline on dark background



Simple Outline - Light Blue Circle

Size: Medium or Small

Background Use: White, Blue, Lotus

Use Cases: CAMP UI; draw minor attention to specific copy in copy-dense areas

Example(s): Plans listed in CAMP tables; Help Center steps



Reverse

Size: Medium

Background Use: Dark Blue, Black

Use Cases: Not used often; unique use cases

Example(s): Small footer sections of print documents





Thank you!