

BOARD RESPONSE TO WRITTEN REQUESTS FOR CLARIFICATION

RELATING TO:

INVITATION TO NEGOTIATE
FOR

Advertising / Digital Marketing, and Public Relations Services for the Florida Prepaid College Board, the Stanley G. Tate Florida Prepaid College Foundation, and ABLE United

#19-04

October 9, 2019

Florida Prepaid College Board
1801 Hermitage Blvd., Suite 210
Tallahassee, Florida 32308
(850) 488-8514

Memorandum

To: Prospective Respondents, ITN #19-04

From: Florida Prepaid College Board

Date: October 9, 2019

Subject: Board Response to Written Requests for Clarification relating to ITN #19-04: Advertising / Digital Marketing, and Public Relations Services for the Florida Prepaid College Board, the Stanley G. Tate Florida Prepaid College Foundation, and ABLE United

Any questions concerning conditions and specifications of this ITN must be addressed in the form of written questions submitted by Respondents pursuant to the schedule in Section 2.01.

Company Name: Seven Outsource

Question	ITN Section	ITN Page	Question/Comment
1.	N/A	N/A	Whether companies from Outside USA can apply for this? (like, from India or Canada)
Answer: Per the Minimum Qualifications in Section 1.03 of the ITN, the Respondent must maintain a permanent and active place of business in the state of Florida.			

Question	ITN Section	ITN Page	Question/Comment
2.	N/A	N/A	Whether we need to come over there for meetings?
Answer: Per section 3.01 of the ITN and the proposed contract provided as Appendix A, the successful Respondent(s) must attend quarterly Board Meetings and other meetings related to services provided under contract, as requested by the Board.			

Question	ITN Section	ITN Page	Question/Comment
3.	N/A	N/A	Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)
Answer: While there is no direct prohibition on performing work outside the United States, this would be handled on a case by case basis.			

Question	ITN Section	ITN Page	Question/Comment
4.	N/A	N/A	Can we submit the proposals via email?
Answer: Per Section 4.03 of the ITN, "Delivery", Responses received by facsimile, telephone, or email will be rejected. (Please see Section 4.03 for detailed delivery instructions).			

Company Name: Little Fish Media

Question	ITN Section	ITN Page	Question/Comment
1.	N/A	N/A	I wondered if separate proposals can submitted for portions of the RFP or if the proposal had to be all inclusive.
Answer: The components of this ITN are 1) Advertising and Creative Services, Digital Marketing, and Social Media Services, and 2) Public Relations, Partnerships, and Events. A Respondent may Respond to one or both of these components. Per Section 3.01 of the ITN, "Services", when bidding on a component, a Respondent is bidding on all services listed within that component. Please see Section 3.01 for additional details.			

Company Name: FKQ

Question	ITN Section	ITN Page	Question/Comment
1.	N/A	N/A	Is a Statement on Standards for Attestations Engagements required? What would be an acceptable reason for not submitting this document?
Answer: Per Tab 5 of the Written Response Packet, if such an audit report was not completed in the most recent two-year period, the Respondent shall provide an explanation for why no audit report was prepared.			

Company Name: Sachs Media Group

Question	ITN Section	ITN Page	Question/Comment
1.	3.01	3	Who is the current incumbent for advertising, creative, digital and social media services?
Answer: The current incumbent for advertising, creative, digital and social media services is St. John & Partners (SJ&P).			

Question	ITN Section	ITN Page	Question/Comment
2.	3.01	3	How long has the incumbent had the contract?
Answer: The term of the current contract began on May 6, 2014.			

Question	ITN Section	ITN Page	Question/Comment
3.	3.01	3	What was the advertising budget for the last fiscal year? How much of the budget toward media buys?
Answer: Please see Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.			

Question	ITN Section	ITN Page	Question/Comment
4.	3.01	5	Who is the current incumbent for PR services?
Answer: The current incumbent for public relations services is Moore Communications Group.			

Question	ITN Section	ITN Page	Question/Comment
5.	3.01	5	How long has the incumbent had the PR contract?
Answer: The term of the current contract began on May 6, 2014.			

Question	ITN Section	ITN Page	Question/Comment
6.	3.01	5	What was the budget for PR services for the last fiscal year?
Answer: Please see Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.			

Question	ITN Section	ITN Page	Question/Comment
7.	1.03	1	Can two or more agencies partner to meet the billings minimums?
Answer: No, the minimum qualifications are the requirements for a single Respondent in each component to which the Respondent is responding.			

Company Name: Mod Op

Question	ITN Section	ITN Page	Question/Comment
1.	N/A	N/A	Are you able to provide a budget that has been allocated for this account?
Answer: Please anticipate a budget consistent with the current budget as described in Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.			

Company Name: Edelman

Question	ITN Section	ITN Page	Question/Comment
1.	N/A	N/A	What is the total budget for all services requested: fee and out of pocket <ul style="list-style-type: none"> Advertising and creative, digital marketing and social media services Public relations, partnerships and events
Answer: Please see Appendix G: Prepaid and Savings Marketing Plans - FY 19/20 Executive Summary Marketing Plan, page 17, and Appendix M: ABLE Marketing Plans - FY 19/20 Executive Summary, page 22.			

Question	ITN Section	ITN Page	Question/Comment
2.	N/A	N/A	How many agencies will be competing?
Answer: The Invitation to Negotiate is a competitive procurement which is open to all Respondents who meet the minimum qualifications.			

Question	ITN Section	ITN Page	Question/Comment
3.	N/A	N/A	What are the current marketing plans and who are the partners?
Answer: The current marketing plans can be found in Appendix G: Prepaid/Savings Marketing Plans: FY 18/19 and 19/20 and Appendix M: ABLE Marketing Plans: FY 18/19 and 19/20. The current incumbent for advertising, creative, digital and social media services is St. John & Partners (SJ&P); the current incumbent for public relations services is Moore Communications Group.			

Question	ITN Section	ITN Page	Question/Comment
4.	N/A	N/A	What communications (paid, owned, earned or shared) work best for your business objectives?
Answer: Past campaigns can be viewed in Appendix G: Prepaid/Savings Marketing Plans: FY 18/19 and 19/20 and Appendix M: ABLE Marketing Plans: FY 18/19 and 19/20. The Marketing Plans generally represent successful communication strategies, as appropriate for the Board's budget. However, the Board is continually evaluating opportunities to enhance creative strategies.			

Question	ITN Section	ITN Page	Question/Comment
5.	N/A	N/A	Confirm that agency needs to fill out Appendix B Response Packet by November 1, 2019
Answer: The Response deadline is November 1, 2019 at 12:00PM (ET); any responses received after this date/time will be rejected.			

Question	ITN Section	ITN Page	Question/Comment
6.	N/A	N/A	For this round are we expected to deliver creative ideas and spec work or will that be another stage?
Answer: Please see Appendix B: Written Response Packet, Tab 4: Work Examples.			

Company Name: Jacob's Eye Marketing

Question	ITN Section	ITN Page	Question/Comment
1.	N/A	N/A	Are you happy with current creative strategy?
Answer: The Board is continually evaluating opportunities to enhance creative strategies.			

Question	ITN Section	ITN Page	Question/Comment
2.	N/A	N/A	Are there any limitations as to what the media can be spent on? eg: Sponsorships that include media and on site activation?
Answer: The proposed marketing plan and budget must be approved by the Board.			

Question	ITN Section	ITN Page	Question/Comment
3.	N/A	N/A	Is an account person in Tallahassee a requirement?
Answer: Per the Minimum Qualifications in Section 1.03 of the ITN, the Respondent must maintain a permanent and active place of business in the state of Florida.			

Question	ITN Section	ITN Page	Question/Comment
4.	N/A	N/A	Will agency need to front the media costs for the state?
Answer: Yes; please see Appendix A: Contract, Section 4, "Consideration", for additional details.			

Question	ITN Section	ITN Page	Question/Comment
5.	N/A	N/A	What has been your most successful campaign to date?
Answer: Past campaigns can be viewed in Appendix G: Prepaid/Savings Marketing Plans: FY 18/19 and 19/20 and Appendix M: ABLE Marketing Plans: FY 18/19 and 19/20. The Marketing Plans generally represent successful communication strategies, as appropriate for the Board's budget.			

Question	ITN Section	ITN Page	Question/Comment
6.	N/A	N/A	Is there a core target audience you are trying to reach?
Answer: The audiences are Prepaid customers, Savings customers, Foundation donors, and ABLE customers as described in Section 1.01. Data regarding current customers can be found in Appendices D, E, I, and K.			

Question	ITN Section	ITN Page	Question/Comment
7.	N/A	N/A	Do you have a compendium of "satisfied customers"
Answer: Data regarding current customers can be found in Appendices D, E, I, and K.			

Company Name: PPK, Inc.

Question	ITN Section	ITN Page	Question/Comment
1.	Appendix B: Written Response Packet Tab 4: Work Examples	3. Situational Prompt: Advertising and Creative, Digital Marketing and Social Media Services Page 10	For the purpose of evaluating the Media plan assignment, is there a Gross Media Budget that should be allocated to the Miami DMA recommendation? Or should the Agency make a recommendation given the resources of the entire budget?
Answer: The Respondent should take into consideration the current budget as listed in the marketing plan, and make a recommendation given the resources of the budget provided in the Situational Prompt.			

Question	ITN Section	ITN Page	Question/Comment
2.	Appendix B: Written Response Packet Tab 4: Work Examples	1. Work Examples: Advertising and Creative Page 9	Should the individual examples for each category in question b) be related to the two examples a) fully integrated marketing campaigns or can they be stand-alone creative examples?
Answer: They can be stand-alone examples.			

Question	ITN Section	ITN Page	Question/Comment
3.	3. Description of Services 3.01 Services	Page 4, Item 15	To best understand the scope as outlined, please let us know how many audience segments the current email marketing platform manages and communicates to.
Answer: Email marketing is used to communicate with current and prospective customers, as well as other interested parties (e.g. legal and professional segments), for the Prepaid program, Savings program, the Foundation, and ABLE.			

Question	ITN Section	ITN Page	Question/Comment
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4.	Appendix B: Written Response Packet Tab 4: Work Examples	3. Situational Prompt: Advertising and Creative, Digital Marketing, and Social Media Services Page 10	Please design “three concepts” within the assignment. For example, are headlines and imagery under a single creative platform considered concepts, or are you looking for three different overarching concepts/platforms?
Answer: The Respondent shall provide three distinct creative concepts that support the Respondent’s proposed marketing campaign overview. Headlines and imagery under a single creative platform would be considered a single concept.			

Question	ITN Section	ITN Page	Question/Comment
5.	3. Description of Services 3.01 Services	Page 4, Item 13	Can you elaborate on what type of web applications would be included? What CMS are each of the sites built off of?
Answer: Examples of the types of web applications may be found on the Florida Prepaid and ABLE websites (please see links in Appendices D and J). All websites are currently built using WordPress.			

Question	ITN Section	ITN Page	Question/Comment
6.	3. Description of Services 3.01 Services	Page 4, Item 13	What CMS are each of the sites built off of?
Answer: All websites are currently built using WordPress.			

Question	ITN Section	ITN Page	Question/Comment
7.	3. Description of Services 3.01 Services	Page 4, Item 14	Can you please elaborate on what type of content is needed to be produced on the website and/or if pages currently exist and content is just updated on the page?
Answer: The content produced by the successful Respondent(s) will be similar to what is currently on the website(s). New content would be determined based on business need and approved marketing plan(s).			

8.	3. Description of Services 3.01 Services	Page 4, Item 16	What are your primary social media channels? What are your secondary social media channels?
Answer: The Board currently uses Facebook, Twitter, and Instagram for social media.			

Question	ITN Section	ITN Page	Question/Comment
9.	3. Description of Services 3.01 Services	Page 4, Item 16	Do the internal teams handle community management or is this something the agency would take on as outlined "monitoring and engagement?"
Answer: The successful Respondent(s) will be responsible for all activities included in the component(s) awarded.			

Question	ITN Section	ITN Page	Question/Comment
10.	3. Description of Services 3.01 Services	Page 4, Item 6	Are we able to pixel your websites and set up tracking for all conversion and retargeting-based initiatives?
Answer: The successful Respondent(s) may use website pixeling and tracking.			

Company Name: WOW MKTG

Question	ITN Section	ITN Page	Question/Comment
1.	3.01 Services	4	Do you have an existing brand and messaging manual and if so, can you make it available?
Answer: The Board has attached herein the current brand and style guidelines.			

Question	ITN Section	ITN Page	Question/Comment
2.	4.02	7	Are ITN responses typically delivered in person or may packages being sent via a delivery service such as Fed Ex in advance of the deadline to the appropriate address? Do you have a preferred response delivery method?
Answer: Per Section 4.03, "Delivery", the Respondent is responsible for timely and proper delivery. In-person delivery is not required. Responses received by facsimile, telephone, or email will be rejected.			

Question	ITN Section	ITN Page	Question/Comment
3.	Appendix A Contract 7 C (i)	7	Are transition plans in place with current vendor(s) to transfer any and all critical knowledge and creative materials needed to guarantee a seamless transition of services?
Answer: A transition plan will be in place to transfer all critical knowledge.			

Question	ITN Section	ITN Page	Question/Comment
4.	Tab 3 Staffing 2a	4	May the staffing organizational chart requested include position titles without the names of specific employees?
Answer: No; team member name and title must be provided as detailed in Tab 3 of the Written Response Packet.			

Question	ITN Section	ITN Page	Question/Comment
5.	Tab 3 Staffing 2b iv Tenure	4	If an identified key account staff member listed in the organizational experience section will be or is a new hire

			of the submitting agency, should point deductions be expected? Are tenured employees preferred?
Answer: The Organizational Experience section will be evaluated, per Section 5.04 of the ITN.			

Question	ITN Section	ITN Page	Question/Comment
6.	Tab 3 Experience 1b	6	Does the term "financial industry," as referred to in the organizational experience section (tab 3), broadly defined to include banks, investment companies, insurance companies, and real estate firms?
Answer: The Board will accept financial industry experience as broadly defined.			

Question	ITN Section	ITN Page	Question/Comment
7.	Tab 4 Work Examples 1b 1&2	9	Relevant to the required TV and radio work samples, what format should spots be embedded in the electronic copies of the response on USBs, as live links or mp4 files? Should alternate written scripts be provided for television and radio spots in the required unbound copy and four bound copies of the response? Please indicate your preferred method of providing audio and video files in non-electronic copies of the ITN response.
Answer: The Response should be provided pursuant to Section 4.03, "Delivery", of the ITN. There is no specific prohibition against particular file types, however, the Respondent may not provide a live link to external material. Alternate scripts may be provided, but are not required.			

Question	ITN Section	ITN Page	Question/Comment
8.	Tab 4 Work Examples 1b 1&2	9	Relevant to the required work samples, if only three samples of television and radio spots are requested, may one or all of them be in Spanish or should commercials produced in both English/Spanish samples for the same campaign be presented in pairs counting as one individual example? This question is being asked to ensure that non-Spanish speakers on your review panel are able to fully appreciate the samples submitted.
Answer: Work samples should be presented in English. Including Spanish versions is optional.			

Question	ITN Section	ITN Page	Question/Comment
9.	Tab 4 Work Examples 1b 1-9	9	May work examples submitted in response to 1. b) be unrelated to examples provided in 1. a) and may these examples be from contracted projects that were not fully integrated marketing campaigns?
Answer: Yes, the examples may be unrelated and do not need to be from fully integrated marketing campaigns.			

Question	ITN Section	ITN Page	Question/Comment
10.	Tab 4 Work Examples 1b 9	9	Relevant to required work samples, are images such as illustrations or photographs of promotional items acceptable or are physical, 3-dimensional samples of promotional items expected in the unbound copy and four bound copies of the response?
Answer: Illustrations and/or photographs of promotional items are acceptable.			

Question	ITN Section	ITN Page	Question/Comment
11.	Tab 4 Work Examples 2a	10	You write: Provide examples of three to five web development projects, interactive tools and apps previously created, produced and launched. Did you mean to say OR apps, not AND apps? Are examples of produced apps required? App development is not listed among your description of services.
Answer: The Respondent shall provide examples of three to five web development projects, interactive tools, and/or apps. Examples of produced apps are not required.			

Question	ITN Section	ITN Page	Question/Comment
12.	3.01 Services	3-6	Are advertising, creative, digital marketing, social media, public relations, partnerships, and events services currently being provided to you by one agency in a comprehensive fashion?
Answer: The current incumbent for advertising, creative, digital and social media services is St. John & Partners (SJ&P); the current incumbent for public relations services is Moore Communications Group.			

Question	ITN Section	ITN Page	Question/Comment
13.	3.01 Services	3-6	Have you ever contracted with two agencies concurrently to provide services in the separated categories proffered in the ITN?
Answer: The current incumbent for advertising, creative, digital and social media services is St. John & Partners (SJ&P); the current incumbent for public relations services is Moore Communications Group.			



 **FLORIDA
PREPAID**
COLLEGE SAVINGS PLANS

Florida Prepaid Brand/
Campaign Guidelines
4/9/19

Contents

3	Brand Brief and Mission Statement
4	Master Logo
5	Alternate Logos
6	Logo Space
7	Logo Usage
8	Tagline
9	Plan Icons
10	Product Nomenclature
14	Spanish Nomenclature
15	Color Palette
16	Neutral Palette
17	Typography
18	Internal Typography
19	Photography
20	Internal Communications
23	Campaign Design Elements
27	Website Elements
28	Internet Banner Elements
29	Social Media
31	Email Communications

This is the brand tone. It captures the spirit that the campaign embodies and is the driving force for decision making in colors, copy and imagery.

Life happens fast. One day your kid is starting preschool, and the next she's off to college. That's why it's important to plan for her future right now. And we'll show you how. Every step of the way – coaching, guiding and cheering you on. Just take the first step, and you'll be amazed how far you can go.

Brand Pillars

Affordability
Flexibility
Value
Trustworthy
Secure

Brand Tone

Approachable
Smart
Empathetic
Relatable
Optimistic

Brand Messaging

Encouraging
Empowering
Educating
Transparent

Brand Language

Present Tense
Positive

Brand Voices

Child
Peer
Expert

Include our full mission statement where appropriate.

Mission Statement:

The Florida Prepaid College Board is committed to helping Floridians save for future qualified higher education expenses by providing a cost-effective, financially sound Prepaid College Plan and other college savings programs.

This is our master logo.

Florida Prepaid is a trusted resource for planning a child's future. The book icon was created as a visual cue to represent education of our audience and, ultimately, their children.

For all consumer-facing marketing and communications purposes, the Florida Prepaid College Savings Plans logo version should be used.



PMS 201



PMS 7540



**C 0
M 100
Y 63
K 29**



**C 0
M 0
Y 0
K 72**

Use of the "Florida Prepaid" logo, wherein only the words "Florida" and "Prepaid" appear, should be used only in the following circumstances:

- When space dictates and there is little room for anything other than the words "Florida Prepaid." For example, on a small sticker, button, digital display banner, etc.
- When additional copy clearly communicates the notion of "college savings plans" elsewhere in the ad, digital or otherwise, and space is at a premium. For example, on an outdoor board or banner with a headline "Affordable College Savings Plans," it would be acceptable to use the logo "Florida Prepaid."

Where space allows, and regardless of copy/message, the full logo, "Florida Prepaid College Savings Plans" should be used.



It's important that our logo stands out and doesn't become a lost element on a page.

Treat the logo with plenty of breathing room. The distance between the logo and other design elements should be no less than one book icon in distance.

Similarly, our logo should not be used at a size where the copy is not legible. The MINIMUM size for print is .85 inches wide and 40 pixels high for web.

Clear space



Minimum size (print)



Minimum size (web)



If printing in 4 colors, the master logo should be used. If printing in 1 color, a black version of the logo should be used.



If printing on a light background, the master logo or black logo options should be used. If printing on a dark background, the reverse white logo should be used.



The campaign tagline balances the need to start saving for your child's college now and the belief that you can.

Tagline

➤ *Starting* is Believing

➤ *Starting* is Believing

This tagline should be included in communications. The play arrow should always accompany the tagline, and "Starting" should always be in the same brand color as the arrow. Always choose a brand color that is in sharp contrast to the background and increases legibility. Artwork provided.

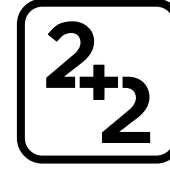
The Florida Prepaid College Board offers five Prepaid Plans and one Florida 529 Savings Plan. There are six different icons to represent these plans. These icons may be used in collateral pieces or other materials when relevant.



2-Year Florida College Plan



4-Year Florida College Plan



2 + 2 Florida Plan



1-Year Florida University Plan



4-Year Florida University Plan



Florida 529 Savings Plan

These are the color versions of the icons. Each icon has a specific color, corresponding to the color palette.



2-Year Florida College Plan



4-Year Florida College Plan



2 + 2 Florida Plan



1-Year Florida University Plan



4-Year Florida University Plan



Florida 529 Savings Plan

Plan logos and the proper treatment of the descriptions. The plans should always be presented in the order shown here.



2-Year Florida College Plan

Prepaid Plan that covers tuition and most fees for 60 credit hours at a Florida College.



4-Year Florida College Plan

Prepaid Plan that covers tuition and most fees for 120 credit hours at a Florida College.



2 + 2 Florida Plan

Prepaid Plan that covers tuition and most fees for 60 credit hours at a Florida College and for 60 credit hours at a State University.



1-Year Florida University Plan

Prepaid Plan that covers tuition and most fees for 30 credit hours at a State University.



4-Year Florida University Plan

Prepaid Plan that covers tuition and most fees for 120 credit hours at a State University.



Florida 529 Savings Plan

Investment-based college savings plan with 11 different investment options.



University Dormitory Plan

Additional plan available in 1-year increments, that covers the cost of a standard, double-occupancy dormitory room at any of Florida's 12 State Universities.



Tuition Differential Fee

Additional plan to complement the Prepaid tuition plan.



Local Fee Plan

Local fees cover the cost for on-campus expenses of activities and services, health, and athletic fees.

Please use this ongoing list on how to treat specific words and phrases associated with Florida Prepaid.

Florida Prepaid College Plan and Prepaid Plan

The full name of the program is Florida Prepaid College Program. The abbreviated name (Prepaid Plan) is also capitalized when referring to Florida's offering.

%

Don't spell out (percent).

bachelor's degree

Lowercase. The apostrophe always goes before the "s"; if it's plural, use bachelor's degrees.

associate's degree

Lowercase. The apostrophe always goes before the "s"; if it's plural, use associate's degrees.

Florida 529 Savings Plan

This is another savings plan offered by the Florida Prepaid College Board. Where money saved in a Florida Prepaid College Plan goes toward tuition and some fees, money saved under the Florida 529 Savings Plan can be used for any qualified college expenses.

2-Year Florida College Plan

Covers tuition and most fees for 60 credit hours at a Florida College.

4-Year Florida College Plan

Covers tuition and most fees for 120 credit hours at a Florida College.

2 + 2 Florida Plan

There's a space before and after the + sign. Covers tuition and most fees for 60 credit hours at a Florida College and for 60 credit hours at a State University.

1-Year Florida University Plan

This plan allows people to “stack” (“buy” years one or two at a time). It also allows multiple purchasers to independently “buy” a year for the same child and put them together. Covers tuition and most fees for 30 credit hours at a State University.

4-Year Florida University Plan

Covers tuition and most fees for 120 credit hours at a State University.

University Dormitory Plan

Extra savings plan to cover housing expenses.

State University/Universities

Capitalize when referring to universities in Florida. There are 12.

Florida Colleges

Capitalize when referring to colleges in Florida. There are 28.

Tuition Differential Fee

One of the fees covered by a Prepaid Plan.

Starting is Believing

Lowercase “is.”

Open Enrollment

This refers to the portion of the year when anyone can enroll their child for a Prepaid Plan.

myfloridaprepaid.com

All lowercase. FPCB's website.

Knowing is Believing

Lowercase "is."

plan

Lowercase when not used with "Prepaid."

Florida Prepaid College Board

The organization that oversees the Florida Prepaid College Plan program.

Florida Prepaid College Savings Plans

The name used for all marketing-facing purposes.

Florida Prepaid College Plan	Plan de Universidad Prepagado de Florida
Florida Prepaid College Plans	Planes de Universidad Prepagados de la Florida
Florida 529 Savings Plan	Plan de Ahorros 529 de Florida
28 Florida State Colleges	28 universidades estatales de la Florida
12 State Universities	12 universidades públicas del estados de la Florida
plan names	do not translate
Florida Prepaid College Board	do not translate
Florida Prepaid College Savings Plans	do not translate
stock funds	fondos de acciones
bond funds	fondos de bonos
age	edad
prepaid	prepagado (no hyphen)
college (alone)	universidad

Our color palette communicates trust and calmness which reinforces our "You Got This" campaign platform with a splash of happy and confident.

C 100 R 0
M 83 G 51
Y 12 B 161
K 4

PMS 286C

HEX #0033a1

C 91 R 0
M 53 G 113
Y 0 B 206
K 0

PMS 285C

HEX #0071ce

C 56 R 106
M 22 G 170
Y 0 B 228
K 0

PMS 284C

HEX #6aade4

C 0 R 163
M 100 G 33
Y 63 B 53
K 29

PMS 201C

HEX #A32135

C 0 R 75
M 0 G 79
Y 0 B 84
K 72

PMS 7540C

HEX #293d83

C 0 R 255
M 22 G 199
Y 83 B 44
K 0

PMS 123C

HEX #ffc72c

The neutral palette can be used as body copy, headlines and visual accent colors in situations where we want an alternate to color.

C 100 **R** 0
M 100 **G** 0
Y 100 **B** 0
K 100

HEX #000000

C 57 **R** 112
M 47 **G** 114
Y 48 **B** 113
K 14

HEX #707271

C 0 **R** 255
M 0 **G** 255
Y 0 **B** 255
K 0

HEX #FFFFFF

Century Gothic Family is the typeface we use for all printed designs.

Century Gothic Bold can be used for headlines and selectively in body copy to emphasize a point or for delivering important information, such as a tagline or URL.

Century Gothic Regular is used for body copy. Body copy should be no larger than 11pt.

Questrial is the typeface we use for headlines in web.

Open Sans is the typeface we use for body copy in web.

For print

Headlines

Century Gothic Family

Body copy

Century Gothic Family

For web

Headlines

Questrial Family

Body copy

Open Sans

For internal communications, such as internal emails, memos, reports and presentations, there are two options for typography – a sans serif and serif font. The user may choose between the sans serif or serif fonts based on personal preference.

If choosing a sans serif font, Calibri Regular should be used. Headline copy should be no larger than 24pt. Body copy should be 10pt.

If choosing a serif font, Georgia Regular should be used. Headline copy should be no larger than 24pt. Body copy should be 10pt.

Sans Serif

Calibri Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce mattis eu nisi id malesuada. Pellentesque molestie ipsum leo, sed accumsan risus dictum a. Etiam quis mauris sed augue luctus posuere quis in arcu. Pellentesque sollicitudin mi neque, a vestibulum arcu varius eu. Donec aliquet imperdiet suscipit. Donec venenatis tincidunt pharetra. Quisque nec molestie sapien, eget porttitor justo. Fusce nec urna pretium, tempor neque a, blandit.

Serif

Georgia Regular

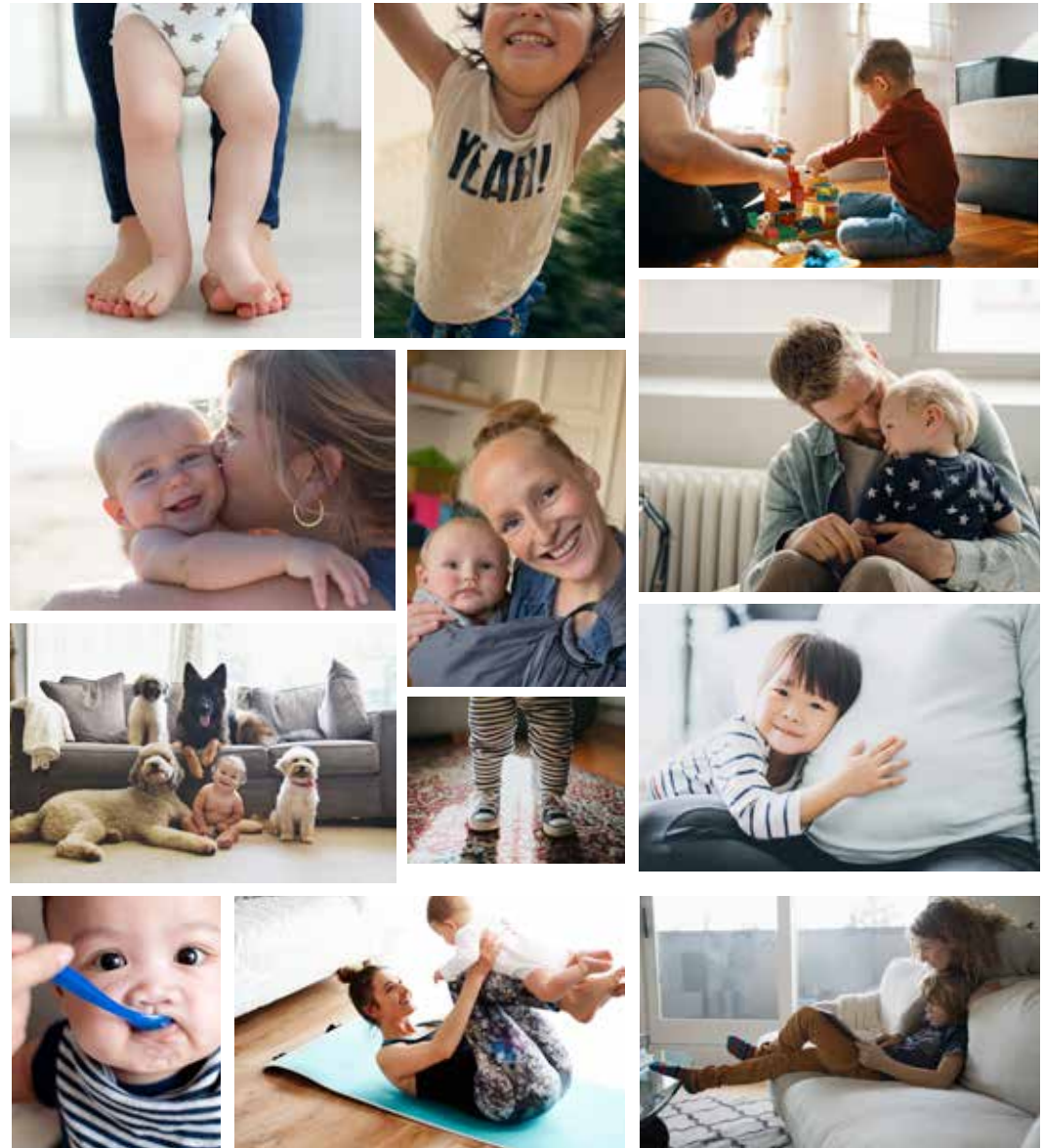
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce mattis eu nisi id malesuada. Pellentesque molestie ipsum leo, sed accumsan risus dictum a. Etiam quis mauris sed augue luctus posuere quis in arcu. Pellentesque sollicitudin mi neque, a vestibulum arcu varius eu. Donec aliquet imperdiet suscipit. Donec venenatis tincidunt pharetra. Quisque nec molestie sapien, eget porttitor justo. Fusce nec urna pretium, tempor neque a, blandit.

Millennials, our primary target, are photo connoisseurs. They appreciate them (social media), they take them (smartphone) and they expect them from brands they associate with. We have migrated imagery to a more “Instagram” feel.

Photography should be a slice of life, natural and have more of a user-generated feel.

The images should try to have:

- A short depth of field (like the portrait mode on iPhone)
- Relatable content (real life, not staged)
- Diversity (Caucasian, Hispanic, Asian, African American, Mixed)
- Focus on babies and/or parents with kids (based on digital/ social engagement rates)
- Create an emotional tug
- Stay in the warmer tones to balance the heaviness of our primary jewel tones





Letterhead



Business Card



PowerPoint Template

A variety of content examples are shown here, and working files are provided.



Page headers should always pop off of the blue color bar.



The tagline should be present in the top right corner on every page.



The logo should be present in the bottom right corner on every page.

Campaign Guidelines

The background of the slide is composed of several overlapping, semi-transparent blue shapes. These shapes are primarily triangles and quadrilaterals of varying shades of blue, ranging from a very light, almost white-blue to a deep, dark navy blue. The shapes are arranged in a way that creates a sense of depth and movement, with some shapes appearing to rise from the bottom and others floating in the upper portion of the frame. The overall effect is a modern, minimalist, and professional-looking design.

Layer Angles

Using several angles to create a layered graphic over the photography is one of the signature design elements for the brand. It also creates space for headlines, copy or call-outs.



**We've helped
over 1 million
families save.
You can do this.**

College Savings Plan Guide

Your child's future is coming at full speed. The Florida Prepaid College Board can show you how easy it is to be ready by saving for their education now. We'll guide you every step of the way through our flexible Prepaid Plans and Florida 529 Savings Plan, offering a variety of choices and payment options to fit any budget.

**CELEBRATING
30
YEARS
COLLEGE SAVINGS**

**FLORIDA
PREPAID
COLLEGE SAVINGS PLANS**

Starting is Believing



CELEBRATING 30 YEARS
COLLEGE SAVINGS

Start Here

Ready to Start Saving for College?
We have a plan for that!

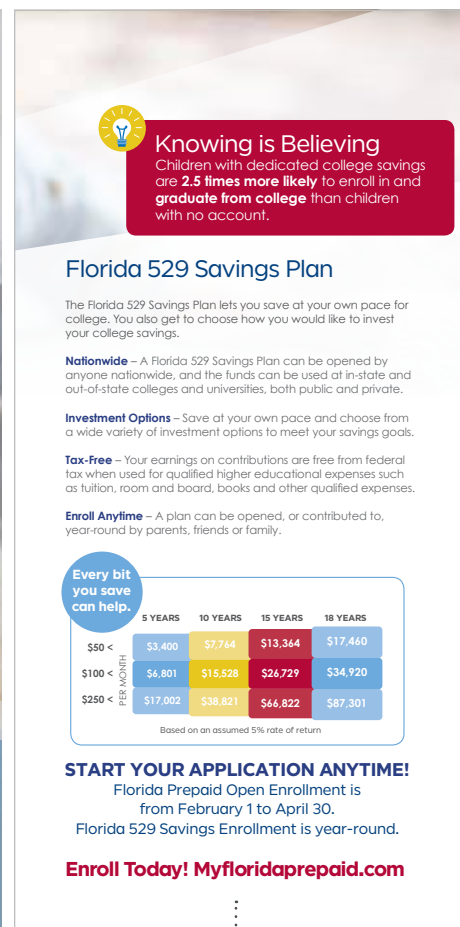
FLORIDA PREPAID
COLLEGE SAVINGS PLANS

Starting is Believing

Headline copy and Image
Be sure the contrast is strong enough when adding copy over an image.

Logo/tagline lockup
Use this logo tagline lockup where appropriate
Artwork provided

Layers of color
Create multi-color spaces/blocks to help organize and break up copy



Knowing is Believing
Children with dedicated college savings are **2.5 times more likely** to enroll in and graduate from college than children with no account.

Florida 529 Savings Plan

The Florida 529 Savings Plan lets you save at your own pace for college. You also get to choose how you would like to invest your college savings.

Nationwide – A Florida 529 Savings Plan can be opened by anyone nationwide, and the funds can be used at in-state and out-of-state colleges and universities, both public and private.

Investment Options – Save at your own pace and choose from a wide variety of investment options to meet your savings goals.

Tax-Free – Your earnings on contributions are free from federal tax when used for qualified higher educational expenses such as tuition, room and board, books and other qualified expenses.

Enroll Anytime – A plan can be opened, or contributed to, year-round by parents, friends or family.

Every bit you save can help.

	5 YEARS	10 YEARS	15 YEARS	18 YEARS
\$50 < PER MONTH	\$3,400	\$7,764	\$13,344	\$17,460
\$100 <	\$6,801	\$15,528	\$26,729	\$34,920
\$250 <	\$17,002	\$38,821	\$66,822	\$87,301

Based on an assumed 5% rate of return

START YOUR APPLICATION ANYTIME!
Florida Prepaid Open Enrollment is from February 1 to April 30.
Florida 529 Savings Enrollment is year-round.

Enroll Today! Myfloridaprepaid.com

Copy
Primarily use PMS 7540 for the bulk of body copy and use the other brand colors to highlight subheads and copy you wish to call out.

Call to action
Always give the viewer a way to take action



We've helped over 1 million families save. You can do this.

College Savings Plan Guide


Your child's future is coming at full speed. The Florida Prepaid College Board can show you how easy it is to be ready by saving for their education now. We'll guide you every step of the way through our flexible Prepaid Plans and Florida 529 Savings Plan, offering a variety of choices and payment options to fit any budget.

FLORIDA PREPAID COLLEGE SAVINGS PLANS

Starting is Believing

CELEBRATING 30 YEARS

Color overlay
Use translucent color triangles to create a layered dimensional look



You can start making their tomorrow brighter today.

EARNING POWER FOR CAREERS WITH DEGREES

Education Level	Annual Salary
High School	\$30,000
Associate's	\$36,000
Bachelor's	\$49,000
Master's	\$60,000
Doctorate	\$85,000

Not only does a Florida Prepaid College Plan give you peace of mind about your child's education, it will make you feel great about their future.

College graduates benefit from a higher employment rate and stronger earning potential.

A student with a bachelor's degree can earn **\$1.6 million more in their lifetime*** than a student with only a high school diploma. Investing in their future today will ensure a brighter tomorrow.

Knowing is Believing

It's projected that by 2020, 65% of jobs in Florida will require postsecondary education.

*Carnivale, A.P., Smith, N., & Strahl, J. (2010). Help wanted: Projections of jobs and education requirements through 2018. Washington, DC: Center on Education and the Workforce.

Carnivale, A.P., Smith, N., & Strahl, J. (2013). Recovery: Job Growth and Education Requirements through 2020. Washington, DC: Center on Education and the Workforce.

Knowing is Believing
is always Century Gothic Italic
and the "i" in "is" is always
lowercase. Where possible,
call out an interesting fact
Artwork provided



You're already his biggest fan.
Just wait until you send him to college.

Start saving for college today with our flexible, affordable plans.

Let us help you get started at myfloridaprepaid.com, or call us at 800.552.GRAD (4723).

 **FLORIDA
PREPAID**
▶ *Starting is Believing*

Call to action
Always give the viewer a way
to take action

Art

The main visual should be bright, upbeat and if at all possible, attention-grabbing. Remember, the "Starting is Believing" campaign is all about encouraging parents and grandparents, so every time we can show an adult in a situation caring for, helping or nurturing a child, we're strengthening Florida Prepaid's brand and purpose.

Color overlay

Use translucent color triangles to create a layered dimensional look

Logo/tagline lockup

Use this logo tagline lockup where appropriate
Artwork provided

Logo

Use the primary logo with appropriate clear space in header.
Artwork provided

Display typeface

Use Questrial typeface for any header text

Body typeface

Use Proxima Nova for any body copy text

Photography

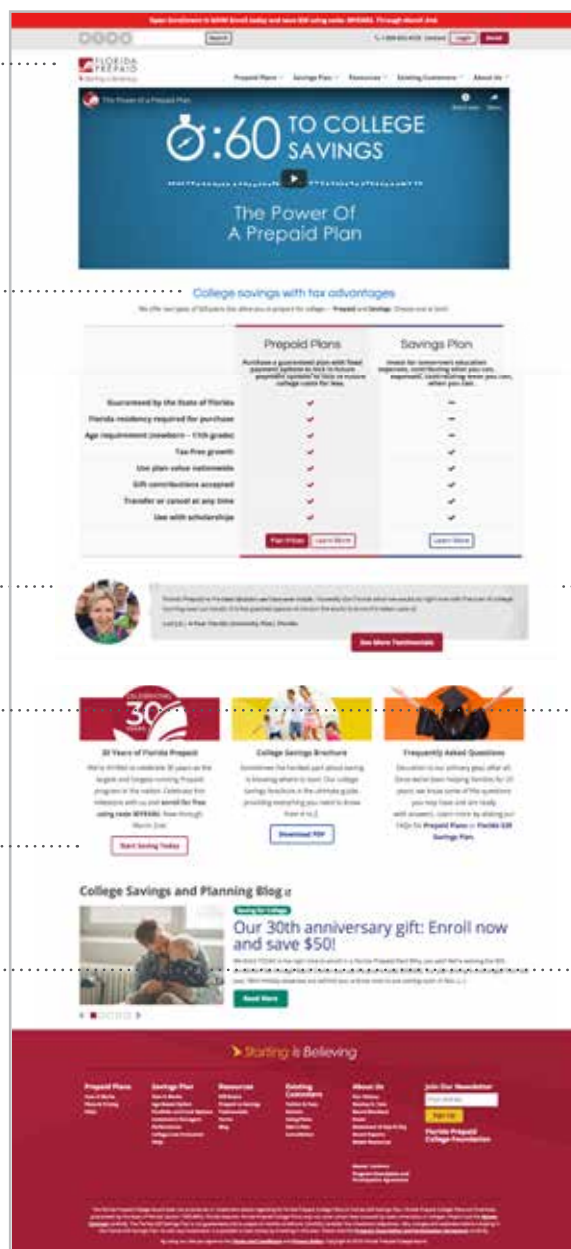
Use eye-catching, candid photography of parents and children

Calls to action

Call-to-action buttons use approved solid colors with white, all-caps text or color border with color type

Illustrations

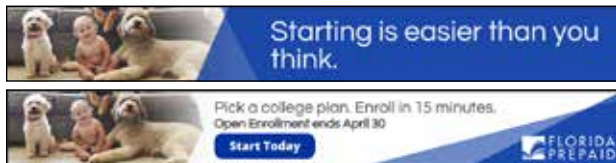
Use simplified, limited-color vector illustrations where applicable



300x250 HTML Banner



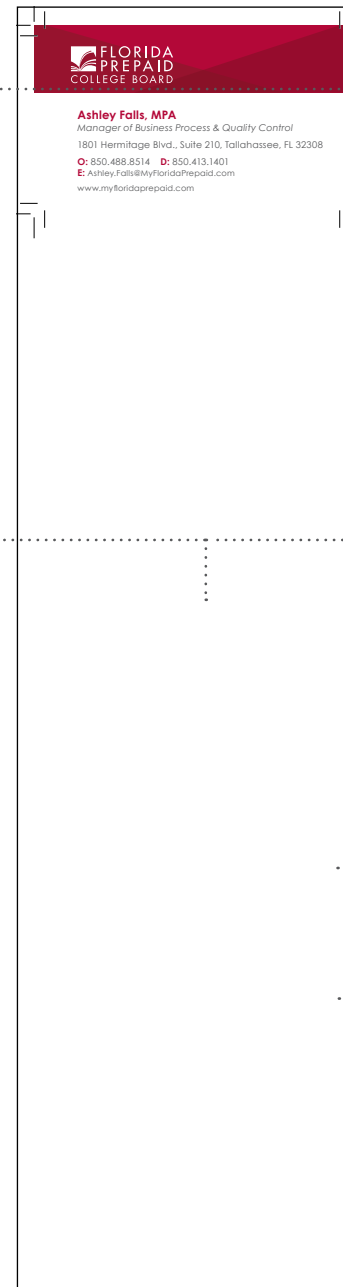
728x90 HTML Banner



300x600 HTML Banner



160x600 HTML Banner



Color overlay
Use translucent color triangles to create a layered dimensional look

Header H1 color
Use the primary brand color #a01f37 for header colors

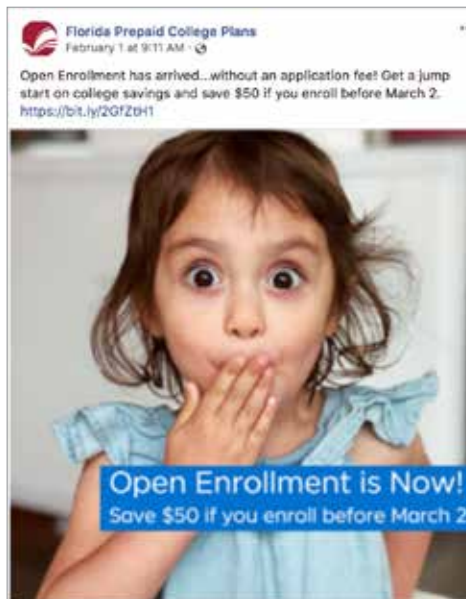
Subhead typeface
Use Proxima Nova for any body copy text

Call to action
Always give the viewer a way to take action

Logo
Use this logo where appropriate
Artwork provided

- It's important to use our social channels, not only as a trusted resource, but also to foster a community. Posts should be conversational, approachable and adhere to emerging trends in each social community. Social channels and blog posts can be valuable tools in our overall linking strategy, engaging users and driving them back to myfloridaprepaid.com.
- As social influencers become increasingly more popular, we should strategically weave them into our paid and social efforts. By tapping into their social media cachet, we'll expose and endear ourselves to important audiences.
- Following audience leads in trending content is a great way to increase engagement and, inevitably, improve the engagement we have on our more informational or formal posts.
- Stay up to date on different channel post types. Determine channel, style of post and validate creative assets against the approved specs.

Facebook Content Examples



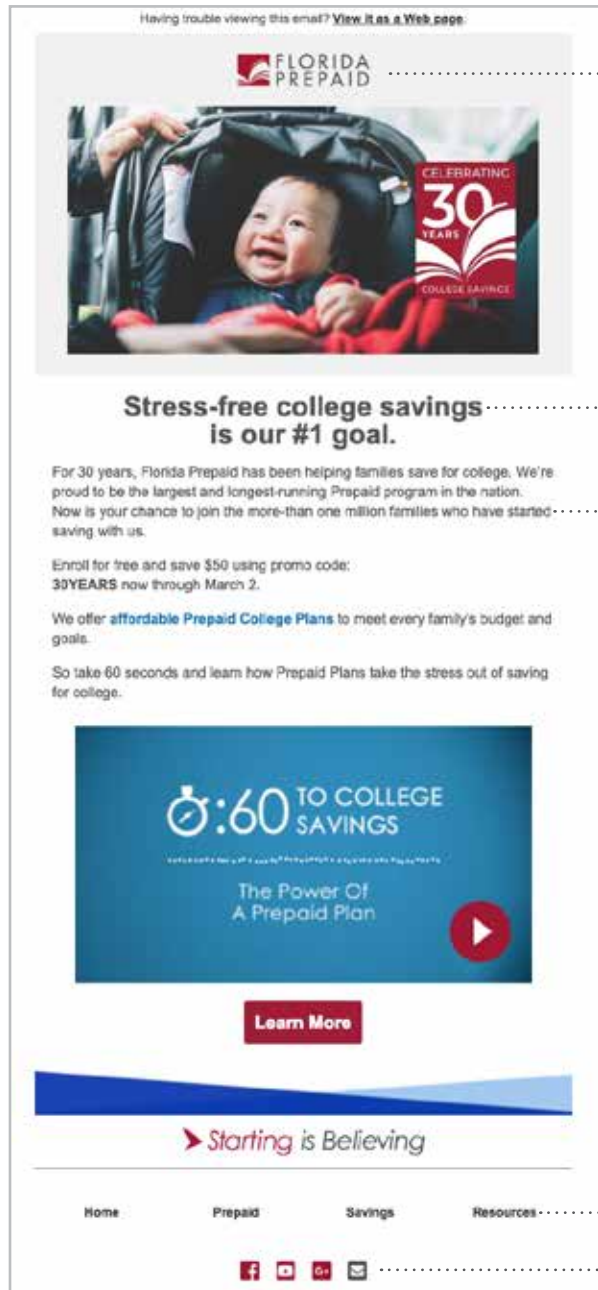
Instagram Content Example



Twitter Content Example



Email Blast



Logo

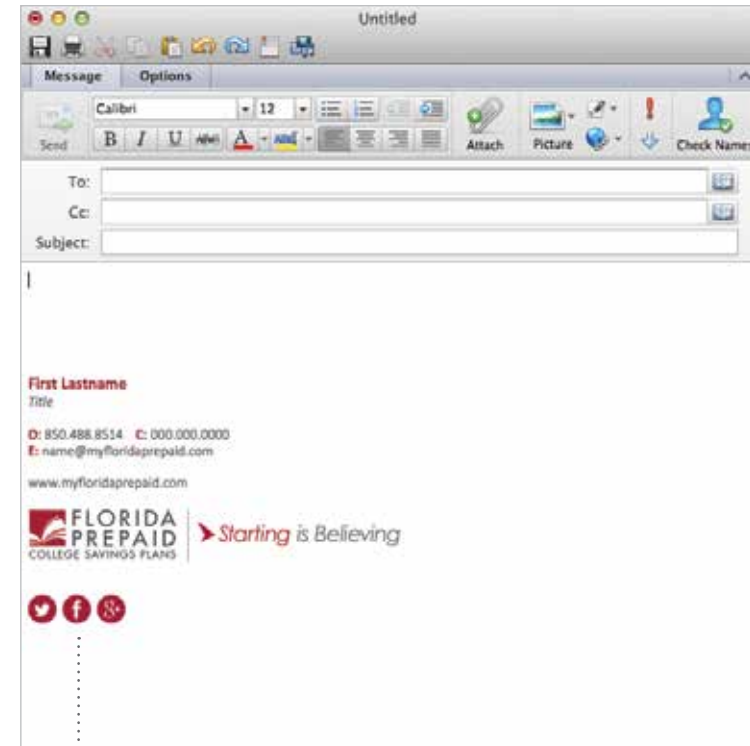
Headline

Main Body Copy

Footer Links to site

Social Links

Email Signature



Typography

Name

Calibri Bold – 14pt

Title

Calibri Italic – 12pt

Contact Information

Calibri – 12pt

Thank You.



ABLE UNITED BRAND IDENTITY STANDARDS



ABLE United

Save for a better life experience

CONTENTS

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ABLE UNITED CORPORATE LOGO



PRIMARY CORPORATE LOGO

ABLE United's corporate logo consists of 3 interrelated components: a symbol, a corporate name and a descriptive tagline. To ensure consistency, the established size and positioning relationships between these 3 elements must not be altered. Always use the approved artwork files. Do not recreate the logo.



SECONDARY VERTICAL VERSION

The primary corporate logo is the preferred version for most applications. However when the available horizontal space in an application is limited, the use of the vertical version allows for better legibility and scale.

PRIMARY CORPORATE LOGO



SECONDARY VERTICAL VERSION



CLEAR SPACE

Clear space is an area that is kept free of any other text, graphic elements or other visual distractions. The minimum requirements for clear space around the ABLE United logo are shown. Whenever possible, more clear space is preferred.

PRIMARY CORPORATE LOGO

PRINT USE

2 INCH MINIMUM



ONLINE USE

285 PIXEL MINIMUM



SECONDARY VERTICAL VERSION

PRINT USE

1 INCH MINIMUM



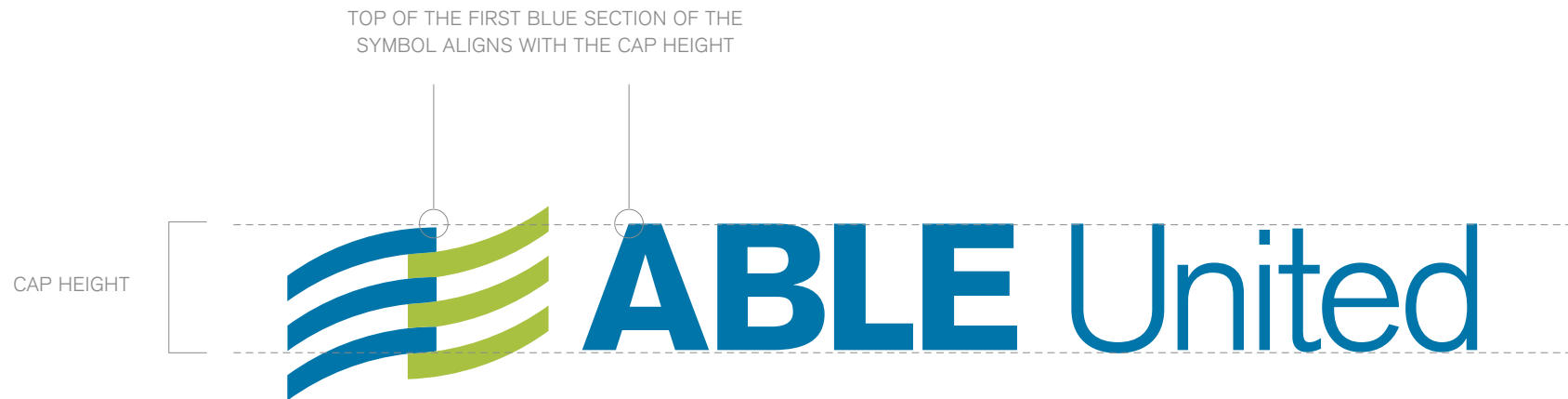
ONLINE USE

150 PIXEL MINIMUM



MINIMUM SIZE

To ensure legibility in both print and online applications, the ABLE United logo should not be used smaller than the minimum sizes illustrated above.



PRIMARY CORPORATE LOGO WITHOUT THE TAGLINE

Because the symbol on the primary corporate logo is centered on the height of both the corporate name and tagline, there is an alternative logo version for use when no tagline is desired. On this version, the center of the symbol is adjusted to align with the cap height of "ABLE United". Always use the approved artwork files. Do not recreate the logo.

PRIMARY CORPORATE LOGO – NO TAGLINE



SECONDARY VERTICAL VERSION – NO TAGLINE



USE WITHOUT THE TAGLINE

Examples of the primary corporate and secondary vertical version logos without the tagline.

ABLE UNITED

LOGO USAGE



BLUE — PRIMARY USE:

PMS COATED **7690C**

EQUIVALENTS:

PMS UNCOATED **3015U**

C100 M35 Y0 K20

OR 118G 168B

HEX 147198



GREEN — PRIMARY USE:

PMS COATED **2300C**

EQUIVALENTS:

PMS UNCOATED **2300U**

C35 M0 Y100 K1

169R 194G 63B

HEX AFC546



GRAY — PRIMARY USE:

PMS COATED **COOL GRAY 8**

EQUIVALENTS:

PMS UNCOATED **COOL GRAY 8**

C50 M40 Y38 K4

136R 139G 141B

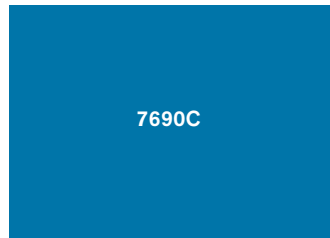
HEX 888B8D



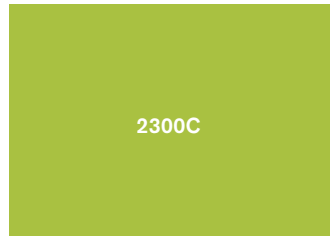
PRIMARY COLOR

ABLE United's corporate logo is defined in three main colors — a blue and green used in the symbol and corporate name with an additional gray accent color for the tagline.

PRIMARY



7690C

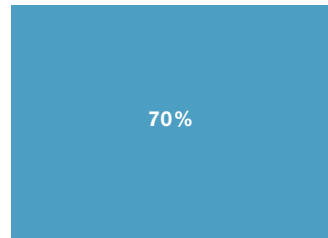


2300C

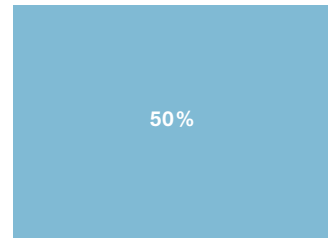


COOL GRAY 8C

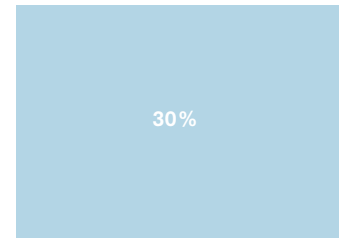
SECONDARY



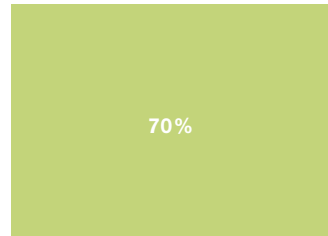
70%



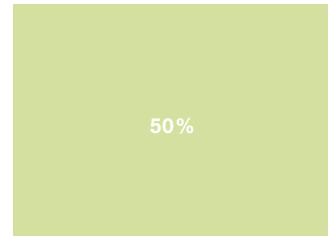
50%



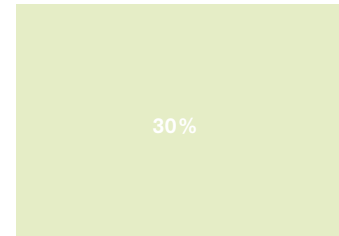
30%



70%



50%



30%



COOL GRAY 5C



COOL GRAY 3C



COOL GRAY 1C

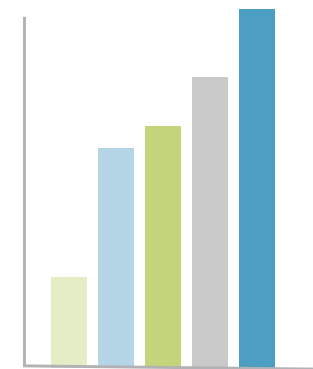
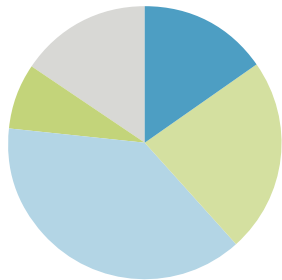
SECONDARY COLOR PALETTE – TINTS

Percentage tints of the 3 primary colors are useful secondary colors for use in applications – particularly print applications limited to PMS colors.



USE OF SECONDARY COLOR PALETTE – TINTS

As accent color, percentage tints of the 3 primary colors provide a wide range of color options and directions for use.



USE OF SECONDARY COLOR PALETTE – TINTS

Example of the relationship between the primary (logo) and secondary color palette (charts).

PRIMARY



SECONDARY



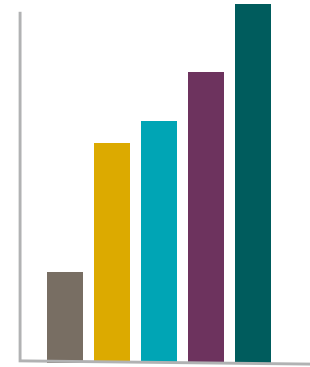
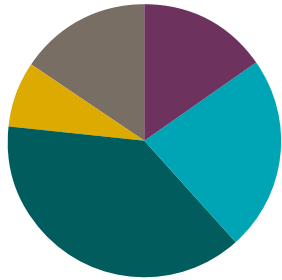
SECONDARY COLOR PALETTE

In addition to the percentage tints, a secondary palette of muted warm and cool colors adds vibrancy but does not compete with the primary colors. This palette's primary use is print applications produced in 4 color process and online applications using RGB or HEX.



USE OF SECONDARY COLOR PALETTE

Offering a broader range of expression, the secondary palette of muted warm and cool colors offers many color combinations and options for use.



USE OF SECONDARY COLOR PALETTE

Example of the relationship between the primary (logo) and secondary color palettes of muted warm and cool colors (charts).



GRAY SCALE LOGO

A gray scale version of the ABLE United' logo is designed for applications where color is not available or may not reproduce well, such as on documents intended to be photocopied, duplicated or scanned.



GRAY SCALE LOGO

Example using the secondary vertical version logo.



BLACK AND WHITE USE

The gray scale version of the logo shown on the left is for use on light color or gray values less than 50%. The white version is for use over strong colors, gray values over 50% and black.



BLACK AND WHITE USE

Example using the secondary vertical version logo.



Akzidenz Grotesk – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Akzidenz Grotesk – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Akzidenz Grotesk – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 0123456789

CORPORATE TYPEFACE

ABLE United's corporate logo is based on three weight values of Akzidenz Grotesk — black, bold and light.

Support health, independence and quality of life

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

ABLE United is making a difference

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate deserunt mollit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim

HEADLINE

AKZIDENZ GROTESK – BLACK,
LARGE SIZE

SUB-HEADLINE

AKZIDENZ GROTESK – LIGHT,
LARGE SIZE

BODY SUB-HEADLINE

AKZIDENZ GROTESK – BOLD,
SMALL SIZE

BODY TEXT

AKZIDENZ GROTESK – LIGHT,
SMALL SIZE

USE OF TYPOGRAPHY

In addition to matching ABLE United's logo, the Akzidenz Grotesk typeface family provides a high level of harmony, consistency and legibility for use in applications. As a general rule, limiting the number of styles in a document by using a range of sizes of the same type style is preferred. Example shown above.

Akzidenz Grotesk – Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Akzidenz Grotesk – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Akzidenz Grotesk – Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial – Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ALTERNATIVE TYPEFACE USE

When Akzidenz Grotesk is unavailable for use such as in windows-based internal documents, Arial is suitable substitution.

ABLE UNITED APPLICATIONS



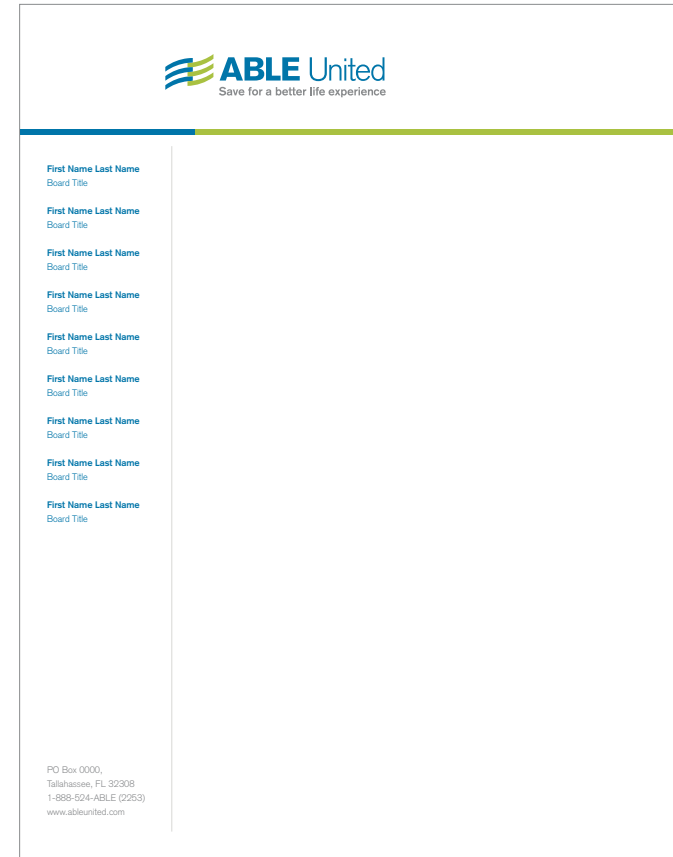
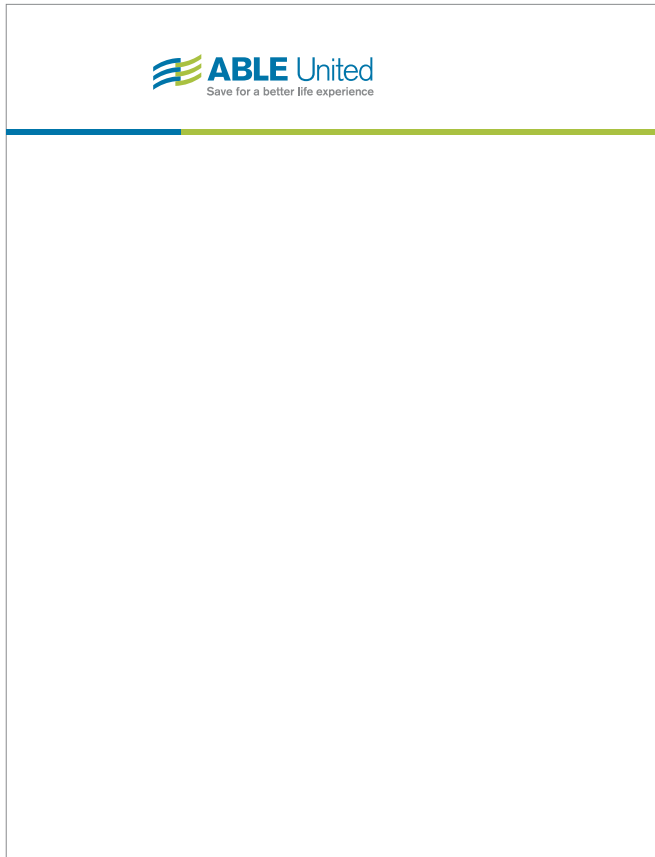
FRONT



BACK

BUSINESS CARD

Two-sided business card.



STATIONERY

Correspondence stationery and Board stationery.



ENVELOPES

Logo use on a standard No.10 envelope and a large, square flap mailing envelope.



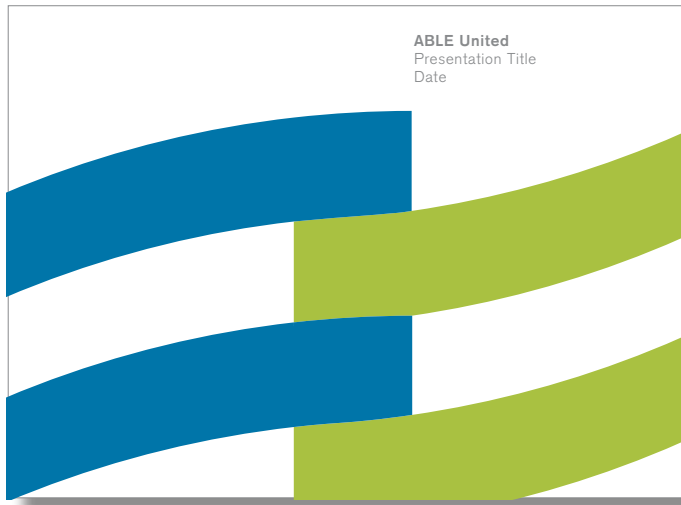
ENVIRONMENTAL USE

The space available affects legibility of the ALE United logo. Generally long or wide spaces favor the primary horizontal version while squarish spaces benefit from the compactness of the secondary vertical version.



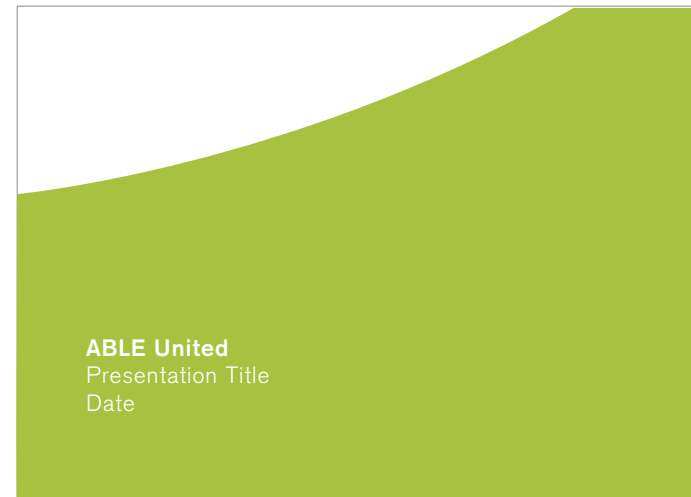
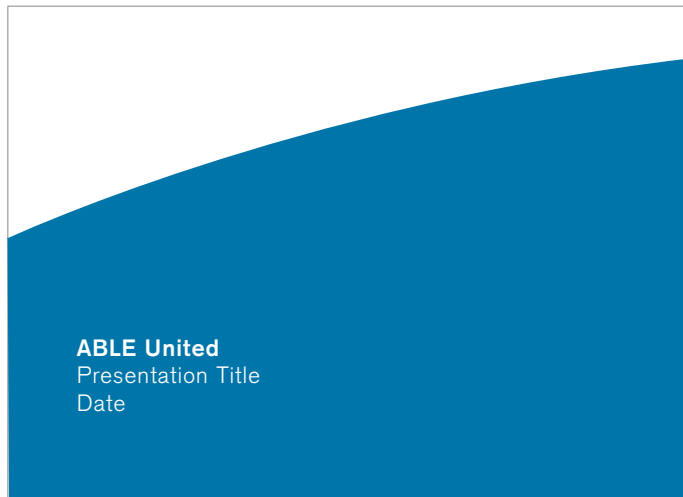
SUPPORTIVE GRAPHIC ELEMENTS

The symbol which abstractly suggests interlocking hands and/or waving flag is valuable as supportive graphic element when used consistently. The primary use is centered while bleeding to the left and right edges.



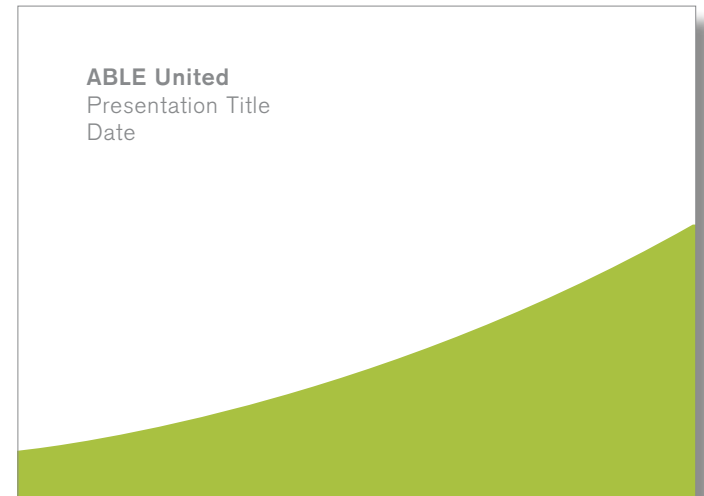
SUPPORTIVE GRAPHIC ELEMENTS

Variation on the primary use version.



SUPPORTIVE GRAPHIC ELEMENTS

Flat color shapes based on the curves of the symbol.



SUPPORTIVE GRAPHIC ELEMENTS

Variation on the flat color shapes.



POWERPOINT TEMPLATE

Cover slide options - can be used sequentially.

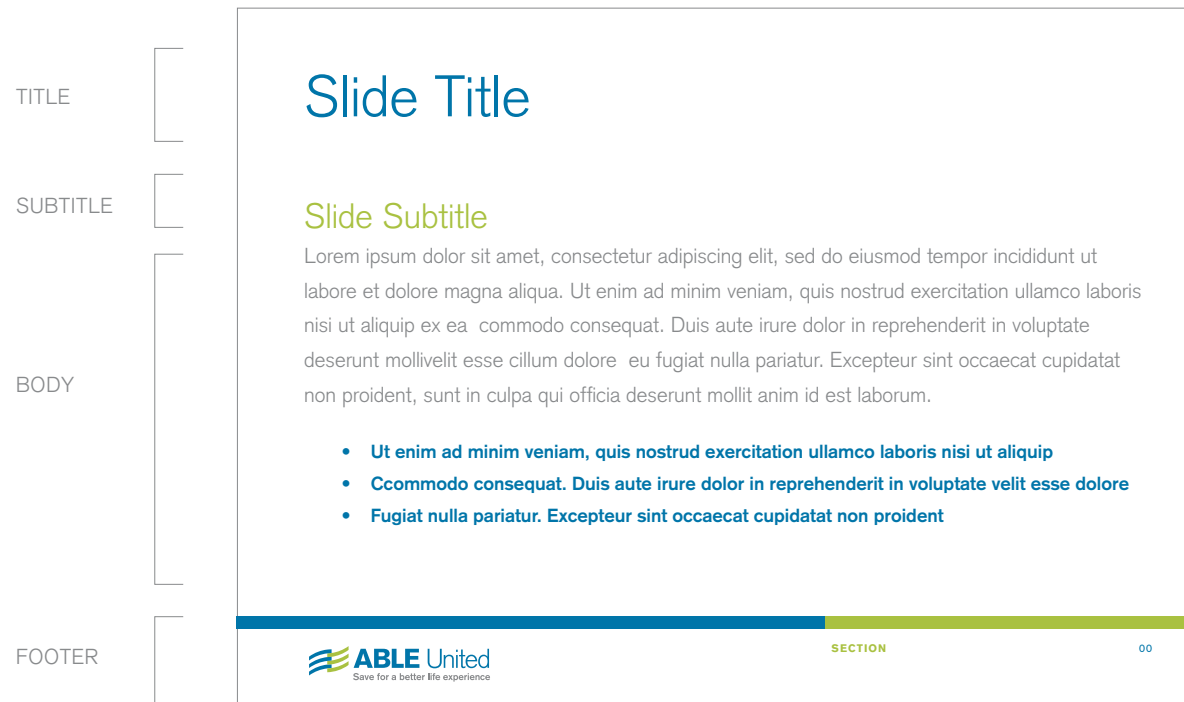
DATE

Presentation Title

Subtitle

POWERPOINT TEMPLATE

Main presentation title slide.



POWERPOINT TEMPLATE

Main body slide structure.

TITLE

SUBTITLE

BODY

FOOTER

Slide Title

Slide Subtitle

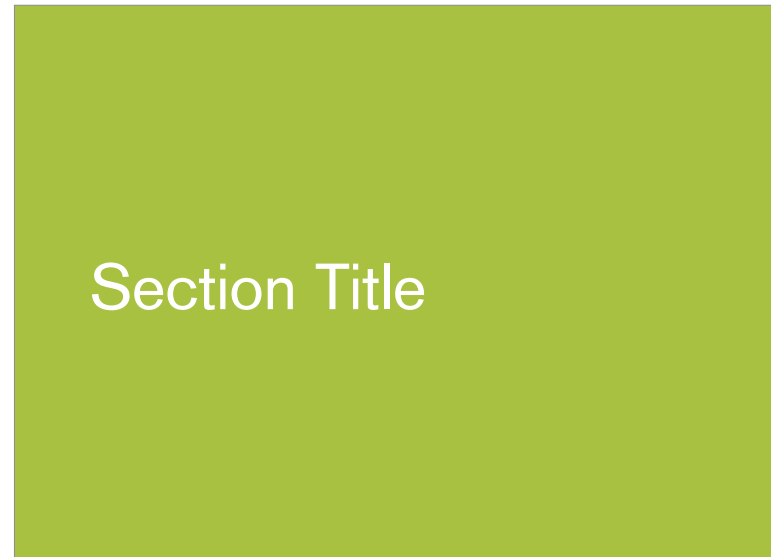
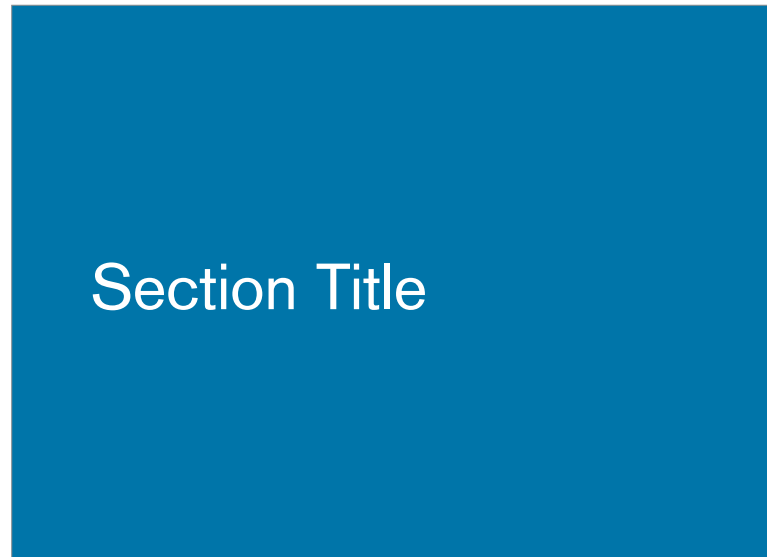
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

- Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip
- Fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident



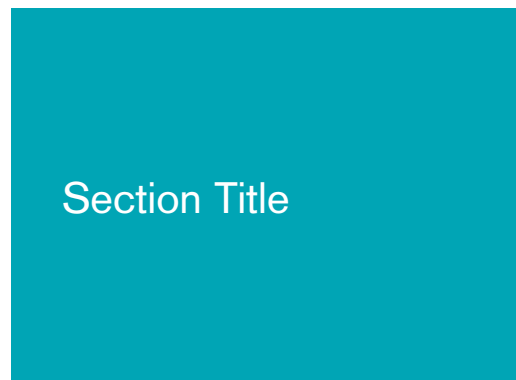
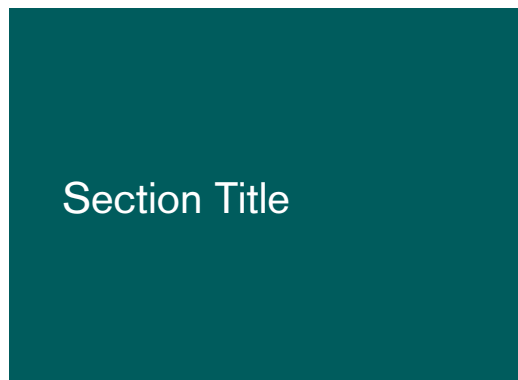
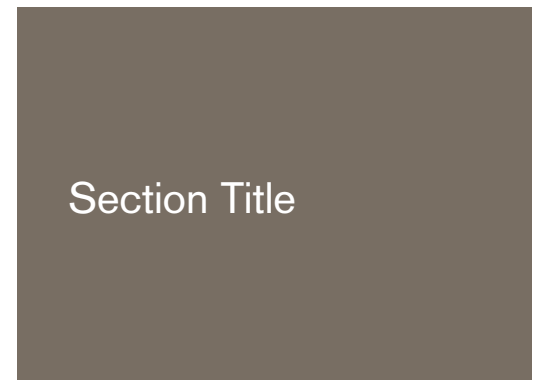
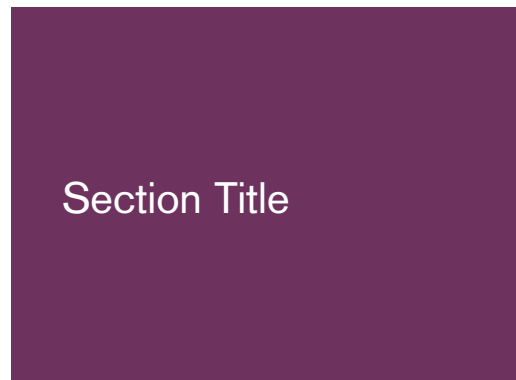
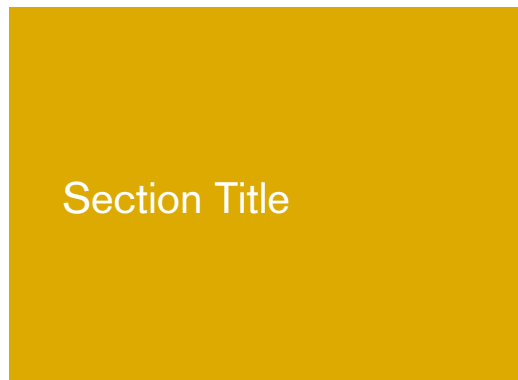
POWERPOINT TEMPLATE

Main body slide structure.



POWERPOINT TEMPLATE

Main section title transition pages – primary color palette.



POWERPOINT TEMPLATE

Main section title transition pages – secondary color palette.

TITLE

SUBTITLE

BODY

FOOTER

Slide Title

Slide Subtitle

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SECTION00

POWERPOINT TEMPLATE

Main body slide structure - secondary color palette use.

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POWERPOINT TEMPLATE

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