Identity brand guidelines act as a set of tools and rules on how to use brand elements. You are imperative in the mission to protect, maintain and enhance the City image and reputation. For a complete guide visit Largo.com/Branding.

**Main Colors**
- **Blue Moon**: 68/51/40/13, 90/107/121, #5A6B79, PMS: 431 C
- **Evening Blue**: 62/20/21/0, 97/166/187, #61A6BB, PMS: 549 C
- **Bay Breeze**: 37/1/12/0, 156/212/221, #9CD4DD, PMS: 629 C
- **Leaf Green**: 27/1/76/0, 194/215/102, #C2D766, PMS: 366 C
- **Natural Sunset**: 2/42/64/0, 243/162/105, #F3A269, PMS: 1565 C
- **Coral Rays**: 0/75/76/0, 241/102/72, #F16648, PMS: 7416 C
- **Silver Palms**: 0/0/0/50, 147/149/151, #939597, PMS: COOL GRAY 7 C

**Fonts**
- **Great Vibes**
- **Avenir Bold**
- **Allura**
- **Avenir Next**
- **Champagne & Limousines**

**Imagery**

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