

COLOR PALETTE



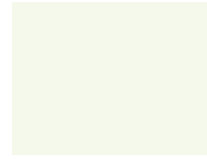
HEX: #78B739
 RGB: 120, 183, 57
 CMYK: 59, 5, 100, 0
 PANTONE: 368 C



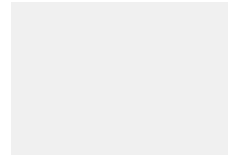
HEX: #439128
 RGB: 67, 145, 40
 CMYK: 77, 20, 100, 6
 PANTONE: 363 C



HEX: #2F2F2F
 RGB: 183, 49, 44
 CMYK: 0, 95, 94, 28
 PANTONE: 440 C



HEX: #F3F9EA
 RGB: 244, 249, 235
 CMYK: 3, 0, 8, 0
 PANTONE: 372 C | 30%



HEX: #F0F0F0
 RGB: 240, 240, 240
 CMYK: 4, 3, 3, 0
 PANTONE: 663 C | 40%

TYPOGRAPHY

ABOUT THE CORRIDOR

Facilitating Innovation for Businesses in Florida

The Florida High Tech Corridor Council is an economic development initiative of three of the country's largest research institutions: University of Central Florida, University of South Florida and University of Florida. Our mission is to grow high tech industry and innovation – and the workforce to support it – in a 23-county region spanning the state. We facilitate collaborations between partners in academia, industry and economic development to create communities with unlimited potential.

TITILLIUM WEB BOLD, #78B739

TITILLIUM WEB BOLD, #2F2F2F

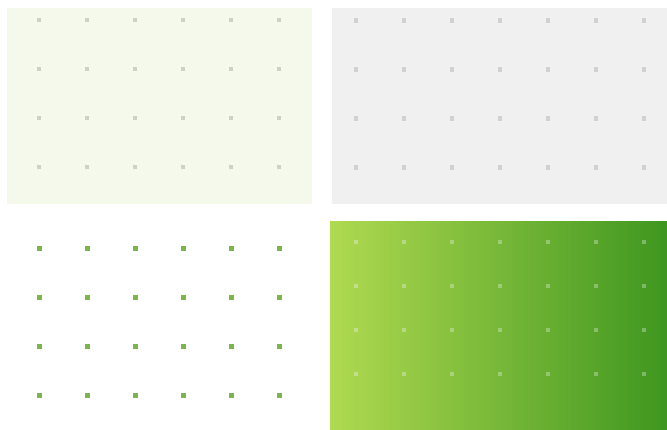
MERRIWEATHER LIGHT, #4E4E4E

DESIGN ASSETS

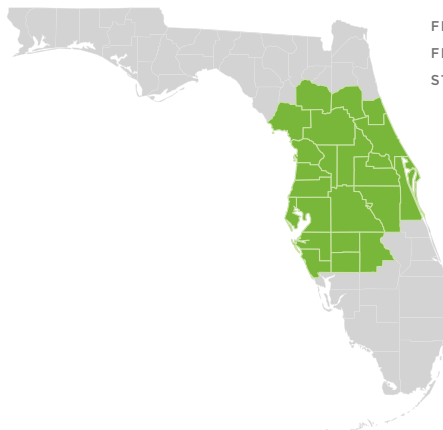
INDUSTRY ICONS



PATTERNS



MAP



FLORIDA MAP
 FILL: #D3D3D3
 STROKE: #E5E5E5

CORRIDOR
 FILL: #78B739
 STROKE: #CBE2A8

ARC BORDER

