

STOREFRONT WRAPS

STYLE GUIDELINES

What we're seeing in the City...



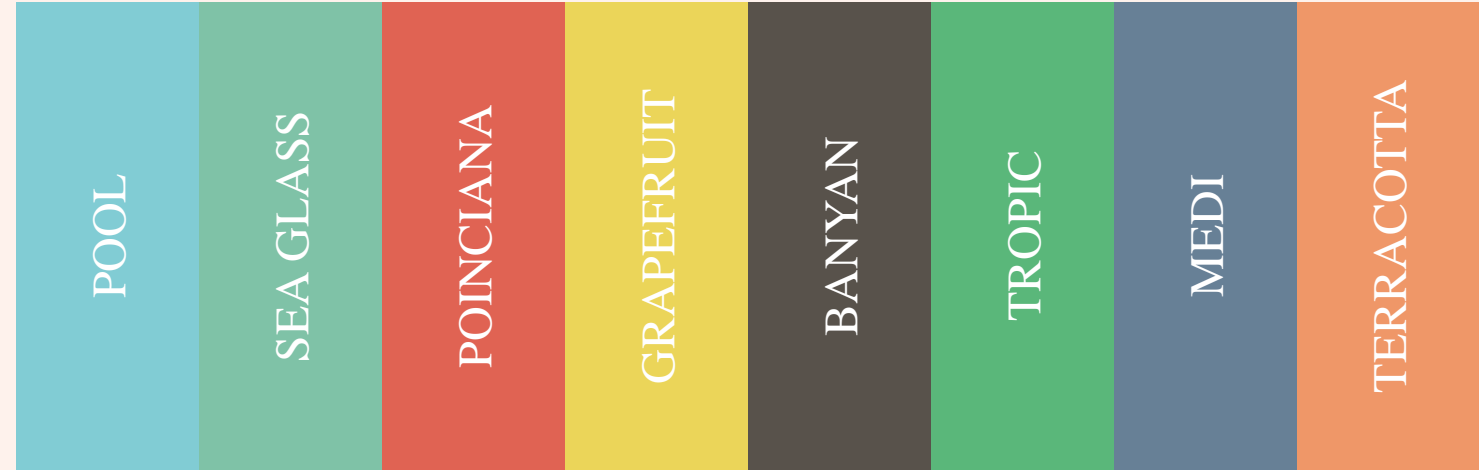
What we're seeing in the City...



STYLE GUIDE

COLOR PALETTE

City's secondary color palette will be among the allowable colors. Tones and shades within the family of approved colors will be allowed.



Three additional palettes were created that complement City's secondary color palette.

COOL PALETTE



WARM PALETTE



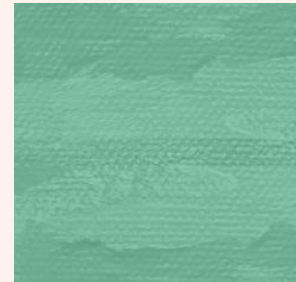
GREEN PALETTE



STYLE GUIDE

BACKGROUNDS

Backgrounds can be solid, textured, watermarked or containing floral/tropical foliage. A combination of solid-colored panels with another option will be acceptable as long as the colors are similar.



STYLE GUIDE

EXAMPLES

WARM PALETTE



STYLE GUIDE

EXAMPLES

GREEN PALETTE



STYLE GUIDE

EXAMPLES

COOL PALETTE



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EXAMPLES

Coming Soon.

Example of a solid color panel combined with floral pattern with the same color family.



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EXAMPLES

Coming Soon.

Example of a solid color panels combined with a watermark feature.



STYLE GUIDE

CUSTOM WRAPS

- 180 days before the business opens
- Requires administrative aesthetic review
- Design has to be graphically consistent with the style guide
- Design can have small scale elements of nature, primary goods or services
- Muted palettes are encouraged



THANK YOU

CORAL GABLES
THE CITY BEAUTIFUL