City of Tampa Florida

SOUTH HOWARD FLOOD RELIEF PROJECT MARKETING CAMPAIGN

THE LOOK

sohOPEN

SHOP SOUTH HOWARD

SUBJECT TO FINAL DESIGN

LOGO

The logo emphasizes the word “open” and the goal of the campaign .

COLORS

Colors are bright and approachable, complementing the neighborly aspect of engaging in the campaign.

ADDITIONAL ELEMENTS

sO

sO

sohOPEN
SHOP SOUTH HOWARD

CITY OF TAMPA STORMWATER CAPITAL IMPROVEMENT PROJECTS

Mayor Jane Castor
Transforming Tampa’s Tomorrow