



**ANNE M. GANNON**  
**CONSTITUTIONAL TAX COLLECTOR**  
*Serving Palm Beach County*

# DIGITAL BRAND GUIDELINES

VERSION 1.0

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# Primary Palette

The primary digital color palette for the Palm Beach County Tax Collector’s Office is comprised of Navy, Royal and Azure blues, Mist gray and a Azure to Royal gradient.

Navy blue is applied in highest proportion across elements.

<p><b>NAVY</b></p>          <p>RGB 29/41/82 HEX #1D2952</p>	<p><b>ROYAL</b></p>          <p>RGB 53/77/159 HEX #354D9F</p>	<p><b>AZURE</b></p>          <p>RGB 0/35/192 HEX #0087C0</p>	<p><b>MIST</b></p>          
<p><b>DARK NAVY</b></p>          <p>RGB 19/26/53 HEX #131A35</p>	<p><b>ROYAL HOVER</b></p>          <p>RGB 35/57/131 HEX #233983</p>	<p><b>AZURE SHADE</b></p>          <p>RGB 0/117/167 HEX #0075A7</p>	<p><b>MIST</b></p>          <p>RGB 239/240/246 HEX #EFF0F6</p>

**GRADIENT BLUE: AZURE + ROYAL**

ANGLE 0° HORIZONTAL  
HEX #0087C0 → HEX #354D9F

# Accent Palette

The **accent color palette** includes both a secondary and tertiary color palette.

The **secondary color palette** is used in higher proportion and primarily for accent elements such as buttons, CTA bars, or design elements. \*Sky blue is only used in place of Azure when contrast is needed for text or elements on top of Navy. The secondary color tints are used for feature content boxes as background colors and with its corresponding saturated color.

The **tertiary color palette** is used more sparingly, such as for specific icons for the Tax Collector’s office service segments (Motor Vehicle, Vessel, Real Estate, etc.). Of the tertiary palette is also Gray, which is used for all website paragraph text.

## SECONDARY

<b>PINK</b>	<b>PINK HOVER</b>	<b>TEAL</b>	<b>TEAL HOVER</b>	<b>SKY</b>	<b>LIGHT BLUE</b>
RGB 225/39/88 HEX #E12758	RGB 185/25/68 HEX #B91944	RGB 0/148/121 HEX #009479	RGB 0/112/92 HEX #00705C	RGB 87/184/226 HEX #57B8E2	RGB 153/225/255 HEX #99E1FF
RGB 252/244/246 HEX #FCF4F6 <b>PINK TINT</b>		RGB 242/251/249 HEX #F2FBF9 <b>TEAL TINT</b>		RGB 242/249/252 HEX #F2F9FC <b>SKY TINT</b>	

## TERTIARY

<b>CORAL</b>	<b>ROSE</b>	<b>BERRY</b>	<b>GRAPE</b>	<b>LIME</b>	<b>MINT</b>	<b>PINE</b>	<b>GRAY</b>
RGB 252/125/96 HEX #FC7D60	RGB 235/124/141 HEX #EB7C8D	RGB 184/48/80 HEX #B83050	RGB 77/55/138 HEX #4D378A	RGB 124/188/46 HEX #7CBC2E	RGB 9/191/159 HEX #09BF9F	RGB 15/103/17 HEX #0F6711	RGB 61/61/61 HEX #3D3D3D

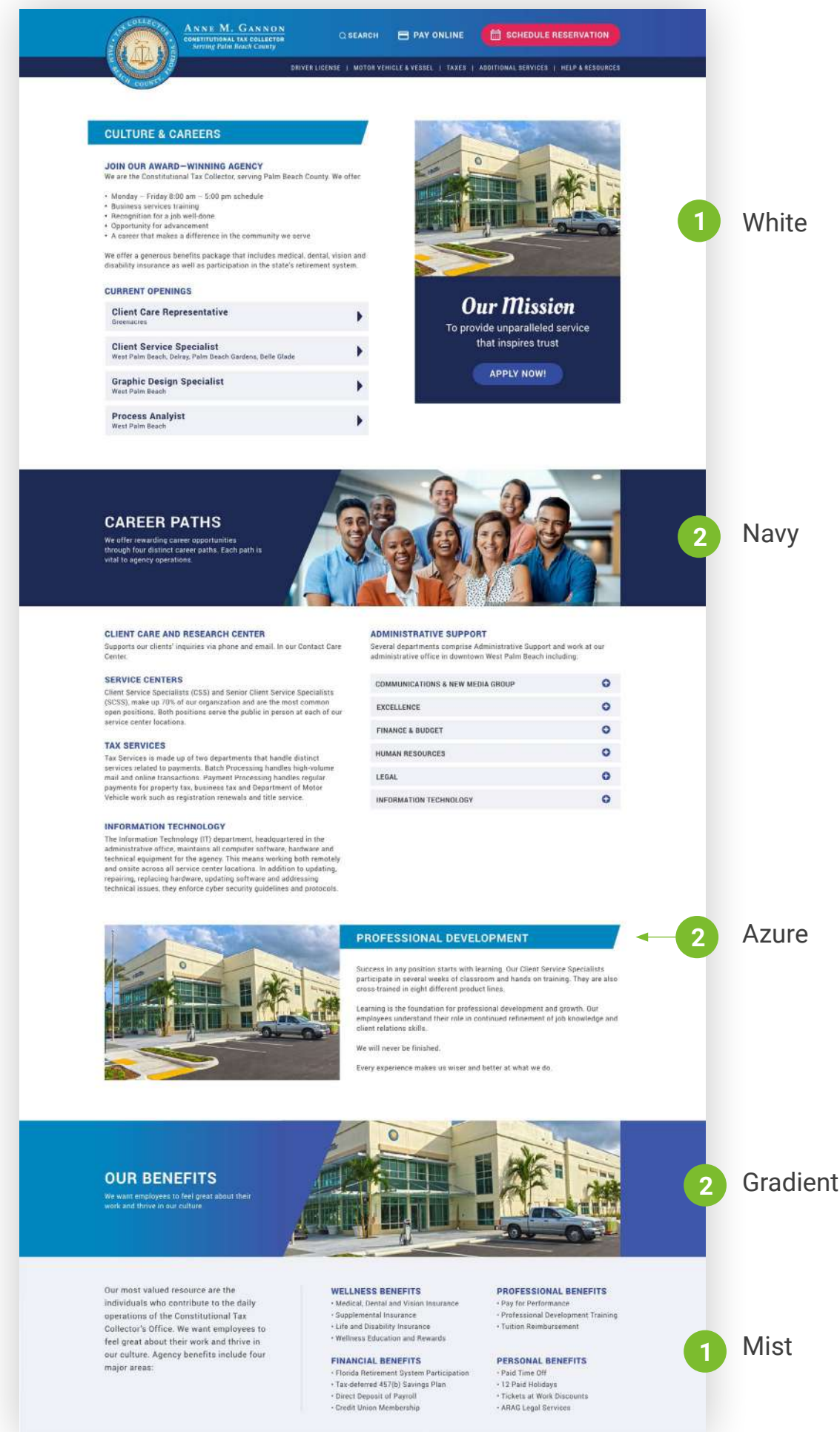
# Color In Use

These are examples of how our colors are applied:

- 1 Primary page and section background colors are White and Mist.
- 2 Feature section or heading bar background colors are Navy, Gradient Blue, or Azure.
- 3 The navigation bar background color is Gradient Blue with Navy as the secondary nav background color.
- 4 The footer background color is Navy.
- 5 Buttons are primarily Pink, Teal or Royal. CTA bar background colors are Pink, Teal and Azure.
- 6 Accent box background colors are tints of Pink, Royal, Navy (Mist) and Teal.

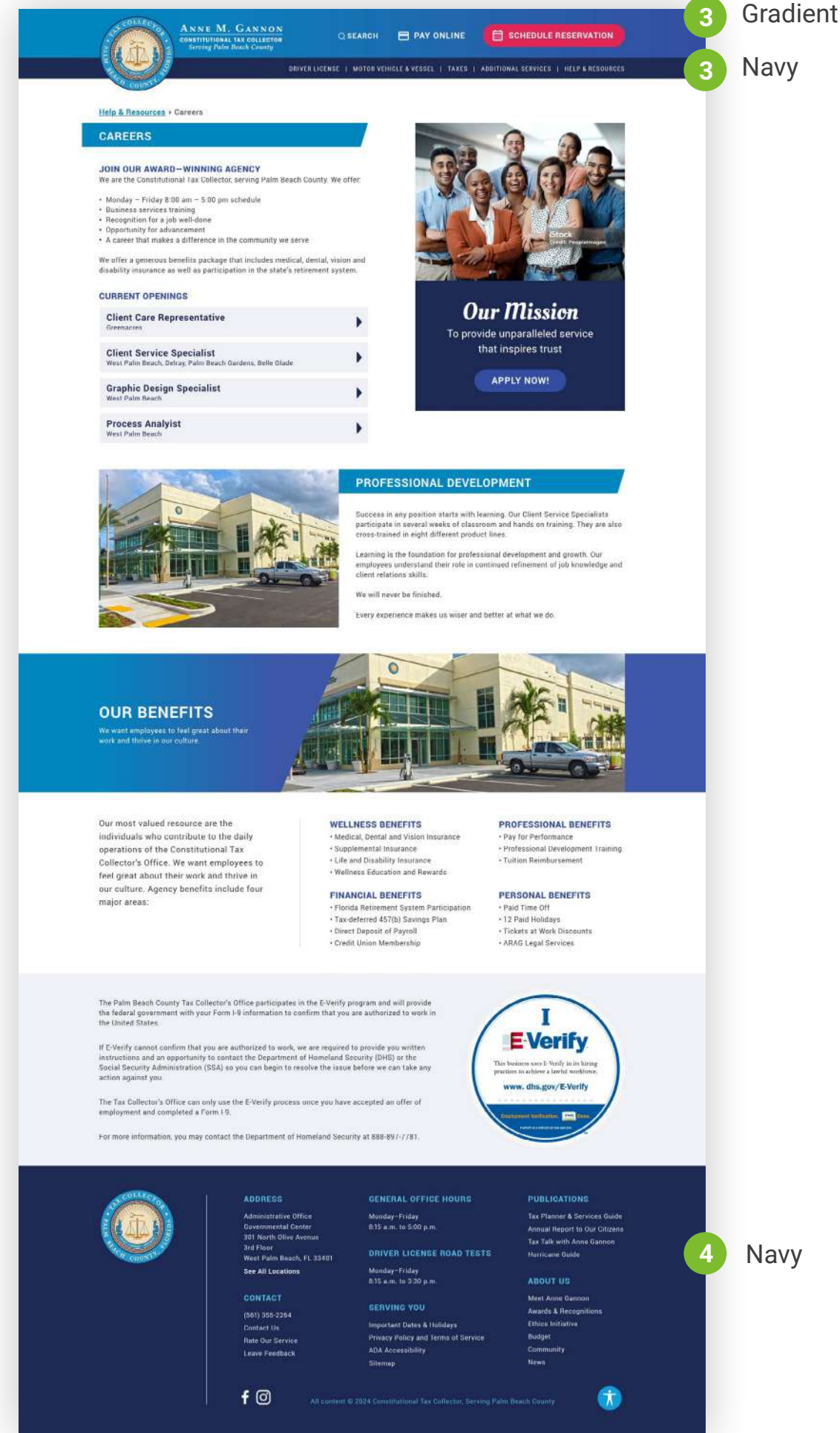
## BACKGROUND COLORS

White, Mist, Navy, Gradient Blue, Azure



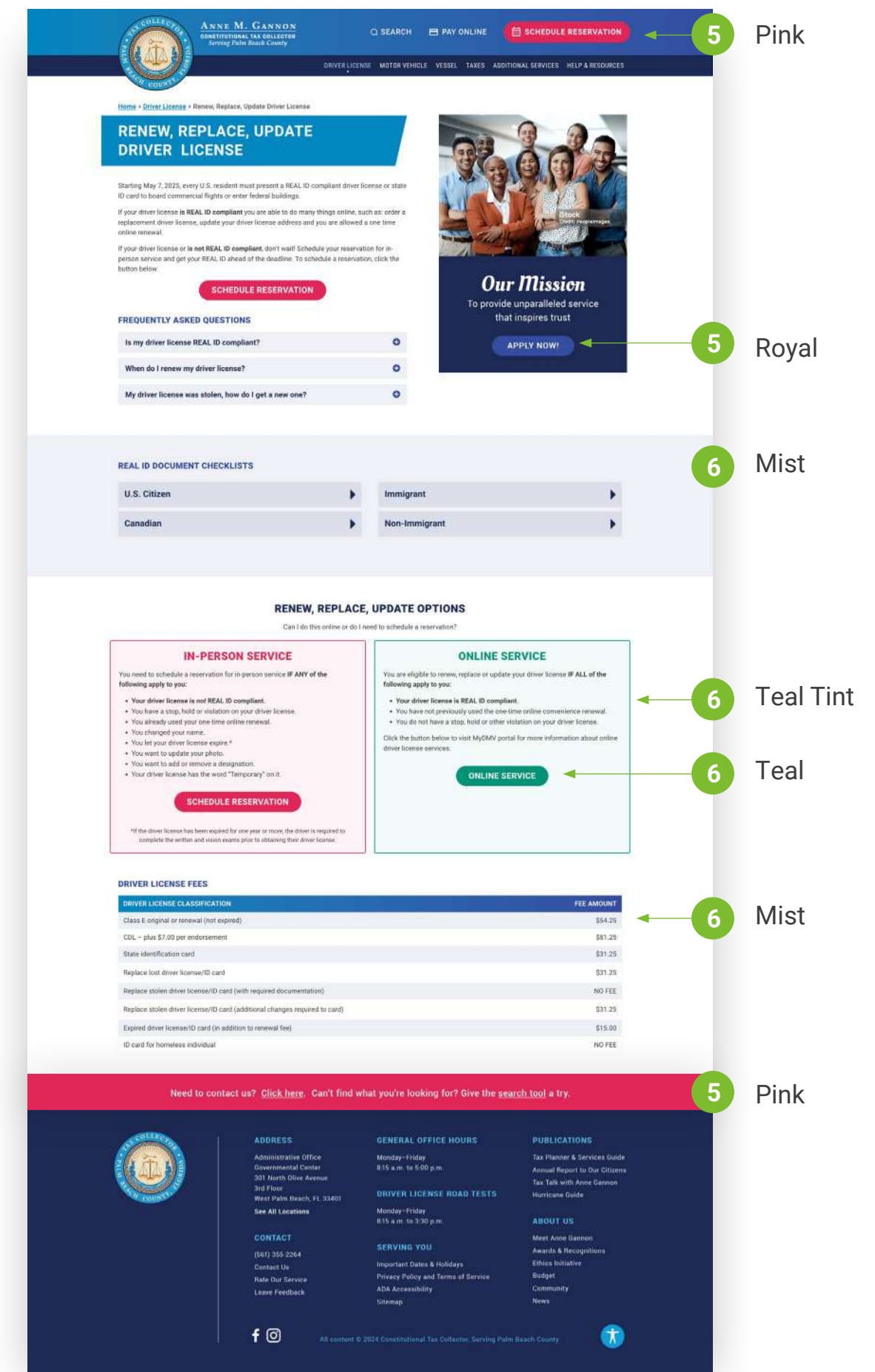
## NAVBAR & FOOTER

Gradient Blue, Navy



## BUTTONS, CTA BARS, ACCENTS

Pink, Teal, Sky, Royal



# Color In Use

This is how our colors are applied to specific elements in digital interfaces including buttons, call to action bars, heading bars and icons.

## BUTTONS

Pink, Teal, Royal, Mint



## CTA BARS

Pink, Teal, Azure



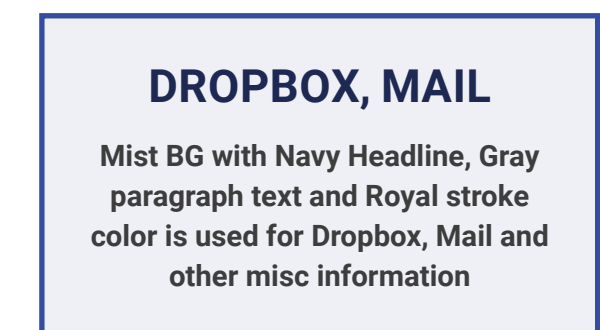
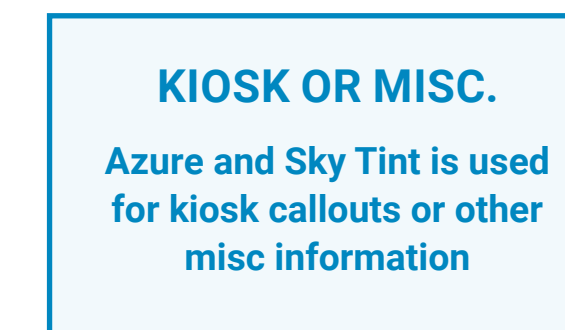
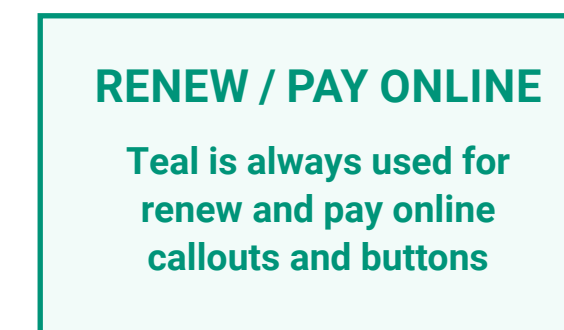
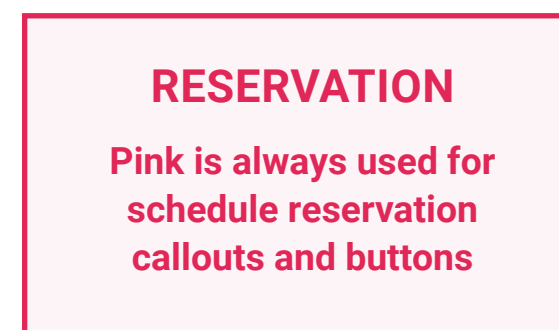
## HEADING BAR

Azure



## COLORED BOXES

Pink Tint, Teal Tint, Mist, Sky Tint, Navy, Royal



## STANDARD ICONS

Navy, Royal, or White on Color Backgrounds



## SERVICE SEGMENT ICONS

Tertiary Colors



# ADA Color Contrast

We follow the Web Content Accessibility Guidelines (WCAG) to ensure our digital interfaces are ADA (American with Disabilities Act) compliant, allowing everyone to interact with our digital media in a way that is perceivable, operable and understandable.

Ensuring enough color contrast between text and the background color is one segment of compliance. Follow these color combinations to ensure those standards are met and in maintaining the Palm Beach County Tax Collector's Office brand.

### LARGE Text Contrast Ratio Reqs

AAA – 4:5:1  
AA – 3:1

### NORMAL Text Contrast Ratio Reqs

AAA – 7:1  
AA – 4:5:1

14:1

WHITE TEXT  
NAVY BG

7.7:1

WHITE TEXT  
ROYAL BG

4:1

ONLY LARGE TEXT

WHITE TEXT  
AZURE BG

4.5:1

WHITE TEXT  
PINK BG

3.8:1

ONLY LARGE TEXT

WHITE TEXT  
TEAL BG

6.3:1

SKY TEXT  
NAVY BG

6.6:1

ROYAL TEXT  
WHITE BG

10.6:1

GRAY TEXT  
WHITE BG

4.5:1

PINK TEXT  
WHITE BG

4:1

ONLY LARGE TEXT

AZURE TEXT  
WHITE BG

12.3:1

NAVY TEXT  
MIST BG

9.5:1

GRAY TEXT  
MIST BG

# Typography Palette

Our primary digital typeface is **Roboto**.

The accent heading typeface to be used selectively is **Oleo Script**.

The specifications indicated to the right apply to the website, with the understanding that throughout the website there are also additional variations in how fonts are applied where deemed necessary for usability/design.

	FONT SIZE	LETTER SPACING	LINE SPACING	COLOR	FONT
<b>HEADING ONE</b>	46PX	1PX	57.5PX	NAVY, WHITE	ROBOTO BOLD CAPS
<i>Accent Heading</i>	48PX	-0.25PX	48PX	NAVY, WHITE	OLEO SCRIPT REG
<b>HEADING TWO</b>	36PX	1PX	45PX	NAVY, WHITE	ROBOTO BOLD CAPS
<b>HEADING THREE</b>	26PX	0.5PX	32.5PX	NAVY, WHITE	ROBOTO BOLD CAPS
<b>HEADING FOUR &amp; BUTTON TEXT</b>	20PX	0.5PX	25PX	WHITE, ROYAL	ROBOTO BOLD CAPS
<b>Heading five</b>	18PX	NORMAL	22.5PX	NAVY, GRAY	ROBOTO BOLD
<b>HEADING SIX</b>	17.5PX	NORMAL	21PX	NAVY, WHITE	ROBOTO BOLD CAPS
<a href="#">Paragraph Link</a> <b>Paragraph Link</b>	16PX	NORMAL	24PX	AZURE SHADE ON WHITE BG OR LIGHT BLUE ON DARK BG	ROBOTO REGULAR
Paragraph	16PX	NORMAL	24PX	GRAY	ROBOTO REGULAR

# Typography In Use

This demonstrates how type is applied to category navigation pages such as “Driver License” and an interior page such as “New Driver” (ie. “Get Your First Driver License”) page.

- 1 Heading Style **One**
- 2 Heading Style **Two**
- 3 Heading Style **Three**
- 4 Heading Style **Four & Button Text**
- P Paragraph Body Text
- L Link Text

**1 DRIVER LICENSE**

As an agent for the Florida Highway Safety and Motor Vehicles, our office issues REAL ID driver licenses and state identification cards (ID). Your driver license or state ID card is valid for six or eight years depending on your age. People aged 79 and under, driver licenses/ID cards are valid for eight years. People aged 80 and older, driver licenses/ID cards are valid for six years.

Those who are not REAL ID compliant must [schedule a reservation](#) to get a REAL ID compliant driver license/ID card.

Vision screening is required of all clients obtaining or renewing a driver license.

The Tax Collector's office does not issue Florida driver licenses or ID cards to undocumented immigrants.

**NEW DRIVER**  
Teen Drivers, First Time Drivers  
[Learn more](#)

**RENEW, REPLACE, UPDATE**  
Florida Driver License Renewals, Replacements, Updates  
[Learn more](#)

**TRANSFER DRIVER LICENSE**  
Transfer Your Out-of-State/Country Driver License to a Florida License  
[Learn more](#)

**IDENTIFICATION CARD**  
New, Replacement, Renewal, Update  
[Learn more](#)

**COMMERCIAL DRIVER LICENSE (CDL)**  
New, Renewal, Hazmat Endorsement  
[Learn more](#)

**HAVE QUESTIONS?**  
Our Client Care & Research team is ready with answers! Contact us by email, or phone Monday – Friday 8:15 am – 5:00 pm  
[CONTACT US](#)

**2 GET YOUR FIRST DRIVER LICENSE**

**3 NEW DRIVERS AGED 18 OR OLDER**  
If you are a first-time driver who is at least 18 years old, you are not required to obtain a learner's license; however, you are required to complete a Traffic Law and Substance Abuse Education (TLSAE) course, vision test, Class E Knowledge written exam, and a driving skills exam.  
During the driving skills exam, our examiner will observe your ability to control the vehicle and how well you obey traffic laws.

**4 SCHEDULE RESERVATION**

**NEW DRIVERS UNDER THE AGE OF 18**  
New drivers under the age of 18 must safely gain driving experience in low-risk conditions before obtaining full driving privileges. Florida requires you to complete a three-step process, called Graduated Driver Licensing (GDL), to obtain your first driver license. This process is designed to help you safely gain driving experience under low-risk conditions before obtaining full driving privileges. These laws outline limits and restrictions for new drivers aged 15 through 17. Florida's GDL laws will help you gradually and safely build your skills and experience – from basic to advanced – in all kinds of road conditions. Teen drivers and their parents or guardians must fully understand and comply with these laws.

**4 LEARNER'S LICENSE**  
Getting your Learner's License is just the beginning of this fun and exciting process! Make sure you understand each requirement and Florida Graduated Driving Licensing (GDL) laws for obtaining your Learner's License.  
**Requirements:**  

- You must be at least 15 years old
- If you are under 18 years old, you must have a parent/guardian present at your reservation, or a signed/notarized [Parental Consent Form](#). Step-parents may not sign unless they have legally adopted the minor child.
- Provide proof that you passed the [Traffic Law and Substance Abuse Education \(TLSAE\) course](#)
- Pass a vision test in one of [our service centers](#)
- Provide proof of your identity, your social security number and your residential address. Review the required document list based off your citizenship status: [U.S. Citizens](#), [Canadian Citizens](#), [Immigrants](#), [Non-Immigrants](#).
- [Pass the Class E Knowledge Exam](#).













**RESTRICTED DRIVER LICENSE**  
After holding a learners license for 1 year (12 months) you are eligible to schedule a reservation to take the road test.  
At ages 16 and 17, you can obtain your restricted driver license if you have successfully completed the Learner's License process. Driving is restricted to certain hours based on your age.  
**16 years old** – driving is allowed between 6 a.m. and 11 p.m.  
**17 years old** – driving is allowed between 5 a.m. and 1 a.m.  
At any other time, 16 and 17 year-old drivers must be accompanied by a licensed driver at least 21 years old in the closest seat next to the driver, or be traveling to or from work.

**UNRESTRICTED DRIVER LICENSE**  
At 18 years old, there are no restrictions on driving hours. You can obtain a full unrestricted driver license if you have had no major traffic convictions during the previous 12 months. Such violations include driving under the influence, drag racing, and reckless driving.

# Button Elements

There are both **text only buttons** for use as well as **icon + text buttons**.

Buttons are primarily Pink, Teal and Royal colors.

DEFAULT			
HOVER			
<hr/>			
DEFAULT			
HOVER			

# Styles: Nav Cards

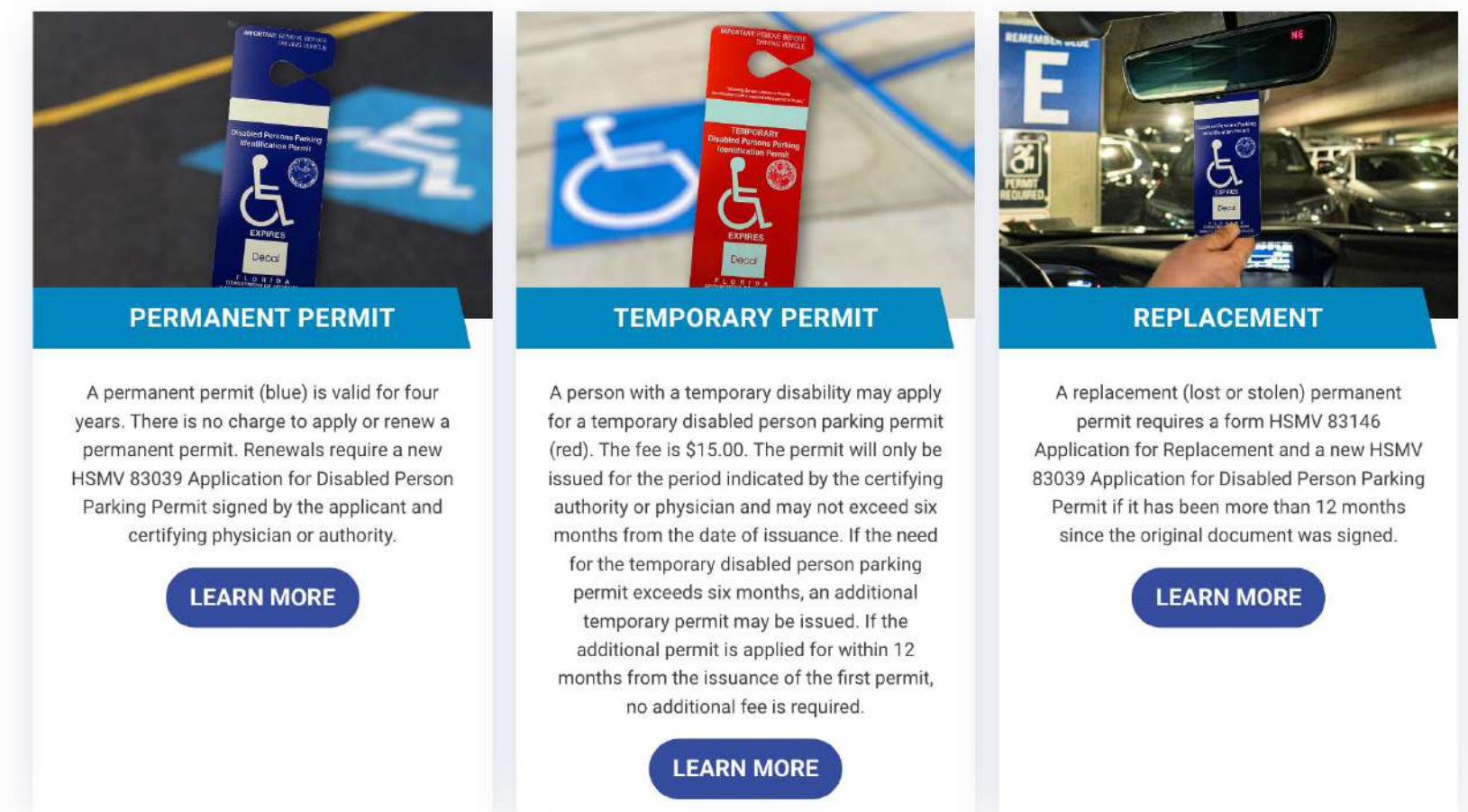
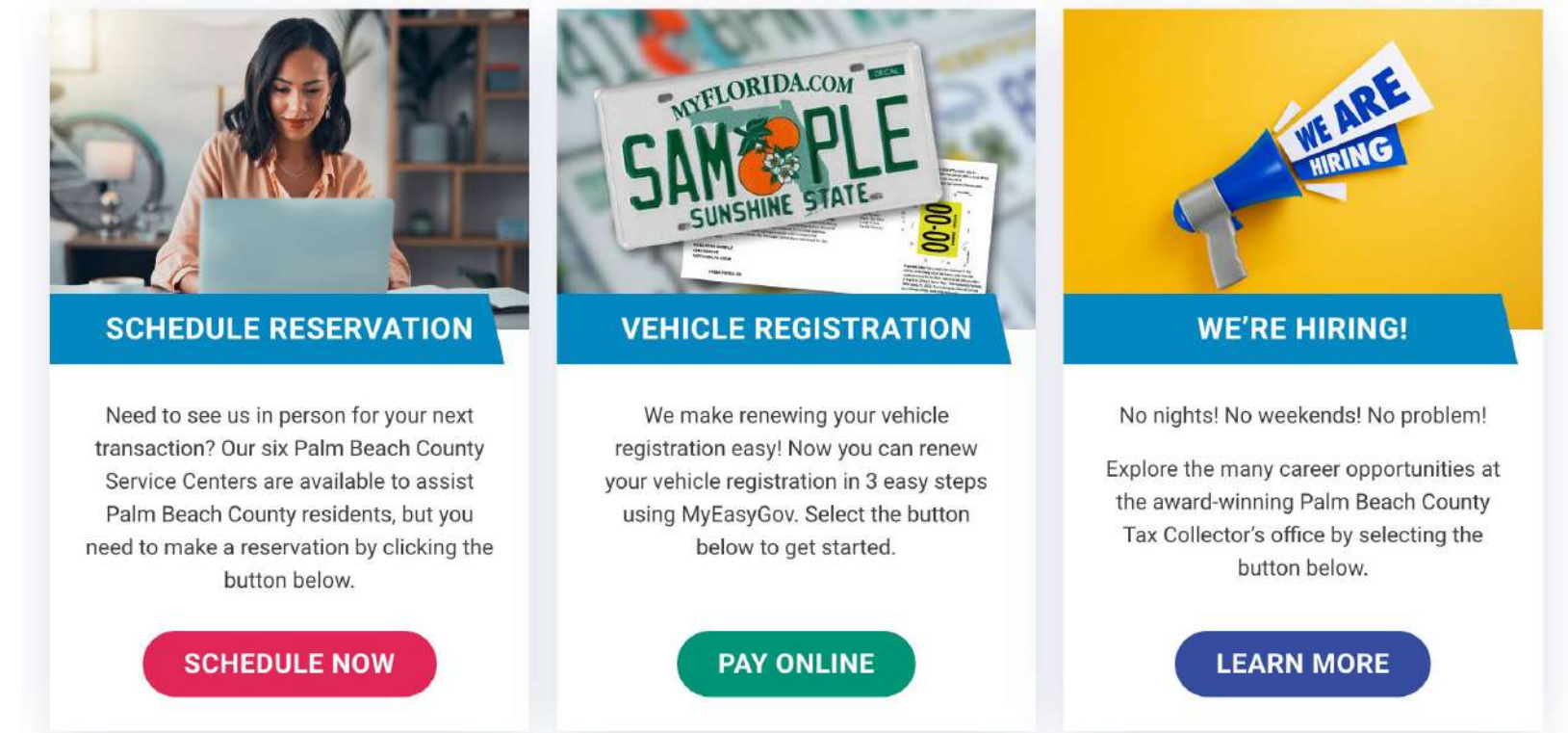
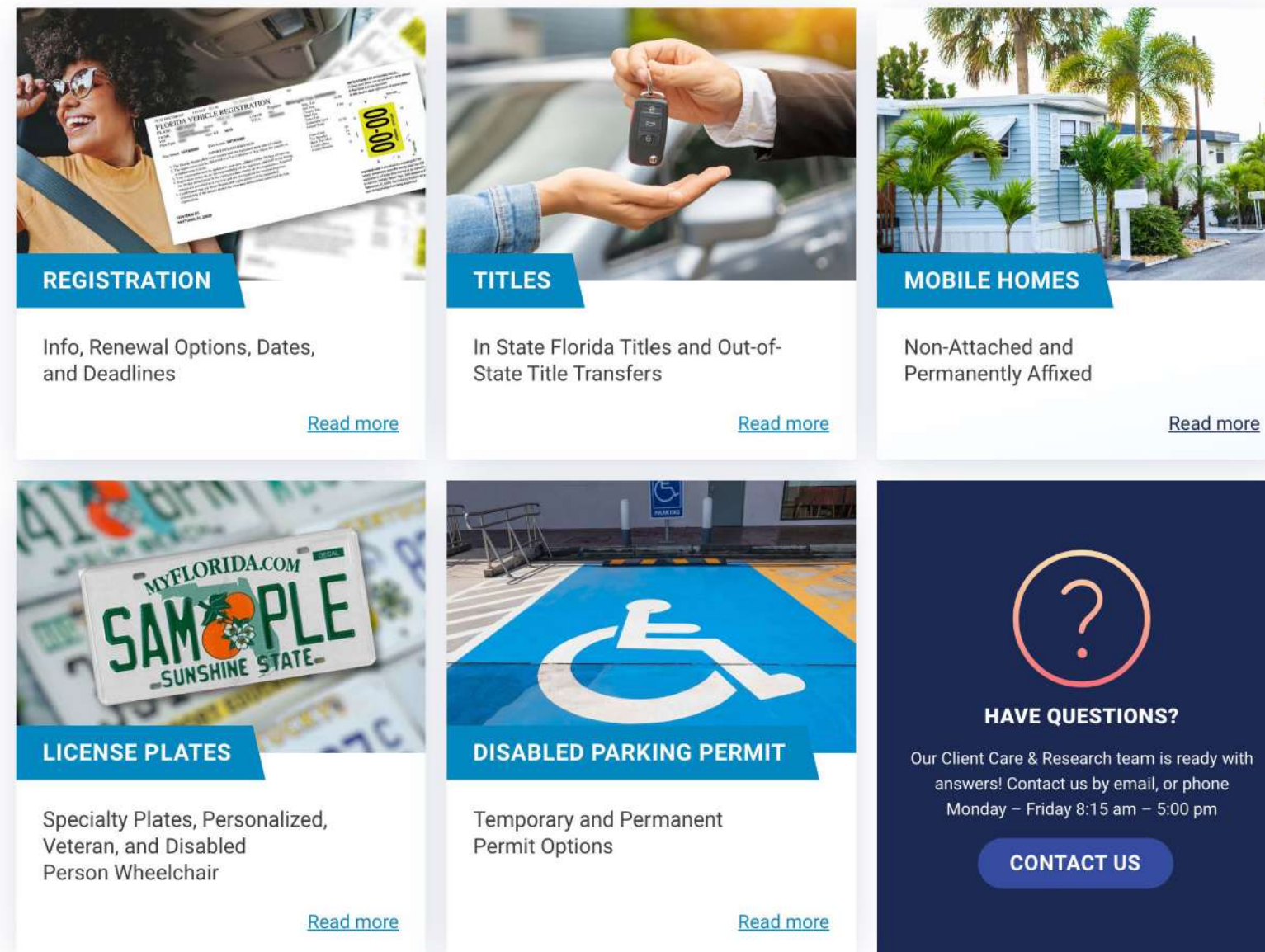
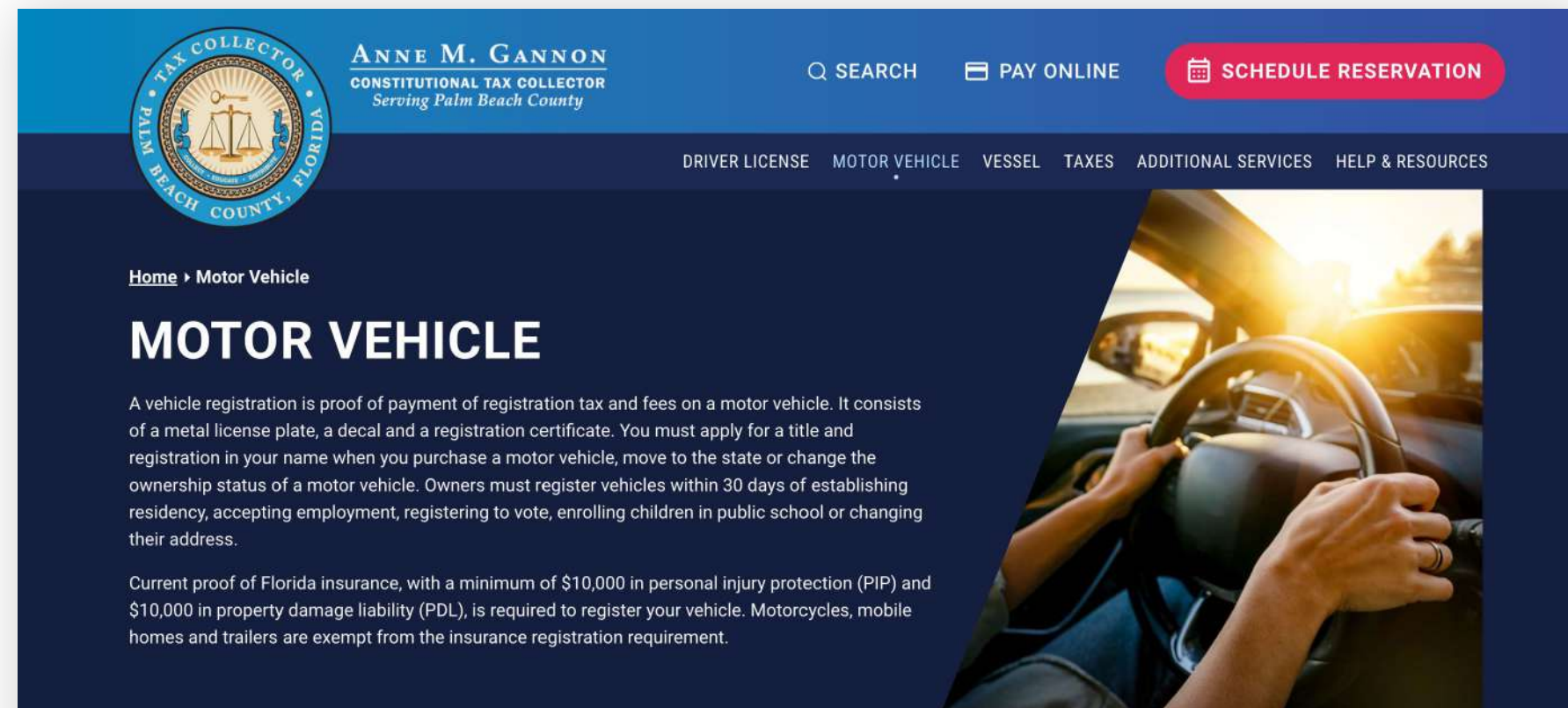
Nav cards are styled in 3-column rows. These primarily appear on the category navigation pages such as "Motor Vehicle".

Nav card headings (such as "REGISTRATION" shown to the right) are always all caps white text with an Azure color bar.

Nav cards always have either link text or a button per each.

When a row has only 1 or 2 card items to fill it, the remaining card item fills the available rows and should be a call-out box for information such as important reminders or a call to action.

Callout boxes that appear with nav cards should always be a navy background color and can appear with or without a supporting icon.



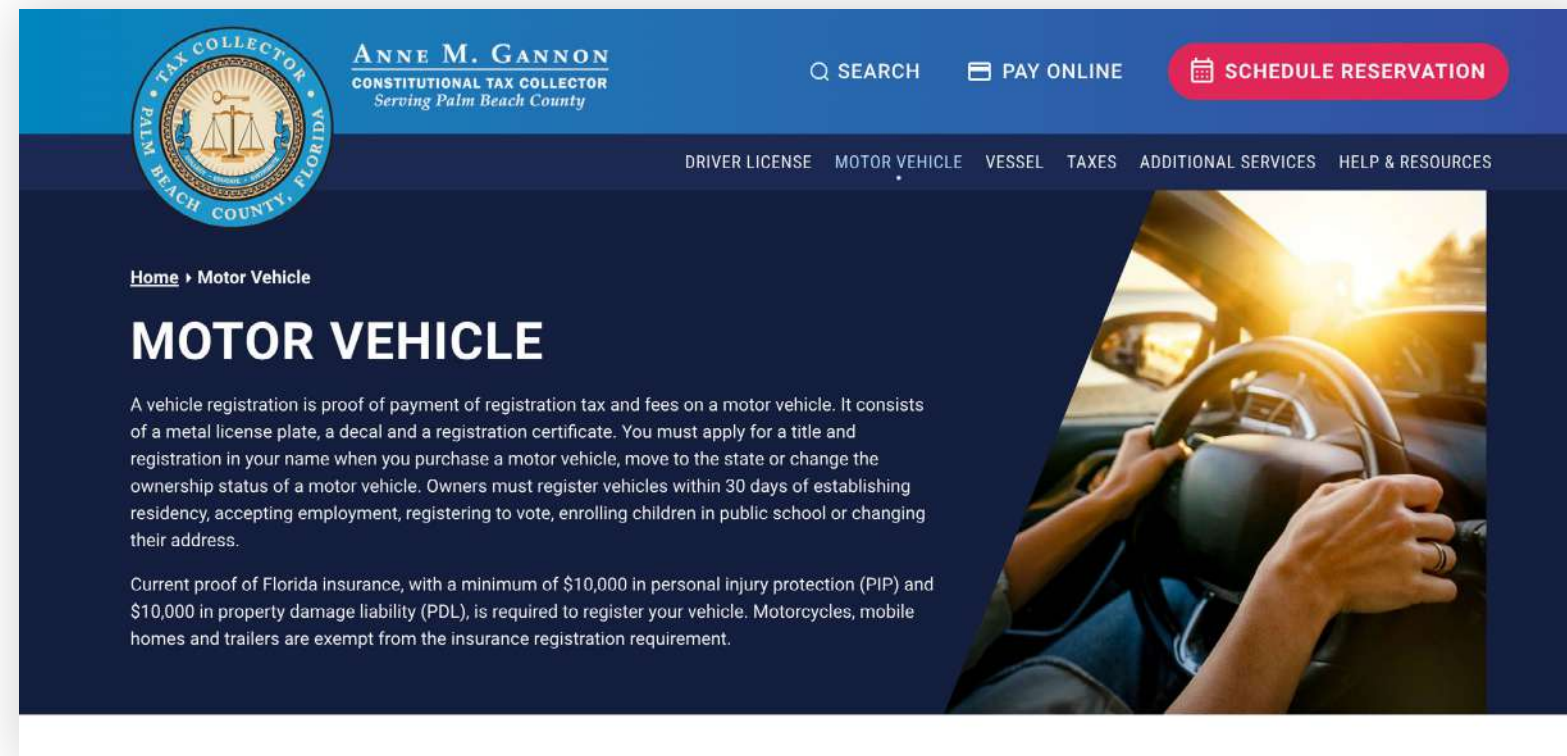
# Styles: Headers

**Category navigation page** headers are full width with a navy background color and set with white headings and paragraph text. They also have with an angled supporting photograph that is set on the right side, and a white breadcrumbs navigation.

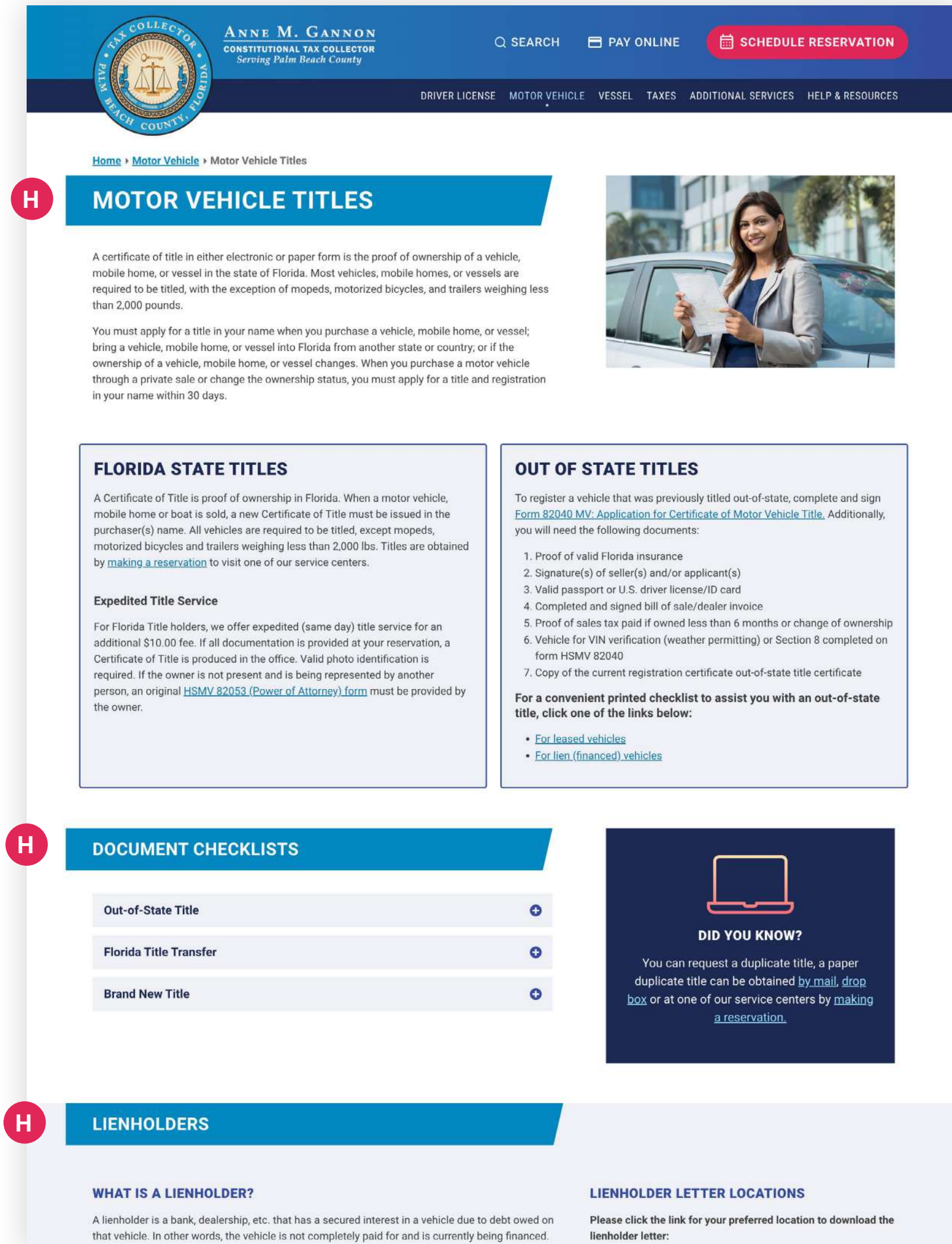
**Interior page** headers are set against the default white page background color. Extending from the left of the page, they have an Azure heading text color bar with a right angled edge.

**H** The header Azure color bars for the primary page headline is also a larger text size (Heading Style Two) compared to additional Azure heading bars for page sections (Heading Style Three).

## CATEGORY NAVIGATION PAGE



## INTERIOR PAGE



# Styles: Headers & Callouts

There are a variety of options for interior page headers and callout boxes.

Interior page headers can have:

- 1 A single feature photo
- 2 A callout box with no photo, only text and icon
- 3 A callout box with a photo, text and icon
- 4 A callout box with a photo, text and button

Callout boxes can also appear as single elements within a section to break up single column text, as shown to the right.

## HEADER WITH PHOTO ONLY


Home > Motor Vehicle > License Plates

### LICENSE PLATES

1 License plates belong to the state of Florida and are assigned to you, not the vehicle. You can transfer your license plate to a different vehicle by mail or by making a reservation for in-person service. Florida requires license plates to be replaced every 10 years.

**SURRENDER LICENSE PLATE**

Avoid possible driver license suspension by surrendering your valid Florida license plate if it is no longer in use. Improper surrender of the plate can lead to fraud or misuse of the plate. Since the plate will always be connected to your name, surrender the plate properly for peace of mind. You can surrender your license plate by [mail](#) or [Drop Box](#).



## HEADER WITH ICON & TEXT CALLOUT

Home > Motor Vehicle > Mobile Home

### MOBILE HOMES

2 **NON-ATTACHED MOBILE HOMES**


Non-attached mobile homes must be titled and registered. The length of the unit determines the fee. The renewal period for mobile homes is October through December. Mobile home decals expire December 31. Registrations renewed after January 10 are charged a penalty. Mobile home registration decals must be placed in the lower left corner of the window closest to the street/access road.

Tangible personal property tax applies to mobile homes in the following situations:

- With attached structures to the mobile home (such as porches, carports, etc.)
- A registration decal is not displayed

**PERMANENTLY AFFIXED MOBILE HOME**

If you own the land and permanently affix your mobile home, you may declare the mobile home as real property. [Learn more](#)



## SECTION CALLOUT

**LOCAL BUSINESS TAX DATES AND DEADLINES**

Local business tax receipts are renewed July 1 – September 30.

Unpaid local business tax receipts are delinquent October 1 and subject to penalties, see penalties below.

New local business tax receipts issued October – March cost the full one-year amount.

New local business tax receipts issued April – September are prorated to six months. You can also renew for the upcoming year in the same transaction.

**DO I NEED TO PAY TANGIBLE PERSONAL PROPERTY TAX?**

If your business has furniture, fixtures and/or equipment worth \$25,000 or more, then you must also pay tangible personal property tax.

[LEARN MORE](#)

## HEADER WITH PHOTO, TEXT & ICON CALLOUT

Home > Motor Vehicle > Motor Vehicle Registration


### MOTOR VEHICLE REGISTRATION

3 Florida residents are required to update the address on their registration within 30 days of moving. If you are a new resident in Florida, you must apply for a title and registration within 30 days of accepting employment, engaging in a trade, profession or occupation, registering to vote, or enrolling a child in public school in the state. In order to complete the process, you will need to bring your out-of-state title with you to your reservation. In instances where the vehicle is financed, you will need to request the title from the lien holder prior to your reservation. For additional information and for a checklist of what you will need, visit [Motor Vehicle Titles](#).

- Florida Insurance Requirements
- Dates and Deadlines
- Military Residents Stationed Out-of-State
- Heavy Truck Registration
- High Occupancy Vehicle (HOV) Decal

**EXPIRATION**

Your motor vehicle registration expires at midnight on your birthday. For business motor vehicles the expiration is June 30th.



## HEADER WITH PHOTO, TEXT & BUTTON CALLOUT

Help & Resources > Careers

### CAREERS

4 **JOIN OUR AWARD-WINNING AGENCY**

We are the Constitutional Tax Collector, serving Palm Beach County. We offer:

- Monday – Friday 8:00 am – 5:00 pm schedule
- Business services training
- Recognition for a job well-done
- Opportunity for advancement
- A career that makes a difference in the community we serve

We offer a generous benefits package that includes medical, dental, vision and disability insurance as well as participation in the state's retirement system.


**CURRENT OPENINGS**

- Client Care Representative  
Greenacres
- Client Service Specialist  
West Palm Beach, Delray, Palm Beach Gardens, Belle Glade
- Graphic Design Specialist  
West Palm Beach
- Process Analyst

**Our Mission**

To provide unparalleled service that inspires trust

[APPLY NOW!](#)



# Styles: Cards/Boxes

These cards / boxes can be callout and CTA boxes to bring attention to certain information or encourage users to take certain actions.

These cards are always a tint color, either Teal Tint, Pink Tint, Sky Tint or Mist with the corresponding stroke color (Teal, Pink, Azure, and Royal).

These cards can be set in either a 3-column or 2-column layout as well as appear as single callouts. Box headings are Heading Style Three, and text is either centered or left aligned.

They can be set with or without buttons.

## 3 COLUMN + 2 COLUMN STACKED UNIT LAYOUT

**RENEWAL OPTIONS**

We offer five convenient ways to renew your motor vehicle registration! Select your preferred option below:

**RENEW ONLINE**

You can renew online for one or two years or obtain a replacement if:

- Your Florida insurance is on file and not expired.
- You do not have a stop, hold or other violation on your driver license. Not sure if you have any stops or holds? [Perform a free check now!](#)

When you renew online, you will receive your registration in the mail within 7-10 business days.

RENEW ONLINE

**RENEW IN-PERSON**

You must make a reservation for in-person service if:

- Florida insurance data is not on file or does not match your VIN.
- You have a stop, hold or other violation on your driver license.
- Your registration is more than eight months past the expiration date.
- Heavy trucks (gross vehicle weight of 26,000 lbs. or more) cannot be renewed online.

SCHEDULE RESERVATION

**RENEW BY KIOSK**

Renewals at MV Express Kiosk can be done in as little as 10 minutes!  
Located at several Palm Beach County Publix stores.

Click the button below to find the kiosk nearest you to renew your vehicle registration.

LEARN MORE

**RENEW BY DROPBOX**

Please allow 5-7 business days for processing. We have drop boxes located inside all of our service centers. Click the button below for drop box instructions.

DROP BOX INSTRUCTIONS

**RENEW BY MAIL**

Please allow 10-15 business days for processing. We offer registration renewal by mail. Click the button below for mailing instructions.

MAILING INSTRUCTIONS

## 2 COLUMN UNIT LAYOUT STACKED

**RENEWAL OPTIONS**

We offer four convenient ways to renew your vessel registration select your preferred option below:

**RENEW ONLINE**

Please allow 1-3 business days for processing. Click the link button below to renew your vehicle registration online.

RENEW ONLINE

**IN-PERSON BY RESERVATION**

Average of 5-7 business days for reservation availability. Click the button below to schedule your reservation.

SCHEDULE RESERVATION

**RENEW BY DROP BOX**

Renew by drop box 5-7 business days. We have drop boxes located inside all of our service centers. For drop box instructions click the button below.

DROP BOX INSTRUCTIONS

**RENEW BY MAIL**

Renew by mail 10-15 business days. We offer registration renewal by mail. For mailing instructions click the button below.

MAILING INSTRUCTIONS

## 2 COLUMN UNIT LAYOUT

**FLORIDA STATE TITLES**

A Certificate of Title is proof of ownership in Florida. When a motor vehicle, mobile home or boat is sold, a new Certificate of Title must be issued in the purchaser(s) name. All vehicles are required to be titled, except mopeds, motorized bicycles and trailers weighing less than 2,000 lbs. Titles are obtained by [making a reservation](#) to visit one of our service centers.

**Expedited Title Service**

For Florida Title holders, we offer expedited (same day) title service for an additional \$10.00 fee. If all documentation is provided at your reservation, a Certificate of Title is produced in the office. Valid photo identification is required. If the owner is not present and is being represented by another person, an original [HSMV 82053 \(Power of Attorney\) form](#) must be provided by the owner.

**OUT OF STATE TITLES**

To register a vehicle that was previously titled out-of-state, complete and sign [Form 82040 MV- Application for Certificate of Motor Vehicle Title](#). Additionally, you will need the following documents:

- Proof of valid Florida insurance
- Signature(s) of seller(s) and/or applicant(s)
- Valid passport or U.S. driver license/ID card
- Completed and signed bill of sale/dealer invoice
- Proof of sales tax paid if owned less than 6 months or change of ownership
- Vehicle for VIN verification (weather permitting) or Section 8 completed on form HSMV 82040
- Copy of the current registration certificate out-of-state title certificate

For a convenient printed checklist to assist you with an out-of-state title, click one of the links below:

- [For leased vehicles](#)
- [For lien \(financed\) vehicles](#)

## SINGLE CALLOUT

[Education \(TL SAE\) course](#)

- Pass a vision test in one of [our service centers](#)
- Provide proof of your identity, your social security number and your residential address. Review the required document list based off your citizenship status: [U.S. Citizens](#), [Canadian Citizens](#), [Immigrants](#), [Non-Immigrants](#).
- Pass the [Class E Knowledge Exam](#):
  - Study the official [Florida Driver License Handbook](#)
  - Take [a practice exam](#)
  - Exam consists of 50 multiple choice questions about traffic laws and signs
  - Passing score is 80 percent (40 out of 50 questions answered correctly)
- Obey all Florida GDL laws including:
  - Must always have a licensed driver 21 years old or older in the closest seat to the right of the driver
  - For the first three months, driving is limited to daylight hours only
  - After three months, hours are extended to 10 p.m.
  - Log 50 hours of driving experience (10 of those hours must be done at night).

**UNRESTRICTED DRIVER LICENSE**

At 18 years old, there are no restrictions on driving hours. You can obtain a full unrestricted driver license if you have had no major traffic convictions during the previous 12 months. Such violations include driving under the influence, drag racing, and reckless driving.

**READY TO SCHEDULE YOUR RESERVATION?**

A reservation is required for all in-person visits.

SCHEDULE RESERVATION

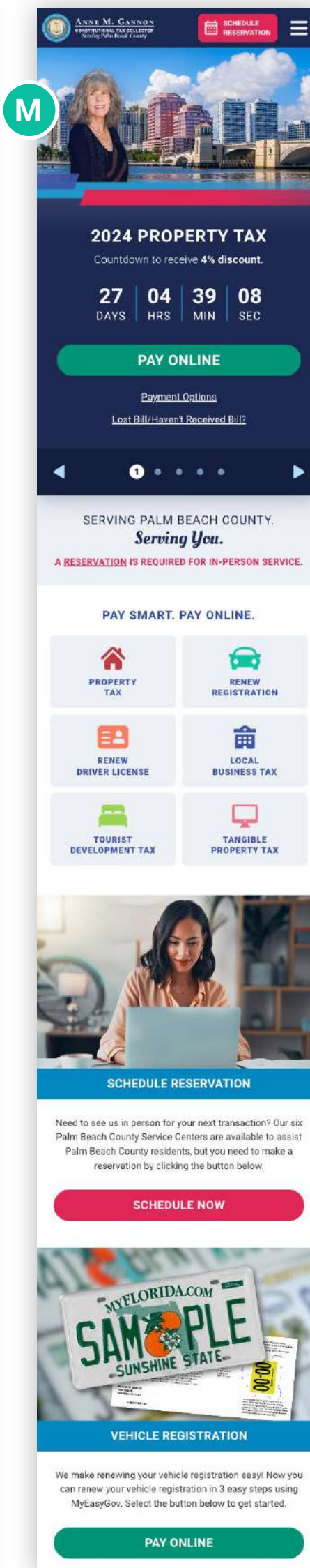
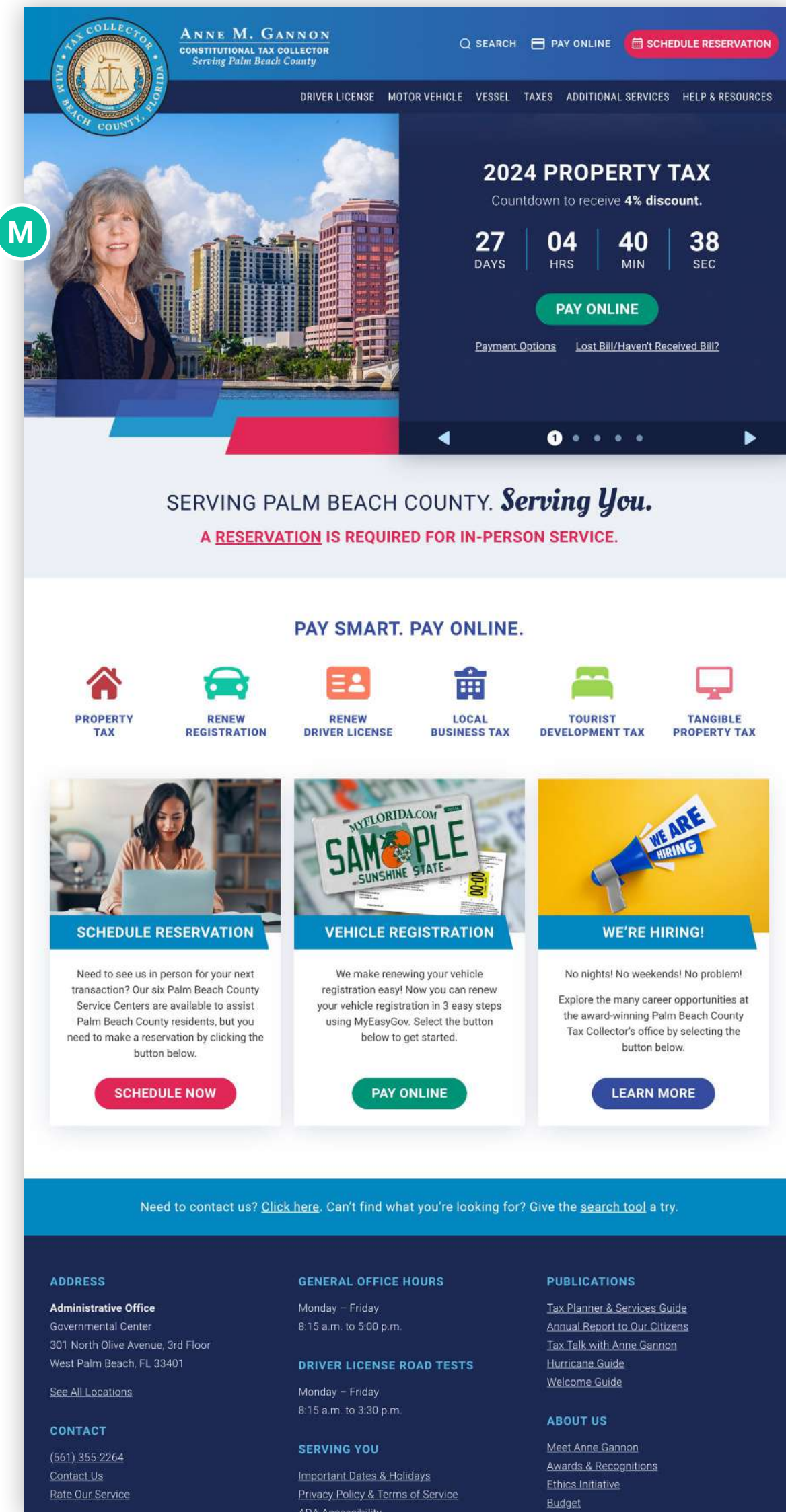
# Desktop to Mobile Handling

The images shown demonstrate how the website reflows from desktop to mobile breakpoints.

Primary images for a section on desktop view that appear on the left or right side of the section stack to the top of the section when it reflows to mobile with headings and text following.

**M** Main section images reflow to stack at top of section on mobile

**IN** Inline section images reflow to stack at the top of its section on mobile



# ADA Resources

ADA stands for “Americans with Disabilities Act.” Enacted in 1990, the ADA is a non-discrimination law in the U.S.A. that ensures people with disabilities have access to goods and services and the same rights and opportunities as everyone else. ADA compliance refers to the adherence of businesses to the standards outlined in the Americans with Disabilities Act (ADA). This includes ensuring websites follow WCAG guidelines for accessibility, which ensures that individuals with disabilities can access and use the website’s content and functionality.

To have an ADA-compliant website, businesses must meet WCAG standards. Tools such as those listed here make it easier to audit and test a website for compliance or pinpoint issues.

## ADA Compliance Checker:

<https://achecks.org/achecker/>

## Contrast Checker:

<https://webaim.org/resources/contrastchecker/>

## More about WCAG:

<https://www.accessi.org/wcag>

## More about ADA:

<https://www.ada.gov/resources/web-guidance/>