



**official logo usage guide**



The symbol in our logo is adapted from the official DVRPC seal, and is designed as a stylized image of the Delaware Valley. The circular shape symbolizes the region as a whole. The diagonal line represents the Delaware River and the two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.

# 1

## primary logo

### PRIMARY LOGO USAGE:

To be used on materials where the logo is the first and/or only reference to DVRPC or its products.

**COLORS:** The official logo color is PMS 307. If producing a 4 color job or where spot color is not feasible use the CMYK breakdown. The logo can also be used in all black, gray scale, or reversed to white as needed. One of the inhouse designers in creative services are always available for consultation on which option is best. (Grayscale version only available in Alternate versions)

### PANTONE™ 307:

100% (dvrpc)

50% (bug)

35% (full name)

### CMYK BREAKDOWN:

C:100 M:16 Y:0 K:27 (dvrpc)

C:50 M:8 Y:0 K:14 (bug)

C:35 M:5 Y:0 K:10 (full name)

### RGB BREAKDOWN:

R:0 G:120 B:174 (dvrpc)

R:102 G:171 B:209 (bug)

R:146 G:192 B:221 (full name)



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## primary logo cont.

### STAGING AREA:

Always be generous with the space around the DVRPC logo in your layouts to ensure legibility. As a guide use the circumference of the "c" in "dvrpc" for spacing on all four sides, as shown.

### CONFIGURATIONS:

This is the DVRPC brand. It is a graphic image. The fonts can not be changed. The signature elements must always remain in the exact proportions and color values as shown here. Do NOT skew, stretch or distort the logo. Do not reproduce the logo in a way other than is described in these guidelines without the permission of DVRPC creative services.\*

### BACKGROUNDS:

The logo may be placed on a solid color or photographic background as long as there is sufficient contrast between the logo and background. The logo should never have a white box around it on a non-white background.

### MINIMUM SIZE:

The minimum size the primary logo can be used is 1.2" x .5" to ensure legibility.

### \*ALSO NOTE:

ONLY the DVRPC inhouse design staff in creative services has the permission to customize the color of the logo to correspond with projects they design. The inhouse design staff knows how to use the logo without damaging the integrity of the DVRPC Brand.



# 3

## alternate logo

### ALTERNATE LOGO WITH URL:

To be used on items such as **maps, figures, etc.** Also for promotional items (pens, note pads, post its, clips, etc.) **when the primary logo will not fit.** The logo and URL should always be in relationship as shown.



minimum size for legibility



### ALTERNATE LOGO USAGE:

Can be used for **promotional products where the primary or alternate logo w/ URL will not fit.**

Can be found in the "logo PROMO usage ONLY" folder on the intranet and "P" drive. Consult w/ one of the inhouse designers in creative services on file usage.

\* If a product's print specs are smaller than suggested below, the "bug" alone will be used.



minimum size for legibility\*





# inhouse creative services

contact info

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