

DVRPC Logo Guidelines

updated: 06/24/2019

#1



LOGO USAGE

There are two logo options for use.

#1 Primary Logo: To be used on materials where the logo is the first reference to DVRPC.

#2



#2 Acronym Logo:

Must be used on all maps and graphics created by DVRPC. Also to be used when the space for a product's print specs are too small for the primary logo.

**The DVRPC brand is a graphic image.
The fonts and colors can not be changed.
The elements must always remain in the exact proportions.**

Do not skew, stretch, or distort the logo.

Do not add drop shadows or transparency to the logo unless approved by CS.

Do not change the logo colors unless approved by CS.

Do not scale up the PNG logo files.

The logo should never have a white box around it.

The logo may be placed on backgrounds only if there is enough visual contrast.

If you need a larger logo file, or would like a custom logo color, please contact CS.

STAGING AREA

As a guide, use the circumference of the "c" in "dvrpc" for spacing on all four sides, as shown. No other graphics should be inside the staging area.

#1



#2



STAGING AREA EXCEPTIONS

Exception: when the DVRPC logo is used in conjunction with another organization, with "prepared by:" or with a publication date.



MINIMUM SIZE

#1



#2



BLACK & WHITE OPTIONS

Use the logo that provides the most contrast against the background.



Creative Services (CS)

DVRPC's Creative Services reviews and approves the application of the logo and can provide you with the best logo best suited for your needs.

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The symbol in our logo is adapted from the official DVRPC seal, created in 1965. It was designed

to be 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.

COLORS

dvrpc



symbol



full name



PANTONE 307:

100%

50%

35%

CMYK:

100/16/0/27

50/8/0/14

35/5/0/10

RGB:

0/120/174

103/171/208

145/191/220

HEX:

#0078AE

#67ABD0

#91BFDC