

DVRPC Logo Guidelines

These guidelines outline how to correctly use the DVRPC logo across print and digital materials to ensure brand consistency, legibility, and accessibility.

DVRPC’s **Creative Services (CS)** reviews and approves logo usage and can provide the appropriate logo 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.

Logo Usage

There are two logo options:



Primary Logo: All materials created by or for DVRPC must display the primary logo first (aside from exceptions below). Also to be used on publication front and back covers and the abstract page.



Acronym Logo: Must be used on all maps and graphics created by DVRPC. Use when space constraints prevent the primary logo from meeting its minimum size requirement (e.g., webmap header bar, pen giveaways).

The DVRPC logo is an official brand asset and must not be altered under any circumstances.

- The logo fonts cannot be changed.
- The components may not be moved or resized independently of each other.
- Do not skew, stretch, or distort the logo.
- Do not add drop shadows or transparency to the logo.
- Do not scale up the PNG logo files.
- The logo should never have a box around it.

✓ Correct 

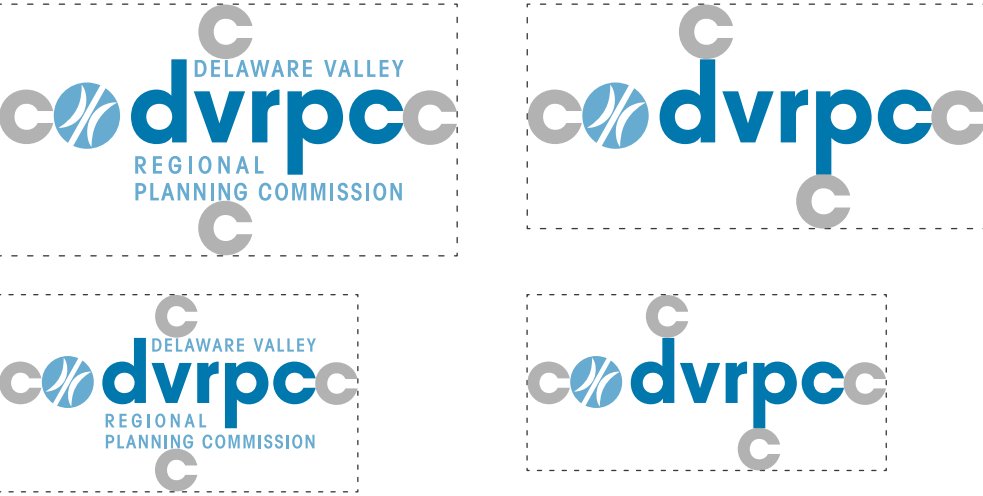
✗ Incorrect: Stretched 

✗ Incorrect: Drop Shadow 

✗ Incorrect: Boxed 

Clear Space Requirements

As a guide, use the “c” in “dvrpc” for spacing on all four sides, as shown. No other content should appear within this area.



Clear Space Exceptions

The clear space requirement may be reduced by half when the DVRPC logo is used in conjunction with another organization, with “prepared by:” or with a publication date. When displaying the DVRPC logo alongside other logo(s), include a vertical separator line between logos.



Colors (Note: These colors are pulled from DVRPC’s primary color palette)
The only approved two-color logo configuration uses Blue 3 and Blue 4, as seen in the examples on this page. No other two-color combinations are permitted.
Recommended colors for a single-color logo are: White, Blue 2, and Gray 1.

	 Blue 3	 Blue 4	 White	 Blue 2	 Gray 1
HEX:	#0078AE	#67ABD0	#FFFFFF	#06688E	#3A3A3A
RGB:	0 / 120 / 174	103 / 171 / 208	255 / 255 / 255	6 / 104 / 142	58 / 58 / 58
CMYK:	100 / 16 / 0 / 27	50 / 8 / 0 / 14	0 / 0 / 0 / 0	92 / 54 / 27 / 6	69 / 62 / 61 / 52
PANTONE:	307: 100%	307: 50%	N/A	N/A	N/A

Minimum Size



Primary logo min. width
Print: 1.3 in / Digital: 90 px



Acronym logo min. width
Print: .75 in / Digital: 52 px

Contrast

The two-color logo must always appear on a solid white background to ensure legibility. All other logo color applications must maintain at least a 3:1 contrast ratio against the background.

The logo may be placed on photographic backgrounds only if there is enough contrast. Please contact CS for help with adding contrast behind the logo.

