

VERMONT HIGHWAY SAFETY ALLIANCE | LOGO USAGE STYLE SHEET

Basic instructions for logo usage, placement and brand consistency.



PRIMARY LOGO | USE IN MOST INSTANCES



ONE COLOR | USE IN NON-COLOR



KNOCK-OUT | USE IN REVERSE

CLEAR SPACE | .25" OR GREATER



MINIMUM SIZE | WEB & PRINT

HEIGHT MUST BE GREATER THAN .3125" OR 25px

LOCKUPS | PARTNERSHIP



| TAGELINE



| URL



TYPOGRAPHY | RECOMMENDED TYPEFACE:

The Georgia Font Family is the primary font family used for documents, correspondence, and marketing and advertising materials.

Georgia; Regular, *italic*, **bold** and ***bold italic***

| WORDMARK ORIGIN

Franklin **Gothic Heavy, Regular, Italic**

COLOR PALETTE | PRIMARY COLORS



PMS 7406 C
C=0, M=16, Y=100, K=0
RGB: 255, 210, 0
#FFCC00



PANTONE BLACK C
C=0, M=0, Y=0, K=100
RGB: 0, 0, 0
#000000

| SECONDARY COLORS



PMS 368 C; C=60, M=0, Y=95, K=0; RGB: 112, 190, 75; #66CC33



PMS 306 C; C=65, M=0, Y=11, K=0; RGB: 53, 195, 222; #35C3DE



PMS 1788 C; C=0, M=88, Y=100, K=0; RGB: 239, 70, 35; #EF4623

FILE USAGE | FILE BASICS

.AI / .EPS - source files, vector, unlimited resolution; these files should be managed by users familiar with professional design software.

.PDF - for print; can view a high-resolution vector-based version of your logo without accessing professional design software.

.JPG - for web; do not increase scale, will compromise image quality.

.PNG - for web transparent background; do not increase scale, will compromise image quality.

