Roanoke Valley-Alleghany

REGIONAL commission

STYLE GUIDE

EXCERPT

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Roanoke Valley-Alleghany
REGIONAL
commission

The logo, above, is the official version of the Roanoke Valley-Alleghany Regional Commission identity. The colors, their relationship, and the wordmark should never be altered.

PMS 7469 – Blue
C=100 M=31 Y=8 K=38
R=0 G=93 B=136
Hex Code: 005d88

PMS 583 – Light Green
C=25 M=3 Y=100 K=14
R=175 G=188 B=38
Hex Code: afbc26

PMS 575 – Dark Green
C=61 M=32 Y=97 K=14
R=106 G=129 B=59
Hex Code: 6a813b

Black
C=0 M=0 Y=0 K=100
R=0 G=0 B=0
Hex Code: 000000

PMS 7469 (blue) + PMS 583 (light green) + PMS 575 (dark green) + Black have been chosen as the signature colors. Any other color combination should be avoided when using the identity.

The logo components such as the icon, or the stylized “Roanoke Valley-Alleghany Regional Commission” wordmark should not be used individually without permission from Jake Gilmer, jgilmer@rvarc.org.

PROPER COLOR USAGE

In order to maintain equity, the logo must be used consistently. Therefore, avoid any treatments or changes that alter the character of the identity.

There are at least four scenarios your vendors should be prepared for. Each of these are provided as a vertical option and two horizontal options (three lines of text and two lines of text).

1. 2-color Spot
2. 4-color Process
3. Black or 1-color
4. RGB Digital Usage

MASTER LOGO VERSIONS

4-color Process: For use in full-color brochures with photography or if spot color is not an option, the logo should be created using 4-color Process builds.

Vertical Logo – This version of the logo should be used when possible. If space doesn't allow for the vertical logo, one of two horizontal options may be used.
Filename: RVARC_Logo-4C.eps

Horizontal Logo – Three Lines
Filename: RVARC_Logo-4C-Horz-ThreeLines.eps

Horizontal Logo – Two Lines
Filename: RVARC_Logo-4C-Horz-TwoLines.eps

MASTER LOGO VERSIONS

2-color Spot: For small jobs, corporate business papers (business cards, etc.), or limited color availability the mark is created using PMS 7469 (Blue) + Process Black. The 2-color spot logo is provided in two horizontal formats in addition to the vertical format.

Filename: RVARC_Logo-2C.eps

Colors used:

PMS 7469 – Blue

PMS 583 – Light Green

Black or 1-Color: If 2-color is not an option, the logo should be used in PMS 7469 (Blue), Process Black, or Reversed. Each of these are provided in two horizontal formats in addition to the vertical format.

Filename:
RVARC_Logo-1C-PMS7469.eps

Filename:
RVARC_Logo-K.eps

Filename:
RVARC_Logo-Rev.eps

MASTER LOGO VERSIONS –DIGITAL FORMATS

The following formats have been provided for digital use. This can include web or electronic stationery.

TIFF Format – Provided as 300 DPI, RGB Color Mode
JPEG Format – Provided as 72 DPI, RGB Color Mode
GIF Format – Provided as 72 DPI, RGB Color Mode
PNG Format – Provided as 72 DPI, RGB, Transparent Background

Filenames:
RVARC_Logo_RGB.tif
RVARC_Logo_RGB_72DPI.jpg
RVARC_Logo_RGB_72DPI.gif
RVARC_Logo_RGB_72DPI.png

Digital Color Guide

Blue
R=0 G=93 B=136
Hex Code: 005d88

Light Green
R=175 G=188 B=38
Hex Code: afbc26

Dark Green
R=106 G=129 B=59
Hex Code: 6a813b

Black
R=0 G=0 B=0
Hex Code: 000000

Filenames:
RVARC_Logo-RGB_Horz-ThreeLines.tif
RVARC_Logo_RGB_72DPI-Horz-ThreeLines.jpg
RVARC_Logo_RGB_72DPI-Horz-ThreeLines.gif
RVARC_Logo_RGB_72DPI-Horz-ThreeLines.png

Filenames:
RVARC_Logo_RGB-Horz-TwoLines.tif
RVARC_Logo_RGB_72DPI-Horz-TwoLines.jpg
RVARC_Logo_RGB_72DPI-Horz-TwoLines.gif
RVARC_Logo_RGB_72DPI-Horz-TwoLines.png

PNG Format – Shown with transparent background

CLEAR SPACE

To ensure the optimum impact of the logo, always maintain the specified amount of clear space around the perimeter. The clear space is equal to the height of the “R” from the Kievit font used in the Roanoke Valley-Alleghany Regional Commission wordmark.

IMPROPER USAGE

In order to maintain equity, the logo must be used consistently. Therefore, avoid any treatments or changes that alter the character of the identity.

Do Not change colors

Do Not alter the wordmark

Do Not squash or stretch

Do Not change the proportion of the logo

Do Not place logo over strong gradient background colors.

Do Not place logo over distracting background

Do Not place logo over same color background. If a color background is used it should be no more than 20% of a color.

TYPOGRAPHY

The Roanoke Valley-Alleghany Regional Commission wordmark is derived from the typeface Kievit. This font should be used sparingly in material. Uses can include headlines and subheading text. All other type should use the Arial typeface.

Kievit Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Kievit Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Arial
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

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Note: Never retype the Roanoke Valley-Alleghany Regional Commission wordmark when creating artwork. Always use the provided file.