



GRAPHIC STANDARDS

Usage Tips

These guidelines have been created to assist Communication Specialists and Member Organizations achieve consistent and attractive communications. The letterforms, letterspacing and the box have all been specifically configured and should not be altered. Please do not attempt to recreate the logo using similar typefaces.

Size Requirements

- Print: The logo must be at least 1 inch wide.
- Digital: The logo must be at least 76 pixels wide.
- Resizing: To resize the logo, you must scale it without distortion and maintain its original aspect ratio.



Official Logo Colors

- Pantone 661 (dark blue); Web-safe equivalent is 000066.
- Pantone 1785 (light red); Web-safe equivalent is FF0033.



One-Color Use

If using only one-color, use the logo in black. The center of the "O" is a 60% screen.



Alternate Background

White, or a very light background, is the recommended background for the color logo. On a dark or black background, use the reversed version of the logo that has been created for this purpose.



MEMBERS ONLY LOGO

An official variation of the logo has been created for Voices for America's Children members to use on all communications. The same guidelines apply to the Member's logo for reproduction.

