

NORTHERN VIRGINIA DISTRICT LOGO GUIDELINES

Always ensure a sufficient amount of contrast between logo and background. Use logos with navy text on light backgrounds. Use logos with white text on dark backgrounds. Use the Standard logos in square or upright spaces. Use the Wide logo in extremely horizontal spaces.

Use the icon alone in contexts where making the Northern Virginia District name explicit isn't necessary. Use versions with a tagline when communicating the additional conference information is necessary.



COLOR SPECIFICATIONS

CMYK 36 / 03 / 12 / 00
Pantone 629U 629C
RGB 151 / 209 / 220 #97d1dc

CMYK 00 / 87 / 80 / 00
Pantone Bright Red U Warm Red C
RGB 255 / 68 / 56 #ff4438

CMYK 86 / 69 / 50 / 46
Pantone 7546C 5463U
RGB 36 / 55 / 70 #243746

CMYK

Use for printing and all physical media. CMYK is more common and often more economical than Pantone.

Pantone

Use for printing and physical media when color consistency is imperative. Use Coated values on glossy surfaces, use Uncoated values on matte surfaces.

RGB

Use in digital contexts like websites, screens, and projection.

Grayscale

Use only in contexts where color is unavailable.