



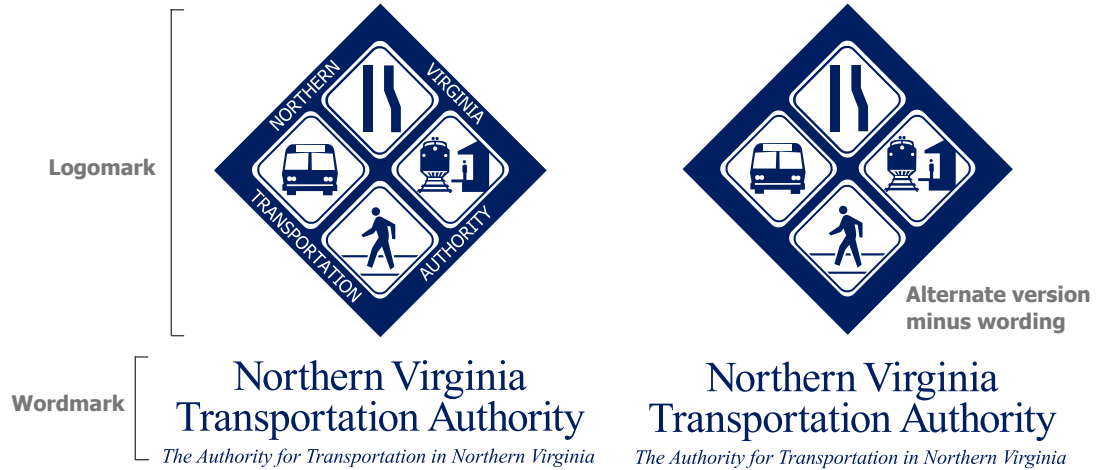
# Northern Virginia Transportation Authority

# BRANDING GUIDE

A Visual Guide for Print Production and Website Design - page one

## 1 The logo

The Authority is responsible for long-range transportation planning for regional transportation projects in Northern Virginia. To ensure consistency and branding, it is important that the following guidelines are followed. The logo consists of the logomark and wordmark and both can be used separately or as a unit.



## 2 Typography and typeface

Tahoma is a clean and strong display font. Tahoma bold is used for headlines and regular is used for subheads. Times New Roman is easy to read as the text font. Bold and italic are used for emphasis. Both fonts are readily available on all platforms.

Headline and subhead fonts

**Tahoma (Bold)**  
Tahoma (Regular)

Text and bodycopy fonts

**Times New Roman (Bold)**  
*Times New Roman (Bold Italic)*  
Times New Roman (Regular)  
*Times New Roman (Italic)*

## 3 Logo colors and color palette

Please use PMS 2758 whenever possible. For one color (b/w) projects, the logo should appear as black.

Secondary colors provide accent options, especially suitable for powerpoint, web and email templates.



**Pantone 2758**  
CMYK: 100,80,0,26  
RGB: 0,30,98  
HEX: #0026bd  
Alt HEX: #110b5b

Primary Color

White CMYK: 0,0,0,0 RGB: 255,255,255 HEX: #ffffff	Pantone 208 CMYK: 0,100,36,37 RGB: 163,0,70 HEX: #a30046
Pantone Cool Gray 9 CMYK: 56,47,44,10 RGB: 118,119,122 HEX: #75787b	Pantone 7406 CMYK: 0,18,100,0 RGB: 255,207,1 HEX: #ffce00
Pantone 2718 CMYK: 66,43,0,0 RGB: 88,135,218 HEX: #5886d9	Pantone 355 CMYK: 94,0,100,0 RGB: 0,169,79 HEX: #00a84f

Secondary Colors



Use black for one-color projects.



# Northern Virginia Transportation Authority

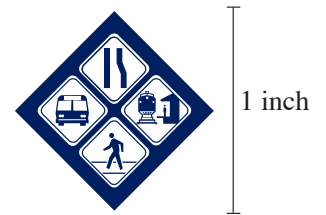
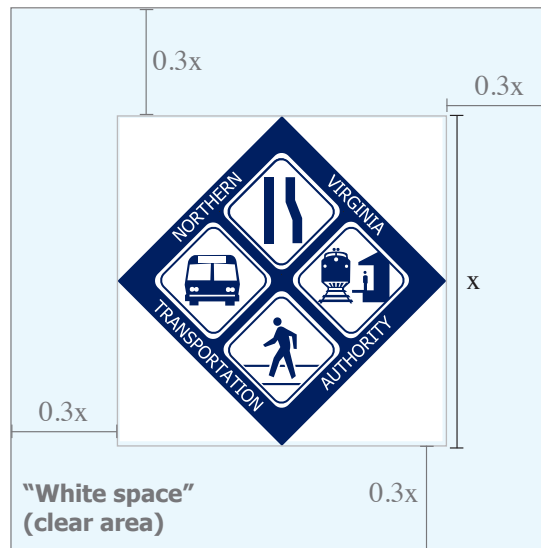
# BRANDING GUIDE

A Visual Guide for Print Production and Website Design - page two

## 4 Logo placement

Please allow at least 1/3 the logomark height for clear space around the logo.

Minimum logomark size should be no smaller than one inch.

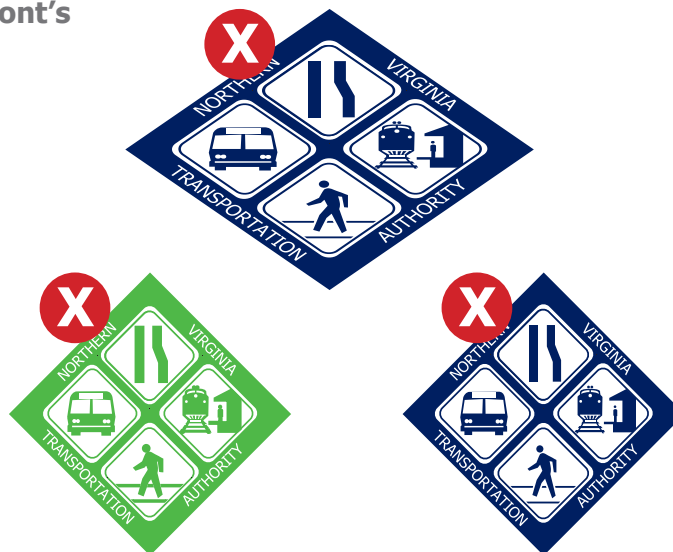


### Minimum size

At small sizes, please use the logomark without the wording.

## 4 Logo Do's and Dont's

Please do not stretch, colorize or add text below the logomark.



### Reversal version

A reverse logomark option is provided when the logo appears on a dark background.

*From the desk of Jane Smith*