

# DVRPC Logo Guidelines

updated: 08/2022

#1



## LOGO USAGE

There are two logo options for use.

**#1 Primary Logo:** To be used on materials where the logo is the first reference to DVRPC.

## #2 Acronym Logo:

Must be used on all maps and graphics created by DVRPC. Also to be used when the space for a product's print specs are too small for the primary logo.

#2



The DVRPC brand is a graphic image.  
The fonts and colors can not be changed.  
The elements must always remain in the exact proportions.

- Do not skew, stretch, or distort the logo.
- Do not add drop shadows or transparency to the logo unless approved by CS.
- Do not change the logo colors unless approved by CS.
- Do not scale up the PNG logo files.
- The logo should never have a white box around it.
- The logo may be placed on backgrounds only if there is enough visual contrast.

If you need a larger logo file, or would like a custom logo color, please contact CS.

## STAGING AREA

As a guide, use the circumference of the "c" in "dvrpc" for spacing on all four sides, as shown. No other graphics should be inside the staging area.

#1



#2



## STAGING AREA EXCEPTIONS

Exception: when the DVRPC logo is used in conjunction with another organization, with "prepared by:" or with a publication date.



## COLORS

### dvrpc



PANTONE 307:

100%

CMYK:

100/16/0/27

RGB:

0/120/174

HEX:

#0078AE

### symbol



50%

50/8/0/14

103/171/208

#67ABD0

### full name



35%

35/5/0/10

145/191/220

#91BFDC

## MINIMUM SIZE

#1



#2



## BLACK & WHITE OPTIONS

Use the logo that provides the most contrast against the background.



## Creative Services (CS)

DVRPC's Creative Services reviews and approves the application of the logo and can provide you with the best logo best suited for your needs.

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The symbol in our logo is adapted from the official DVRPC seal, created in 1965. It was designed to be a stylized image of the Delaware Valley. The circular shape symbolizes the region as a whole. The diagonal line represents the Delaware River and the two adjoining crescents represent the Commonwealth of Pennsylvania and the State of New Jersey.