

# STYLE GUIDE



# VHMA LOGO WITH TAGLINE & NAME



FULL COLOR



BLACK



BLACK REVERSE

# VHMA LOGO WITH TAGLINE ONLY



FULL COLOR



BLACK



BLACK REVERSE

# BRANDING COLORS



**BLUE**  
**PANTONE 7684 C**  
**RGB 56 94 157**  
**HEX/HTML 385E9D**  
**CMYK 90 64 0 0**



**ORANGE**  
**PANTONE 1585 C**  
**RGB 255 106 19**  
**HEX/HTML FF6A13**  
**CMYK 0 61 97 0**



**BLACK**

# BRANDING COLORS

## MAIN BRANDING COLORS



**BLUE**  
**PANTONE 7684 C**  
**RGB 56 94 157**  
**HEX/HTML 385E9D**  
**CMYK 90 64 0 0**



**ORANGE**  
**PANTONE 1585 C**  
**RGB 255 106 19**  
**HEX/HTML FF6A13**  
**CMYK 0 61 97 0**



**BLACK**

## ACCENT COLORS



**RED**  
**PANTONE 7597 C**  
**RGB 209 65 36**  
**HEX/HTML D14124**  
**CMYK 0 85 100 4**



**NAVY**  
**PANTONE 534 C**  
**RGB 27 54 93**  
**HEX/HTML 1B365D**  
**CMYK 95 74 7 44**



**LIGHT PURPLE**  
**PANTONE 258 C**  
**RGB 140 71 153**  
**HEX/HTML 8C4799**  
**CMYK 51 79 0 0**



**DARK PURPLE**  
**PANTONE 2623 C**  
**RGB 95 33 103**  
**HEX/HTML 5F2167**  
**CMYK 75 100 8 26**



**LIGHT BLUE**  
**PANTONE 7682 C**  
**RGB 103 135 183**  
**HEX/HTML 6787B7**  
**CMYK 63 37 2 0**

## FULL COLOR PALETTE



# BRANDING FONTS



## Logo Font

### **Gill Sans Extrabold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**0123456789**

## Logo Tagline Font

(Arial font may be substituted if Avenir is not available)

### Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Logo Tagline Font 2

(Arial Oblique font may be substituted if Avenir is not available)

### *Avenir Medium Oblique*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ*

*abcdefghijklmnopqrstuvwxyz*

*0123456789*

# CVPM BRANDING



**PANTONE 7684 C**  
RGB 56 94 157  
HEX/HTML 385E9D  
CMYK 90 64 0 0



**PANTONE 1585 C**  
RGB 255 106 19  
HEX/HTML FF6A13  
CMYK 0 61 97 0



**Black**



BLACK



BLACK REVERSE