



Voqal Identity Guidelines

August 2018 | Version 4.0

The Voqal Logo

Core Brand Identity Elements

The Voqal master brand logo consists of the logotype, the canopy graphic element and tagline (called a logo lock-up). These elements positioned together, as shown on the right, must not be altered in any way.

4-Color

The logo consists of four different colors:

Pantone 200

Pantone Cool Gray 11

Pantone Cool Gray 8

Pantone Cool Gray 4

2-Color Version

We also have a 2-color version of our logo available for print to be used at the discretion of the Communications department.

Logo Request

To request the 4-color or 2-color logo, please email:
kperry@voqal.org



The Voqal Logo Accessibility

The logo must always have distinctive contrast with the background to ensure maximum impact and legibility. A white background is preferred, but a very pale, neutral background may be acceptable if there is no other alternative.



The Voqal Logo

Accessibility

In some designs, the logo must reverse out of a solid color. A special version of the logo has been created for this purpose.

On these rare occasions, the logo must be reversed out of Voqal Red (Pantone 200) and the only color option is white.

Logo Request

To request the reverse logo, please email: kperry@voqal.org



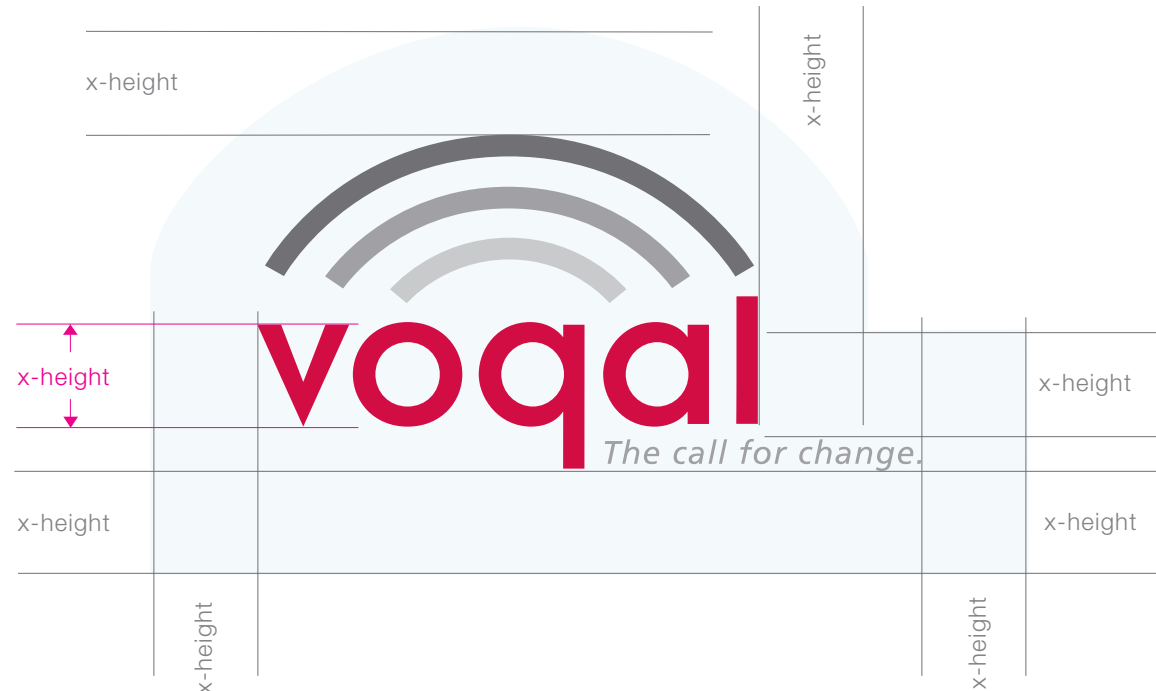
The Vogal Logo

Exclusion Zone

To maximize its visual appearance the logo requires a surrounding area that is clear of any other graphic elements or text.

The logo should have a minimum exclusion zone that is equal to the x-height of the letterforms in the logo. (The x-height is the height measurement of a lowercase letterform, not including ascenders or descenders.)

It is important to always allow at least this amount of clearance around the logo to protect and maintain integrity and impact.



The Voqal Logo

Exclusion Zone

The logo should be free standing. It's imperative that it's never placed inside a box or a shape.

Though placing the logo in a box may satisfy the exclusion zone and accessibility guidelines, this practice would denigrate the integrity of the logo and ultimately the Voqal brand image.



The Voqal Logo Positioning/Sizing

Communication/Promotional Materials

In the case of brochures or other printed materials with body text and images or graphics, the logo should be positioned near the bottom area, but always on the left.

The example shown on the right provides a general guide for the size proportion of the logo to the communication material.



.5"

.5"

2.5"

Brochure 8.5" x 11"

The Voqal Logo

Mobile Citizen Logo

Overview

As Voqal's only associated brand, Mobile Citizen has a separate logo. It is designed to identify how Mobile Citizen connects with the Voqal brand.

It is important that the same Brand Identity Guidelines established for the Voqal master brand logo are consistently applied to the Mobile Citizen logo.

The Mobile Citizen logo is a lock-up and its elements should not be altered in any way.



The Voqal Logo

Mobile Citizen Logo

Accessibility

The Mobile Citizen logo must always have distinctive contrast with the background to ensure maximum impact and legibility. A white background is preferred, but a very pale, neutral background may be acceptable if there is no other alternative.



The Voqal Logo

Mobile Citizen Logo

Exclusion Zone

To maximize its visual appearance the Mobile Citizen logo requires a surrounding area that is clear of any other graphic elements or text.

The Mobile Citizen logo should have a minimum exclusion zone that is equal to the x-height of the letterforms in the logo. It is important to always allow at least this amount of clearance around the logo to protect and maintain integrity and impact.



The Voqal Logo

Mobile Citizen Logo

Exclusion Zone

The Mobile Citizen logo should be free standing. It's imperative that it is never placed inside a box or a shape.

Though placing the Mobile Citizen logo in a box may satisfy the exclusion zone and accessibility guidelines, this practice would denigrate the integrity of the Mobile Citizen logo and ultimately the Voqal brand image.



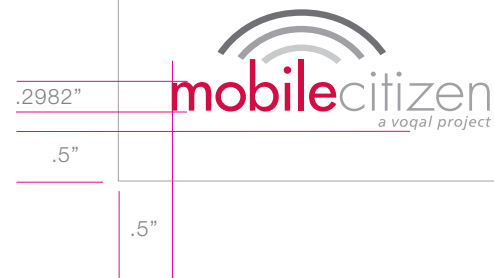
The Voqal Logo

Mobile Citizen Logo

Logo Positioning/Sizing for Communication/Promotional Materials

In the case of brochures or other printed materials with body text and images or graphics, the Mobile Citizen logo should be positioned near the bottom area, and always on the left.

The example shown on the right provides a general guide for the size proportion of the logo to the communication material. The Mobile Citizen logo size is based on the x-height measure.

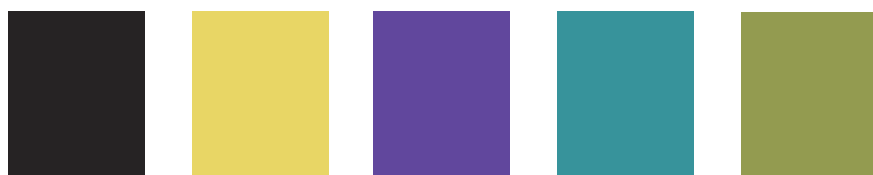


Brochure 8.5" x 11"

Color Palette

The core color palette is based on the logo colors.
The secondary color palette includes complimentary colors and provides a specific color for Mobile Citizen.

Secondary Color Palette



| | | | | |
|--------------|-----------------|----------------|-----------------|----------------|
| Pantone 426 | Pantone 458 | Pantone 7678 | Pantone 5483 | Pantone 5767 |
| RGB 25-28-31 | RGB 222-205-106 | RGB 104-71-141 | RGB 102-153-153 | RGB 138-141-74 |
| HEX 25282A | HEX D9C756 | HEX 68478D | HEX 4F868E | HEX 8A8D4A |



| | | | | |
|----------------|----------------|----------------|----------------|----------------|
| Pantone 660 | Pantone 7412 | Pantone 7531 | Pantone 4995 | Pantone 4645 |
| RGB 64-126-201 | RGB 211-130-53 | RGB 122-104-85 | RGB 156-97-105 | RGB 173-124-89 |
| HEX 407EC9 | HEX D38235 | HEX 7A6855 | HEX 9C6169 | HEX AD7C59 |

Core Color Palette



| | | | |
|---------------|----------------------|---------------------|---------------------|
| Pantone 200 | Pantone Cool Gray 11 | Pantone Cool Gray 8 | Pantone Cool Gray 4 |
| RGB 190-15-52 | RGB 77-78-83 | RGB 140-141-142 | RGB 189-189-189 |
| HEX BA0C2F | HEX 653565A | HEX 888B8D | HEX BBBCBC |

Speciality Color Palette



| | |
|-----------------|---------------|
| Pantone P 4-1 C | Pantone 109 |
| RGB | RGB 255-209-0 |
| HEX | HEX FFD100 |

Typography

Typeface

Helvetica Neue is Voqal's primary typeface, and used for all external communications.

Helvetica Neue 55 Roman should be used for body text. Helvetica Neue 67 Medium Condensed Oblique should be used for differentiating words within a body of text. Helvetica Neue 75 Bold may be used for headings and subheads. Helvetica Neue 45 Light may also be used.

Helvetica Neue 75 Bold

Helvetica Neue 55 Roman

Helvetica Neue 67 Medium Condensed Oblique

Helvetica Neue 45 Light

Contact **Information**

If there are any questions about the
Voqal Identity Guidelines, please contact
Kristen Perry at 303.557.3616
kperry@voqal.org