



## **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](mailto: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](mailto:kperry@voqal.org)

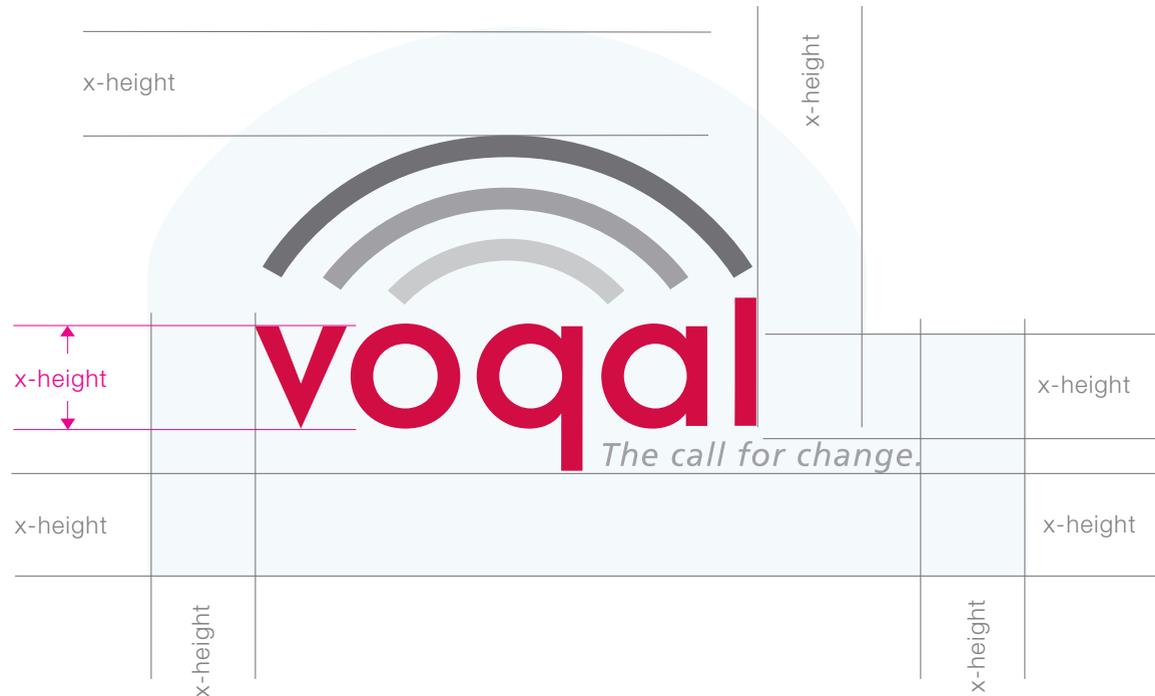


## The Vogal Logo

### 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.

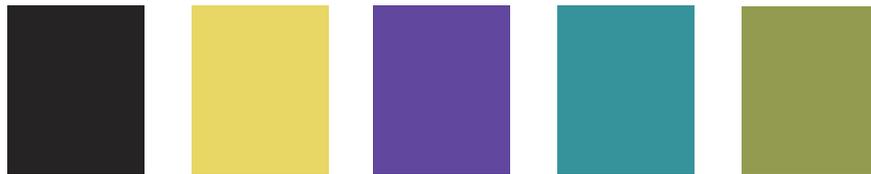


Brochure 8.5" x 11"

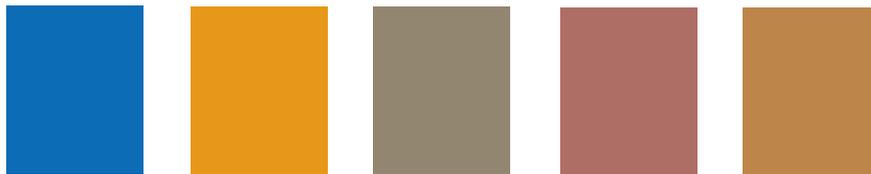
# Color Palette

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

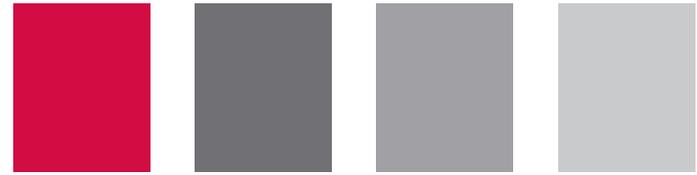


Pantone 426	Pantone 458	Pantone 7678	Pantone 5483	Pantone 5767
RGB 25-28-31	RGB 222-205-106	RGB 104-71-141	RGB 102-153-153	RGB 138-141-74
HEX 25282A	HEX D9C756	HEX 68478D	HEX 4F868E	HEX 8A8D4A



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