

Guidelines

Logo, Fonts and Colors



Logo

Colors and Placement:

The SVdP logo should appear in the corporate blue on a white background whenever possible. When used in reverse white, logo should appear on a solid background of the corporate blue or one of the secondary colors. A .25 inches minimum padding should be left around the logo from all text and images. The Logo should never appear smaller than 1 inch in diameter on printed marketing pieces.

CMYK:

C=93
M=58
Y=18
K=2



Spot:
PMS 661

Black:

100%
75%



Reverse:
Logo Blue or
secondary color
backgrounds

Padding:
.25 inches



Minimum Size:
1 inch

Fonts

Standard fonts (in the left column) are preferred for all marketing materials, printed or digital, to maintain consistency whenever possible. Alternate fonts (in the right column) may be substituted only when standard fonts are unavailable.

Standard Fonts

HEADLINES AND SUBHEADS:

Americana Roman
Americana Italic
Americana Bold
Americana Extra Bold

Avenir Roman
Avenir Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

BODY COPY:

Avenir Roman
Avenir Oblique
Avenir Heavy
Avenir Heavy Oblique
Avenir Black
Avenir Black Oblique

FANCY HEADLINES:

Great Vibes

HANDWRITTEN HEADLINES:

Clive Barker

Alternate Fonts

HEADLINES AND SUBHEADS:

Garamond Book
Garamond Book Italic
Garamond Bold
Garamond Bold Italic

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

BODY COPY:

Arial Regular
Arial Regular Italic
Arial Bold
Arial Bold Italic

FANCY HEADLINES:

Edwardian Script

HANDWRITTEN HEADLINES:

Bradley Hand

Colors

The logo should appear in the corporate blue or reversed out of a solid background color in white. Secondary colors can be used for backgrounds or accent colors. **Program Colors** should be used for individual program materials along with **Corporate Colors** and optional **Secondary Colors**.

Corporate Colors

CMYK:
C=93 M=58 Y=18 K=2
HEX: #016699

Spot:
PMS 661



Reverse Logo Examples:



Secondary Colors

CMYK:
PMS 233-1
HEX: #009fda

CMYK:
PMS 221-1
HEX: #0083ca

CMYK:
PMS 217-1
HEX: #005387

All programs can use these 3 secondary colors

Program Colors

CMYK:
C=56 M=18 Y=97 K=2
HEX: #7fa442

Food Pantries & Distribution

CMYK:
C=3 M=30 Y=99 K=0
HEX: #f4b61c

Home Visits

CMYK:
C=0 M=57 Y=100 K=0
HEX: #f6871f

Life Skills Training

CMYK:
C=0 M=97 Y=52 K=0
HEX: #ee245a

Pharmacy

CMYK:
C=52 M=69 Y=0 K=17
HEX: #765694

Thrift Stores