DVRPC Logo Guidelines





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.

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.



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.





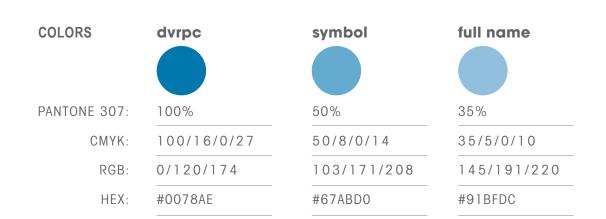


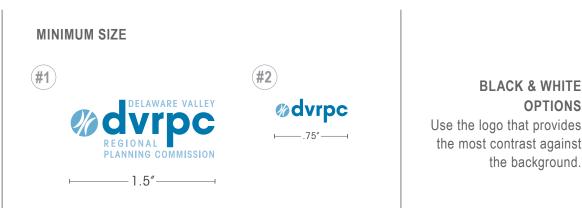


STAGING AREA EXCEPTIONS

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







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.

Kimberly Dean Manager, Creative and Print Services 215.238.2868 kdean@dvrpc.org

Rebecca Maule **Senior Graphic Artist** 215.238.2866 bmaule@dvrpc.org

Stephanie Cavacini Senior Graphic Designer 215.238.2902 scavacini@dvrpc.org

Angela Rio **Graphic Designer & Print Specialist** 215.238.2822 ario@dvrpc.org

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.







