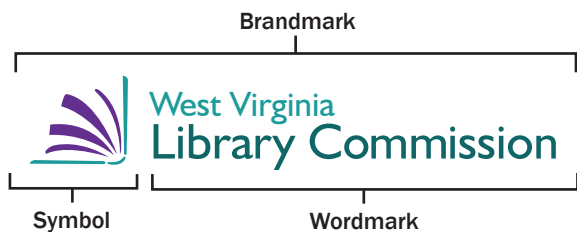


West Virginia Library Commission

Brand Standards

WVLA BRAND PARTS



Any use of the Symbol and Wordmark as separate items requires prior approval.
 Wordmark Font: Humanist 521 BT, Roman

BRANDMARK COLOR USES



3-Color Brandmark



1-Color Brandmark



White Brandmark (Reversed)

Spot Color Printing

3-Color Brandmark

Purple (or Pantone® 526 U)
 Light Teal (or Pantone® 3285 U)
 Dark Teal (or Pantone® 3292 U)

1-Color Brandmark

(See CMYK 1-Color Logo)

CMYK Process Printing

3-Color Brandmark

Purple (C:75 M:100 Y:0 K:0)
 Light Teal (C:73 M:17 Y:38 K:1)
 Dark Teal (C:89 M:42 Y:54 K:21)

1-Color Brandmark

(Black: C:0 M:0 Y:0 K:100)
 (White: C:0 M:0 Y:0 K:0)

Web Colors

3-Color Brandmark

Purple (#662d91 or R:102 G:45 B:145)
 Light Teal (#3ca1a1 or R:60 G:161 B:161)
 Dark Teal (#0C6768 or R:12 G:103 B:104)

1-Color Brandmark

(Black: #000000 or R:0 G:0 B:0)
 (White: #FFFFFF or R:255 G:255 B:255)

BACKGROUND COLOR USE

Use the 3-color or 1-color (black) version of the WVLC Brandmark when applying it to a white or light/mid-tone background. Use the white (reversed) version of the IMLS Brandmark when applying it to a mid/dark-tone or dark background. (See examples below)(See examples below)



White Background



Light/Mid-tone Background



Mid/Dark-tone Background

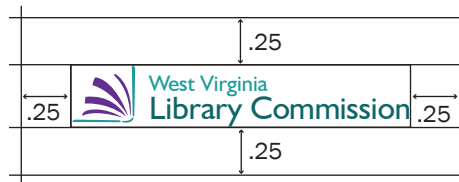


Dark Background

SIZING and POSITIONING



Brandmark should never be smaller than 1.75" wide.



Leave clear space equal to **.25"** on all sides of the Brandmark.

PROHIBITED USES



Do not alter the color of the Brandmark.



Do not alter the position of the Brandmark.



Do not alter or substitute the Wordmark title font Humanist 521 BT Roman.



Brandmark must be re-sized in correct proportion.