

Proper Use of the Virginia Housing Logo

The Virginia Housing logo must be used exactly as is with no alterations, deletions, additions, slogans or rearrangement of its elements. Only use the original logo files provided by the Virginia Housing Communications Team.

Logo Color & Background Options

- ▶ **For color printing or publishing:**
 - Use the two-color logo as shown at right, which includes two shades of green (a bright green and a dark green).
- ▶ **For one-color printing:**
 - The black or white logo may be used on single-color print jobs.
- ▶ **Only use original logo files provided by Virginia Housing Communications:**
 - Do not re-color a two-color logo to make it black or white (or vice versa).
 - Do not create a logo that is all bright green or all dark green.
- ▶ **There must be good contrast between logo and background:**
 - If using the color or black logo, background must be white (or very light).
 - If using the white logo, background must be black (or very dark).
 - Avoid printing the logo over an image, unless the image has a large area of either solid white or a solid very dark color.
 - Do not print the logo over garish colors, patterns or complex images.



Spacing Around the Logo

- ▶ **Always leave sufficient clear space around the logo.**
 - The unit of measurement for determining amount of clearance needed around the logo is the height of the “H” in “Housing,” as shown at right.



Other Guidelines

Do Not:

- ▶ Stretch or distort the logo.
- ▶ Alter the “arrow” icon in the logo.
- ▶ Alter the logo colors.
- ▶ Outline the logo.
- ▶ Add shadows or effects to the logo.
- ▶ Change the logo fonts.
- ▶ Add a tagline to the logo.
- ▶ Slant or tilt the logo.

Improper Logo Examples

