

# Wisconsin Department of Veteran Affairs Veteran Owned Business Logo Style Guide

The approved full-color Veteran Owned Business and Disabled Veteran Owned Business Logos should be printed in full-color printing applications, and placed on appropriate background colors or solid area of a given image or appropriate imagery that provides no distracting elements within the minimum clear space of the logo. For brand consistency, maintain the given spacing, proportions, colors and arrangements with no alternation.

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## Full Color Logos:

Veteran Owned Business Logo:



## All White Logo:

For use over dark backgrounds



## All Black Logo:

For use over light backgrounds



## All White Logo:

For use over dark backgrounds



## Examples of Proper Usage:



### Spotlight on Veteran Business Owners

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Proper provision of adequate clear space between the logo and other design elements.



Proper placement of logo on space free of patterns, or design elements that could reduce readability of the logo.



Proper usage of the all white logo for use over darker background colors.

## Examples of Improper Usage:



Do not distort the logo proportions



Do not place logo over distracting imagery; or over imagery of the American Flag (U.S.).



Do not alter the colors of the logo using effects/filters or for printing purposes.

## Minimum Size:



Minimum size for placement of the logos



Minimum size for placement of the logos



Minimum size for placement of the logos

The **minimum** logo size is **1 inch wide** placed proportionally.

## Minimum Clear Space:

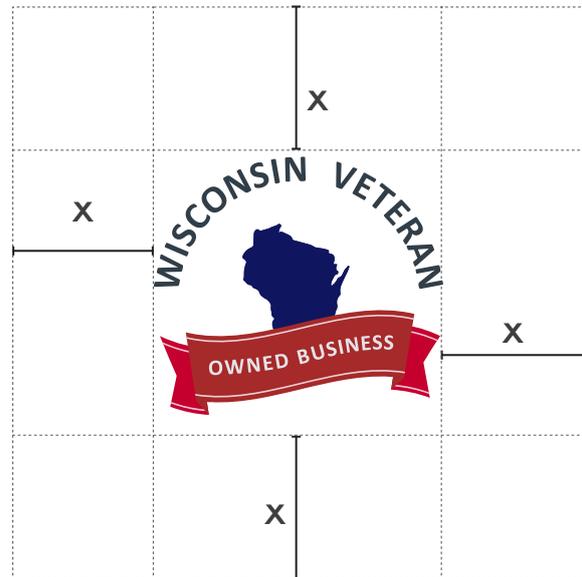
The “**clear space**” is the space maintained surrounding the entire logo, free of any design. It ensures clear readability and greater impact of the mark, free from competition with other elements.

x  
The clear space around the logo should be equal to the half the width of the logo.



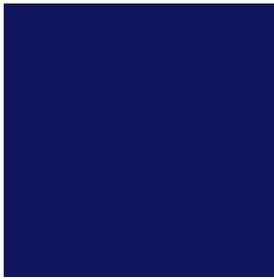
x = 1/2 the width of the placed logo

For example: if the width of the placed logo is 1 inch. Then a 1/2 inch<sup>2</sup> of clear space should be provided (free of design) on each side of the logo.



For example: if the width of the placed logo is 1.5 inches. Then a 0.75 inch<sup>2</sup> of clear space should be provided (free of design) on each side of the logo.

## Colors Standards:



**Blue:**

Pantone Solid Coated: 273 C  
Pantone Solid Uncoated: 281 U

R: 37  
G:37  
B: 93

C: 100%  
M: 100 %  
Y: 28%  
K: 27%

HEX: #25215D  
WEBSAFE: #330066

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**Dark Red:**

Pantone Solid Coated: 7628 C  
Pantone Solid Uncoated: 2350 U

R: 164  
G:29  
B: 33

C: 23%  
M: 100%  
Y: 100%  
K: 19%

HEX: #A22929  
WEBSAFE: #993333

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**Light Red:**

Pantone Solid Coated: 200 C  
Pantone Solid Uncoated: Red 032 U

R: 188  
G: 36  
B: 55

C: 18%  
M: 99 %  
Y: 82%  
K: 8%

HEX: #bc2437  
WEBSAFE: #cc3333

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**Gray:**

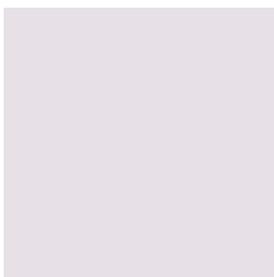
Pantone Solid Coated: 432 C  
Pantone Solid Uncoated: 5395 U

R: 58  
G: 66  
B: 76

C: 76%  
M: 64%  
Y: 51%  
K: 40%

HEX: #3A424C  
WEBSAFE: #333333

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**White:**

Pantone Solid Coated: 663 C  
Pantone Solid Uncoated: 649 U

R: 255  
G: 255  
B: 255

C: 0%  
M: 0 %  
Y: 0%  
K: 0%

HEX: #ffffff  
WEBSAFE: #ffffff

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*Web Safe*, or Browser Safe palettes as they are also referred to, consist of 216 colors that display solid, non-dithered, and consistent color on any computer monitor, or web browser, capable of displaying at least 8-bit color (256 colors).

## Colors Standards:



**Black** (for use in all black logo only):  
Pantone Solid Coated: Pantone Black 6 C  
Pantone Solid Uncoated: 5463 U

R: 16  
G: 24  
B: 32

C: 100%  
M: 79 %  
Y: 44%  
K: 93%

HEX: #101820  
WEBSAFE: #000033

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## Digital Standards:

For use of the logos in web and digital platforms, please the following available image file formats:

**JPEG**

**PNG** (this file format contains a transparent background)

**GIF**

For all black and all white logos use the available file formats:

**PNG** (suitable for both all black and all white logos-this file format contains a transparent background)

**JPEG** (suitable for the all black logo only - this format contains a white background)

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## Font:

### Calibri:

Font used for the creation of the logo. Suggested font for use in supporting collateral pieces.

abcdefghijklmnopqrstuvwxy  
abcdefghijklmnopqrstuvwxy

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123456789  
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