

Volunteer Florida Brand Style Mini-Guide

LOGO



The minimum margin around the logo should be equal to the height of the “VF” mark. Though some applications call for more, always allow at least this amount of clear space around the logo.



The Volunteer Florida Logo may only be rendered in the styles depicted above.

COLORS

PRIMARY



Pantone 7694

C: 100% R: 10
M: 76% G: 67
Y: 35% B: 106
K: 21%

SECONDARY



Pantone 360

C: 60% R: 113
M: 0% G: 191
Y: 96% B: 73
K: 0%

TERTIARY



Pantone 17-5641

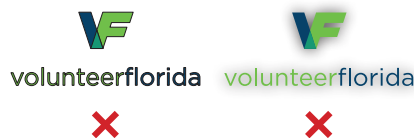
C: 83% R: 9
M: 17% G: 152
Y: 69% B: 116
K: 2%

NO-NO'S

■ DISTORTION & ROTATION



■ OUTLINES & DROP SHADOWS



■ UNOFFICIAL COLORS & FONTS

