VISION™

Logo

VISION™
Vision_Logo_PMS.eps
Vision_Logo_CMYK.eps
Vision_Logo_RGB.eps

VISION™
Vision_Logo_Reversed_PMS.eps
Vision_Logo_Reversed_CMYK.eps
Vision_Logo_Reversed_RGB.eps

VISION™
Vision_Logo_GRAY.eps

VISION™
Vision_Logo_Reversed_GRAY.eps

VISION™
Vision_Logo_LINEART.eps

VISION™
Vision_Logo_Reversed_LINEART.eps

Logo with Tagline

VISION™
Tagline Goes Here

■ = Spacing of tagline from logo is the x height of the width of the letter "O."

Center the tagline or justify it to the full width of the logo.

Social Icons

favicon.ico
Vision_Icon_29x.jpeg
Vision_Icon_40x.jpeg
Vision_Icon_48x.jpeg
Vision_Icon_58x.jpeg
Vision_Icon_73x.jpeg
Vision_Icon_80x.jpeg
Vision_Icon_200x.jpeg
Vision_Icon_512x.jpeg
Vision_Icon_1024x.jpeg

Color Uses

The Vision brand colors are optimized to appear as consistent as possible for all applications. Color outcomes will vary depending on paper surface or brightness, vendor ability and various screen outputs. Always refer to the Pantone® color matching system for a visual reference.

PMS:*   Pantone color matching system (stationary, signage, etc.)
CMYK: Process/digital color printing (brochure, newspaper, etc.)
RGB: On-screen use (website, PowerPoint, video, etc.)
GRAY: One color use (newspaper, checks, etc.)
LINEART: One color limited use and embossing (glass etching, embosing, etc.)

* Preferred color use for best brand consistency.

VISION™

60% PMS 2685

Note: The tint of purple (2685) at the corners of the "O" change depending on a white or dark background. These are the matching Tertiary colors.

Brand Colors

Pantone 2685 C
C: 90   R: 56
M: 99   G: 31
Y: 0   B: 107
K: 8   #381F6B

Grayscale: 100% K

Pantone 298 C
C: 67   R: 119
M: 2   G: 193
Y: 0   B: 227
K: 0   #77C1E3

Grayscale: 30% K

Pantone 144 C
C: 0   R: 255
M: 51   G: 153
Y: 100   B: 0
K: 0   #FF9900

Grayscale: 40% K

Proportional use of brand colors

Background Colors

White   PMS 2685 C   PMS 123 C

Secondary Colors

Pantone 123 C
C: 0   R: 255
M: 19   G: 207
Y: 89   B: 30
K: 0   #FFCF1E

Pantone Cool Gray 11 C
C: 44   R: 83
M: 34   G: 86
Y: 22   B: 90
K: 77   #53565A

Pantone Cool Gray 3 C
C: 8   R: 200
M: 5   G: 201
Y: 7   B: 199
K: 16   #C8C9C7

Tertiary Colors

Pantone 7446 C (60% 2685)
C: 50   R: 142
M: 46   G: 130
Y: 0   B: 190
K: 0   #8E82BE

Pantone 270 C (40% 2685)
C: 29   R: 186
M: 25   G: 174
Y: 0   B: 214
K: 0   #BAAED6

Typography

The Vision brand fonts should be used for all marketing to maintain a consistent look and feel. Only substitute these fonts with the alternates when they are not available or for files that need to work with different operating systems.

TITLE:
Clan OT
Bold

Empowering local government leaders to serve, inform and engage their constituents.

BODY:
Clan OT
Book

Vision is the only civic interactive platform that combines a creative, research-based approach to interface design with **flexible** technology to connect local governments with their constituents, promoting openness and efficiency at a time when residents' expectations are rising and government is seen as ineffective.

CALL OUT:
Clan OT
Bold

Brand Typography

HEADLINE/TITLE

Government

Clan OT Bold

BODY TEXT

Government

Clan OT Book

NOTE: Use Clan OT as your primary fonts only. You can purchase and get more information below. This font is also offered as a webfont for website and mobile use.
http://www.fonts.com

Alternate Typography

HEADLINE/TITLE

Government

Tahoma Bold

BODY TEXT

Government

Tahoma Regular

NOTE: Tahoma is a very common system font that can be found on Mac, PC and mobile OS systems.

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