

LOGOS

Main



Main | One Color



COLOR

Primary



Maroon
C:28 M:99 Y:96 K:33
R:135 G:25 B:28
#87191c

Secondary



Red
C:16 M:99 Y:96 K:6
R:196 G:35 B:41
#c42329

Secondary



Blue
C:100 M:92 Y:23 K:9
R:38 G:54 B:119
#263677

Accent



Gold
C:23 M:22 Y:74 K:0
R:202 G:185 B:100
#cab964

Accent



Light Gold
C:8 M:6 Y:65 K:0
R:239 G:224 B:121
#efe079

TYPE GUIDELINES

**HEADLINES IN ALL CAPS,
SERIFA STD 65 BOLD**

Sub-Headers in Serifa Std 65 Bold

Body text should be in Univers LT Std 55 Roman, in a smaller point size than Sub-Headers and should only use black, dark gray or #003366 blue color

Alternative #1 | Knockout



TYPE STYLES

Serifa Std 65 Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz**

Serifa Std 55 Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

Univers LT Std 65 Bold

**ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz**

Univers LT Std 55 Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

Ohio Department of Veterans Services

STYLE GUIDE

In order to keep a consistent brand image, these design instructions should be followed when using the ODVS identity.