

VR Style Guide

The Division of Vocational Rehabilitation (VR) has guidelines for using the VR logo and sharing information about VR as a third-party partner. On first reference, always spell out VR and follow it with a parenthetical: "Division of Vocational Rehabilitation (VR)." After that, you may use the acronym "VR" when you mention the agency. Always communicate using plain language, and avoid unnecessary information, jargon, or legalese.

The VR logo represents the agency and its service to the people of Florida. Here at VR, the value of our brand is built through the relationships we have with those we serve. Any use of the VR logo, including websites, brochures, signs, and promotional pieces, must be cleared with the Communications Office.

This usage guide details how to use the logo appropriately so that all of our materials look the same and so that we maintain the integrity of our logo with consistent guidelines. This will help our efforts to use the logo as an image the public identifies with our services.

As you create materials to promote your individual service, please keep the following in mind:

- All materials promoting services paid for with VR funding must include the VR logo and meet all identity standards. Consistent application of the VR logo increases the effectiveness of our collateral materials.
- The logo may not be stretched, re-colored or altered in any way and must always be sized up or down proportionally.
- Do not place any version of the logo on a busy or complex background.
- Submit all materials bearing the VR brand to the Communications Office, Rachel.Smith@vr.fl.gov, prior to publication. Allow at least three business days for review.

VR Brand Colors



Pantone 072C



Black 100%

Approved Logos

Official Logo – Full Color Version



Black Version

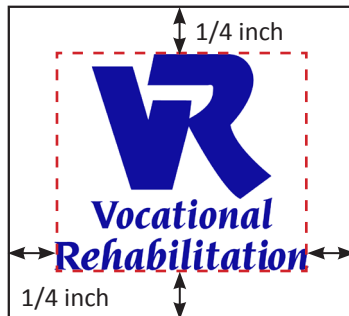


Logo Usage Requirements

Use the following minimum-size and clear-space standards so that the VR logo maintains clarity, legibility and impact across every application. To ensure brand consistency across all applications, the VR logo should be used only as follows:

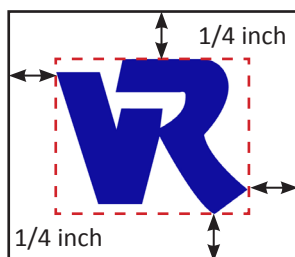
Vertical Version

- Minimum size – The VR logo must never be smaller than 1” wide by 0.86” tall.
- Clear Space – To preserve clarity, no other graphic element should interfere with the VR logo. At least a 1/4” around the logo should be clear.



Logo Only Version

- Minimum size – The VR logo must never be smaller than 0.612” wide by 0.5” tall.
- Clear Space – To preserve clarity, no other graphic element should interfere with the VR logo. At least a 1/4” around the logo should be clear.



Horizontal Version

- Minimum size – The VR logo must never be smaller than 4.042” wide by 0.5” tall.
- Clear Space – To preserve clarity, no other graphic element should interfere with the VR logo. At least a 1/4” around the logo should be clear.



Horizontal Stacked Version

- Minimum size – The VR logo must never be smaller than 2.5” wide by 0.85” tall.
- Clear Space – To preserve clarity, no other graphic element should interfere with the VR logo. At least a 1/4” around the logo should be clear.

