



Voices in Harmony  
BRAND AND GRAPHIC STANDARDS  
USAGE GUIDELINES



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Any questions regarding the use of the Voices in Harmony logo not covered in this guide should be emailed to [marketing@vihchorus.org](mailto:marketing@vihchorus.org) or call 877.684.3844



**LOGO  
APPLICATION**

The Voices in Harmony logo is the primary identification mark for Voices in Harmony.

Every use of the Voices in Harmony logo is a reflection of the organization and must maintain a professional image at all times.

All reproductions of the logo must be from authorized artwork only and should not be reproduced at any time. Authorized artwork will be available on the members-only website and as part of the press kit on the public website, [www.vihchorus.org](http://www.vihchorus.org).

Questions regarding the usage of the logo, artwork or requests for special format and size should be sent to Greg Titus, [marketing@vihchorus.org](mailto:marketing@vihchorus.org)





## LOGO APPLICATION

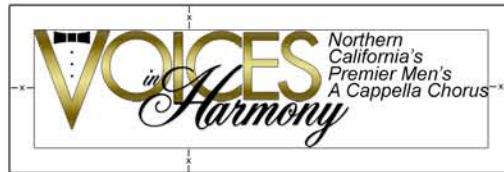
### CLEAR SPACE:

The Voices in Harmony logo must be clearly separated from other elements, including type, illustration and photography. Clear space is the appropriate amount of unviolated space around the logo. The clear space is based on a measurement of "x" established by the height of the letter "n" in Harmony.

Logo without tagline:



Logo with tagline:



### MINIMUM SIZE:

The minimum size for reproduction of the Voices in Harmony logo without tagline, the minimum reproduction size is 3/4" (19 mm) wide.

To ensure legibility of the tagline, the minimum size with tagline is 2.5" (63.5 mm) wide, from the "V" in Voices on the left to the right side of the letter "s" in "Chorus."

### MAXIMUM SIZE:

There are no maximum size restrictions as long as clear space requirements are met and the proportions are constrained.



## LOGO APPLICATION

### ACCEPTABLE COLOR APPLICATIONS

The following are examples of the only acceptable colors with which the Voices in Harmony logo can be used:

4 Color (light background)



4 Color (dark background)



1 Color (light background)



1 Color (dark background)



2 Color (light background)



Grayscale (light background)



### COLOR APPLICATION EXCEPTIONS

The logo will be displayed in different colors and themes in observance of holidays, celebrations and other special commemorative events. These special logo treatments are for official use only by Voices in Harmony and will not be available for public use or display.



## LOGO APPLICATION

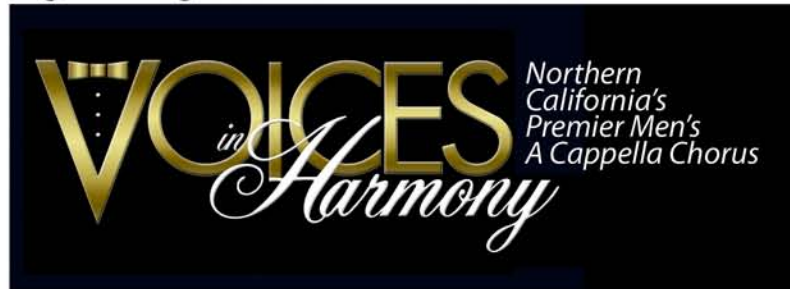
### 4 COLOR APPLICATION ON DARK BACKGROUND

The Voices in Harmony logo reverses for use in 4 color printing and presentation on a dark, solid color backgrounds. Logo must be clearly separated from other elements, including type, illustration, and photography. Clear space is the appropriate amount of unviolated space around the logo. The clear space is based on a measurement of "x" established by the "x" height of the letter "n."

Logo:



Logo with tagline:

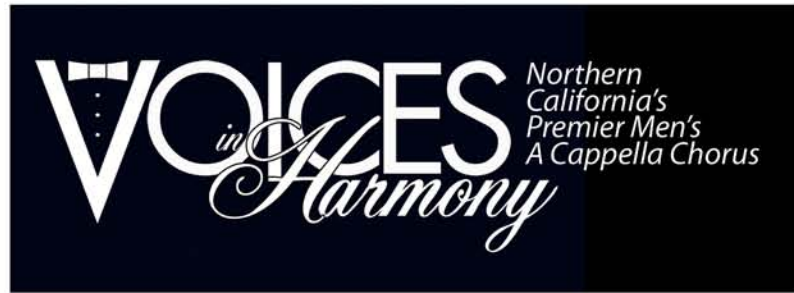




## LOGO APPLICATION

### ONE COLOR APPLICATION

The Voices in Harmony logo is available for 1 color black and white printing purposes only - and can be used on either a light or dark solid color backgrounds. Logos must be clearly separated from other elements, including type, illustration, and photography. Clear space is the appropriate amount of unviolated space around the logo. The clear space is based on a measurement of "x" established by the "x" height of the letter "n."





## LOGO APPLICATION

### IMPROPER USE OF THE VIH LOGO

- Do not substitute with colors other than the approved colors.
- Do not rotate the logo.
- Do not substitute fonts.
- Do not use the logo on colors that make it illegible.
- Do not stretch or distort the logo.
- Do not create a text version of logo. Use custom artwork.

### EXAMPLES OF IMPROPER USAGE:

