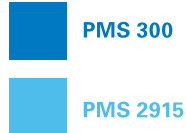


# Style Guidelines for Greater Richmond SCAN

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## Master Brand:



This logo is the primary and preferred visual identity of Greater Richmond SCAN. It's primary usage is on a white background though it accommodates other very light tones. This logo can be reproduced using spot color or process color printing methods or web based contexts. The officially recognized Pantone Matching System color values of the primary identity are outlined to the left. CMYK and hexachrome instances should use the PMS for target values.

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## Alternate Logos:



The same style guidelines apply to the alternate logos which are to be used at situational discretion.

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## Single Color Logo:



This logo is to be used when the preferred full color logo is not reproducible. Production methods sometimes require 1 solid color "ink" that will not preserve the integrity of the primary identity. In these situations the Single Color Logo is to be used.

In black and white contexts, a grayscale version of the full color logo should not be used. In those situations, the logo above is the preferred solution. The preferred colors for reproduction of the Single Color logo are PMS 300 or black on a white background.

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## Reversed Logo:



If the background environment is very dark or black the preferred logo color is white.