



BRAND GUIDELINES

LOGOS

PRIMARY LOGO



PRIMARY LOGO W/ TAG



GRAYSCALE LOGO - TAG ONLY



LOGOS

PRIMARY LOGO REVERSE



PRIMARY LOGO W/ TAG



SECONDARY LOGO TAG ONLY



LOGOS

← LARGER THAN 3" →



→ 3" OR LESS ←



COLORS

COATED



PANTONE 445C

UNCOATED



PANTONE 445U

PROCESS



CMYK - C.67, M.54, Y.55, K.30
RGB - R.79, G.88, B.88



PANTONE 1235C



PANTONE 1235U



CMYK - C.10, M.26, Y.100, K.0
RGB - R.232, G.185, B.30



PANTONE 7401C



PANTONE 7401U



CMYK - C.0, M.2, Y.4, K.0
RGB - R.255, G.248, B.241

FONTS

—— LOGO FONTS ——

GOTHAM BLACK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Gotham Book
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

USAGE

TRUCKS



USAGE

TRUCKS



TRUCK DECAL

**BUILD VIRGINIA
STRONG.**
VRMCA.COM

TRUCK DECAL

**BUILD VIRGINIA
STRONG.**
VRMCA.COM

USAGE

EMAIL SIGNATURE





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