



COMPASSION • CARING • COMMUNITY • COLLABORATION

LOGO

▶ PRIMARY



▶ OVERVIEW

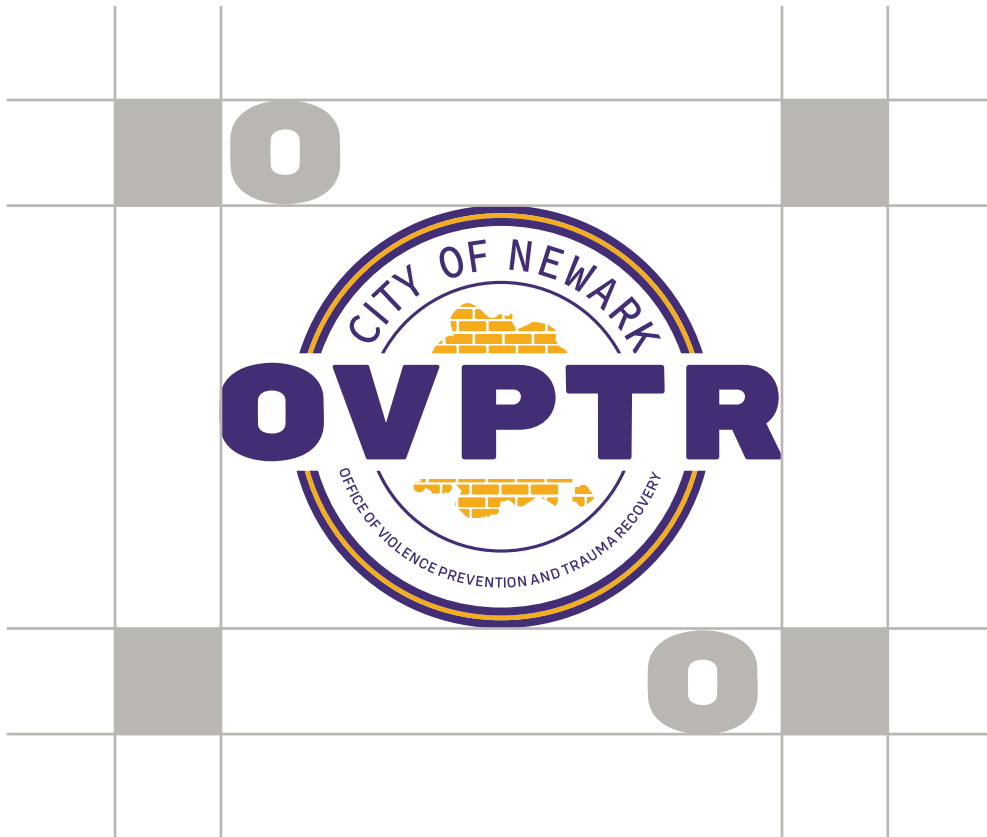
The logo to the left is the primary logo for OVPTTR. The OVPTTR logo should not be altered in any way.

The OVPTTR letter mark and icon alternate logos should be used to the administrator's discretion.

▶ ALTERNATES



LOGO USAGE



► CLEAR SPACE

To allow the OVPTR logo to breath and be noticed, clear space rules have been defined.

If the logo is used by itself, e.g. TVC end frames, then the clear space is equal to the 'O' from the OVPTR logo. This rule is applicable for both Flat and Outline versions of the OVPTR logos.

► FONTS



DO NOT use any other font for the main logo.

► RESIZING



DO NOT stretch or squash the logo. Any resizing must be in proportion.

► COLOR



DO NOT change the colors even, if they look similar. Use the official color specified in these guidelines.

COLORS

▶ PRIMARY



HEX: #3E2F72
R: 62 G:47 B: 114
C: 91 M:98 Y: 20 K: 8

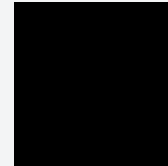


HEX: #EAB043
R: 234 G: 176 B: 67
C: 2 M: 35 K: 100 B:0

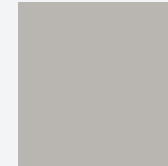
▶ SECONDARY



HEX: #826DC5
R: 125 G: 110 B: 172
C: 56 M: 63 Y: 0 K:0



HEX: 000000
R: 0 G: 0 B: 0
C: 75 M: 68 Y: 67 K:90



HEX: BAB6B2
R: 186 G: 182 B: 178
C: 28 M: 24 Y:2 6 K: 0



HEX: FFFFFFFF
R: 255 G: 256 B: 256
C: 0 M: 0 Y: 0 K: 0

FONTS

▶ FONTS USED IN LOGOTYPE

CONFIG BLACK

ABCDEFGHIJKLMN OPRSTUVWXVY
abcdefghijklmn opqrstuvwxyz
!@#\$\$%^&*()_+{}[] 0123456789

CONFIG MEDIUM

ABCDEFGHIJKLMN OPRSTUVWXVY
abcdefghijklmn opqrstuvwxyz
!@#\$\$%^&*()_+{}[] 0123456789

SOURCE SANS PRO

ABCDEFGHIJKLMN OPRSTUVWXVY
abcdefghijklmn opqrstuvwxyz
!@#\$\$%^&*()_+{}[] 0123456789

▶ FONTS USED IN LOGOTYPE

CONDENSED MEDIUM

ABCDEFGHIJKLMN OPRSTUVWXVY
abcdefghijklmn opqrstuvwxyz
!@#\$\$%^&*()_+{}[] 0123456789

CONDENSED EXTRABOLD

ABCDEFGHIJKLMN OPRSTUVWXVY
ABCDEFGHIJKLMN OPQRSTUVWXYZ
!@#\$\$%^&*()_+{}[] 0123456789

FUTURA PT CONDENSED

ABCDEFGHIJKLMN OPRSTUVWXVY
abcdefghijklmn opqrstuvwxyz
!@#\$\$%^&*()_+{}[] 0123456789