

Car Talk Vehicle Donation Services

Style Guide



Logo Use

Proper Logo Use

The CarTalk Vehicle Donation Services full color logo should only appear on a solid white or lightly colored background. The interior space of the full color logo should be white to give the type and the halo enough contrast.

When necessary, an all black or all white version can be used on a contrasting color.



Full color logo



Full color logo on light background



Black logo on white or light background



White logo on black or dark background



Logo Use

Improper Logo Use

Things to avoid include:

- Making the logo too small to read clearly
- Stretching the logo in any way
- Letting the background show through the interior of the logo
- Placing the full color logo on a dark background



Too small



Stretched



Transparent interior



Full color logo on dark background



File Use

Print

Files used for print should always be saved in CMYK color. An EPS file is best, but a 300 DPI resolution jpeg will also work.

Online

Files that are not going to be printed, such as websites or a Powerpoint presentation, should be saved in RGB color. They should be saved as JPEGs with a resolution of 72 DPI.

File Name	File Type	Example of Use
vdac_logo_CMYK.eps	CMYK Color EPS	Highest Quality Color for Print : Use for print on color brochures, posters, direct mail, and color flyers
vdac_logo_CMYK_300DPI-01.jpg	CMYK Color JPEG	Medium Quality Color for Print : Can be used in the same applications as the EPS version, but should only be used when an EPS file cannot be used
vdac_logo_RGB_72DPI-01.jpg	RGB Color JPEG	Low Quality Color for Web : Use for any on-screen application, such as a website or Powerpoint Presentation. Do not use for printed pieces.

*The same rules apply for the Black and White versions of these file types.

Colors



Red

Print: C=18 M=100 Y=99 K=9
Web: R=187 G=14 B=29



Blue

Print: C=100 M=92 Y=23 K=15
Web: R=11 G=47 B=105



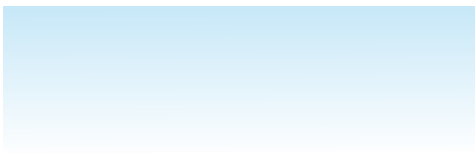
Yellow

Print: C=0 M=45 Y=91 K=0
Web: R=249 G=160 B=27



Dark Grey

Print: C=0 M=0 Y=0 K=70
Web: R=112 G=113 B=115



Light Blue Gradient

Print: C=26 M=0 Y=0 K=0
Web: R=199 G=232 B=248



Typography

Titles

15px Univers 55 Roman

Subtitles

9px Univers 55 Roman

Content

9px Univers 55 Roman

Captions

8.5px Univers 55 Oblique

Customer Quotes

12px Univers 55 Oblique

Business Cards

9pt Univers 57 Condensed

Web address

13px Univers 65 Bold

The type for Vehicle Donation Services is Univers. Various weights and sizes are used to separate information. Color is to be used for titles. White text is used against dark and photographic backgrounds. Black or colored text is used against white and lightly colored backgrounds.

