

Virginia Hire Centre
Signage and general usage

Color Guide: Print the logo in 2 colors ONLY.
Orange: PMS 123 or Process C0, M30, Y95, K0
Black: PMS Black or Process C30, M0, Y0, K100

Yellow Background Version: Use a 3:1 ratio for long wide signs and allow adequate space around the logo.
Only use a simple 'sanserif' font for any other typography: Eg; Helvetica Bold, or Arial Bold. [See below for example]
Try not to make the telephone, fax and web address any bigger than below as it will crowd the overall image.



Use a 2:3 ratio for tall format signs and allow adequate space around the logo.
Only use a simple 'sanserif' font for any other typography: Eg; Helvetica Bold, or Arial Bold. [See below for example]
Try not to make the telephone, fax and web address any bigger than below as it will crowd the overall image.



White Background Version: Use a 3:1 ratio for long wide signs and allow adequate space around the logo.
Only use a simple 'sanserif' font for any other typography: Eg; Helvetica Bold, or Arial Bold. [See below for example]
Try not to make the telephone, fax and web address any bigger than below as it will crowd the overall image.



Use a 5:3 ratio as an alternative to this type of sign.
This could also be the design for your business cards



This is a 4:1 ratio for long wide signs - allow adequate space around the logo.

Only use a simple 'sanserif' font for any other typography: Eg; Helvetica Bold, or Arial Bold. [See below for example]

Try not to make the telephone, fax and web address any bigger than below as it will crowd the overall image.

