

# Visualize 2050 Brand Guide

## LOGO USAGE

*Color logo: display on white background*



*White logo: display on color background*



The color version of the logo should be used as the primary logo. A white (reverse) version of the logo is also provided to provide additional flexibility (as well as higher contrast).



To ensure accessibility across platforms, the smallest text in the logo must always be larger than 18 points. The minimum logo size to meet this requirement is approximately 1 inch wide and half an inch tall.

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## LOGO WITH TAGLINE

*Horizontal version: color*



*Horizontal version: B&W*



*Vertical version: color*



*Vertical version: B&W*

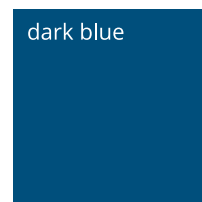


In primary applications (cover of the long range plan, cover slide of a PowerPoint, header of a factsheet, etc.), the tagline must accompany the logo, either locked up directly (as shown above), or indirectly, by incorporating the tagline prominently and clearly into the design of the piece.

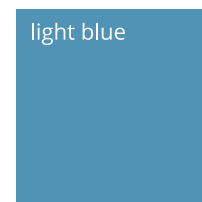
The logo without the tagline can be used when the logo's ties to the long range plan have already been established. For example, inside pages of the long range plan, the footer of a PowerPoint deck, or other secondary uses.

## LOGO COLORS

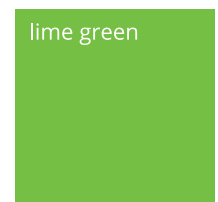
The dark and light blue colors are directly from the TPB color palette. The lime green color is a slightly darker version of a similar color from the color palette.



100c-32m-0y-50k



70c-31m-18y-0k



59c-0m-100y-0k



National Capital Region  
Transportation Planning Board