

Visual Media Alliance Brand Guidelines

February 9, 2022



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Brand Overview

Brand Overview

The way VMA, as a brand, communicates signals to our prospects, members, and broader community who we are and how we are different from our competitors. Our communication style stems from our mission, vision, and values which creates our brand personality. That in turn creates our brand voice and affects our graphical elements. Which in sum create the VMA brand.

Mission/Vision/Values > Brand Personality > Voice > Tone + Style + Logo + Colors + Graphics + Typography

Mission

VMA's mission is to support small business owners & managers in the Northern California graphic arts industry in saving time and money.

Vision

VMA's vision is to help support small businesses in the Northern California graphic arts industry to help them thrive and become prosperous, while spreading information locally, and even globally.

Values

Our values are: 1) credibility 2) connection 3) community 4) champion 5) compassion

Positioning Statement

VMA is the only non-profit organization supporting N. California print and creative agency small business owners to save time and money. VMA also serves to promote and champion the value these industries bring to the community.

Brand Overview

Personality

VMA's brand personality is **professional, inspiring, trustworthy, friendly, and helpful**. We're seen as a helpful resource that can be trusted to look out for our members and community. VMA is professional and reliable, but also friendly and approachable. We also can be passionate and inspiring, and convey our conviction in the strength of our community.

Personality Trait	Description	Do	Don't
Professional	<ul style="list-style-type: none">• Be seen as competent, reliable and respectful	<ul style="list-style-type: none">• Write with clarity and brevity• Be straightforward, functional, simple, direct, and easy to understand	<ul style="list-style-type: none">• Sound overly casual• Sound overly serious• Be cold or aloof
Trustworthy	<ul style="list-style-type: none">• Show trustworthiness, credibility, and ethics• Be perceived as a trusted advisor, exhibiting a high level of expertise in the needs of small graphics arts businesses, particularly insurance success including insurance	<ul style="list-style-type: none">• Sound like someone who genuinely wants to help solve the customer's problems• Be honest and genuine• Back up claims with facts	<ul style="list-style-type: none">• Use jargon• Over promise• Over sell
Inspiring	<ul style="list-style-type: none">• We're passionate and positive about graphic arts, creativity, print, paper, marketing, and all of the issues that matter to our members	<ul style="list-style-type: none">• Use strong action verbs• Be champions and cheerleaders for the industry• Be inspiring through storytelling	<ul style="list-style-type: none">• Be lukewarm, wishy-washy• Use passive voice• Be negative or dooms-day-ish
Friendly	<ul style="list-style-type: none">• Be welcoming approachable; create a sense of community and unity	<ul style="list-style-type: none">• Keep words simple and familiar• Imagine you are talking to a friend or colleague• Be engaging• Talk like one human to another	<ul style="list-style-type: none">• Be too casual or inappropriate• Use slang
Resourceful	<ul style="list-style-type: none">• Show that we are here to help by sharing information• Provide tools and insight our members need to succeed	<ul style="list-style-type: none">• Be empathetic• Be reassuring• Be positive and uplifting• Provide info that is of value and helpful to the readers goals	<ul style="list-style-type: none">• Don't be condescending• Don't provide contradictions

Brand Overview

Voice

VMA's Voice is a unique and distinctive element of our brand's communication with members, customers, and prospects. It flows from our brand's personality and is unchanging. It remains **consistent** throughout all the content that we create.

One way to think of our voice is to compare it to what it isn't.

VMA's voice is:

Knowledgeable but not condescending
Informal but not sloppy
Professional but not stodgy

Helpful but not overbearing
Friendly but not inappropriate
Fun but not silly

Tone

Our Voice reinforces our distinct personal style and our tone takes that messaging and fine tunes it for specific segments or channels. Our tone can change depending on the situation. It's the emotional inflection applied to our voice. It adjusts to what's suitable for a particular piece or message. For example, a social media post about a fun event would have a more light-hearted tone than one breaking news alert.

Because VMA straddles between being an industry association and insurance broker, VMA's tone is usually professional yet somewhat **informal, personal and friendly, yet straightforward**. When you are writing, consider who your audience is, what channel you are writing for, and the reader's state of mind.

- RiskReport - Are they (small business owner audience) concerned about keeping their business protected?
- eDigest - Are they overwhelmed by their employees and other business challenges?
- Connected - Do they need inspiration to keep running their business?

Once you have an idea of their emotional state, you can adjust your tone accordingly.

Brand Overview

Message Expression

Target Audience	Message	Do Say...	Don't Say...
Members & Member Prospects	<ul style="list-style-type: none">• Be part of the only local association just for graphic arts businesses.	<ul style="list-style-type: none">• Join VMA and watch your business thrive.• Supercharge your business with the power of an association.• Unlock the power of an association to drive business growth.• Get exclusive perks, curated just for businesses like yours.• VMA was built to help your graphic arts business thrive.	<ul style="list-style-type: none">• VMA provides graphic arts small businesses with small business tools, networking, education, and more.
Insurance Customers & Prospects	<ul style="list-style-type: none">• Get comprehensive coverage from a broker who understands your business.	<ul style="list-style-type: none">• With VMA, finding the right coverage is easy.• Great Insurance + Unbeatable Perks• We've got your back every step of the way.• With VMA you're more than just another number.• Reduce risk. Increase savings. Get back to business.	<ul style="list-style-type: none">• Choose VMA, your local industry association for all your insurance needs and get full-service from a broker who gets your business and cares.

Style

Our brand style guide describes how something is said or written. It provides the details from vocabulary to grammar, and much more. It is important to follow this to have consistency through our communications materials.

View the VMA Style Guide Here or visit vma.bz/brand

Brand Logos



Identity Use

VMA Identity

The Visual Media Alliance identity is the centerpiece of the brand system. It is the primary identification element and has been designed for application to all of the media of the company. The elements that combine to become the Visual Media Alliance identity are the “alliance v” symbol and the typography as shown to the left.

Logo Clearance

Be sure to have the appropriate space clearance as shown in the diagram in order to ensure the logo is not crowded and has appropriate prominence.



Identity Use

Preferred Use

The preferred version of the Visual Media Alliance identity is the 3-color positive version displayed to the left. It is made up of VMA Red, VMA Orange, and VMA Gray. It should be used in any media application that will accommodate 3-color or more reproduction. The 3-color reversed version may be used as necessary.

Alternative Use

Use the reverse variant when a background is too dark to allow use of the positive logo. For greater flexibility, we have created a suite of signatures to meet various graphic needs.



Color logo on white background.



Logo on white background.



Logo on light gray background (from 1-30% black). Shown with 30% black background.



Reverse logo on black background.



Reverse logo on colored background, only used with approved VMA colors.



Reverse logo on dark gray background (darker than 70%-100% black). Shown with 70% black background.

Identity Dont's

Unallowable Use

To preserve the integrity of our brand, we must use our signature correctly and consistently in every application.

Altering, distorting or redrawing the signature in any way weakens the power of the image and what it represents.



Don't recolor logo elements.



Don't reposition or "flip" signature components.



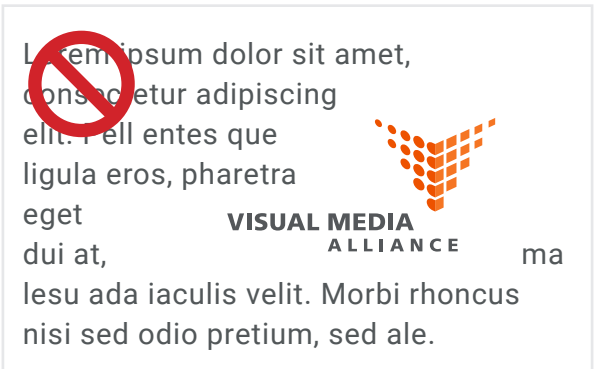
Don't distort or change logo proportions (skew, stretch, rotate, etc.).



Don't remove any element from the signature.



Don't rescale signature components.



Don't place the logo within text.



Don't add text or product names to the logo.



Don't add drop-shadow to the logo.



Don't change the letterforms of the logotype to lowercase.



Don't use multiple V icons or use the V icon as a graphic element.



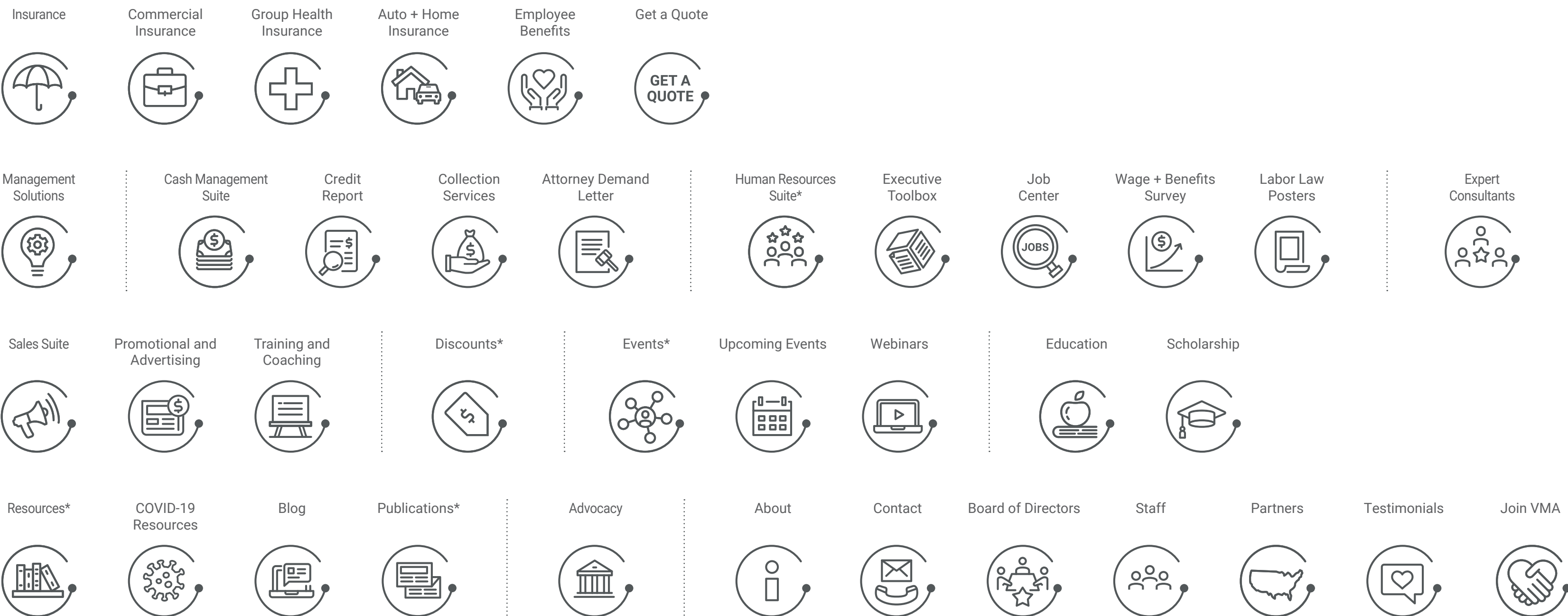
Don't place the signature over other graphic elements or background gradients.



Don't place the logo against a photographic or illustrated background without sufficient contrast.

Program Icons

VMA offers a spectrum of benefits to their members. We have developed a specific set of icons to represent these programs. These icons can be used in a VMA Core Color, eg. VMA Orange or VMA Neutral Color, eg. black or approved gray. The icon must be a solid color. Icons used in a set together must be one solid color.







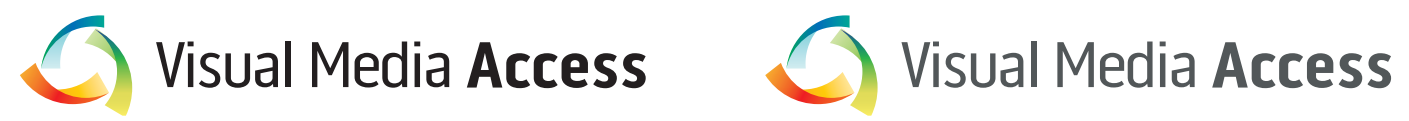





*Additional Logos

VMA Event Logos: Collective Conversations, ConnectUp, SalesCircle, Golf Tournament, CrabFest
VMA Resources Logos: VMGuide, VMAccess.org, Publications: Connected, RiskReport, eDigest, Chronicles

Human Resources Suite Logos: Mineral, Ease, Employers Choice Screening
Discount Logos: see vma.bz/discount

Product Logos

Program	Logo	Reverse Logo
VMA Insurance		
VMA Insurance Services		
Executive Toolbox		
Visual Media Access		
Visual Media Access		









Publication Identity

Affiliation	Logo	Colors
Connected		 <ul style="list-style-type: none">VMA Orange4 66 99 0VMA Red4 84 98 0VMA Gray66 56 35 29Gray 100 0 0 10
Risk Report		 <ul style="list-style-type: none">Risk Report - Dark Blue63 16 0 5390% TintRisk Report - Medium Blue32 0 0 34100% TintRisk Report - Light Blue32 0 0 3425% TintRisk Report - Yellow Orange4 44 99 0100% Tint
Visual Media Guide		 <ul style="list-style-type: none">Magenta14 100 35 0Black[Black]White[Paper]
eDigest – Print Edition		 <ul style="list-style-type: none">VMA Orange#F57E25VMA Gray#54575AGray 70#6A6F72White#FFFFFF
eDigest – Creative Edition		 <ul style="list-style-type: none">Magenta#D00069VMA Gray#54575AGray 70#6A6F72VMA Orange#F57E25
Cross-Media Chronicles		 <ul style="list-style-type: none">Teal#059CB7VMA Gray#54575AGray 70#6A6F72VMA Orange#F57E25

Publication Identity

Affiliation	Logo	Reverse Logo
Alert	Alert	<div><div></div> Congress Blue#014E92</div> <div><div></div> Gray 70#6A6F72</div> <div><div></div> VMA Gray#54575A</div> <div><div></div> White#FFFFFF</div>
COVID-19 Alert	COVID-19 Update	<div><div></div> Congress Blue#014E92</div> <div><div></div> Gray 70#6A6F72</div> <div><div></div> VMA Gray#54575A</div> <div><div></div> White#FFFFFF</div>
Did You Know?	Did You Know?	<div><div></div> Teal#00AEB4</div> <div><div></div> Gray 70#6A6F72</div> <div><div></div> VMA Gray#54575A</div> <div><div></div> White#FFFFFF</div>
Flash Poll	Flash Poll	<div><div></div> Purple#80009B</div> <div><div></div> Gray 70#6A6F72</div> <div><div></div> VMA Gray#54575A</div> <div><div></div> White#FFFFFF</div>
Upcoming Events	Upcoming Events	<div><div></div> VMA Orange#F57E25</div> <div><div></div> Gray 70#6A6F72</div> <div><div></div> VMA Gray#54575A</div> <div><div></div> White#FFFFFF</div>

Event Identity

Affiliation	Logo	Reverse Logo
Collective Conversations	 Collective Conversations	 Collective Conversations
Connect Up	 ConnectUp Live Networking Events	 ConnectUp Live Networking Events
Sales Circle	 SalesCircle Virtual Networking Referral Group	 SalesCircle Virtual Networking Referral Group
CrabFest		

Color

Color

Color Palette

Our color palette consists of neutral and dynamic colors that complement each other. The combination of these two color palettes allow the creation of materials that are visually interesting while expressing our personality.

Core Colors

Our main colors are VMA Orange, VMA Red, VMA Gray, and VMA Blue.

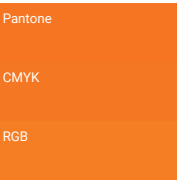
Neutral Supporting Colors

These are some cool gray colors that can be used on any application.

Dynamic Colors

These dynamic colors are used to add contrast or complement the neutral colors in supporting design elements such as headers, subtitles, and background. They are meant to highlight specific items on a page visually.

CORE COLORS



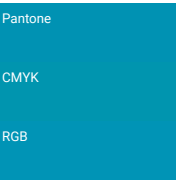
VMA Orange
PANTONE 158 C
C 0 R 245
M 66 G 126
Y 99 B 37
K 0
F57E25



VMA Red
PANTONE 166 C
C 4 R 231
M 84 G 80
Y 98 B 39
K 0
E75027

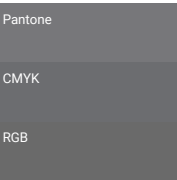


VMA Gray
PANTONE COOL GRAY 11C
C 66 R 84
M 56 G 87
Y 53 B 90
K 29
555555

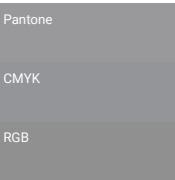


VMA Blue
PANTONE 632 C
C 95 R 0
M 15 G 148
Y 26 B 182
K 5
0095B6

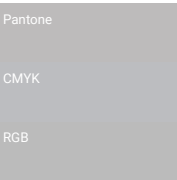
NEUTRAL COLORS



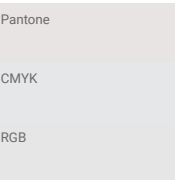
VMA Gray 70
PANTONE COOL GRAY 9C
C 0 R 106
M 0 G 106
Y 0 B 106
K 70
6A6A6A



VMA Gray 50
PANTONE COOL GRAY 7C
C 0 R 144
M 0 G 144
Y 0 B 144
K 50
909090



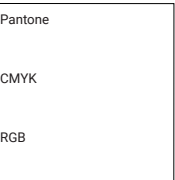
VMA Gray 30
PANTONE COOL GRAY 4C
C 0 R 187
M 0 G 187
Y 0 B 187
K 35
BBBBBB



VMA Gray 10
PANTONE COOL GRAY 1C 70%
C 0 R 230
M 0 G 230
Y 0 B 230
K 10
E6E6E6



Black
C 60 R 0
M 40 G 0
Y 40 B 0
K 100
000000



White
C 0 R 255
M 0 G 255
Y 0 B 255
K 0
FFFFFF

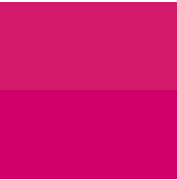
ACCENT COLORS



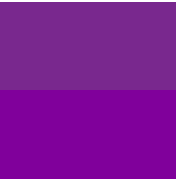
Gold
C 0 R 255
M 30 G 195
Y 100 B 49
K 0
FFC331



Mustard
C 4 R 239
M 44 G 156
Y 99 B 34
K 0
EE9C22



Magenta
C 14 R 209
M 100 G 0
Y 35 B 104
K 0
D10068



Purple
C 62 R 128
M 100 G 0
Y 0 B 155
K 2
80009B



Congress Blue
C 100 R 1
M 69 G 78
Y 17 B 146
K 2
014E92



Pacific Blue
C 80 R 61
M 48 G 114
Y 29 B 145
K 5
008FC6



Teal
C 88 R 0
M 5 G 174
Y 37 B 180
K 0
00AEB4



Green
C 43 R 138
M 0 G 179
Y 100 B 51
K 14
8AB333



Dark Green
C 63 R 87
M 0 G 152
Y 100 B 53
K 0
579835

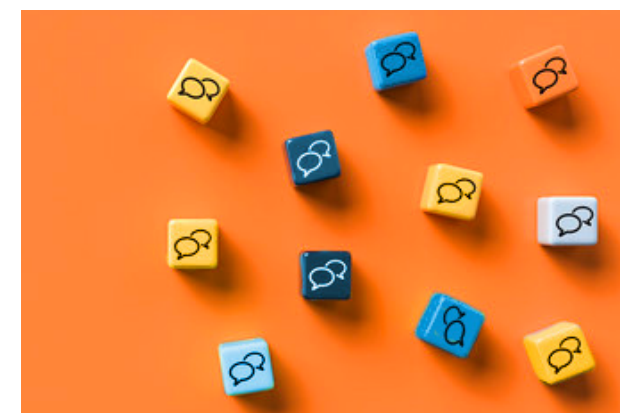
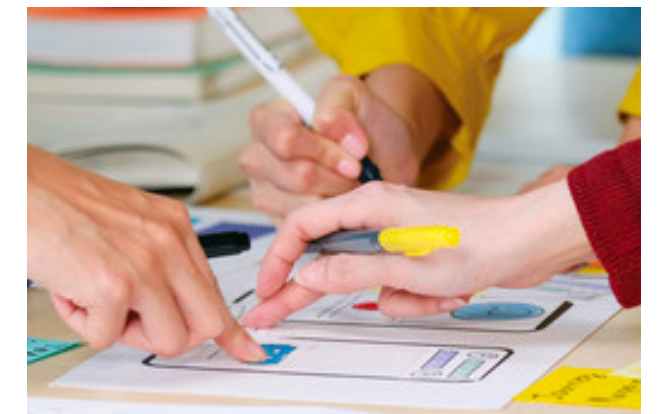
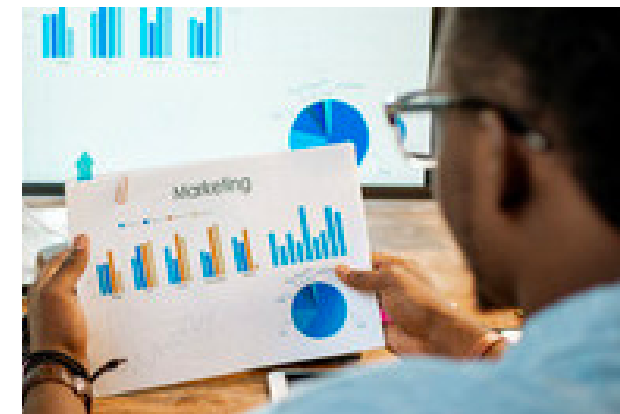
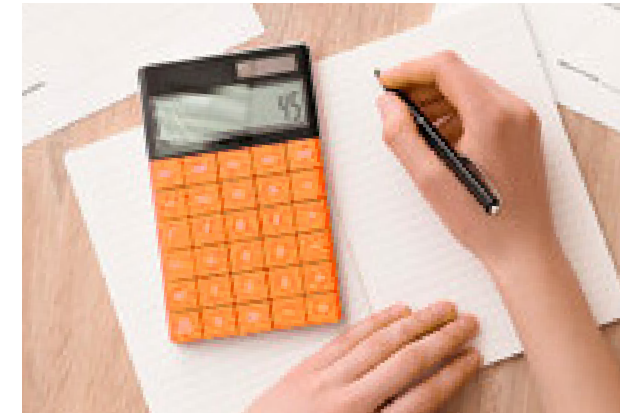
Imagery

General Photo and Illustration Guidelines

General Photo & Illustration Guidelines

Images should:

- Match the context of the copy and illustrate the message or benefit
- Represent the brand personality (see [Brand Personality Section](#))
- Be professional, yet friendly
- Be bright, clean, and professional, using color (i.e. no black and white, sepia)
- Be non-denominational and inclusive of multicultural, ethnic, gender, age, and show diversity
- Speak to our target audiences' typical attire which tends to range from casual to smart casual as opposed to professional (suit/tie or cocktail dress). Use colors similar to our brand guidelines
- Ideally be royalty free images. Our preferred stock imagery sites are Shutterstock, iStockPhoto, Adobe Stock, and Unsplash.



General Photo and Illustration Guidelines

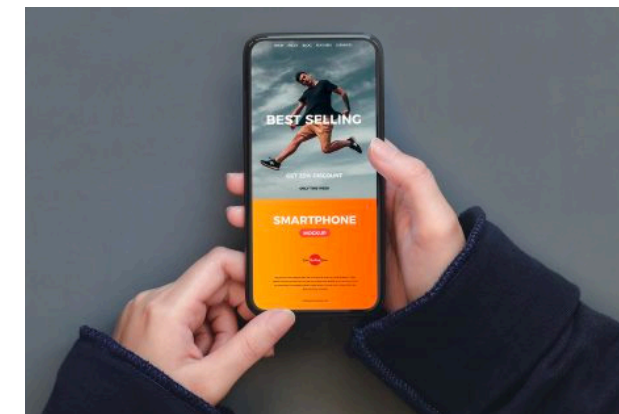
Product

- Show the main product in focus
- Background needs to be clean on a solid, neutral color, or wood tones
- Subtle elements of the environment are welcome, as long as it is not cluttered
- Image can be shot from different angles to show creative perspectives



Digitally Manipulated

- A great method to show product or screenshots using composited mock-up files
- Make sure it does not look overly manipulated or with gimmicky special effects applied
- Be sure to pull from the VMA brand colors when possible
- Use similar rules those for “Products” in the previous section



People

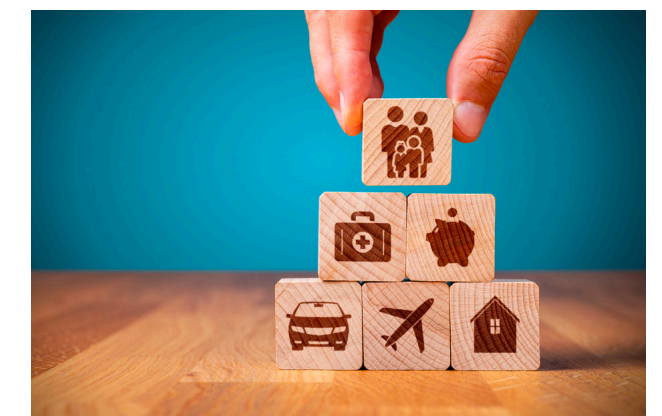
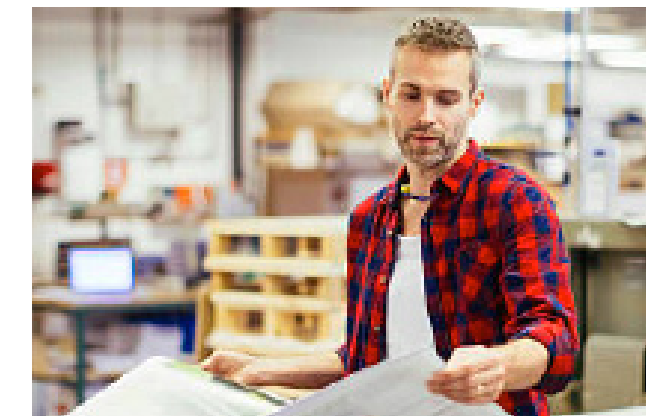
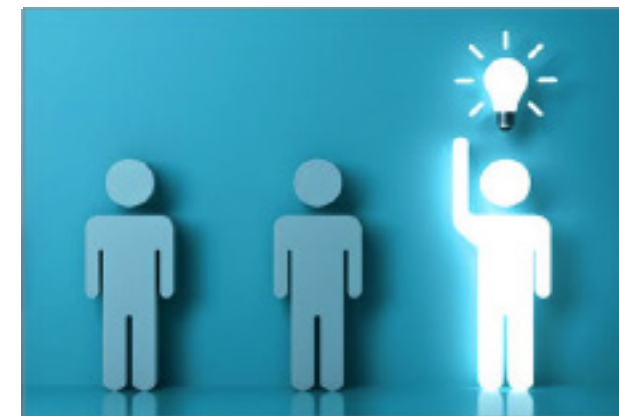
- We prefer to only show people's faces when they are of actual members. In the case of a non-member face, you can blur slightly or they need to look like they would represent a typical member (see next page for acceptable examples).
- Be sure to show diversity even when showing hands or of faces
- Camera angles should be eye-level to slightly above the head from all angles (front face, behind the head, or profile)
- Image should show the environment so audience is aware of context



Photography Images Do's

Do's

- Images should have sharp main subject matter, shallow depth of field, or blur on background and foreground
- Select images that highlight a pop of VMA Orange, VMA Red, or VMA Blue or digitally add or adjust a color to accomplish this
- Images should be bright, clean, professionally-lit with studio lights or with natural light
- Images should be in color (i.e. no black and white, sepia), should look realistic, and not forced
- Images should be preferably shot by DSLR



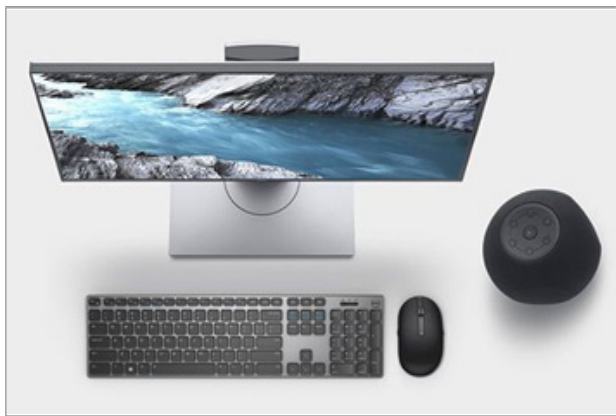
Photography Images Dont's

Dont's

- Images should have no noise or grain and should be professional shot
- Do not use photo filters applied on images that change the color, texture, or have special effects (i.e. duotone, stippling, etc.)
- Do not use images that are distorted or have exaggerated angles
- Do not use images of people wearing professional attire eg. business suits.
- Do not use collages.
- Do not use gradients that fade an image out to transparent background.



Do not use image without a clear subject matter.



Do not use images from extreme angles distorting perspective.



Do not use images of people in business attire and illustration that appears too tech-oriented.



Do not use special effects, such as duo-tone. Do not use images of people too posed, looking directly at the camera.



Do not use digitally created photos that appear too fake.



Do not use images that appear too photo manipulated with special effects, fake background, and graphics.



Do not select photos where the environment is in a professional business setting wearing formal professional business attire.



Do not use images that have image noise, or are posed and use unique lighting altering natural skin tone colors.



Do not use photo manipulated images that adjusts the scale of subject matter.



Do not use image of people too posed in their environment. Exceptions: Connected cover and publications



Do not use images with illustration overlaid on a background that does not appear to be realistic.



Do not use images where the person is posed and shows exaggeration.

Illustration Do's

Do's

- Use 2D flat illustrations or 3D isometric line art with core VMA colors
- Use line art primarily for Insurance marketing and the filled-looks is for association marketing
- Consider using with line art, an orange dot (only one dot per image)
- Use an angle can be straight view or direct
- Use people with elongated bodies and are face-less in various skin colors in order to show diversity
- Use a balance of genders
- Use clean and simple illustrations, yet interesting

Recommended Artists

Isometric/Line Art

Shutterstock: Boyko.Pictures

Flat Color Illustrations

Adobe Stock: IRStone

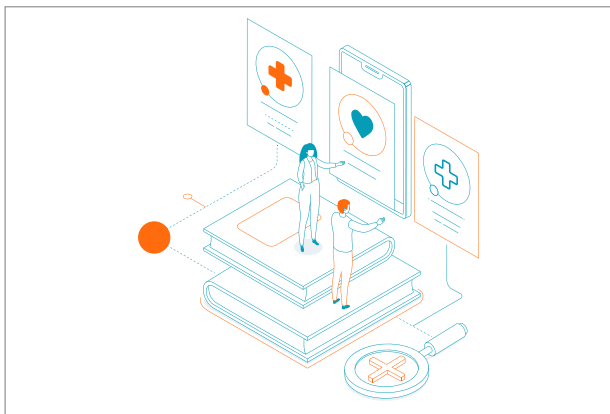
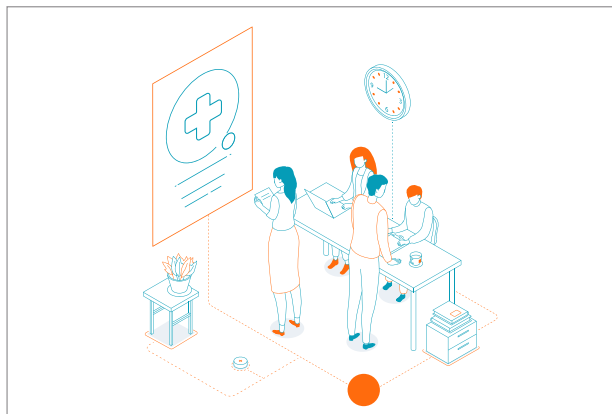
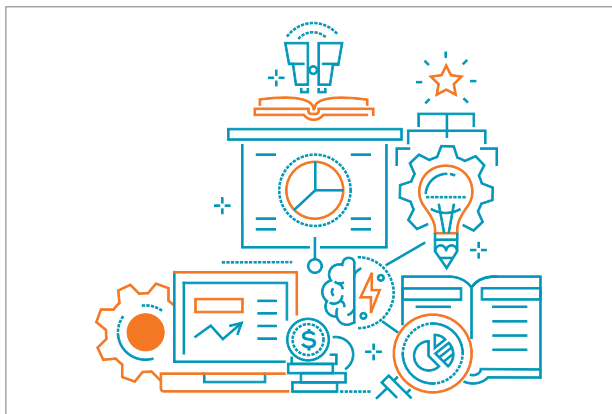
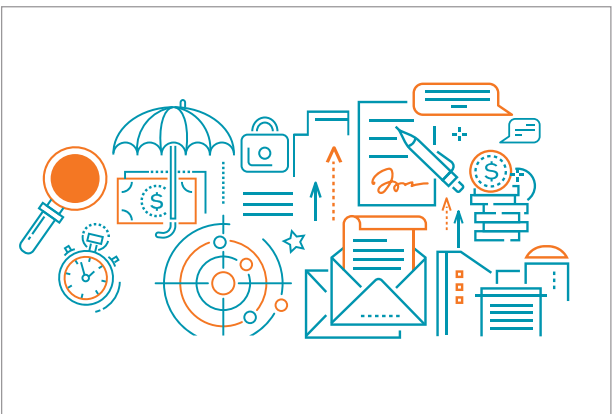
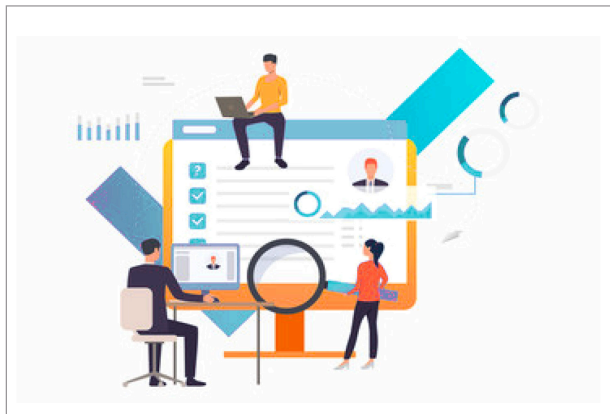
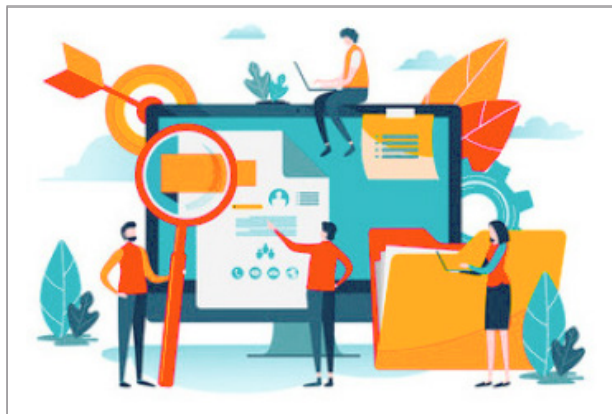
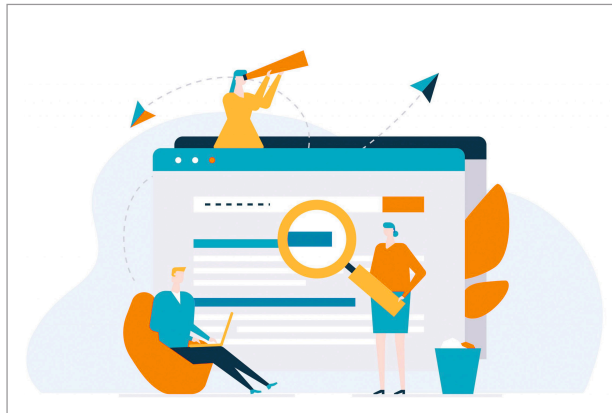


Illustration Dont's

Dont's

- Use other styles of illustration
- Use too artistic or complex patterns and shapes
- Use too much detail, showing facial features, accessories, clothing
- Use clip-art-looking illustrations
- Use silhouettes of any kind
- Use incorrect use of color (i.e. using non-VMA brand colors)
- Use drop shadows
- Use international symbols of persons
- Use additional artistic treatment
- Show people in an unrelated environment to our industry
- Use cut-out shapes to mask illustrations
- Use isometric art for people except for insurance campaign
- Use isometric or isometric 3D illustrations (only reserved for line art)



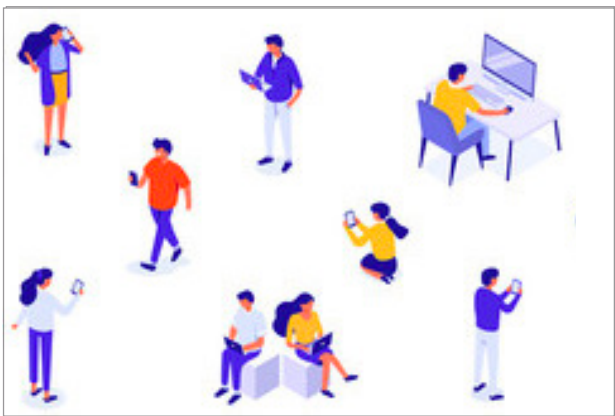
Direct view of people with color tonality split left/right.



Too artistic, using simple lines, duo-tone, non-VMA brand colors.



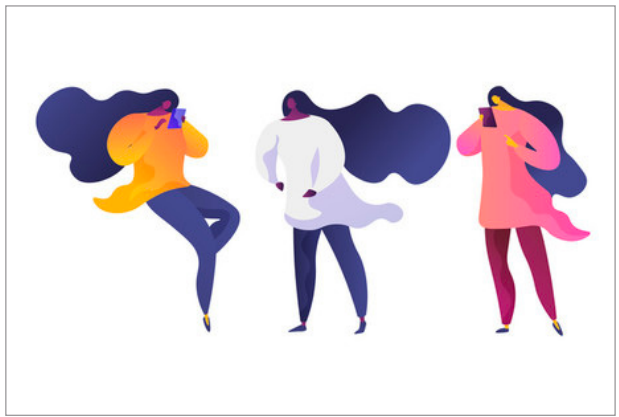
Person is wearing too formal clothing, exaggerated perspective, too detailed on line art.



Line art showing facial features, direct view, and too cute icons.



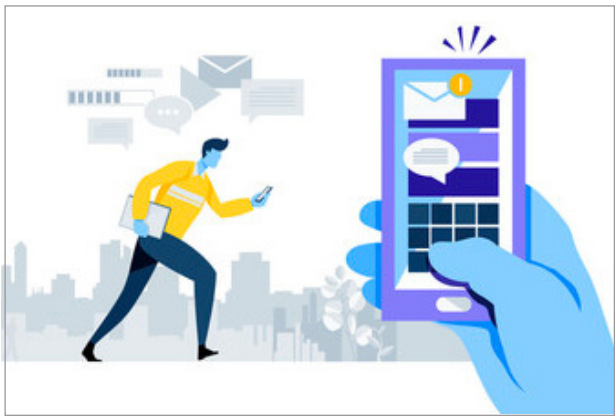
Shows facial features, uses non-VMA brand colors.



A bit abstract and enlarged, shapes are too flowy, use of too many gradients.



Direct view of too diverse of a group of people showing religious and cultural differences.



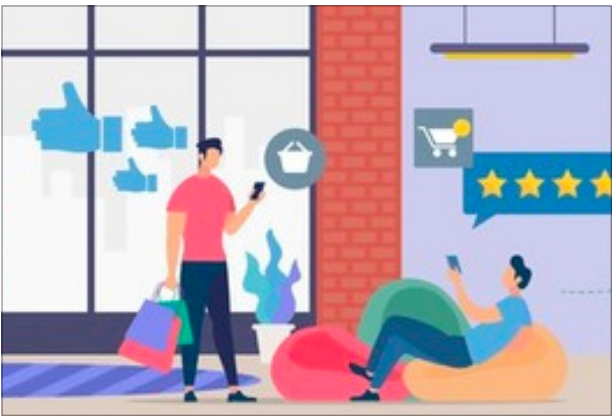
Correct illustration of person, but incorrect color usage and too cluttered background of buildings that do not relate to our industry.



Silhouette images, too corporate attire, mirror reflection, and very clip arty.



Shows facial features, uses non-VMA brand colors, overlapping images, very artistic.



Correct illustration style of people, but incorrect usage of environment setting.



Too extreme with usage of abstract shapes of people and curved shapes bleeding into the background, too bright color and incorrect context.

VMA Design Elements

General Guideline

A number of graphic elements as shown on this page may be used to increase viewer interest and design balance ,and convey messages of connection or the industry.

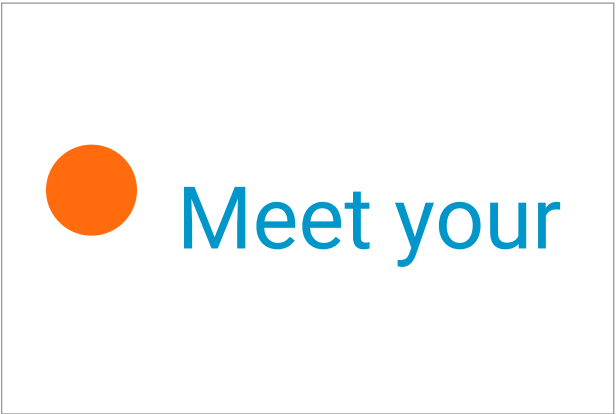
Primary

- Orange Dot: Use sparingly to highlight something important. Must be VMA Orange or reversed.
- Interconnected circles: Good way to add the message of connection to the design. Must be VMA Orange or Neutral or reversed.

Secondary

- Dotted Lines and Circles: can be set in VMA Orange, VMA Blue, or VMA Neutral Colors.
- Horizontal Rule: Used as call-outs for quotes or statistics. Use only in color shown.

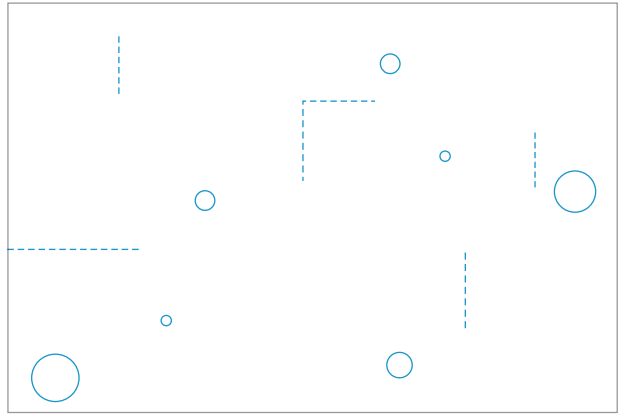
Orange Dot



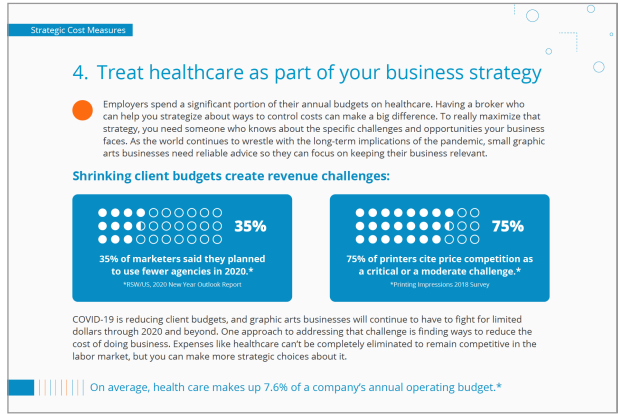
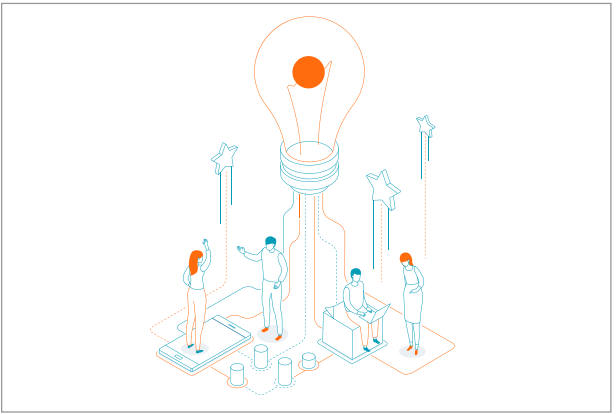
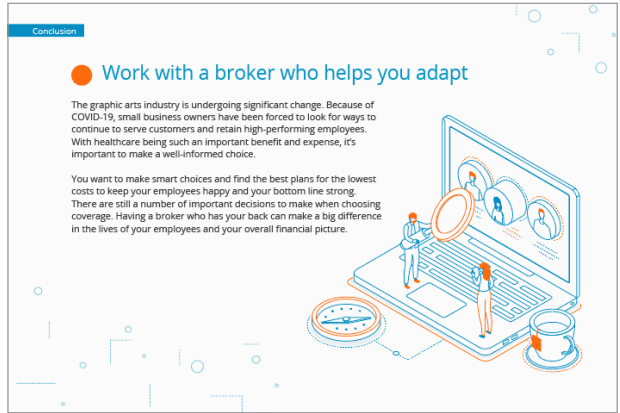
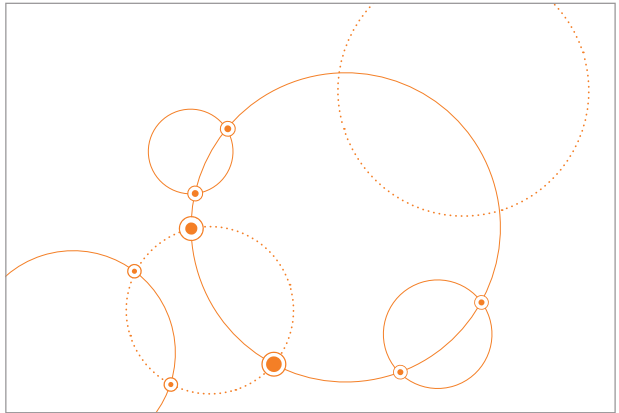
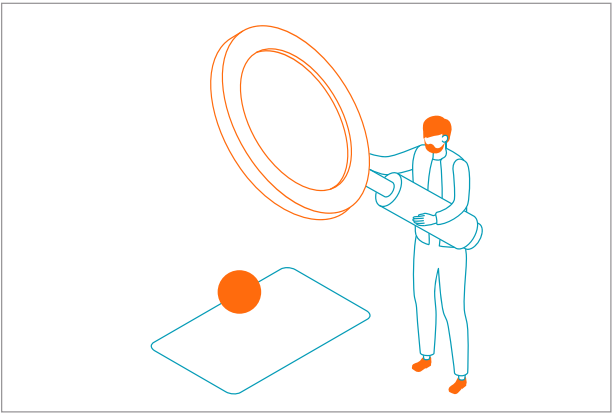
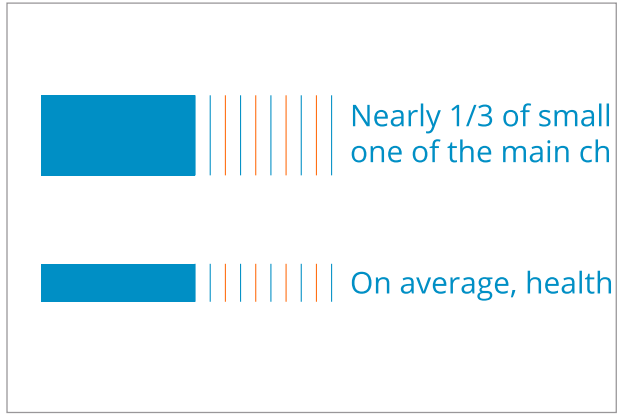
Interconnected Circles



Dotted Lines and Circles



Horizontal Rule



VMA Event Banner Graphics

- Use our event logo along with brand colors, photography, and illustration style guide.
- General Event Listing: Show orange dot and graphic on top left side. For event series, include logo. For one-time event, use graphics.
- Individual Event Listing: Use smaller orange dot on top right side and show more details such as title, date and time, and if cross-promoting event, add VMA logo.

Dimensions*

Horizontal	1200 x 540
Spotlight + Blog	600 x 270
Square	1200 x 1200

**Dimensions may change with web redesign.*



General Event Listing Banner: Collective Conversations Event



Individual Event Listing Banner: Collective Conversations Event



Webinar on HR and Compliance



Webinar on HR and Compliance



Golf Tournament

Connected Cover Graphics

Cover Guidelines

- Must be interesting and relevant to the issues' theme, usually showcasing a VMA member or their project(s).
- Ideally have a pop of VMA Orange or VMA Red.
- People can be looking at the camera, per traditional magazine covers, but not too staged to look fake.
- Show the environment (eg. their office or plant, other workers, a chicken, etc.)
- Text display option for cover title can be white over image with a slight drop shadow. Background has to be blurred or close to solid color.
- Image must have a specific focal point and not cluttered.



Typography

Typography

Typefaces

The VMA logo typeface for “Visual Media Alliance” is set with Frutiger Bold Condensed with extended tracking.

The authorized standard font families for use in all of the visual communication of the company are Roboto of varying weights and Roboto Condensed when necessary.

Lora is used for print-only publications primarily as body copy or call-outs.

WEB AND PRINT-USE

ROBOTO REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

ROBOTO MEDIUM
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

ROBOTO BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

ROBOTO REGULAR ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ROBOTO MEDIUM ITALIC
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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ROBOTO BOLD ITALIC
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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PRINT-USE ONLY

LORA REGULAR
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

LORA MEDIUM
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LORA BOLD
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LORA REGULAR ITALIC
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LORA MEDIUM ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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LORA BOLD ITALIC
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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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WEB AND PRINT-USE

ROBOTO CONDENSED REGULAR
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

ROBOTO CONDENSED BOLD
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

ROBOTO CONDENSED REGULAR ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

ROBOTO CONDENSED BOLD ITALIC
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

LOGOTYPE-USE ONLY

FRUTIGER 67 BOLD CONDENSED
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 /?!. ,()[]|

Typography

Web + Print Styles

A simple text hierarchy has been established to make reading easy and straightforward, consistent with our brand attributes.

Type size, font and color and used to establish importance and engage the itneded audience. Headlines are biggest, secondary messaging slightly smaller, and others follow.

WEB USE				
Header 1	Roboto	34 px	medium	#F68026
Header 2	Roboto	28 px	bold	#54575a
HEADER 3	Roboto	16 px	bold	#909090
Header 4	Roboto	18 px	bold	#000000
Body	Roboto	14 px	various	#2F3234
Hyperlink	Roboto	14 px	regular	#F68026
<div>BUTTON</div>	Roboto	14 px	medium	#FFFFFF

PRINT USE				
Header 1	Roboto	>13 pt	Medium	VMA Core Colors
Header 2	Roboto	28 pt	Bold	VMA Gray
HEADER 3	Roboto	16 pt	Bold	VMA Gray 50
Header 4	Roboto	18 pt	Bold	Black
Body	Lora	9 pt / 11.5	Various	VMA Gray or Neutral
Callouts	Lora	>16 pt	Bold	VMA Core Colors