



# NETWORK

## TAMPA CHAPTER

BRAND GUIDELINES

## Mission & Philosophy

**O**ur mission is to provide a collection of resources including business owners, independent contractors, and service providers who are committed to providing excellent service and well-earned discounts to Veterans, military personnel and their families.

**W**e are a network of like-minded business owners who seek to earn the trust of Veteran/Active Duty military community through responsible referrals and accountability; a commitment to truth and fair pricing; and, continued support of our members.

## Primary Logotype

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best.

The first way we signify the presence of the Tampa VA Network is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing off all of our communications with the logotype; our partner messages must be identified as coming from us, and you!

### *Clearspace*

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

### *Logotype artwork*

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

### *Primary Black Logotype*



### *Primary White Logotype*



# Icon Logotype

If it's impossible to use the Primary Logotype for some reason, you have the option of using the Icon logotype. It's still a good way of showing off the Tampa VA Network brand, so don't you worry!

## ***Clearspace***

In order to preserve the integrity of the Primary Logotype, it is important that no other logos, type or other graphic elements infringe on its space. The minimum clearspace around the logotype is equivalent to 1/3 of the width of the logotype.

## ***Logotype artwork***

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

## ***Primary Black Icon Logotype***



## ***Primary White Icon Logotype***



## Monochromatic Logotype

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

### *Clearspace*

The minimum clearspace around the Primary Logotype is equivalent to 1/3 of the width of the logotype.

The minimum clearspace around the Horizontal Logotype is equivalent to 1/2 of the height of the logotype.

### *Logotype artwork*

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

### *Monochromatic Black Logotype*

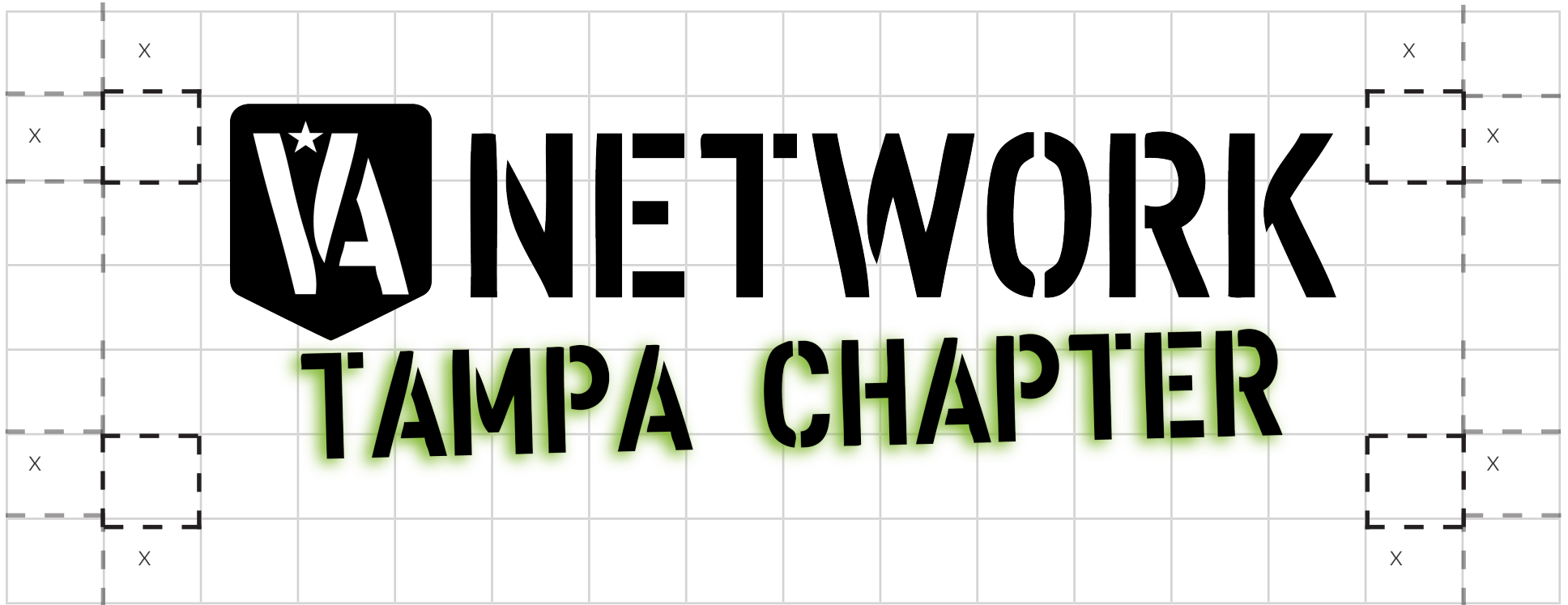


### *Monochromatic White Logotype*



## Logotype Exclusion Zone

The logo and the icon's exclusion zone is equal to half the height of the icon (marked as x in the diagram).



# Business Member Logotype

Always consult the partner's company guidelines for logo usage, minimum size, etc

## ***Secondary Business Member Logotype***

\*This logotype is to only be used as an email signature banner.

## ***Logotype artwork***

Do not attempt to redraw or recreate any element of the logotype. Use the approved digital files of the artwork.

## ***Primary Business Member Logotype***



## ***Secondary Business Member Logotype\****



\*This logotype is to only be used as an email signature banner.



# Primary & Secondary Color Palettes

Tampa VA Network Green is our hero color.

We use Tampa VA Network Green to clearly signify the presence of our network in people’s businesses, and to help our members immediately identify us. Use this color generously for our type, charts and as a background.

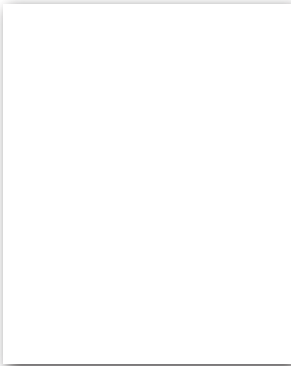
We have a select set of supporting colors which help the Tampa VA Network Green to sing.

In the majority of uses, we want strong contrast between all of the colors used. Solid colours work best in printed applications and for text.

The gradients are best applied in digital applications like our website and email.

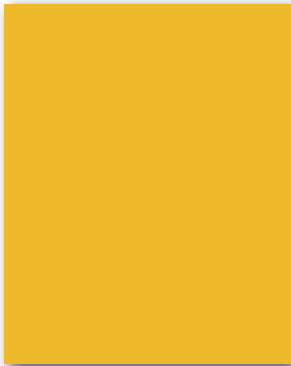
Our secondary color palettes should only be used when approved by the Tampa VA Network marketing department.

Special use for holidays (ex. 4th of July) is permitted.



HEX: #ffffff

R: 255  
G: 255  
B: 255



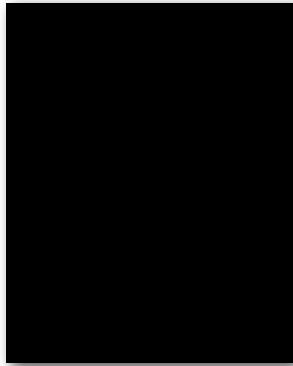
HEX: #eebs2b

R: 238  
G: 186  
B: 43



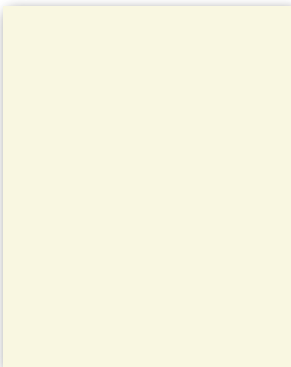
HEX: #7eb62a

R: 126  
G: 182  
B: 42



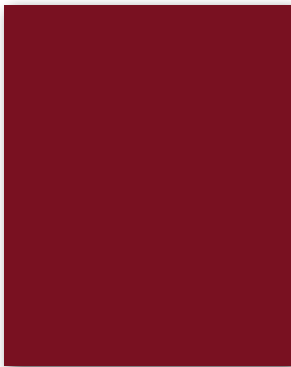
HEX: #000000

R: 0  
G: 0  
B: 0



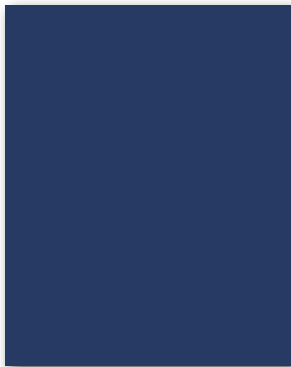
HEX: #f9f7e1

R: 249  
G: 247  
B: 225



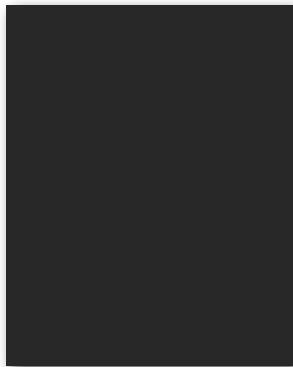
HEX: #791121

R: 121  
G: 117  
B: 33



HEX: #263a64

R: 38  
G: 58  
B: 100



HEX: #292828

R: 41  
G: 40  
B: 40



# Primary Fonttype

Always consult the partner's company guidelines for font usage, minimum size, etc

The second way we signify the presence of the Tampa VA Network is with our Primary Fonttype. We should be using our Primary Fonttype families in all of our communications and marketing with trusted business members.

Any change in the fonttype families should only be used when approved by the Tampa VA Network marketing department.

## XXII ARMY Family

**Straight**    **ABCDEFGHIJKL**  
**MNOPQRSTUVWXYZ**  
**abcefg hijklmnopqrstuvw xyz**  
**123456789**

**Dirty**    **ABCDEFGHIJKL**  
**MNOPQRSTUVWXYZ**  
**abcefg hijklmnopqrstuvw xyz**  
**123456789**

## Brixton TC Family

**Regular**    **ABCDEFGHIJKL**  
**MNOPQRSTUVWXYZ**  
**abcefg hijklmnopqrstuvw xyz**  
**123456789**

# Secondary Fonttype

Always consult the partner's company guidelines for font usage, minimum size, etc

When the Primary Fonttype families cannot be used in communcation and marketing the Secondary Fonttype families may be used.

Any change in the fonttype families should only be used when approved by the Tampa VA Network marketing department.

## Lato Family

Light	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Regular	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Medium-Italic	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Semibold	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Bold	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Heavy	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789

## Antonio Family

Light	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Regular	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Semibold	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789
Bold	ABCDEFGHIJKL MNOPQRSTUVWXYZ abcefg hijklmnopqrstuvwxyz 123456789

# Social Media

Always consult the partner's company guidelines for marketing on digital platforms for the Tampa VA Network.

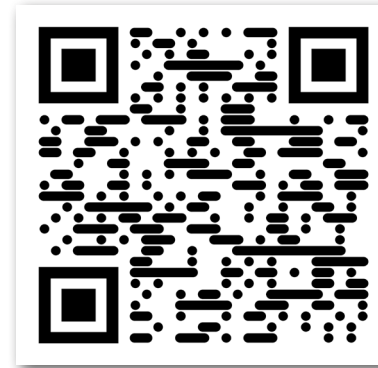
When marketing with/for the Tampa VA Network we ask that all trusted business members tag the comparable social account of the network if one is so available!

See attached all of the current Tampa VA Network social media accounts.



Facebook

@TampaVANetwork



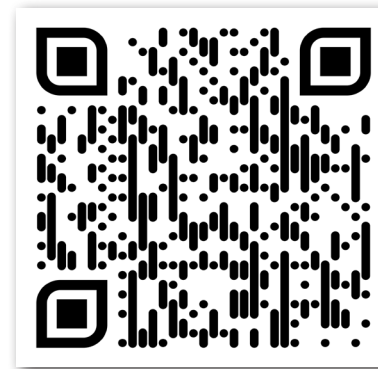
Instagram

@TampaVANetwork



YouTube

@VA Network: Tampa  
Chapter



LinkedIn

@Tampa VA Network