

Brand Guidelines for



## About Our Program

The Virginia Procurement Technical Assistance Program (Virginia PTAP) is a sponsored program of George Mason University. Headquartered in Fairfax, with offices in Charlottesville and Hampton, we serve businesses throughout Virginia. All centers provide counseling and services that help businesses do business with government at the Federal, State, and Local levels.

## About Our logo

The bold and tall letters of PTAP can resemble solid columns of stability and trust. The arch and the lower portion of the letters form a bridge.

The curve of the arch along with its variable width stroke, softens and balances the boldness of the letters/ columns. It also may convey a horizon.



## Logo Variations

If the logo is displayed at larger sizes then the phrase “Helping business do business with government” can be on one line. However, for smaller versions the tag line can be split in two as shown below.



## Logo Variations cont.



Helping business do business with government



Procurement Technical Assistance Program



Northern Virginia



Central Virginia



Hampton Roads

# Logo Colors

Our primary logo and used most often



C 100  
M 0  
Y 100  
K 0

R 0  
G 165  
B 80

#00A651



C 100  
M 60  
Y 0  
K 0

R 0  
G 100  
B 180

#0066B3



## Additional accent colors

The colors listed below can be used as accent colors but not for body text.



C: 100 M:78 Y:36 K:23  
R:15 G:64 B:102  
Hex color: 0E3F66



C: 99 M:96 Y:39 K:38  
R:30 G:31 B:77  
Hex color: 1E1F4C



C: 84 M:46 Y:72 K:43  
R:32 G:77 B:63  
Hex color: 1F4D3E



C: 23 M:94 Y:100 K:19  
R:165 G:45 B:34  
Hex color: A42C22



C: 30 M:16 Y:100 K:0  
R:191 G:189 B:49  
Hex color: BEBC31

## Logo Colors cont.



Black

C 100

M 100

Y 100

K 100

R 0

G 0

B 0



Dark grey

C 0

M 0

Y 0

K 80

R 88

G 89

B 91



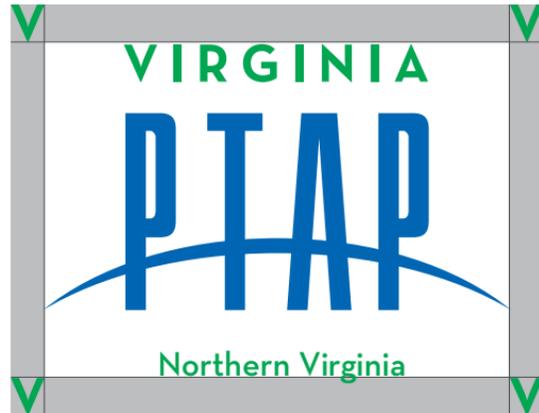
White is used on darker backgrounds

## Spacing Considerations



Keep at least a “V” length worth of space between the Logotype and other elements.

When using the text underneath the logo, it’s best to leave about a “V” length worth of space between the elements.



## Do Not...



✗ Don't change the colors of our logo not even a little



✗ Don't rotate our logo



✗ Don't stretch our logo vertical or horizontal



✗ Don't change our logo in any way



✗ Don't add drop shadows or any effects



✗ Don't place on dark or busy backgrounds or on top of text

## Standards of the logo

- No alterations to the logo, do not alter the type face, the proportions or the graphic elements.
- Please refer to the color section to see the permissible colors for the logo.
- Logos are not to be used as watermarks or with any transparency.
- Make sure you refer to the clearance space for our logo specified in this manual.
- Make sure the logo is not too small in print or on electronic media. All text should be legible at a reading distance.



# Typography

The typeface used for above  
and below the PTAP logo is

**NeutraText-Demi**



It is recommended to use a serif or  
sans serif typeface for printed material.  
When in doubt check with us.

# Typography for web

## Open Sans

Steve Matteson

Apache License, version 2.0

Open Sans is a humanist sans serif typeface designed by Steve Matteson, Type Director of Ascender Corp. This version contains the complete 897 character set, which includes the standard ISO Latin 1, Latin CE, Greek and Cyrillic character sets. Open Sans was designed with an upright stress, open forms and a neutral, yet friendly appearance. It was optimized for print, web, and mobile interfaces, and has excellent legibility characteristics in its letterforms.

Link to the Google font can be found at:

<https://www.google.com/fonts/specimen/Open+Sans>

Light 300

Grumpy wizards make toxic brew for the e

Light 300 Italic

*Grumpy wizards make toxic brew for the evil*

Normal 400

Grumpy wizards make toxic brew for the

Normal 400 Italic

*Grumpy wizards make toxic brew for the ev*

Semi-Bold 600

**Grumpy wizards make toxic brew for th**

Semi-Bold 600 Italic

***Grumpy wizards make toxic brew for the***

Bold 700

**Grumpy wizards make toxic brew for t**

Bold 700 Italic

***Grumpy wizards make toxic brew for the***

Extra-Bold 800

## Business Cards

Our business cards are double sided with the PTAP logo on one side and the GMU logo on the other side.

