

RM3P Logo Usage Guidelines

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Overview

This document provides guidelines for usage of the RM3P logo and related style guidelines to maintain a common branding across RM3P resources and approved third-party requests. This reference is to be utilized whenever using the RM3P logo by the project partners and should serve as a guide to external stakeholders preparing materials related to RM3P.

Logo Components

The RM3P logo has multiple components, which are defined below:

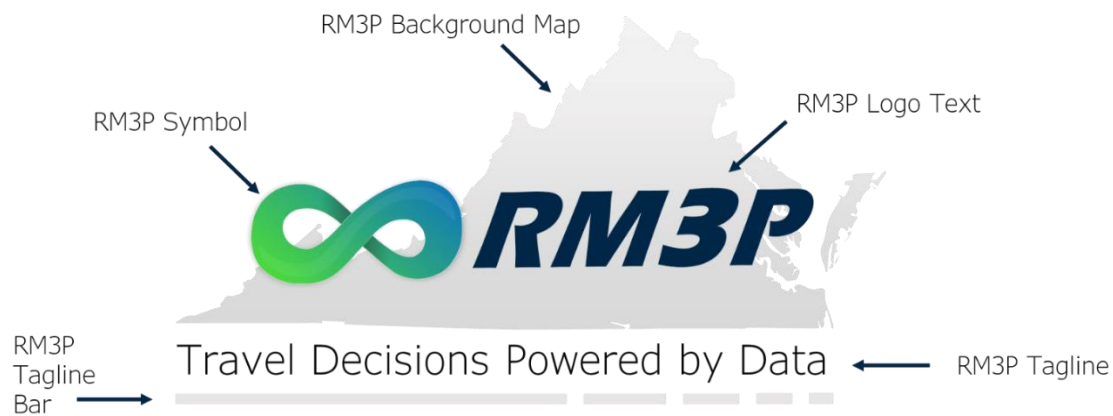


Figure 1: RM3P Logo Elements

Acceptable RM3P Logo Variations and Size

These are acceptable logo variations that can be utilized, depending on the format or place the logo is being used. There are three official logo variations which are shown below:




<p>Official Logo</p> <p>Full logo including the background map</p>		<p>Minimum Width = 2" (192 px)</p>
<p>Variation 1</p> <p>Excluding the background map for vertically restricted formats</p>		<p>Minimum Width = 2" (192 px)</p>
<p>Variation 2</p> <p>Simplistic variation used for small formats</p>		<p>Minimum Width = 1" (96 px)</p>

Figure 2: Acceptable Logo Variations

The logo variations shown in Figure 2 have a defined purpose depending on the placement and size of the logo. The aspect ratio of the logos should not be distorted. The minimum logo size shown in Figure 2 should be maintained to ensure readability. A margin of 1x the infinity height should be maintained around the logo to avoid a cluttered look.

Official Logo Use Guideline – This is the desired first choice for representing RM3P as it gives an instant recognition of the geographical context of the project being part Virginia.

Logo Variation 1 Use Guideline – This variation should be used for vertically restricted logo placements. It can also be used where the Virginia context is already conveyed in some other portion of the material.

Logo Variation 2 Use Guideline – This variation is meant to be used for very small formats that cause the tagline to be unreadable. It is also meant for very vertically restricted formats. When this is used, the tagline should be conveyed somewhere else in the material the logo is printed on.

Black-And-White Variations – There will be cases when the logo must be printed in a black and white format. When this is the case, the black-and-white rendering of the logo variations in the style guideline package should be used as shown in Figure 3. When printing in black-and-white, ensure there is enough contrast between the gray colors used in the background to make the logo elements such as the map background or RM3P symbol clearly visible.



Figure 3: Acceptable Black-and-White Logo Variations

RM3P Color & Contrast Accessibility Guidelines

The colors shown in Figure 4 are approved RM3P colors to be utilized in graphics and print materials:

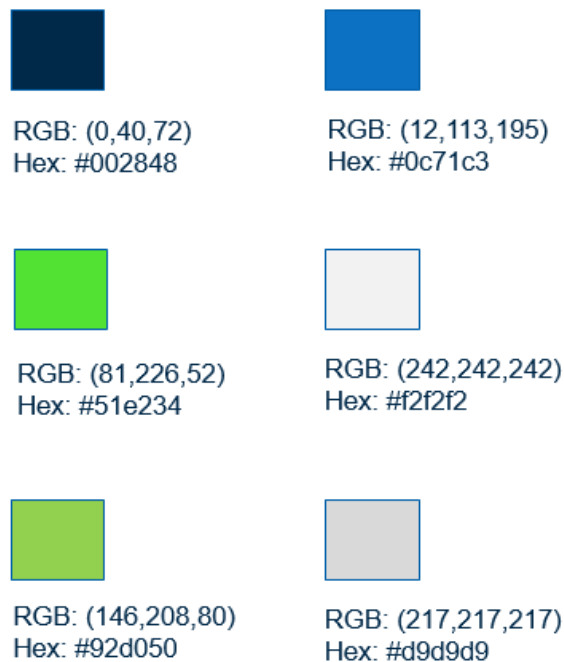


Figure 4: Official RM3P Colors

RM3P Logo Misuse

The RM3P logo must be one of the official acceptable variations. Examples of misuses or unacceptable distortions of the logo are shown below in Figure 5:



Figure 5: Logo Misuse

To avoid misuse of the RM3P logo, only the official logo rendering variations should be used.

Logo Backdrop



Figure 6: RM3P Backdrop Image

When representing RM3P in online meetings, the RM3P backdrop image can be used to provide additional brand awareness. Background images are supported by numerous online meeting platforms. Below are the steps required to add the RM3P backdrop image to WebEx:

- The official RM3P backdrop image is located in the zip of logos within the resource library [here](#)
- When in a virtual meeting, and after you have joined, click on “start video” icon (appears at the bottom)
- Click on the dropdown on the same icon (start/stop video) that lists the video options
- Click on “Change Virtual Background”
- You will see your preview, some existing backdrops, and a “+” sign
- Click on “+” sign to add the above image
- Navigate to your local drive (or where you have saved the above image)
- After the image has been saved/loaded in, click on it
- Then click “Apply”

Contact

For questions about proper usage of the RM3P logo, please contact RM3P@vdot.virginia.gov.