# VITA Toolkit Styleguide

Logo use

There is a specific area around the logo that must be kept clear/blank. It is whitespace that is designed to ensure that the logo remains prominent and uncluttered.

Maintain an allowance between the logo and text or images equal to the x-height of the "v" in vita at the top and left side and half the x-height at the bottom and right side. See diagra.

"x" top allowance
"1/2x" side allowance
"x" height
"x" side allowance
"1/2x" bottom allowance
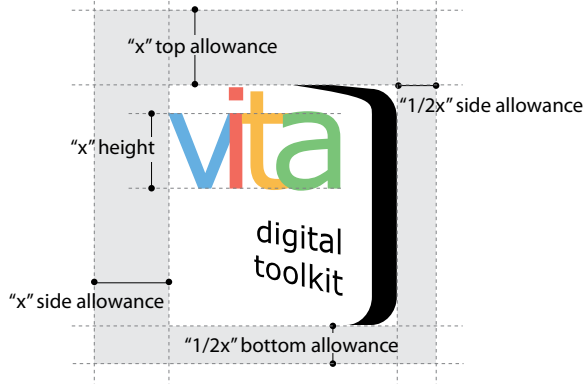
Logo may not be printed over a pattern.

Prefer white background, but solid colour may intersect logo on the right side only, not encroaching beyond the black bracket. See business card as example.

To preserve the clarify of the logo never reproduce it smaller than .5" wide.

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Colours

Primary colours (for text and backgrounds)

		CMYK	WEB
⬛	Black	0/0/0/100	00 00 0
🟦	Light blue	57/17/0/0	66 80 E1
🟦	Medium blue	70/40/0/0	50 88 C6
🟦	Dark blue	70/40/0/40	34 5C 88
🟩	Green	55/0/71/0	66 CC 66

Secondary colours (for accents)

🟥	Red	0/73/61/0	FF 66 66
🟨	Yellow	1/15.7/55/0	FF CC 33

Fonts

For headings use **Verdana Bold.**
For text use Utopia.
Where space is an issue use Formata Condensed or **Formata Condensed Bold.**