



LOGO & DESIGN GUIDELINES

It's our nature to volunteer.

Background:

The current SOLV logo was produced by Sandstrom Design in 2001. It replaced the "Stop Sign" logo that served SOLV since 1970. Some of the design elements in the logo are the outline of the state of Oregon, our service territory; a circle that can stand for the "O" in Oregon and encircles the state, depicting the inclusive nature of SOLV and its programs; and a stencil effect on the name, indicating the grassroots nature of SOLV.

Logo Size:

The SOLV logo can be printed in a variety of sizes, but should not be less than 0.50". Scale the logo proportionally, so as to not distort the image.

0.50"



Too small



Tagline Positioning & Size:

The tagline "It's our nature to volunteer" should be used whenever the logo is present, unless the logo is shown repetitively or the logo is in a small format. If shown, the tagline should appear 0.25" below the bottom of the logo and centered (as seen above). It is approx. 2/3 wider than the logo (i.e, if the logo is 2" wide, the tagline should be 3" wide).

The tagline can also be shown to the right of the logo, on one line (as shown to the right).

Alternative Position for tagline

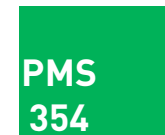


It's our nature to volunteer.

Color:

The SOLV color is Green, Pantone (PMS) 354. The logo can also be printed in black.

The logo may be reversed out of black or a dark color, provided the graphic and type do not become illegible.



Clear Space:

Proper spacing should be used to avoid competing with other elements. Spacing on each side of the logo should be equal to 1/3 the width of the logo.

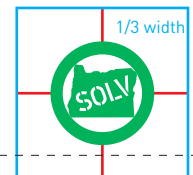


Image Clarity:

It is important that the SOLV logo be consistently clear in all publications. If you are having trouble with an image, please contact SOLV to receive the proper sized logo for your needs. Do not proceed with any publication if the logo will appear fuzzy.

Approval and Help:

Any piece using the SOLV logo needs to be approved prior to print or distribution. Please contact Mike Phillips at mike@solv.org or 503-844-9571 x 319, if you have an electronic proof to be approved, or if you have any questions regarding style guidelines and logos or need a specific file type. Thank you!