



REVOLUTION VA
BRAND BOOK



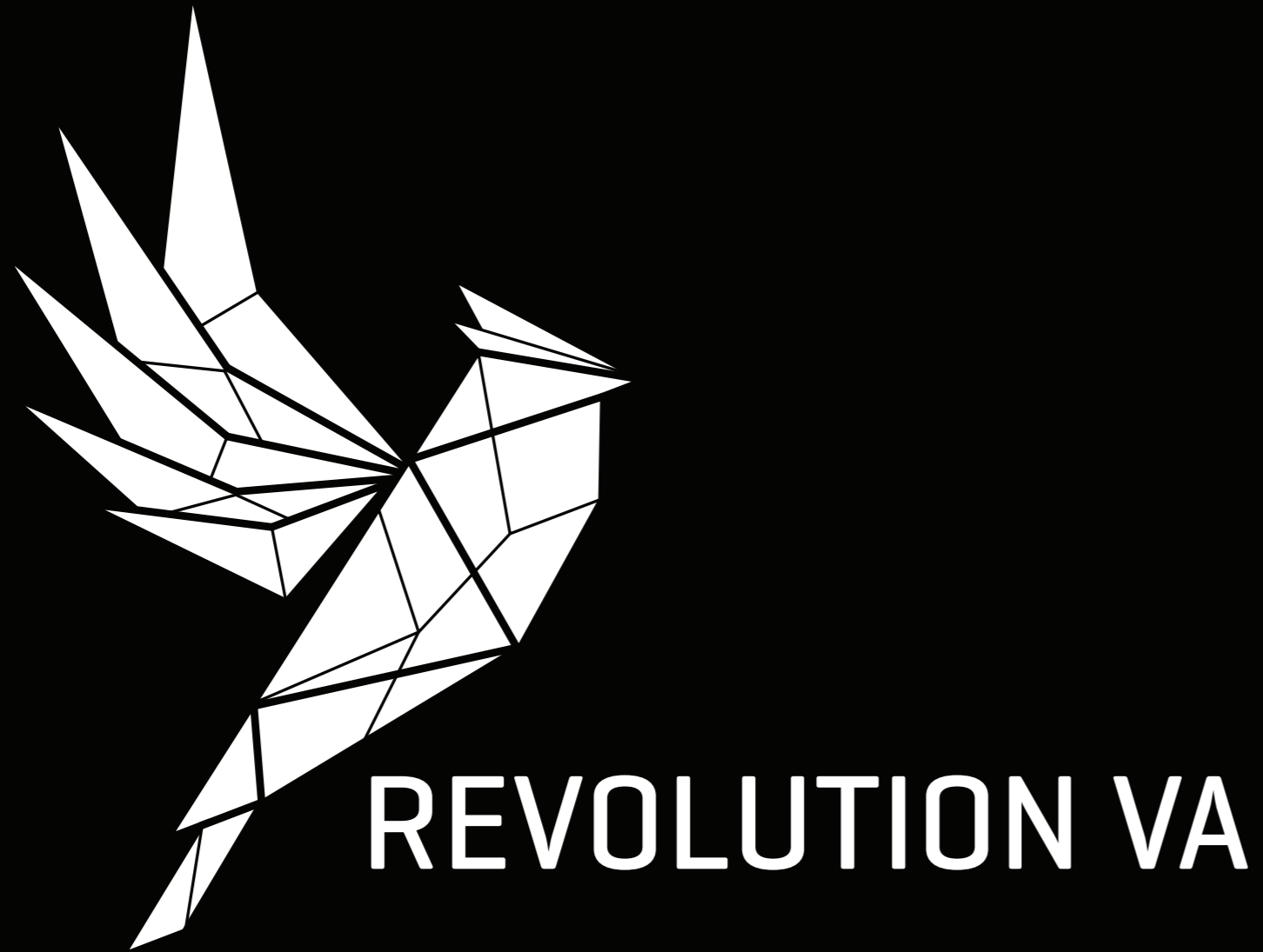
THE LOGO

The heraldic pose of the cardinal, Virginia's state bird, gives tribute to the state's history as "The Old Dominion". This symbol rendered in a modern, fluid, geometric style represents Virginia's rising tech community.



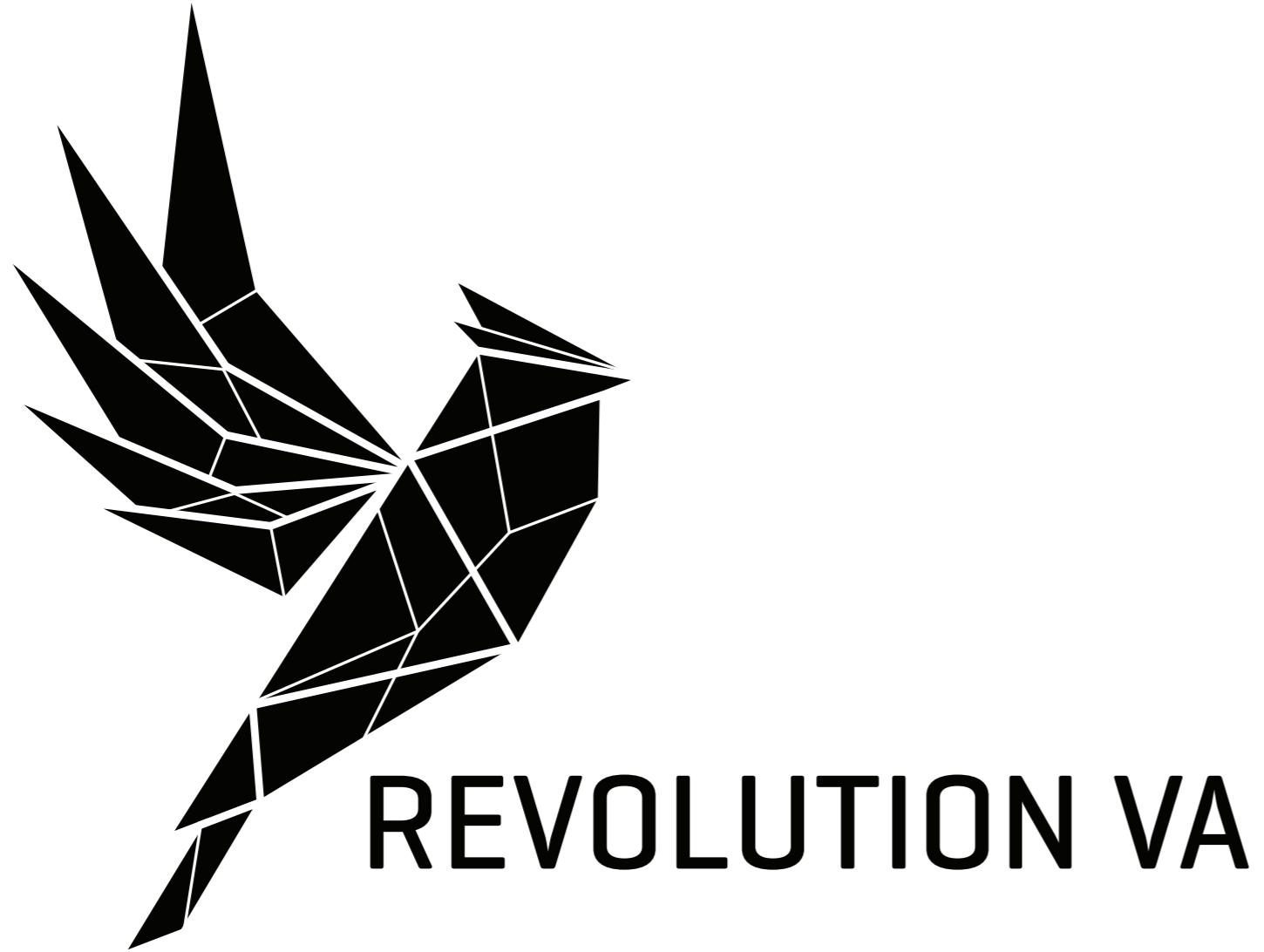
THE LOGO

On white background



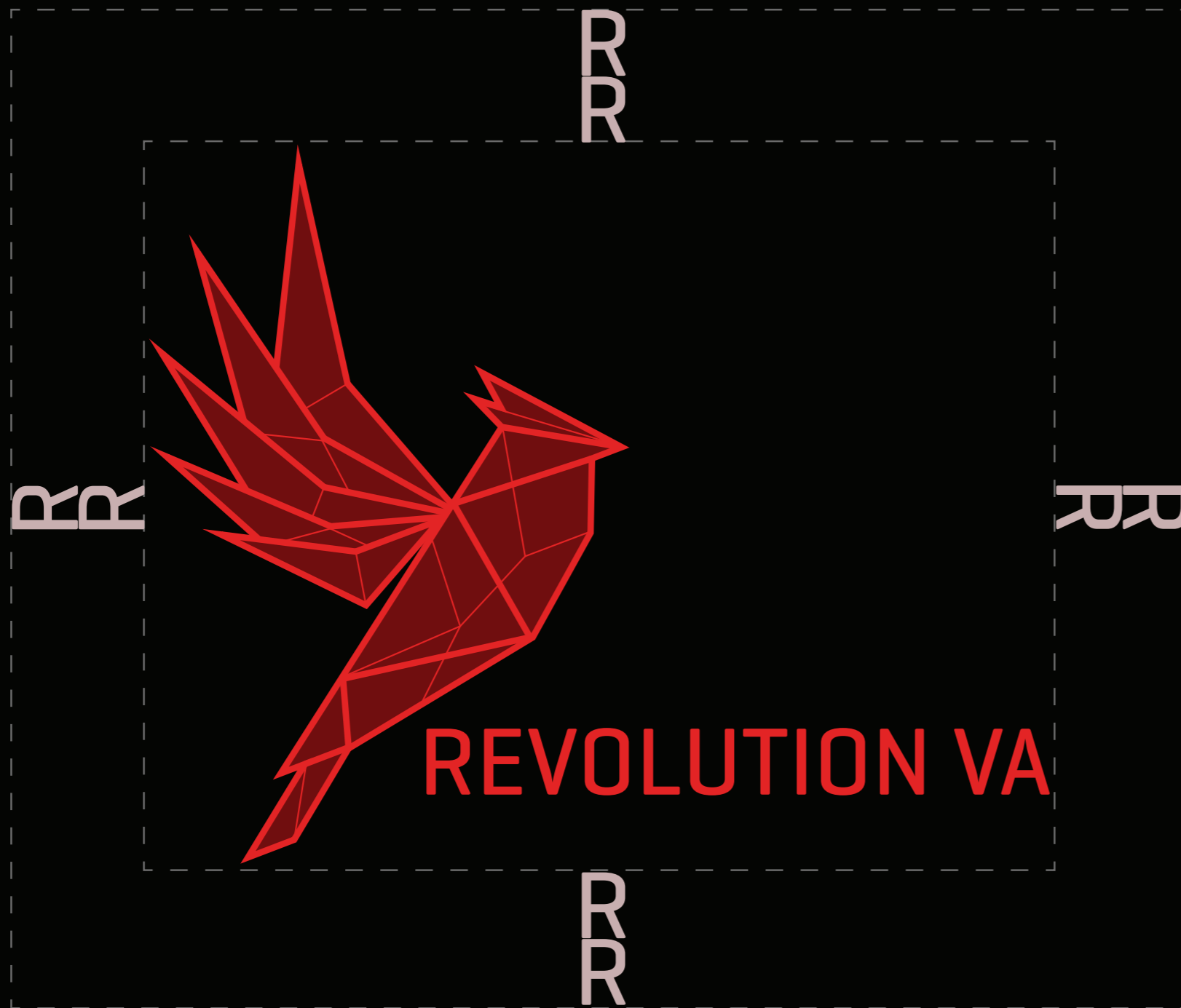
THE LOGO

White version for certain
print projects



THE LOGO

Black version for certain
print projects



SPACING

Please maintain clear space around the mark when placing this beside other elements. This space is the width of x.

x = 



ICON

The icon can be used independently for things like caps, stickers, coasters, mugs, and other materials.

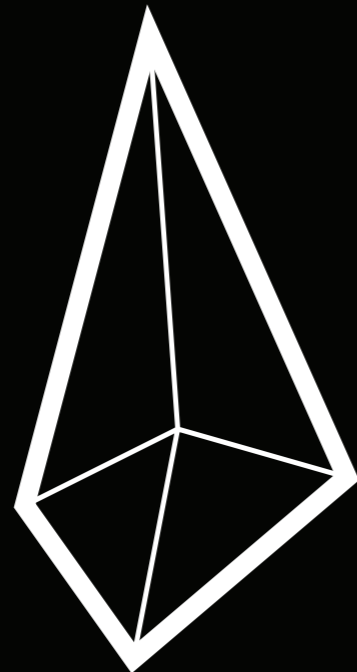
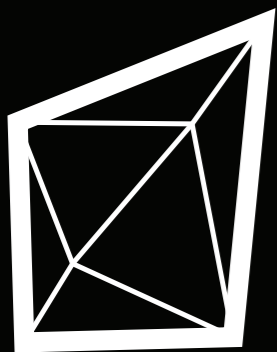


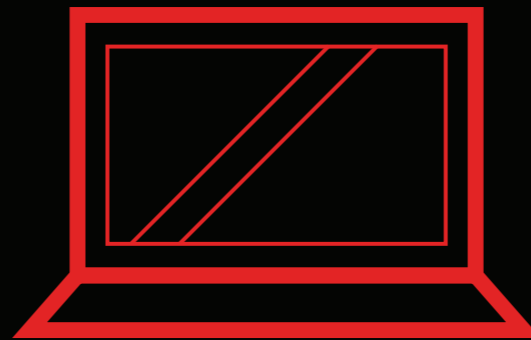
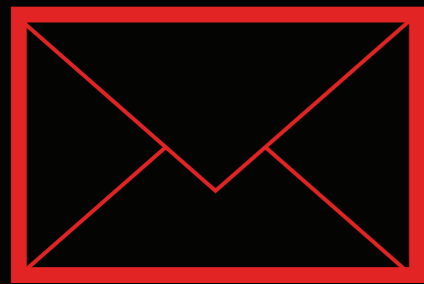
PATTERN

The geometric pattern can also be used as a decorative element. The general rule is to have the thicker lines frame the structure while the thinner lines are in the middle to give the pattern depth and dimension.



**PATTERN
VARIANT**





ILLUSTRATION

The geometric pattern can also be used to create illustrations and icon sets. This follows the same rule as the patterns: thick lines for the structure and thinner lines for the details.



SUB-BRANDS


If the logo is to be used alongside a sub-brand, this is the format that should be used. A line divides the main logo and the secondary logo. The main logo is fluid and can also take the secondary logo's color so it looks like part of the same family.



SUB-BRANDS

Example with the
Revolution Conf Logo

MAIN LOGO / WITH REVCONF



#E12526

c: 5 m: 98 y: 100 k: 0



#701011

c: 31 m: 100 y: 99 k: 45

WITH HRDEV



#00B8BA

c: 74 m: 1 y: 32 k: 0



#26606d

c: 86 m: 50 y: 45 k: 20

COLORS

GEOGROTESQUE

LIGHT / MEDIUM

This is used for headlines and body copy. Bold weight should not be used as it can make the design clunky. If it is to be used to provide emphasis, it should be used sparingly.

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

TYPEFACE
