

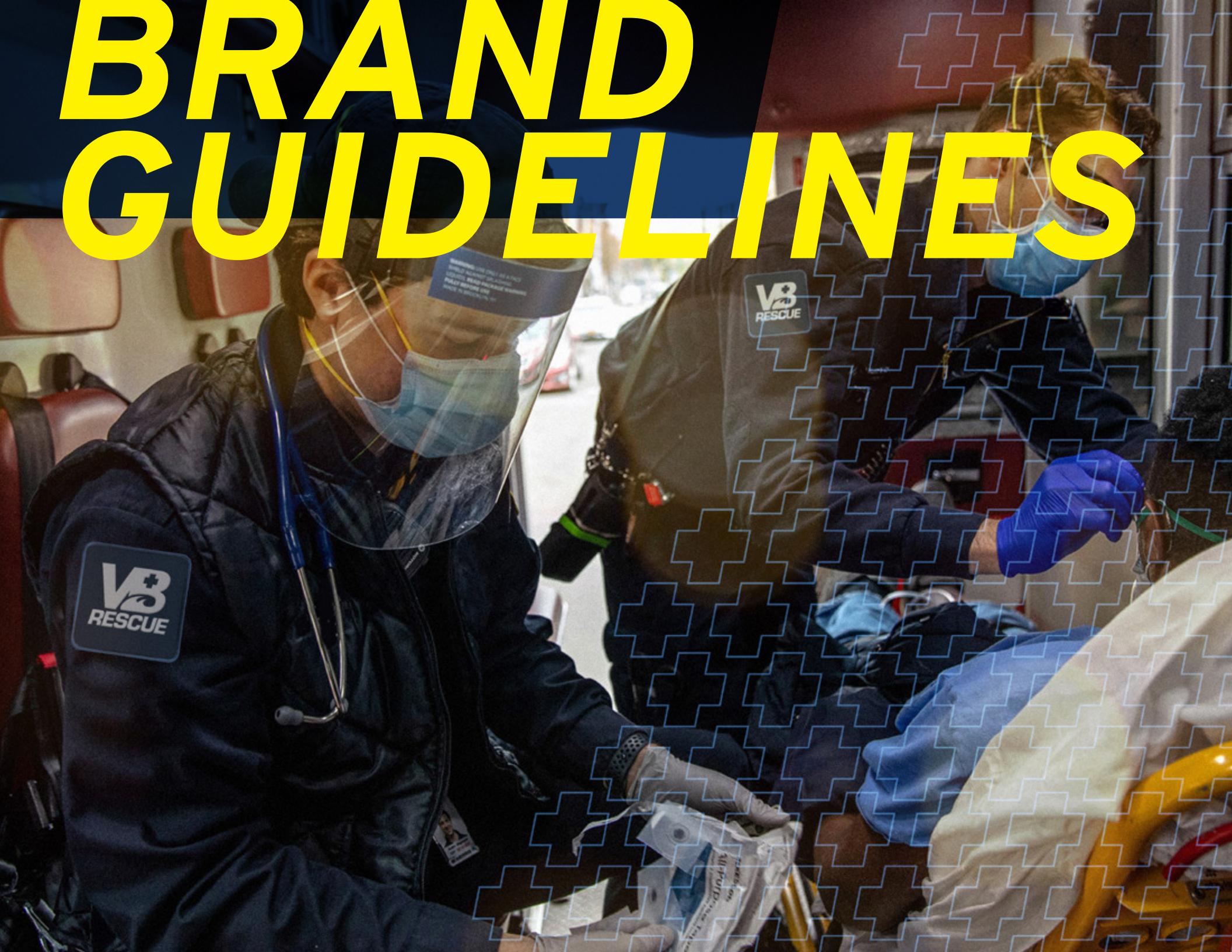


# VB RESCUE

VOLUNTEER EMS SQUADS

VB  
RESCUE

# BRAND GUIDELINES



## **We are VB Rescue and this is our Brand Guide.**

A document that will help familiarize you with things like our voice, color palette, logo and ways to use all of these tools in different ways to shout out to the world who we are, what we do, and how we can help them live amazing lives. If we do it right, we may just inspire other people like ourselves to volunteer and become part of our diverse family. Even better, it may just inspire more people to donate to our cause - helping us to be better equipped and better funded to achieve our mission in the world. *To save lives.*



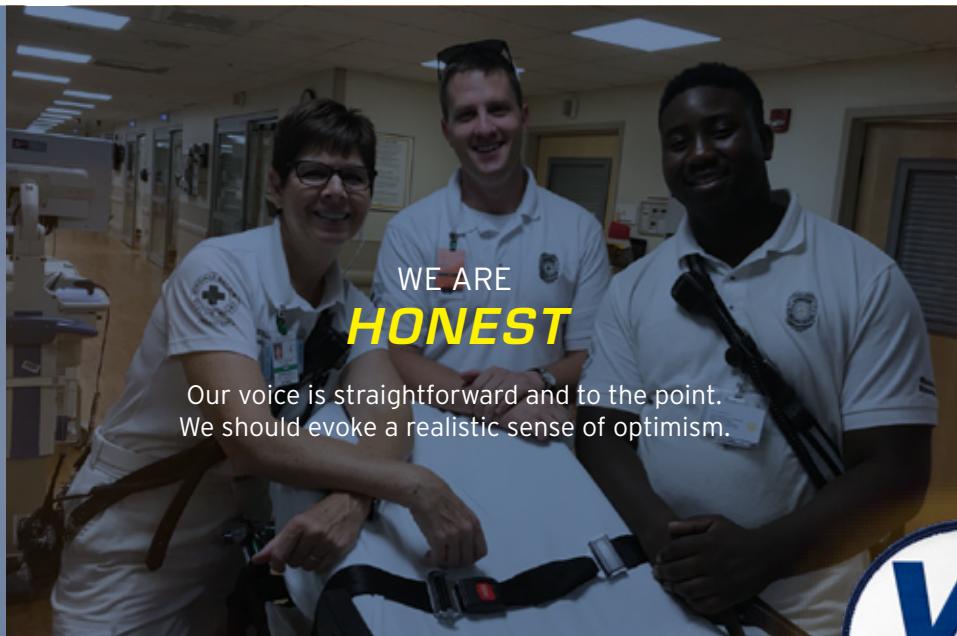
The Volunteer EMS Squads of Virginia Beach are an extended family of volunteers from all walks of life, working together for a common purpose, to provide care for our fellow neighbors. When called upon, we jump into action selflessly and with the drive to provide compassionate care for those in need.

We are

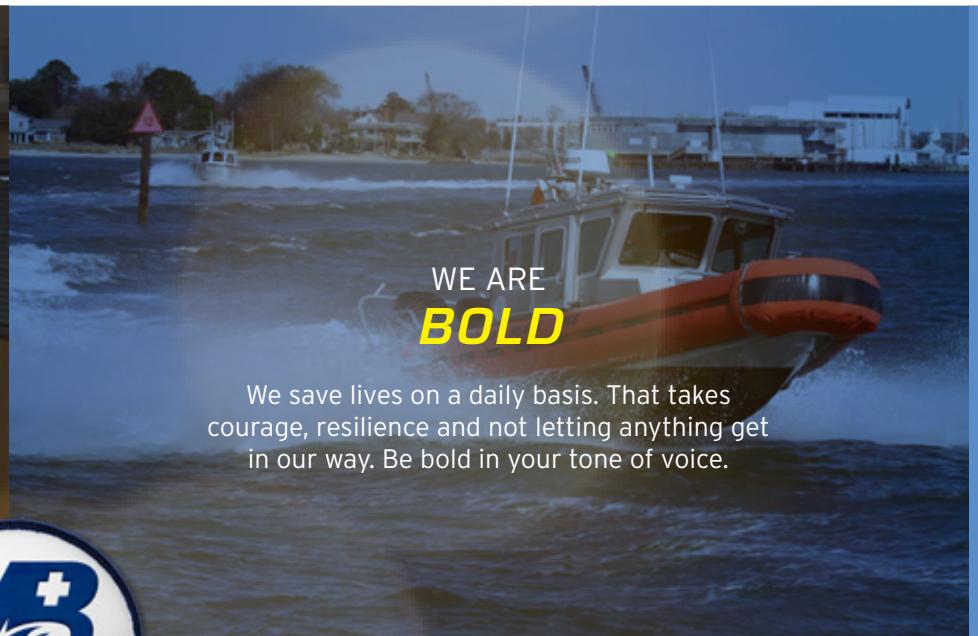
**NEIGHBORS  
*SAVING*  
NEIGHBORS**

## BRAND TONE + VOICE

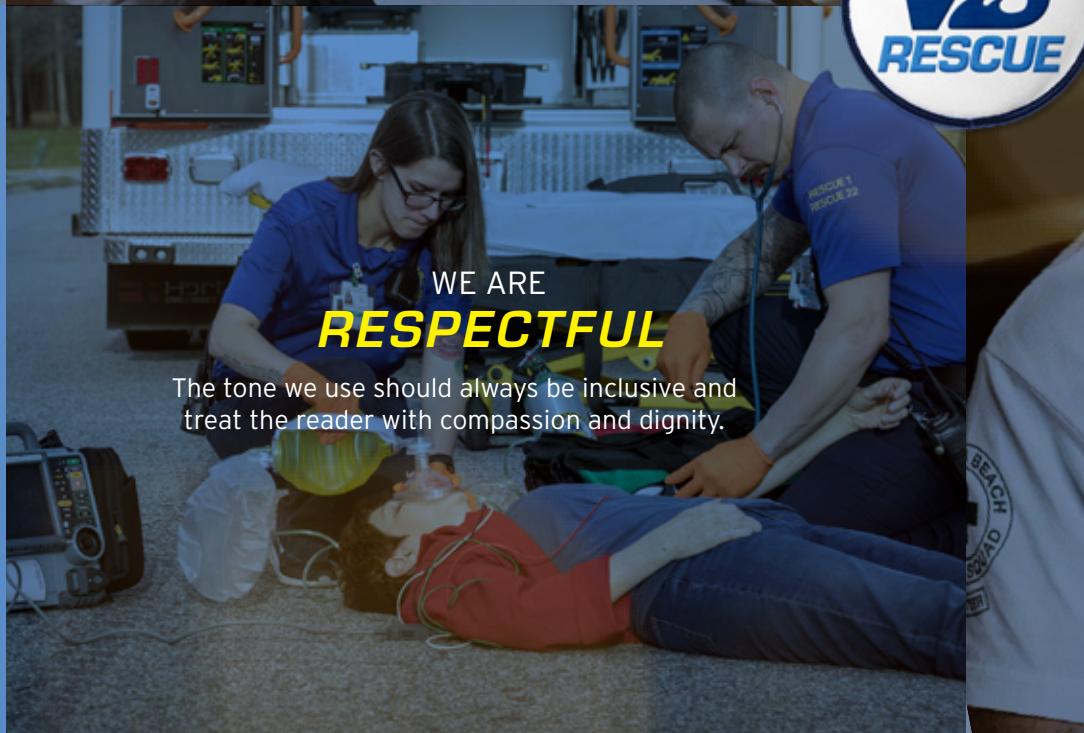
This is how we express ourselves. Our brand is more than a logo. It's how people experience us and our service.



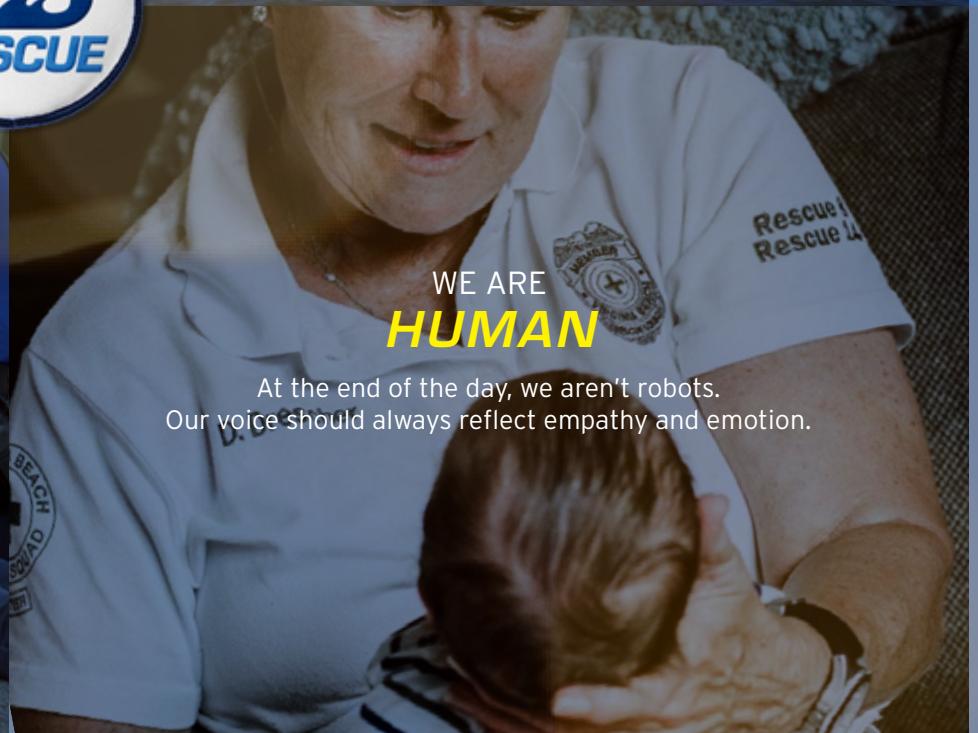
Our voice is straightforward and to the point.  
We should evoke a realistic sense of optimism.



We save lives on a daily basis. That takes  
courage, resilience and not letting anything get  
in our way. Be bold in your tone of voice.



The tone we use should always be inclusive and  
treat the reader with compassion and dignity.



At the end of the day, we aren't robots.  
Our voice should always reflect empathy and emotion.



# LOGO USAGE



**PRIMARY LOGO**



**This is our flag.**

It represents us. A blend of visuals  
and words celebrating where we live,  
what we do and who we are.

**It is a beacon of hope.**

And when we use it properly,  
people can see us coming  
from a mile away.

## SECONDARY LOGO

There will be occasions in which an alternate version of the logo will be needed. These include options for small space and vertical orientations. These logos can be of great help when creating patches and apparel.

We can also use the "VB" by itself as long as there is accompanying copy that identifies the Volunteer Rescue Squads - in the social space, for example.

The brand lockup "Neighbors Saving Neighbors" has been provided for use in marketing materials.

Vertical



Small Space



Vertical with squad name



Vertical with squad name - reverse



VB solo



Brand line lockup



## LOGO CLEAR SPACE

To ensure legibility, always keeps a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark. Utilize the "+" from the logo mark as your guide for clearance.



## COLOR LOGO USAGE

The logo should most commonly be used against a white background. However, in certain situations, it can also appear over a contextually colored background as long as there is a 3:1 contrast ratio. Anything less may compromise visibility and is not recommended.



If the logo is to be used in full color over a dark background, the "VB" and "Volunteer EMS Squads" should be reversed to white. The entire logo can also be reversed if so desired.



## IDENTITY ECOSYSTEM

To represent the VB Rescue family of squads and services, this ecosystem has been created. By utilizing the master brand name (VB Rescue) with the individual squad names, we tie the entire family together in a simple, powerful fashion - making it easy to understand that the rescue squad system is operating together, not as individual stations. These individual entities all exist on the same hierarchical level under the master brand. The individual squads also can use the vertical version of the logo by placing their name underneath the "Rescue."



## INCORRECT LOGO USAGE

While there are many ways to use the logo correctly, there are just as many incorrect uses. Please refrain from the following:

*Don't change logo color*



*Don't skew logo*



*Don't use drop shadows*



*Don't squish or stretch logo*



*Don't use color logo over dark backgrounds*



*Don't rearrange logo components*



# COLOR PALETTE

**VBRESCU**  
VOLUNTEER FMC

## PRIMARY COLOR PALETTE

Colors evoke feelings.

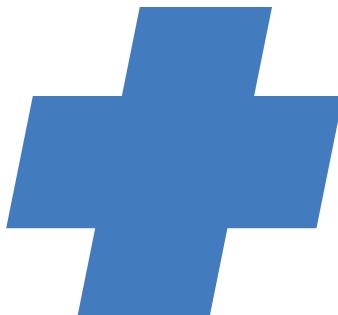
Blue is a serene and calming color that represents intelligence and responsibility. Light blue is peaceful, while dark blue can signify depth and power. These shades of blue also are meant to allude to the color of the ocean and symbolize serenity, stability, wisdom and health - many of the things you would want to feel about the emergency medical services rushing to your aid.



PMS 541C Dark Blue

C=100  
M=78  
Y=32  
K=22

R=0  
G=59  
B=113



PMS 660C Light Blue

C=76  
M=47  
Y=0  
K=0

R=61  
G=124  
B=201

## SECONDARY COLOR PALETTE

The secondary palette is inspired by the legacy branding color schemes of the individual squads. These colors are intended to be used as accents to the primary palette.



EMS Orange  
C=76 R=61  
M=47 G=124  
Y=0 B=201  
K=0



Oceanfront Green  
C=77 R=44  
M=0 G=179  
Y=100 B=74  
K=0



Creeds Red  
C=16 R=198  
M=88 G=66  
Y=84 B=57  
K=5



PAC Blue  
C=92 R=50  
M=81 G=77  
Y=0 B=161  
K=0



Ocean Park Orange  
C=3 R=234  
M=75 G=100  
Y=100 B=36  
K=0



Davis Corner Yellow  
C=17 R=217  
M=22 G=187  
Y=96 B=47  
K=0



Plaza Neon  
C=13 R=230  
M=0 G=230  
Y=92 B=52  
K=0



Sandbridge Teal  
C=86 R=0  
M=28 G=133  
Y=55 B=124  
K=7



Chesapeake Beach Blue  
C=91 R=55  
M=83 G=74  
Y=0 B=159  
K=0



Blackwater Deep Red  
C=37 R=87  
M=96 G=13  
Y=91 B=13  
K=59



Kempsville Green  
C=89 R=12  
M=35 G=98  
Y=100 B=50  
K=31



Marine Deep Blue  
C=100 R=31  
M=95 G=37  
Y=29 B=91  
K=31

# TYPE, PHOTOS + GRAPHICS



## TYPOGRAPHY *USAGE*

The main headline font is Interstate Bold. This should be used in all branded content to create a professional, yet approachable tone.

HEADLINE

# VBRSQ vbrsq

**INTERSTATE BOLD**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**INTERSTATE BOLD ITALIC**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

Body copy

# VBRSQ vbrsq

**INTERSTATE LIGHT**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

**Accent Typeface**

*To be used in combination with master typeface to call out specific information.*

**CP MONO**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 0123456789

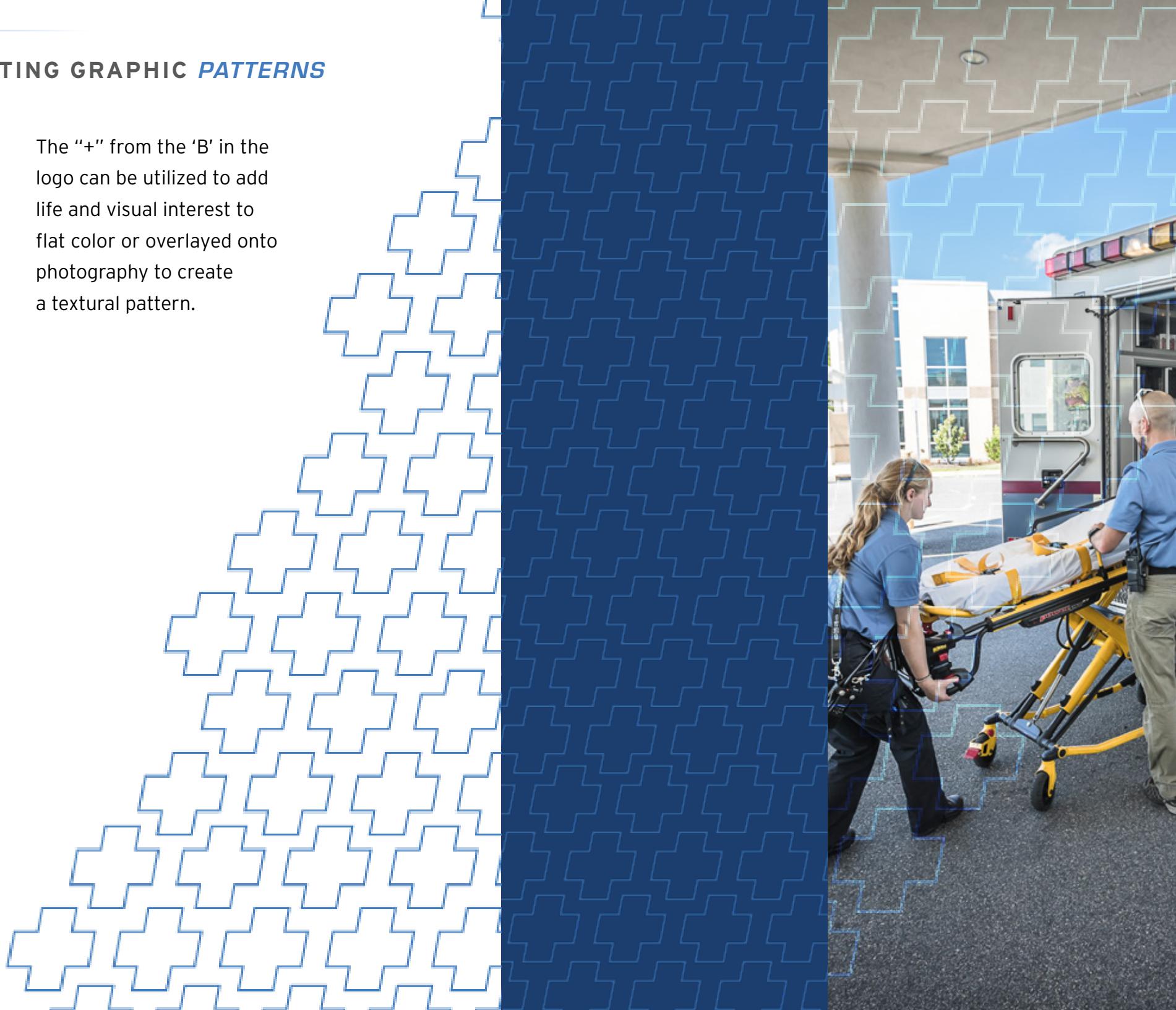
## PHOTOGRAPHY USAGE

Photography should instantly tell a story and evoke emotion. It can be photojournalistic in nature, feeling the drama of being in the middle of a lifesaving scenario. Photos can also be more composed and portrait-like, prominently featuring volunteers. Whenever possible, the **VB Rescue** logo should be featured on clothing or vehicles.



## CREATING GRAPHIC PATTERNS

The “+” from the ‘B’ in the logo can be utilized to add life and visual interest to flat color or overlayed onto photography to create a textural pattern.



# BRAND DEPLOYMENT



## SAMPLE UNIFORM ITEMS



## SAMPLE VEHICLE GRAPHICS

Vehicles will carry the same design elements, but will be customized with the "wave" utilizing the legacy pull through accent color from each squad.



## SAMPLE ALTERNATE VEHICLE GRAPHICS



An alternative to full re-wrapping vehicles is the application of "A VB Rescue Volunteer EMS Squad" sticky vinyl to existing ambulance designs.

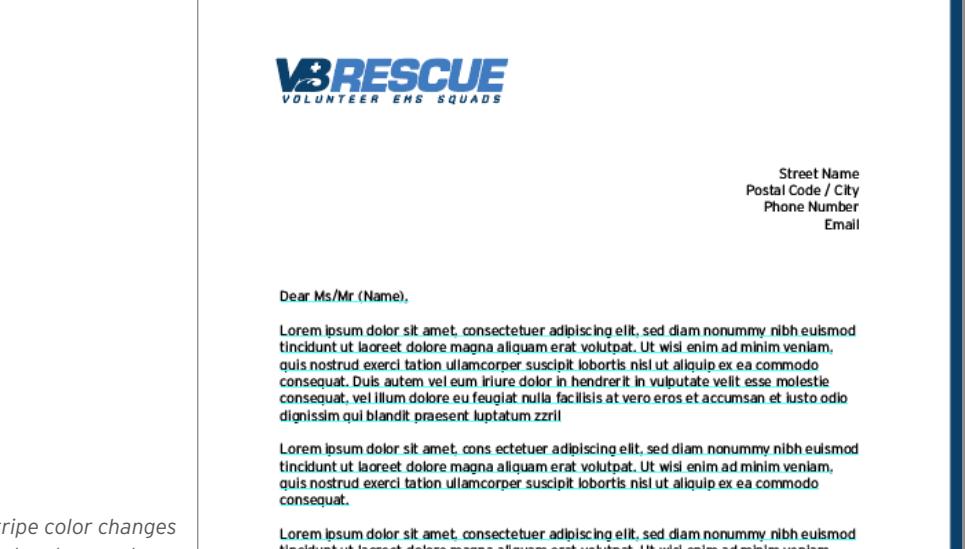


## SAMPLE STATIONARY

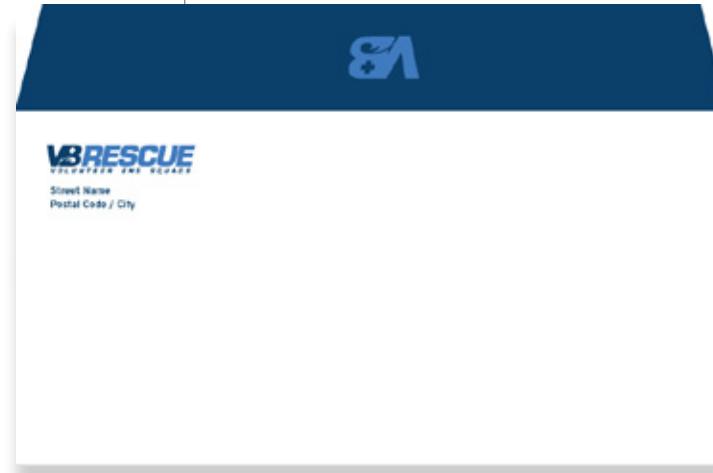
Business Card



Letterhead



Stripe color changes  
to denote squad



Envelope

## SAMPLE MARKETING

Poster



Banner ad



Social post



Like Page

Join VB Rescue Volunteer EMS Squads  
Sponsored

When you volunteer with VB Rescue, EMT training is free and offered as a combination of online instructions and evening workshops.



We are Neighbors Saving Neighbors

VB Rescue

VBRESCUE.COM

[Learn More](#)

20

562 Comments 311 Shares

Like Comment Share



**VB RESCUE**

VOLUNTEER EMS SQUADS

**VB  
RESCUE**