

VOA Brand Guidelines

This guide can be found at <https://www.voanews.com/branding>

Contact voadigital@voanews.com if you have any questions about VOA logo usage or these guidelines.

Official VOA Logo

The blue and white VOA logos are preferred, but these four logo treatments are always acceptable.

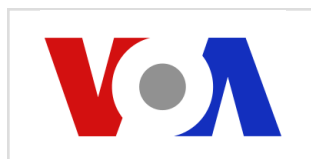
Blue



White



Tricolor



White on Black



Official VOA Colors

The three colors of the tricolor VOA logo are considered the official VOA brand colors. The VOA logo should not be displayed in VOA Gray or VOA Red, but it is appropriate to use these colors as accents in a design.

VOA Blue



HEX: #1330bf

RGB: 19, 48, 191

CMYK: 90, 75, 0, 25

VOA Gray



HEX: #919191

RGB: 145, 145, 145

CMYK: 0, 0, 0, 43

VOA Red



HEX: #d41010

RGB: 212, 16, 16

CMYK: 0, 92, 92, 17

Additional Colors

It is acceptable to display the VOA logo over these four background colors, as long as you provide sufficient contrast between the logo and the background color. The tricolor and blue logos should not be shown on dark gray or black backgrounds.

White

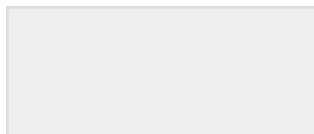


HEX: #ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

Light Gray



HEX: #e0e0e0

RGB: 19, 48, 191

CMYK: 0, 0, 0, 7

Dark Gray

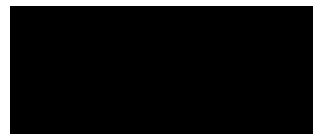


HEX: #333333

RGB: 212, 16, 16

CMYK: 0, 0, 0, 80

Black



HEX: #000000

RGB: 145, 145, 145

CMYK: 0, 0, 0, 100

This guide was last updated on June 19, 2017