I am pleased to introduce the Partnership for People with Disabilities graphics standards identity program, an exciting and carefully prepared plan to help The Partnership present a consistent image for printed materials and other communications. I am proud to say that our new identity distinguishes the organization, and its activities, its products, and promotes immediate identification of our core values.

A uniformly applied visual identity program is essential to the establishment and maintenance of a strong organizational presence in the community. Hence, it is important that the standards outlined herein be strictly adhered to in order to ensure consistency.

The new logo and slogan provide a powerful means of showing our true spirit and values. Changing lives for people with disabilities is what we are about as an organization.

Please review these standards carefully. If you have questions, contact Bill Tinsley, Director of Marketing, at (804) 828-8243 or e-mail to watinsley@mail1.vcu.edu.

Sincerely,

Fred Orelove
Executive Director
Graphic Identity

The graphic signature of the Partnership for People with Disabilities and its use

The new symbol, logotype and slogan are a part of an integral plan to develop a consistent look for all publications and communications. A successful identity program depends on organization-wide support.

**The Partnership symbol** is a graphic design that depicts people reaching out to people.

**The logotype**, **Partnership for People with Disabilities**, is that part of the signature that represents the name of the organization.

**The tag line**, **Linking people. Changing lives.** is a statement of the organization’s core values that is based on human contact, professional services and self-determination for persons with disabilities.

**The three elements, when used together, represent the graphic signature of the organization.** Specific details on the use of each element are found in this manual. Camera-ready reproductions or digitized images of the signature are available from Charles Daniel, the Information Technology Officer.
Signature Configurations

Correct use of the signature (logo)

When the symbol, logotype and tag line are used together, they are referred to as the signature. The official signature must appear on all communications documents and Web pages.

Authorized configurations

Shown below are vertical and horizontal configurations of the symbol and the logotype. The horizontal configuration is authorized only for advertising specialties and novelties such as pencils, pens, labels, etc. that are too narrow to accommodate the vertical format with the slogan. In all configurations, it is unacceptable to change any aspect of the symbol, logotype, or slogan, except as authorized herein. The relationship and spacing must be kept intact. To obtain accurately proportioned signatures, please follow the guidelines listed on page 4. Any other configuration requires prior approval of the marketing director or the executive director.
Size Requirements

Area of isolation for the signature and minimum print sizes

Vertical Layout (Figure 1):
The area surrounding the signature must be $\frac{1}{2}$ inch or more in distance. (See example below). The signature must not be placed close to distracting design elements and must not become part of a larger pattern or design element.

Horizontal Layout (Figure 2):
The area surrounding signature must be $\frac{1}{4}$ inch or more in distance. (See example below). The signature must not be placed close to distracting design elements and must not become part of a larger pattern or design element.

Figure 1:

Figure 2:

The minimum print reproduction size of the symbol and signature is a height of 1 inch in the vertical format and $\frac{1}{4}$ inch in the horizontal format.
Color Usage

The approved PMS colors for the Partnership for People with Disabilities symbol and signature are purple (PMS 5125C) and blue (PMS 302C). The only other approved combinations are black (1-color) on a light background and white (reverse) on a dark background. Examples of each color configuration are shown below.

Signature (2-color)

Signature (Black on light background)

Signature (White on dark background)

Note: The same rules of color apply to the horizontal format.
**Recommended Typefaces**

The following typefaces are the only ones authorized to be used in print and electronic materials in conjunction with the Partnership for People with Disabilities signature.

The logotype is based on a typeface named Bodega Light. It is the property of the Font Bureau and can not be found among Adobe or True Type Font directories.

**Family Sample (BodegaSans-Light)**

ABCDEFGHJKLMNOPQRSTUVWXYZ!?$&
abcdefghijklmnopqrstuvwxyz1234567890

**Family Sample (BodegaSans-Medium)**

ABCDEFGHJKLMNOPQRSTUVWXYZ!?$&
abcdefghijklmnopqrstuvwxyz1234567890

The slogan uses the typeface Goudy Italic and is a common typeface found on both Adobe and TrueType Directories.

**Family Sample (Goudy)**

ABCDEFGHJKLMNOPQRSTUVWXYZ!?$&
abcdefghijklmnopqrstuvwxyz1234567890

**Family Sample (Goudy-Italics)**

ABCDEFGHJKLMNOPQRSTUVWXYZ!?$&
abcdefghijklmnopqrstuvwxyz1234567890
Using Logos (Signatures) in Your Documents

How to get The Partnership for People with Disabilities logo online

The Partnership for People with Disabilities makes its logo/signature available for use by its staff for marketing and public relations purposes. These master digital files are maintained by Production Support and the Webmaster. To gain access to these files, you must first fill out the online Request for Logo form, which you can find at http://www.vcu.edu/partnership. The form is found on the Intranet which is accessible only by authorized members of the organization. Please be sure to specify the size, format and color of logo that you require.

Upon receipt of your form, your request will be reviewed and a response provided within 24 hours. Eligibility will be determined by the Marketing Director, Webmaster, and/or the Executive Director, as circumstances require. If you are eligible to use the logo/signature for the project under consideration, you will be e-mailed the digital files.

Step 1: Go online to address above.

Step 2: Fill out the Request for Logo form and submit online.

Step 3: Expect a reply within 24 hours via e-mail.

Step 4: Submit a sample layout to Bill Tinsley, Marketing Director, 700 E. Franklin St., Richmond, VA 23284 or fax to (804) 828-0042, or e-mail to watinsley@mail1.vcu.edu

Step 5: Once approval has been given, proceed to production.
The organization, Partnership for People with Disabilities, must appear on all business cards. When space is limited, the organization takes priority over the program or project.
MEMORANDUM

* Memorandum
  Actual size (8.5 x 11)
**Graphic Standards**

General Office Forms

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**Partnership for People with Disabilities**


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**Virginia Commonwealth University**

700 E. Franklin St., 10th Floor
P.O. Box 843020
Richmond, Virginia 23284-3020
Voice: (804) 828-3876  Fax: (804) 828-0042  TDD Relay: 1-800-828-1120
www.vcu.edu/partnership

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**Mailing Label**

3 x 5

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**Memo Pad,**

6 x 6

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**TO:**