MASSACHUSETTS

VEHICLE CHECK

Massachusetts Vehicle Check Program:

How to Use the Logo

Cleaner Air • Safer Roads

Logo Application

LOGO DESCRIPTION & WHITE SPACE REQUIREMENTS
Approximately 1/4'' of white space should be left around the logo if possible.

TAGLINE USE
If the tagline "Cleaner Air Safer Roads" appears elsewhere in the application, the Mass Vehicle Check Program Logo may be used without the tagline, as on the cover of this document.

logotype

graphic element

logotype

tagline

MASSACHUSETTS

VEHICLE CHECK

Cleaner Air • Safer Roads
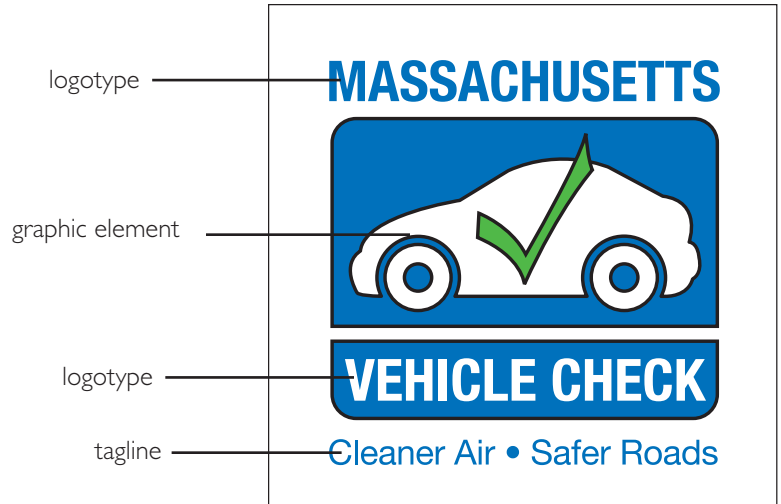
EXAMPLES OF LOGO USE
The Massachusetts Vehicle Check Program logo is never to stray from its approved color palette or visual relationships. Never substitute an unapproved color or scale the mark non-uniformly. Please refer to these examples of correct and incorrect logo usage to ensure the proper coloration and scaling of the Massachusetts Vehicle Check Program logo.

Permitted Use Examples

MASSACHUSETTS
VEHICLE CHECK

MASSACHUSETTS
VEHICLE CHECK
Cleaner Air • Safer Roads

MASSACHUSETTS
VEHICLE CHECK
Cleaner Air • Safer Roads

MASSACHUSETTS
VEHICLE CHECK

MASSACHUSETTS
VEHICLE CHECK
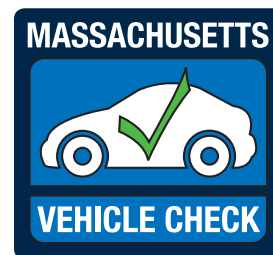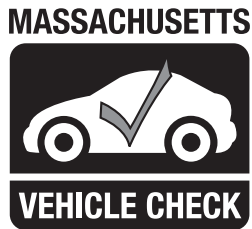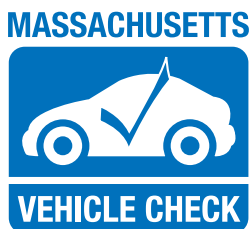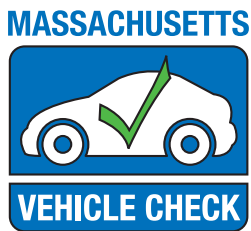
MASSACHUSETTS
VEHICLE CHECK

Logo Application

Do not change color or font of the logo


Do not stretch or distort

If you can't use the blue or green, make the logo black or white

Use the dark blue background color to make the "MASSACHUSETTS" logotype more readable on certain media.

PERMITTED USE EXAMPLES: HOW TO USE THE LOGO WHEN IT APPEARS ON A PHOTO
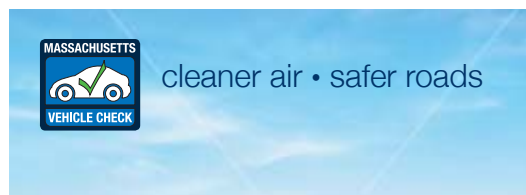
If the logo appears on a dark photo make it white, or just make the "MASSACHUSETTS" logotype white and the rest of the logo blue and green, as shown below. If the logo appears on a light photo, use the blue and green, or make it black.
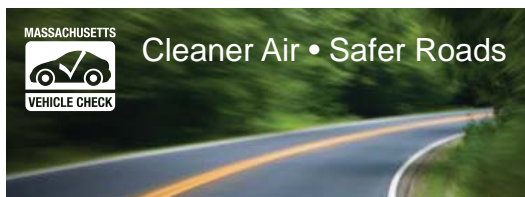
Acceptable uses of the logo on a dark photo
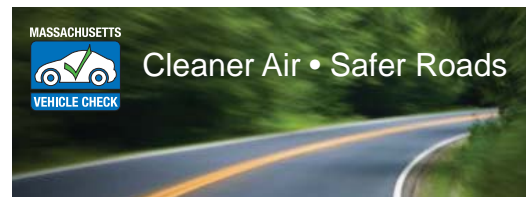
Acceptable uses of the logo on a light photo

Color Usage & Application

PMS (PANTONE MATCHING SYSTEM) COLOR

Exact PMS colors (spot colors) are the preferred method to ensure correct color reproduction. If PMS inks are not available or applicable, please refer to this document for the correct mixes related to the appropriate medium.
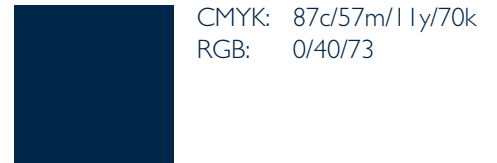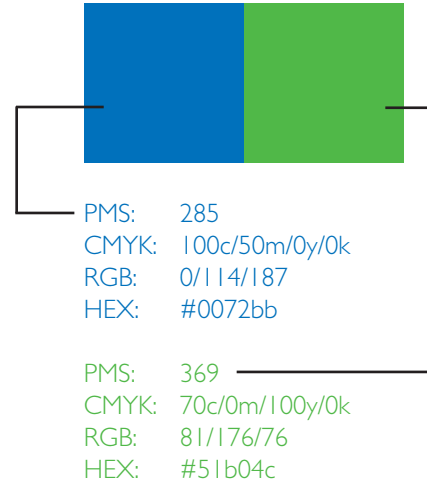
CMYK COLOR

CMYK color, (process color) is used for all other applications of printing that is not PMS spot color.

RGB COLOR

RGB color is used for all web and on-screen applications, and should never be used for print. Hex codes are used specifically for the web.

BACKGROUND COLOR

The logo may be used with the specific dark blue backround color shown on the right. See "Permitted Use Examples" on page 2.

PMS: 285
CMYK: 100c/50m/0y/0k
RGB: 0/114/187
HEX: #0072bb

PMS: 369
CMYK: 70c/0m/100y/0k
RGB: 81/176/76
HEX: #51b04c

CMYK: 87c/57m/11y/70k
RGB: 0/40/73

USE OF DIFFERENT FILE TYPES

Below is a table of file types and examples of how they should be used.

File Name	File Type	Examples of Use
MVC_logo_car_2color.eps	2 Color Spot Pantone EPS	Highest Quality 2-Color Printing: Use when printing in green and blue colors only, such as business cards, stationary or simple (1 or 2 color) flyers/inserts.
MVC_logo_car_CMYK.eps	CMYK Color EPS	Highest Quality Full Color (Process) Printing: Use for print on full color brochures, posters, direct mail, and color flyers.
MVC_logo_car_CMYK300dpi.jpg	CMYK Color 300dpi JPG	Medium Quality Full Color: Can be used in the same applications as the EPS version, but should only be used when an EPS file cannot be used.
MVC_logo_car_RGB72dpi.jpg	RGB Color 72dpi JPG	Low Quality Color for Web: Use for the any on-screen application, such as a website or PowerPoint presentation. Do not use for printed pieces.
MVC_logo_car_BW.eps	Black & White EPS	Highest Quality Black: Use only for printing in black & white.
MVC_logo_car_BW300dpi.jpg	Black & White (RGB) 300dpi JPG	Medium Quality Black: Can be used in the same applications as the EPS version, but should only be used when an EPS file cannot be used.