**Name**
Voluntary Action Center may be referred to by its full name or by the acronym VAC, which is written in all caps and without periods. Voluntary Action Center should be written and referred to without the article “the.”

**Tagline**
Only “B” and “C” are capitalized in VAC’s slogan — the heart of service in Boone County. The tagline should not be written in quotation marks. The tagline is included in VAC’s official logo. The logo can be used with or without the tagline, but including it should be favored.

**Logo**
Official logo versions include:
*Square:* All red, red symbol + black text, all black, all white, acronym

*Rectangle:* All red, red symbol + black text, all black, all white, acronym

*Banner:* All red, red symbol + black text, all black, all white
Acronym: All red, red symbol + black text, all black, all white

Old versions
Old versions of the logos should be phased out and no longer used. These include versions in which additional letters are capitalized in the tagline and versions in which Voluntary Action Center’s name is written in a font other than Optima Bold. Old versions of the logo are located in Public > Logos > Old Logos — Do Not Use.

Placement
The logo should be used on all official VAC materials whenever VAC’s name appears apart from copy text.

Elements
The heart symbol of the logo can be used independently. The wordmark and tagline portions of the logo cannot be used individually; i.e. they cannot be cropped out of the logo and used as design elements.

Spacing
To ensure sufficient space around the logo, the safe zone around the logo should be the height of the capital letters in the logo.

Proportions
The aspect ratio of the logo should not be changed. The relationship between width and height must remain constant when the logo is resized.

Use caution when resizing the logo. Graphic formats that work in Microsoft programs include JPG, PNG, and TIFF, but these cannot be stretched without becoming pixelated, so you must start with a large copy:

Print images need to be at least 300 pixels per inch, so, for example, if you want to print a logo that will show up 2 inches by 3 inches, you want to use a file that is at least 600 x 900 pixels.

Web or screen images need to be only 72 pixels per inch, so even if pixilation is not visible on a screen, it may show up on when printed.

When the logo needs to be printed in a large format (e.g. on a banner), try to use an EPS or AI (Illustrator file) to preserve quality. Printers will be able to work with these formats, and they can be stretched without pixilation.
**Color**

VAC’s official red is:
- Pantone: Red 032C
- RGB: 219, 61, 53
- CMYK: 0, 90, 86, 0
- HEX: DB3D35

Preferred shades of gray:
- 20%, 40%, 60%, 80%

Other complementary but non-official colors that have been repeated in VAC materials include:

Teal:
- CMYK: 64, 0, 26, 0
- 30%, 80%, and 100%
- Closest Pantone: 325 C

Green:
- CMYK: 17, 0, 60, 0
- 40%, 80%, and 100%
- Closest Pantone: 586 C
Fonts
The VAC logo is written in Optima Bold (name) and Avenir (slogan).

Headlines: Franklin Gothic Condensed
Subheads and captions: Franklin Gothic Book Italic
Body and footnotes: Franklin Gothic Book Regular
Pull quotes: Franklin Gothic Medium Italic

Ancillary logos
Ancillary logos include those of Boone County, United Way, and the City of Columbia. These should be included on all of VAC’s official printed promotional materials (e.g. brochures, newsletters, annual reports, etc.). These logos may be pictured in grayscale or color. All three may be placed horizontally a single line and should not be sized or placed to compete with the VAC logo.

Sponsor logos
When including sponsor logos in materials, ask sponsors for high quality, up-to-date versions. For Microsoft programs, a print-size JPG, PNG, or TIFF is best. For Adobe programs, EPS or AI Illustrator files are ideal. The more versions sponsors can provide — black and white or color, different layouts, etc. — the better because it will give you more leeway with layout and design.

As with the VAC logo, use caution when resizing. Do not change the aspect ratio. Even if pixilation is not visible on a screen, it may show up when printed if the logo file is not large enough.
Writing style

Written content for VAC should follow the guidelines in Strunk and White’s *Elements of Style*. For issues not covered by Strunk and White, rely on the AP Stylebook.

Addresses (AP)

Use the abbreviations Ave., Blvd. and St. only with a numbered address: 1201 Grand Ave. Spell them out and capitalize when part of a formal street name without a number: Grand Avenue. Lowercase and spell out when used alone or with more than one street name: Grand and Park avenues.

All similar words (alley, drive, road, terrace, etc.) always are spelled out. Capitalize them when part of a formal name without a number; lowercase when used alone or with two or more names.

Always use figures for an address number: 403A Vandiver Drive.

Spell out and capitalize First through Ninth when used as street names; use figures for 10th and above: 7 Ninth St., 100 21st St.

Use periods in the abbreviation P.O. for P.O. Box numbers.

Commas (Strunk and White)

In a series of three or more terms with a single conjunction, use a comma after each term except the last. *The areas of health, housing, education, and employment.*

Committee (AP)

Do not abbreviate. Capitalize when part of a formal name: the Strategic Communication Committee. Do not capitalize committee in shortened versions of long committee names: the Calendar Campaign Committee, for example, became the calendar committee.

Currency (AP)

Dollars: Always lowercase. Use figures and the $ sign in all except casual references or amounts without a figure: Directories cost $25. *Even a dollar helps.*

- For specified amounts, the word takes a singular verb: $50 is the limit.
- The form for amounts less than $1 million: $4, $25, $500, $1,000, $250,000.
- For amounts of more than $1 million, use up to two decimal places. Do not link the numerals and the word by a hyphen: $4.35 million, exactly $4,351,242, a $300 billion budget.

Dates and numerals (AP)

In general, spell out one through nine: *Lunch in the Park lasts three months. Homes for Computers is the first program of the year.*

Use figures for 10 or above and whenever preceding a unit of measure or referring to ages of people, animals, events, or things.
Use figures for dates, years, and decades: Feb. 8, 2007, summer of ’99, the 1980s. Dates should be set off from days and years with commas.

**email (AP)**

**online (AP)**
One word in all cases for the computer connection term

**Phone/fax numbers (AP)**
Use figures. The form: 573-874-2273. Use hyphens, not periods. If extension numbers are needed, use a comma to separate the main number from the extension: 573-874-2273, ext. 2.

**Ranges (AP)**
The form: A budget increase of 12-15 percent. Or: A budget increase of between 12 and 15 percent. Also: $12 million to $14 million. Not: $12 to $14 million.

**Time of day (AP)**
Use figures except for noon and midnight. Use a colon to separate hours from minutes: 11 a.m., 1 p.m., 3:30 p.m., 9-11 a.m., 9 a.m. to 5 p.m. Avoid such redundancies as 10 a.m. this morning, 10 p.m. tonight or 10 p.m. Monday night. Use 10 a.m. or 10 p.m. Monday, etc.

**URLs**
Include www, but not http://

**website, webcast and webmaster (AP)**
One word, except when used as a short form and in terms with separate words: the Web, Web page and Web feed.