

FCEDA Logo Use Guidelines



FAIRFAX COUNTY
ECONOMIC DEVELOPMENT AUTHORITY

These Logo Use Guidelines (“Guidelines”) are for all parties wishing to use Fairfax County Economic Development Authority (“FCEDA”)’s logos. If you have any questions about the Guidelines, please direct them to info@fceda.org.

- Do not use FCEDA logos to represent yourself, your company, or your products and/or services. This includes domain names and social media profiles.
- Do not use FCEDA logos in false or misleading advertising.
- Do not use FCEDA logos in objectionable material.
- Do not use FCEDA logos to disparage the FCEDA.
- Any use of the FCEDA logos should only incorporate artwork provided by the FCEDA.
- Do not alter FCEDA logos as provided to you in any manner, including proportions, colors, elements, typeface, or in any other respect.

PERMISSIBLE USES OF FCEDA LOGOS

- Use FCEDA logos to refer to the FCEDA and its publications, events, or services, such as by credentialed members of the press in journalistic works.
- Use FCEDA logos to indicate a relationship to the FCEDA, such as in marketing collateral that refers to your connection with the FCEDA (sponsored events, etc.).

USE OF THE FCEDA LOGO IN NON-FCEDA MATERIALS

- The logo may not be displayed as a primary or prominent feature on any non-FCEDA materials.
- Non-FCEDA materials should not deliberately mimic any FCEDA advertising, marketing materials, or website.

FCEDA LOGO LOCKUP

The FCEDA logo lockup provides a consistent and easily identifiable mark for the FCEDA. For design flexibility, the lockup includes 1) a preferred stacked option, as well as 2) an alternative horizontal option and 3) an alternative stacked option that abbreviates the Authority’s name (“Fairfax County EDA”).

NOTE: The alternative options may be used ONLY with express permission of the FCEDA Vice President of Communications and Research or his designee. Whenever possible, use the preferred stacked option (1).

1) PREFERRED (STACKED)



2) HORIZONTAL OPTION



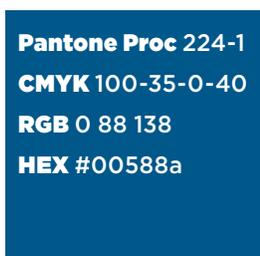
3) ABBREVIATED STACKED OPTION



For the purposes of these public guidelines, only the preferred stacked option will be used to illustrate proper staging of the logo.

LOGO STAGING GUIDELINES

- Use only approved FCEDA logo artwork.
- The symbol may not be separated from the wordmark without express written consent of the FCEDA.
- When using the full color version of the logos, use only the approved logo color palette:



- The full-color logo is used on light or white backgrounds. The full-color reverse logo may be used on black backgrounds only. The logo may be reversed to solid white (no gradient) on a background that provides suitable contrast.
- A one-color logo is only acceptable when media reproduction is limited. In these cases, an all-black logo (no gradient) is allowed.



STAGING CLEARANCES

To stage the logo, proper clearance between the logo and other elements should be maintained. It is recommended to leave a clear space equal to the height of the FCEDA symbol as a minimum clearance between the logo and other elements located to the left, right, or bottom edge of the logo, and a space half the height of the FCEDA symbol for elements above the logo.



SIZING THE LOGO

The logo must be used as provided by FCEDA with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be morphed or otherwise distorted in perspective or appearance.

The recommended minimum size (width) for the FCEDA logo is 2 inches or 150px for digital applications.

Whenever scaling the logo, the symbol and wordmark must be scaled proportionally.

TYPEFACES

The typeface used for the logo is Gotham Ultra.