



## VPK Logotype Usage and Brand Guidelines

The property of the state of Florida, the Florida VPK logotype (logo) is used to identify the state’s Voluntary Prekindergarten (VPK) Education Program. Logos may only be reproduced from approved artwork and may not be recreated by any other means, in any other form or altered in any way, including the use of unapproved tag lines, abbreviations or translations.

### Do’s

1. Use *first-generation* logo artwork.
2. Contact the Office of Early Learning or your early learning coalition for logo artwork.

### Don’ts

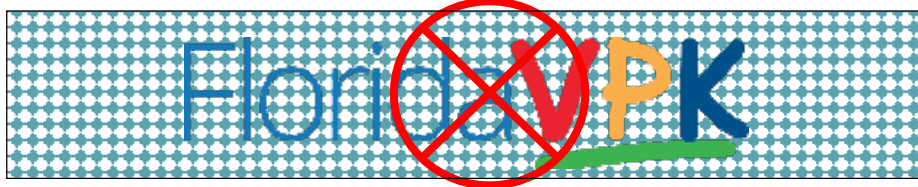
1. Do not combine the VPK name and logo with another graphic, logo or symbol.



2. Do not alter the logo.
3. Do not use the logo as part of a headline or title.  
– Example: Enroll in our Florida ~~VPK~~ program!
4. Do not modify or redraw the logo.
5. Do not change the logo’s proportions.
6. Do not change the size of the logo by using the sides (squares) of the logo. Only change the size by using the corner “circles.” (Holding down the shift and alt keys while dragging a corner in Word and PowerPoint will keep the logo proportions correct.)



7. Do not create an outline.
8. Do not use the logo over a distracting image or pattern.



### Logo

The word “Florida” in *Open Sans Light* font and the graphic image—underlined VPK icon—comprise the logo. There are a horizontal and a stacked version of the logo. Either is acceptable.

### Variations



## Colors

The logo may be used in color, black and white, or monochrome.

The color of the blue in the word “Florida” is

- RGB: 19, 121, 187
- CMYK: 85, 47, 2, 0
- Hex Value: #1379BB

The color of the red in the letter “V” is

- RGB: 234, 36, 48
- CMYK: 1, 98, 89, 0
- Hex Value: #EA2430

The color of the gold in the letter “P” is

- RGB: 251, 176, 77
- CMYK: 0, 35, 79, 0
- Hex Value: #FBB04D

The color of the blue in the letter “K” is

- RGB: 0, 81, 139
- CMYK: 100, 52, 0, 32
- Hex Value: #00518B

The color of the green in the underline is

- RGB: 61, 180, 78
- CMYK: 74, 0, 96, 0
- Hex Value: #3DB44E

Questions? Contact Communications Director Nina Ashley via email at [Nina.Ashley@oel.myflorida.com](mailto:Nina.Ashley@oel.myflorida.com) or call 850-717-8626.