

# VOA Brand Guidelines

This guide can be found at <https://www.voanews.com/branding>

Contact [voadigital@voanews.com](mailto:voadigital@voanews.com) if you have any questions about VOA logo usage or these guidelines.

## Official VOA Logo

The blue and white VOA logos are preferred, but these five logo treatments are always acceptable.

**Blue**



**White**



**Tricolor**



**White on Black**



**Black on White**



## Official VOA Colors

The three colors of the tricolor VOA logo are considered the official VOA brand colors. The VOA logo should not be displayed in VOA Gray or VOA Red, but it is appropriate to use these colors as accents in a design.

**VOA Blue**



HEX: #1330bf

RGB: 19, 48, 191

CMYK: 90, 75, 0, 25

**VOA Gray**



HEX: #919191

RGB: 145, 145, 145

CMYK: 0, 0, 0, 43

**VOA Red**



HEX: #d41010

RGB: 212, 16, 16

CMYK: 0, 92, 92, 17

## Additional Colors

It is acceptable to display the VOA logo over these four background colors, as long as you provide sufficient contrast between the logo and the background color. The tricolor and blue logos should not be shown on dark gray or black backgrounds.

**White**

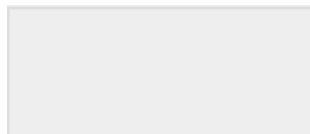


HEX: #ffffff

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

**Light Gray**



HEX: #e0e0e0

RGB: 19, 48, 191

CMYK: 0, 0, 0, 7

**Dark Gray**

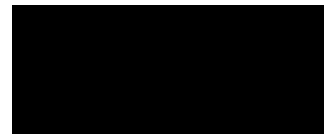


HEX: #333333

RGB: 212, 16, 16

CMYK: 0, 0, 0, 80

**Black**



HEX: #000000

RGB: 145, 145, 145

CMYK: 0, 0, 0, 100