

BRAND GUIDE



Introduction



The Local Emergency Planning Committee helps Staunton, Augusta, and Waynesboro Counties in Virginia and helps communities prepare for potential disasters so that they are prepared before the emergency happens. They plan for a variety of 17 potential emergencies such as flooding, fires, terrorist attacks, and cyber security attacks.

Mission

The mission of this brand guide is to show the primary and secondary logos for the Local Emergency Planning Committee. The guide includes the colors, logo violations, and mock ups. The logo provides as a sense of safety and professionalism for the brand.

Logo

Primary Logo



The primary logo combines a royal blue with a brighter orange. The shield serves as a symbol for the protection the LEPC provides for the community.

Single Color



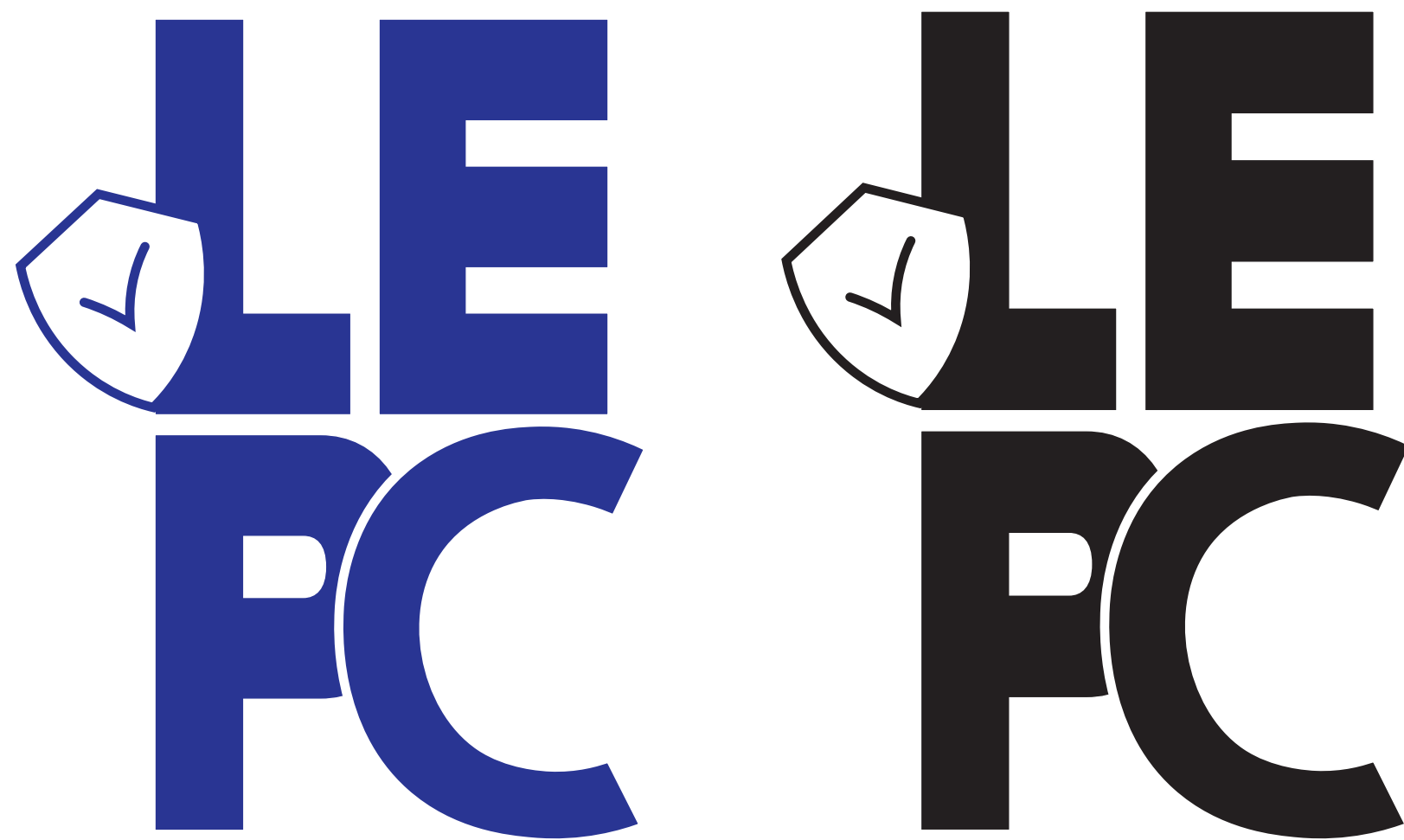
When using one color for the logo, blue should be used as it symbolizes safety and security and is the primary color of the original logo.

Reversed



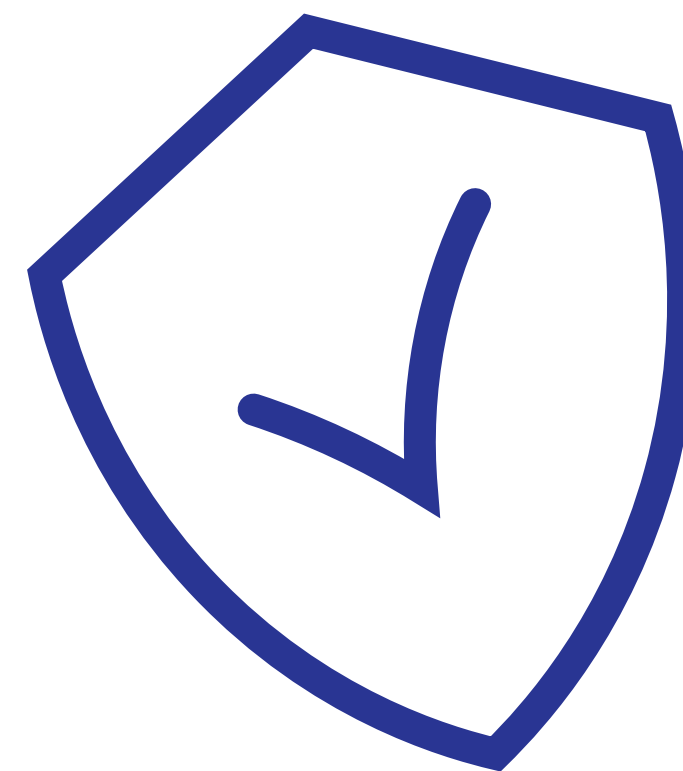
The reversed logo serves to show how the logo would look when used on a blue background with the white as the prominent color shown.

Secondary Logo



If the use of the full brand name is prominent somewhere else, the acronym will work as a secondary logo for the brand.

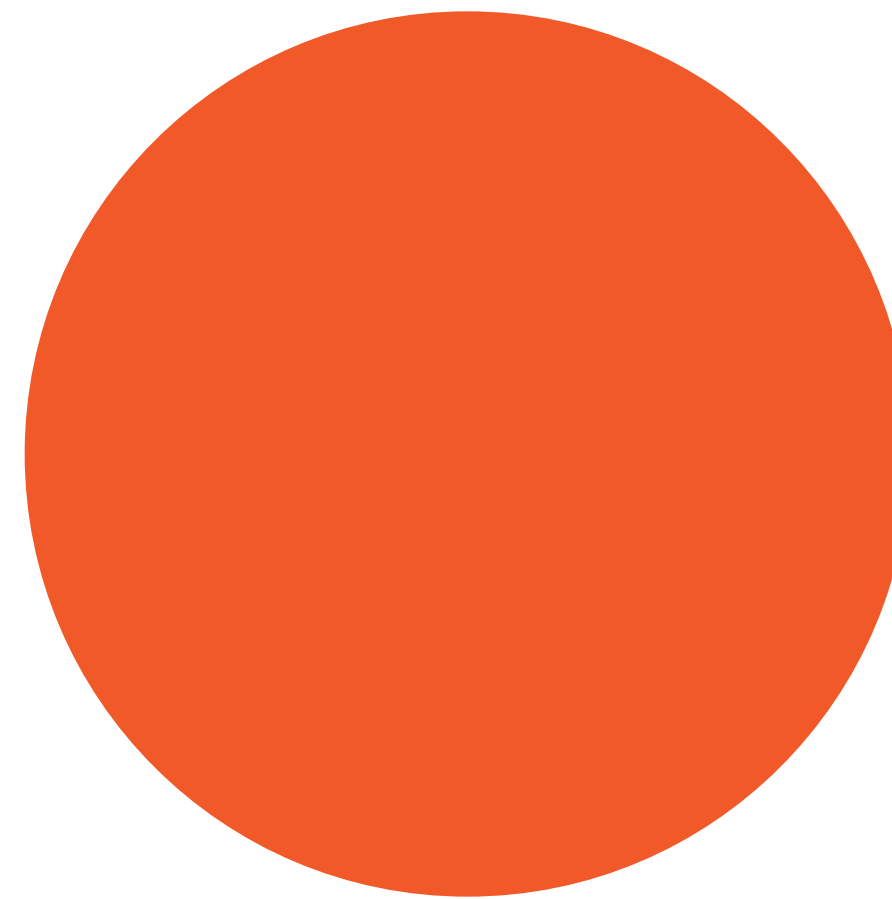
The use of the primary symbol, the shield may be used in smaller areas where the lettering may not be visible. It serves as to show that the organization is based on protection, safety, and planning. This is the smallest the logo can be.



Color Palette

The primary brand colors are blue and orange with the accent of white. The blue may be used as a background, but the orange should never be placed on the background of the white logo.

Orange

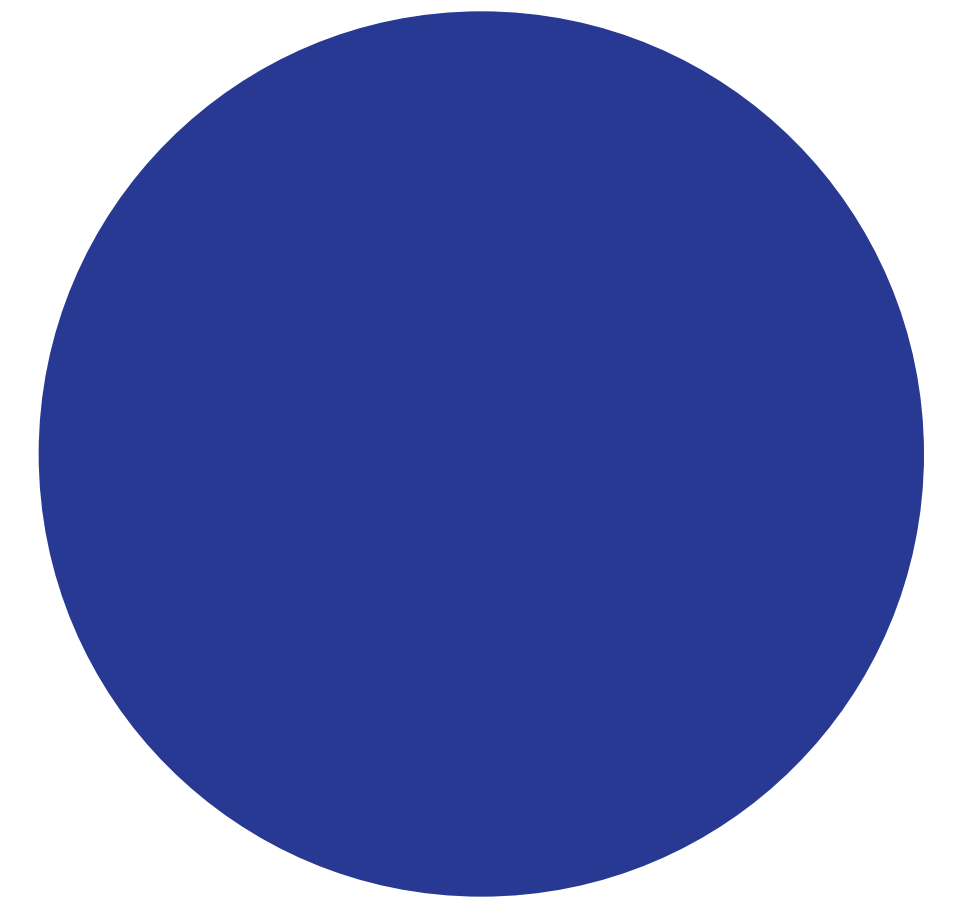


HEX: f15a29

CMYK: C = 0 M = 80 Y = 95 K = 0

RGB: R = 241 G = 90 B = 41

Blue



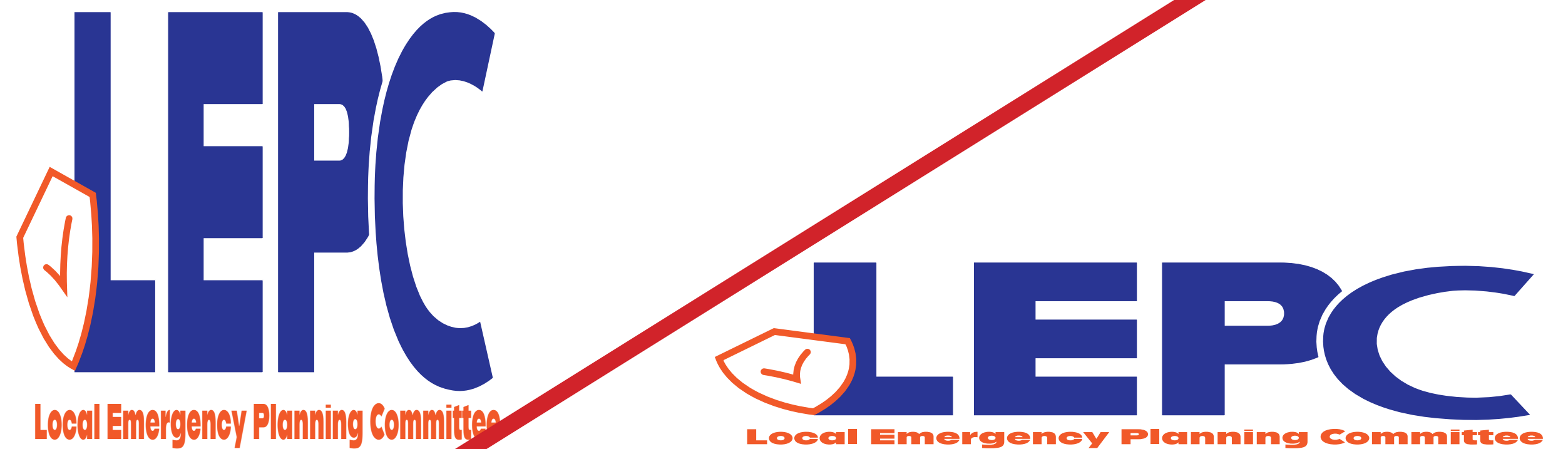
HEX: 2A3693

CMYK: C = 100 M = 94 Y = 4 K = 0

RGB: R = 41 G = 58 B = 145

Logo Violations

The orange should not be used as a background color for the logo. Additionally, the logo should not be stretched in any way and should remain the original proportions.



Digital Mock ups



RESIDENTS

BUSINESS

GOVERNMENT

THINGS TO DO



Jobs GIS FOIA Contact Subscribe



- + ADMINISTRATION
- + BOARD OF SUPERVISORS
- BOARDS AND COMMISSIONS
 - Meetings and Agendas
- + Augusta County Boards and Commissions
- Regional Boards and Commissions
- Apply for a Board or Commission
- BUDGET
- + CIRCUIT COURT CLERK
- CONTACT US
- COUNTY CODE
- COUNTY JOBS
- + COUNTY PROJECTS
- + DEPARTMENTS AND OFFICES

Government » Boards and Commissions »

Regional Boards and Commissions

Font Size: [Share & Bookmark](#) [Feedback](#) [Print](#)

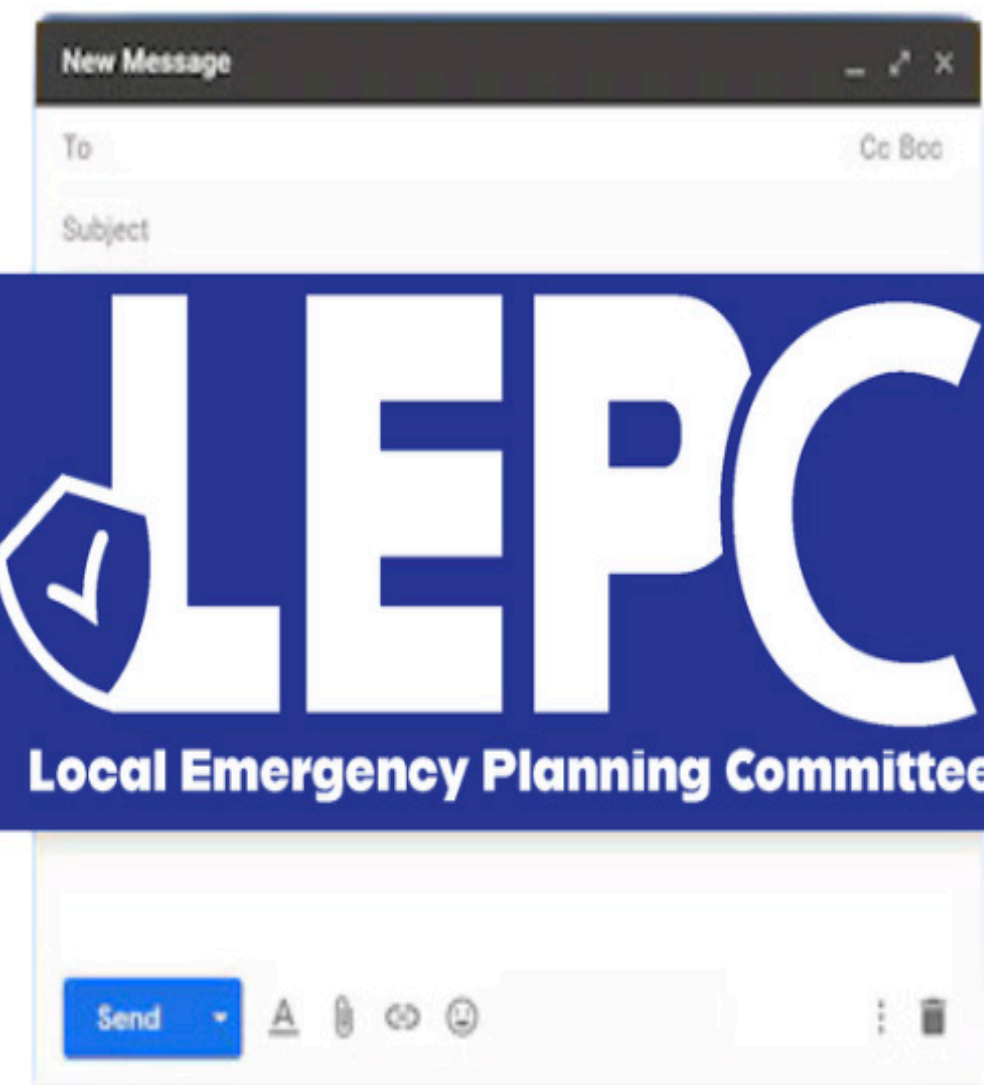
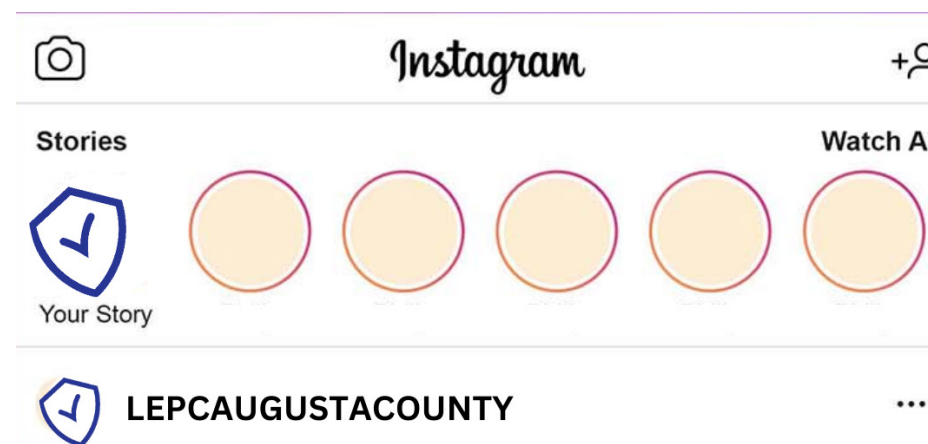
Regional Boards and Commissions

[Blue Ridge Cigarette Tax Board](#)

[Blue Ridge Community College Board](#)

[Blue Ridge Criminal Justice Board](#)

[BRITE Transit Advisory Committee](#)



Physical Mock ups

