

National VOAD Branding Standards Policies and Procedures

National VOAD Communications Committee
Branding Subcommittee

November, 2010



National
Voluntary Organizations
Active in Disaster

COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION

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National Voluntary Organizations Active in Disaster

Communication: Branding Policies & Procedures

Adopted: November, 2010

Background

National Voluntary Organizations Active in Disaster (National VOAD) was formed in 1970 following the response to Hurricane Camille, which struck the Gulf Coast in 1969. Almost 40 years later, in 2008, the 50 member organizations provided more than \$200 million dollars in direct financial assistance and more than seven million hours of volunteer labor in helping disaster-affected communities. National VOAD members focus on all stages of disaster response – preparedness, relief, response, recovery, and mitigation and are behind the recovery from natural and human-caused disasters in the United States and its territories.

Purpose

The purpose of this document is to standardize the way in which the mission of National VOAD is communicated to all constituencies. The idea behind these branding standards is not to restrict the use of the VOAD brand; rather, they are meant to strengthen brand identity and ensure consistency of message and image in the eye of both the membership and the general public, thereby furthering the mission of National VOAD.

Applicability of these policies and procedures relates to all communications of National VOAD from the national office and all authorized members of National VOAD, including all state, regional and local chapters, as well as print, video, social media, web design, letterhead, business cards, envelopes, apparel, etc. Adherence to these policies and procedures is mandatory to maintain membership status.

The Logo/Signature Story

In the National VOAD May/June 1979 newsletter a contest was announced to design a new logo. The guidelines for the entries were: the logo should be easily identifiable, easy to reproduce, inexpensive to print, large enough to be visible (but small enough to be worn on your clothes) and must contain the words “National Voluntary Organizations Active in Disaster.” The grand prize was \$25, and the deadline for entries was September 10, 1979. The judges for the contest were the Executive Committee at its September 18 meeting.

The January/February 1980 issue of the newsletter announced that Christian Reformed World Relief Committee was the winner of the logo contest. The winning entry was presented at the annual meeting January 28, 1980, and is still in use today.

In the spring of 2010 the logo/signature was revised to standardize it, and is currently interpreted as follows: “Uniqueness of diversity funneled into a cooperative goal.” The logo depicts a narrowing selection and channeling process as member organizations pool their resources. To maximize these resources, the organizations become one, yet distinctive within predetermined parameters. The organizations work toward a defined goal to ensure that the delivery of services and resources are done efficiently and effectively. Through a statement of purpose, these various organizations are brought together under an umbrella organization known as National VOAD.

1.0 Name, Tagline, and Mission Statement

- 1.1 The name of the organization is Voluntary Organizations Active in Disaster (VOAD).
- 1.2 The name “National Voluntary Organizations Active in Disaster” is a registered service mark of the United States Patent and Trademark Office (Registration No. 3,821,064), as are the abbreviations “VOAD,” “National VOAD,” and “NVOAD.” As such, use of these names is reserved for entities officially affiliated in some form with National VOAD.
- 1.3 When referring to National VOAD in print, always spell out the name in full on the first reference, followed by the acronym in parentheses. For example: National Voluntary Organizations Active in Disaster (VOAD). Thereafter, it is acceptable to use “National VOAD.”
- 1.4 When shortening the name, it is preferable to use only the four-letter acronym, VOAD, along with the spelled-out name of the geographic designation, rather than adding letters to the acronym. For example, use “National VOAD” instead of “NVOAD,” or “Texas VOAD” instead of “TXVOAD,” which makes VOAD the common element in all usages. This guidance is applicable both for written and verbal communication. For example, the spoken abbreviation of “National VOAD” is preferable to “NVOAD.” (NOTE: When used, the latter is always pronounced “en-voh-ad” and should never be pronounced as “noh-vad.”)
- 1.5 When introducing the organization, the following boilerplate should be used: VOAD is a movement, and the more than 50 member organizations of National VOAD are the driving force behind recovery from natural and human-caused disasters in the United States and its territories. National VOAD member organizations focus on all stages of disaster response—preparedness, relief, response, recovery, and mitigation.
- 1.6 The guiding principles of National VOAD are “Cooperation, Communication, Coordination and Collaboration” and are most often used as a portion of the National VOAD signature. The guiding principles should always be used in this order which references how the member organizations grow in their working relationship together, from easiest to more difficult.
- 1.7 The mission of National VOAD is to be the forum where organizations share knowledge and resources throughout the disaster cycle—preparation, recovery, and response—to help disaster survivors and their communities.
- 1.8 The National VOAD mission statement should can appear on in communications when appropriate. However, use of the four guiding principles will sufficiently express the mission on most communications in most cases.
- 1.9 The National VOAD mission statement may not be corrupted, abbreviated, truncated or otherwise altered.

2.0 The National VOAD Signature and Logo: “Just the Facts”

- 2.1 The National VOAD primary signature consists of the logo graphic, the organization name, and the “4 C’s”. Within the primary signature the 4 C’s – cooperation, communication, coordination, and collaboration -- are not optional. The secondary signature consists of the logo graphic, the abbreviated name, and the gray background, but it does not include the 4 C’s.

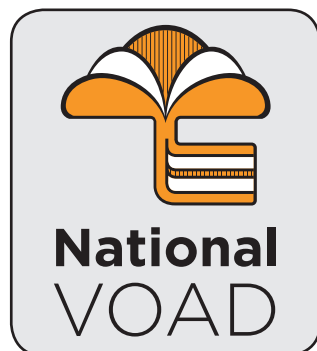
Primary - Full color:



Primary - Grayscale:



Secondary - Full color:



Secondary - Grayscale:



- 2.2 The meaning of the signature is as follows: “Uniqueness of diversity funneled into a cooperative goal.”
- 2.3 The National VOAD signature should appear on every communication including, but not limited to, letterhead, mailing labels, memos, faxes, business cards, envelopes, brochures, press releases, advertisements, public service announcements, websites, social media and all other materials including, but not limited to, signage, promotional items, and presentations.

2.4 The logo may be resized to fit as appropriate, but care should be taken to maintain the proportions so that it does not appear skewed or distorted. The horizontal logo is the preferred logo. The minimum size at which the logos should appear is as follows:

- Primary logo: **3.0" W x 0.8" H**
- Secondary logo: **0.75" W x 0.85" H**

2.5 The National VOAD signature may not be compromised, truncated, or corrupted in any way. Specifically including, but not limited to the following:

- Do not add special effects
- Do not change the typography
- Do not abbreviate the logotype
- Do not reposition any of the elements in the signature
- Do not angle the signature
- Do not decorate or add any artwork within the signature

Note► Maintaining the integrity of the logo is important. It must be presented in a clean, consistent and legible manner. Alterations to the logo are strictly prohibited. Please do not create your own custom logo. Below are some examples of incorrect logo usage:

Examples of incorrect logos:

Incorrect Color	 <p>Indiana Voluntary Organizations Active in Disaster</p> <p>COOPERATION COMMUNICATION COORDINATION COLLABORATION</p>
Do not rearrange the logo elements	<p>National </p> <p>Voluntary Organizations Active in Disaster</p> <p>COOPERATION COMMUNICATION COORDINATION COLLABORATION</p>
Do not change the size of the National VOAD name	 <p>National</p> <p>Voluntary Organizations Active in Disaster</p> <p>COOPERATION COMMUNICATION COORDINATION COLLABORATION</p>
Do not separate the words from the symbols	 <div> <p>National Voluntary Organization Active in Disaster</p> </div>

Do not distort the logo	 
Incorrect Fonts	

2.6 Typography: The fonts used in the signature are Gotham Medium and Gotham Book. These are never to be changed or modified. It is a common best practice, however, to use these same fonts, or similar fonts, in the body of communication pieces such as brochures, reports, business cards, memos, etc. In the absence of Gotham Medium or Gotham Book for use in this way, Avenir and Arial are both suitable alternatives. (See Appendix A for samples of these fonts.)

2.7 Color Palette: The color palette includes two primary colors. The colors are based on the spot-color versions of the PMS (Pantone Matching System). Pantone inks are the most widely utilized. When specifying the color, please refer to the following:

The standard colors of the signature are: **PMS 151 (Orange) and Black**

The CMYK breakdown of the orange is: **0 48 95 0**

2.8 Stationery: Letters written on National VOAD stationery send a powerful message, both about the writer and the National VOAD. A suggested standard format has been developed for National VOAD stationery in a full 8.5 x 11 inch size.

The correct location of the typed elements in a typical letter is shown in Appendix B. The left and right margin each should measure .832 inch. The date line should begin two inches from the top of the page. On the second page, begin typing 1.5 inches from the top. (Please refer to "[Appendix B: Sample Letters](#)" on page 17.)

2.9 Business Cards: Business cards introduce the National VOAD or State VOAD and the person whose name appears on the card. Business cards have been standardized for your convenience. (Please refer to "[Appendix C: Sample Business Cards](#)" on page 19.)

3.0 Co-Branding with National VOAD

Co-branding or associating the member organization's brand with National VOAD is encouraged and appreciated.

3.1 The benefits of co-branding include:

- Member organizations (voluntary organizations and state VOADs) are stronger when they act as one or when they speak as one, especially in advocacy, media and other situations of increased visibility.
- Member organizations have more credibility and authority as a unified network.
- Pooling and sharing knowledge makes member organizations more effective.
- People on a local level need the coordinated support of the member organizations and member organizations benefit from local knowledge on the ground.
- By sharing information and the analysis of what member organizations are doing, as well as what is happening in the areas where they work, every member organization can plan and work more strategically.
- A shared brand gives members national brand recognition and will add value to the brand of each member.
- Working together helps reduce duplication and waste, thereby providing for a better utilization of resources.

3.2 All organizations with full membership in the National VOAD are strongly encouraged to co-brand and use the National VOAD name, logo and guiding principles, where appropriate.

3.3 Only National VOAD member organizations and partners are allowed to use the National VOAD logo. A member's local constituent agencies or a member's relationships may not co-brand with the National VOAD logo, but should instead co-brand with the appropriate State VOAD.

3.4 Member organizations should co-brand:

- 3.4.1** When a National VOAD member participates in an initiative or campaign and uses their own logo, use of the National VOAD name and logo is encouraged when the initiative or campaign complies with and/or complements the National VOAD and the National VOAD Advocacy Policy.
- 3.4.2** In external meetings and media interviews, the staff of member organizations are encouraged to present their organization as part of National VOAD.
- 3.4.3** Member organizations with external facing websites, are encouraged to include a link to www.nvoad.org and to display the name of the authorizing organization as (Name of member organization) is an member of National VOAD.
- 3.4.4** The National VOAD name and logo should not be associated with work that falls outside the mission of the National VOAD.

- 3.5** Use of the National VOAD logo is suggested on member organization publications and visibility materials. This could include, but is not limited to, publications, letter-head, envelopes, business cards, clothing, billboards, advertising, posters, websites, project signs, vehicles and offices. In many cases, the secondary logo may be most appropriate for these situations
- 3.6** When state VOADs or other member organizations undertake joint initiatives, programs or projects, they may co-brand together with one National VOAD logo. The National VOAD logo must be visually portrayed in a way that it does not appear to be another member organization, but that the members belong to the National VOAD.



- 3.7** Co-branding with the National VOAD logo
- 3.7.1** The standard colors of the National VOAD logo are PMS 151 (Orange) and Black. The CMYK breakdown of the orange is: 0 48 95 0. It is permissible to use gray-scale. No other colors are permitted to be used.
- 3.7.2** There are three suggested options for co-branding the National VOAD logo with the member organization logo. “[Option A](#)” on page 20 is the strongest.
- 3.7.3** Any of the three options in “[Appendix D: Suggested Co-Branding Options](#)” on page 20 may be used at any time when co-branding visually with logos.
- 3.8** Co-branding with the Text
- 3.8.1** References to National VOAD in text are encouraged on member documents in accordance with the “When to Co-Brand” Section ([3.4 on page 9](#)). This could include but is not limited to publications, press releases, donor applications and business cards.
- 3.8.2** The first time that the name is used, National VOAD should be referred to as “National Voluntary Organizations Active in Disaster (VOAD)” as outlined in Section [1.3 on page 5](#) and Section [2.0 on page 6](#). Additional references can just be “National VOAD”.
- The (Member Name) is a member of National Voluntary Organizations Active in Disaster (VOAD), COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION
 - (Member Name) is a member of National Voluntary Organizations Active in Disaster (VOAD).

4.0 The National VOAD Website

This section is in addition to the branding guidelines for print and indicates where the online guidelines may differ from print.

The National VOAD website is the primary marketing presence and of information about the organization. All content posted on the website should be consistent with the branding guidelines of National VOAD as outlined in this document. The current site was designed and launched in July, 2010.

- 4.1 The official website of National VOAD is www.nvoad.org.
- 4.2 All National VOAD members should feature links to www.nvoad.org on the disaster response section of their agency websites.
- 4.3 The www.nvoad.org address should appear on all printed publications and communications from state VOADS.
- 4.4 Implementing the brand on the web: Repetition is very important. Keep all design elements the same from page to page, and display the National VOAD logo at the top of each page, consistently throughout the website. The logo should be complemented with the organization's guiding principles on every web page.
- 4.5 Text copy and the web: Web copy style guidelines are the same as for print publications, with the following exceptions:
 - Be brief – the general rule is to reduce the copy to at least two-thirds of what it is in print.
 - Short, clear, bulleted lists are the best way to display content on the web.
- 4.6 Color and the web: Use color to reinforce the branding of National VOAD, to maintain a cohesive look and feel within the site, and to maintain consistency throughout the functional use of the site. The approved color palette for the web is essentially the web-safe version of the print color palette and is applied automatically to all pages. The hexadecimal/hex color code for the color orange used in the National VOAD logo is #F77F00.
- 4.7 Typography/Fonts and the web: Font usage differs slightly from printed page to Web browsers—where installed fonts vary from computer to computer and “missing” fonts could display much differently than intended. Good HTML practice is to limit your font usage to 2 fonts per page and use cascading style sheets (CSS) to format typography.
- 4.8 Tables and the web: Tables are used only for displaying tabular data and should not be used to design or structure a web page. For consistency, a standard table format should be available.
- 4.9 File Assets and the web: When including a link to a separate file (images, logos, documents, etc.) on a web page, there should be no spaces and no date information in the filename.

- 4.9.1 The filename will become part of the URL used to access the file and new versions will need to have the same filename as the original.
- 4.9.2 All images need to be properly formatted, sized and approved for use on the website. Use of banners or external ads of any kind require prior approval.
- 4.9.3 National VOAD logos and the web. Use of the National VOAD logo is subject to the same branding guidelines on the web as they are in print. The National VOAD logo is in the header of every page within the nvoad.org site and should not appear a second time on a given page.
- 4.9.4 Print assets that appear on the web (such as PDF documents) should follow the print guidelines for branding and are subject to review, approval and alteration by National VOAD.
- 4.9.5 National VOAD logos that appear in electronic publications should always serve as a link back to www.nvoad.org. If external sites allow or request a logo, please contact or refer them to the appropriate National VOAD representative, where they will be assisted by being provided the correct version of the logo, in the correct format, as well as allowing National VOAD to catalog the use of the logos so they can be updated universally.
- 4.9.6 Document management and the web. All documents viewable on the National VOAD website should be in brand. The preferred format for translating print documents into printable assets on the web is as a PDF. Adobe is free software that provides industry standard cross-platform accessibility for documents. All file names must clearly identify what the document is and ensure that there are not duplicate file names.
- 4.9.7 When linking to an external URL, always open the link in a new window. This will bring the person back to the National VOAD website when they close the window. External links should only be used once on the site and should be text links and not image or logo links.

5.0 Photography, Videotaping, and Recording

- 5.1 High-resolution photos, video recordings, and other forms of media are desired and encouraged to document all preparedness, response, recovery and mitigation work.
- 5.2 Any client or volunteer appearing in a photo or video recording must be made aware that they may appear in a publication of National VOAD or its member organization, and they must sign a photo release form. If the subject of the photo is a legal minor, the signature of a parent or legal guardian is required. For volunteers, a photo release form should be provided with all other required forms when the person agrees to volunteer on the Board of Directors or as a committee member or in another volunteer capacity with National VOAD.

- 5.3** In general, there is no fee associated with using photographs taken by National VOAD members or staff, or photographs on the National VOAD website. However, photos used must have the proper photo credit. Please acknowledge National VOAD as the source of the photographs. The preference for the credit line is: "National VOAD photo, <photographer's name if available>"; or without photographer's name, "National VOAD photo."

6.0 Media Relations

- 6.1** Media attention is desired to communicate the National VOAD mission in a positive manner and to generate broad public support for the mission of National VOAD and its member organizations.
- 6.2** Special care must be taken to protect the privacy and dignity of clients, volunteers, and all other involved parties of member organizations at all times.
- 6.3** All media communication must be consistent with the mission and guiding principles of National VOAD.
- 6.4** A representative of National VOAD, or its local member organization, must be present at any interview with any volunteer or client for the protection and comfort of the interviewee and to monitor the questions and answers for inappropriate content.
- 6.5** The appropriate media relations or communication officer at each member organization must be alerted in the event of any media contact. Each member organization should have its own policy on approval required to speak with the media.
- 6.6** The same media relations or communication officer should alert the National VOAD executive director, or other designee, in the event of media coverage. This alert is for information only and not for permission. A copy or link to the finished piece should be provided whenever possible.

7.0 Crisis Communication

- 7.1** The public image of National VOAD and its member organizations must be preserved and protected at all times and especially in the event of potentially damaging publicity.
- 7.2** A crisis is defined as anything that could be potentially damaging to the reputation of National VOAD or any of its member organizations including, but not limited to, an injury or accident at a site, a major operational change, or a major personnel change.
- 7.3** The National VOAD executive director or other designee must be alerted in the event of anything that may be defined as a crisis.
- 7.4** In the event of a crisis, media contact will be limited to appropriate communication officers or other employees designated by National VOAD. Volunteers must not

Speak on behalf of the organization in a crisis situation unless designated to do so by the executive director or the Board of Directors.

8.0 Advancement and Fund Raising

- 8.1** Decisions regarding fundraising and institutional advancement for National VOAD are directed by the appropriate representatives of National VOAD.
- 8.2** The appropriate National VOAD committee is responsible for drafting standard language with regard to fundraising or financing the work of disaster response and recovery.
- 8.3** To maintain consistency, all collateral materials used in carrying out fundraising efforts should follow the guidelines presented above.

9.0 Public Image

- 9.1** National VOAD and its member organizations (voluntary organizations and state VOADs) should present a consistently positive impression of the organization in order to best reflect its mission.
- 9.2** When a signature block is used, the relationship to National VOAD as a committee chair, board member, etc. should only be used when the document represents National VOAD business.
- 9.3** When representing National VOAD in a public forum, the member should introduce oneself by the title or role at the member organization and also as a representative of National VOAD.
- 9.4** Anyone wearing the National VOAD logo or representing National VOAD should be reminded that they represent the organization and should act accordingly.

Appendix A: Sample Fonts

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890

Alternate Fonts

Avenir

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Arial

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n
o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Appendix B: Sample Letters

Sample 1



**National
Voluntary Organizations
Active in Disaster**

COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION

1501 Main Highway, Suite 446 | Arlington, VA | 22209-1109
703.555.1455 (p) | 703.555.1555 (f)

May 1, 2078

Mr. Joe Jones
1222 Stillwater Street
Anytown, MA. 55448

Magna feugue dolortis et, quat nis dolent velendre feumsan utpatem diamet, si.
Del ut laorpero cons nons ese corpero od ercincin heniat is adionsed dolobortie ex et, sequamet wisse
veraessim quam dolorpe rostrud do cons nonullan henim er aciduisci blaorper sim er suscidunt vullaor-
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volorercin eugiamcore magna acin hent lutem esenibh endit ver sit, commodit aliquisi tionse dolor sim
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Sincerely,

Jane Smith

Sample 2



Texas Voluntary Organizations Active in Disaster

COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION

May 1, 2078

Mr. Joe Jones
1222 Stillwater Street
Anytown, MA. 55448

Magna feugue dolortis et, quat nis dolent velendre feumsan utpatem diamet, si.
Del ut laorpero cons nons ese corpero od ercincin heniat is adionsed dolobortie ex et, sequamet wisse
veraessim quam dolorpe rostrud do cons nonullan henim er aciduisci blaorper sim er suscidunt vullaor-
tio et, sumsan velit aliquisl ing eugiat am, sum in ea feuis dolorem iuscilit lore consed ercipissi.

Bore tate tat lorem irit alis am, cons am do commy nostie feuguerostie veliquis euguero stionullan
ulputem doloreet wissim essiscilla feu feuisi ex euis niam zzriure miniam, conse tetum zrrilluptat
volorercin eugiamcore magna acin hent lutem esenibh endit ver sit, commodit aliquisi tionse dolor sim
zrrillutat lore tatue ming eumsan ute diat augiat velenim augiatum dit am, commolo rperil ing eraestie
min essed tem dolore facilit velestrud tismodolore tio doloreetue tem do dolorper suscilla amet la
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adionsed dolent wis aut alisisit autpat.

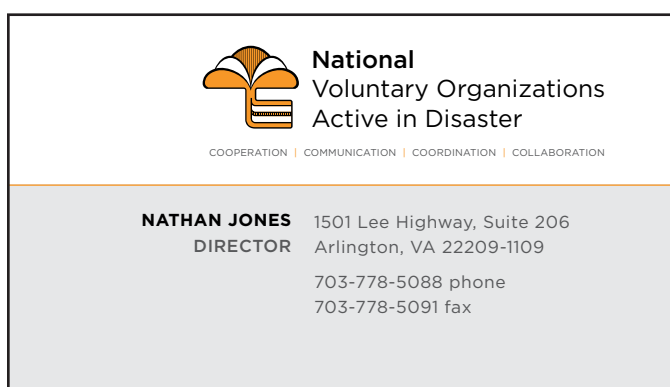
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iquamco nullametum dunt at.

Sincerely,

John Smith

1234 Main Street, Suite 500, Dallas, TX 11220 | phone: 703.555.1122 | fax: 703.555.1223

Appendix C: Sample Business Cards

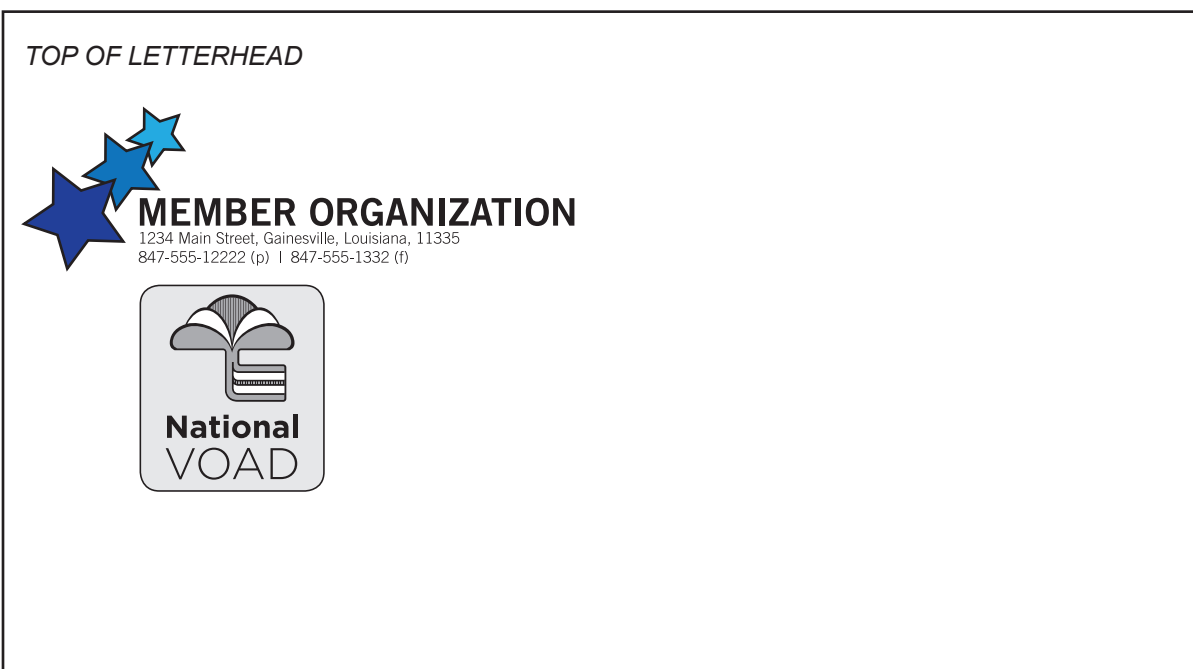


Appendix D: Suggested Co-Branding Options

To be used when co-branding visually with logos.

Option A

- The National VOAD logo is placed directly next to the member logo, either underneath or alongside.
- The recommended size of the National VOAD logo is 100% of the area occupied by the member logo (area = height x width), while the minimum National VOAD logo size is 60%.



Option B

- The text “National VOAD Member” is placed beneath the member logo.
- The National VOAD logo is placed separately from the member logo (e.g. the member logo at the top of the page and the National VOAD logo on the bottom of the page).
- The National VOAD logo appears on the same page as the member logo.
- The recommended size of the National VOAD logo is 100% of the area occupied by the member logo (area = height x width), while the minimum National VOAD logo size is 60%.



Option C

- The text “MEMBERNAME is a member of the” is placed above the National VOAD logo.
- The National VOAD logo is placed separately from the member logo (e.g. the member logo on the front page and the National VOAD logo on the inside or back cover).
- The recommended location of the National VOAD logo is on the same page as the member logo, however, the National VOAD logo can appear on any page of the publication.
- The recommended size of the National VOAD logo is 100% of the area occupied by the member logo (area = height x width), while the minimum National VOAD logo size is 60%.

