Font: Times Roman Bold

RGB: R:123 - G:23 - B:21
CMYK: C:30 - M:98 - Y:98 - K:39
HEX: #7b1715
Pantone: 202

RGB: R:194 - G:145 - B:78
CMYK: C:23- M:43 - Y:80 - K:3
HEX: #C2914E
Pantone: 1245

RGB: R:30 - G:50 - B:97
CMYK: C:100 - M:89 - Y:33 - K:24
HEX: #1e3261
Pantone: 534

CMYK is used for printing, RGB for digital displays, HEX for web design, and Pantone for consistent color reproduction in branding and manufacturing.

The Villages Homeowners Advocates

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VHA Brand Guide

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File Formats

JPEG: Best for web graphics and online sharing, sacrificing some image quality for smaller file sizes.

TIF: Ideal for professional printing, archiving, and graphic design with lossless image quality and preservation of layers and transparency.

PNG: Suitable for web graphics requiring transparency support, such as logos and icons, with lossless compression.

EPS: Primarily used for vector graphics, offering scalability and compatibility with design applications, commonly used for logos and complex artwork.

PDF: Best for sharing documents while preserving formatting across platforms and devices. Suitable for reports, brochures, manuals, and forms.