



**VDH** VIRGINIA  
DEPARTMENT  
OF HEALTH  
*Office of Emergency  
Medical Services*

# OEMS Logo

## Manual & Style Guide

# OEMS Official Logo

Use the approved OEMS logo exactly as provided. Do not recreate, redraw, or modify any part of the logo, including the main logo and the seven regional versions.

## Which Logo Should I use?

Use the appropriate OEMS logo based on the scope of your communication:

**Main OEMS Logo** — Use for statewide, agency-level, or general OEMS communications.

**Regional Logos** — Use only for materials that are specific to an individual OEMS region.

**Do Not Mix Regions** — Regional logos must not be used together within the same piece or layout.

**When in Doubt** — If the intended audience or scope is unclear, always use the main OEMS logo.



**VDH** VIRGINIA  
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Main



**VDH** VIRGINIA  
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Region 1

Regional

## Size and Clearance

Always surround the OEMS logo with sufficient clear space, free of text, graphics, or other elements.

The clear space is based on the height of the "V" in the VDH logo and scales proportionally with the logo size.

The logo must never be used smaller than 1.1 inches in height to maintain legibility and impact.

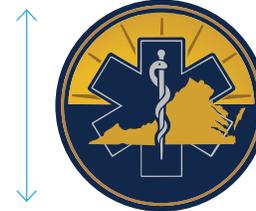
### Vertical Divider Bar:

The vertical bar between the OEMS symbol and the VDH logo lockup is a required element of the official logo and must not be altered.

- **Thickness:** Scales proportionally with the logo and may not be adjusted independently.
- **Alignment:** The bar must remain vertically centered between the symbol and logo lock-up. Use original spacing only; do not adjust or visually compensate.
- **Usage Restrictions:** The bar may not be removed, repositioned, stylized, or used as a decorative element.



Minimum height  
1.1" or 79 pt



Minimum height  
1.1" or 79 pt



## Co-branding

Do not overlap logos. Maintain clear separation and equal visual weight when displaying the OEMS logo alongside partner logos.

When multiple logos are used, each should be approximately the same size and clearly separated to emphasize that they are independent marks.

Side-by-side logos should align in height, with spacing between them equal to the height of the “V” in the VDH logo.

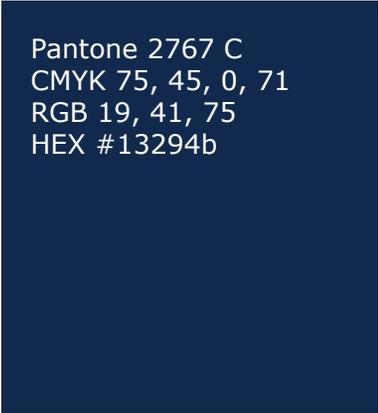


## Color Palette:

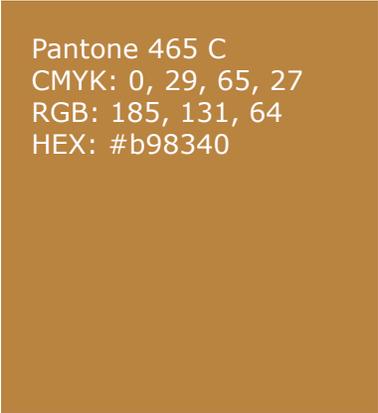
Use only the approved colors from the OEMS logo mark.

Consistent use of these colors reinforces brand identity and ensures easy recognition.

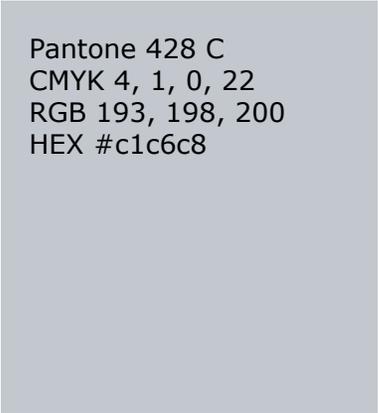
These colors are required for all marketing materials and should be used in combination with the colors specified in the VDH brand manual.



Pantone 2767 C  
CMYK 75, 45, 0, 71  
RGB 19, 41, 75  
HEX #13294b



Pantone 465 C  
CMYK: 0, 29, 65, 27  
RGB: 185, 131, 64  
HEX: #b98340



Pantone 428 C  
CMYK 4, 1, 0, 22  
RGB 193, 198, 200  
HEX #c1c6c8

## logo unacceptable usage:

Consistent presentation is essential for the OEMS logo to achieve maximum recognition.

DO NOT ALTER the logo in any way—this includes color, proportion, orientation, or elements of the design.

Refer to the examples below for incorrect uses to avoid.



Never change the logo's proportions. Always keep it visually balanced and correctly sized.



Never use colors on the logo other than the colors specified in this manual.



Never apply effects or drop shadows to the symbol or logotype.



Never add other graphic elements that interfere with the logo.



Never angle or tilt the logo.



Never use the logo on a photo or background.

## Color knock-out

The OEMS logo can be used in alternative color treatments as needed. The approved knock-out versions are illustrated below:

1. Black & White
2. Grayscale
3. Reversed Out



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1



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2

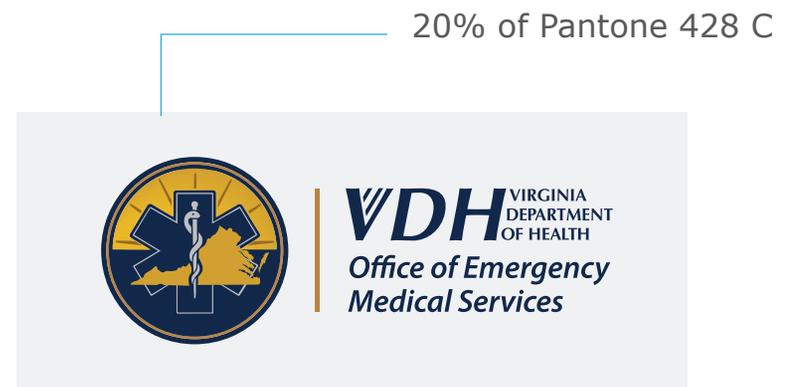
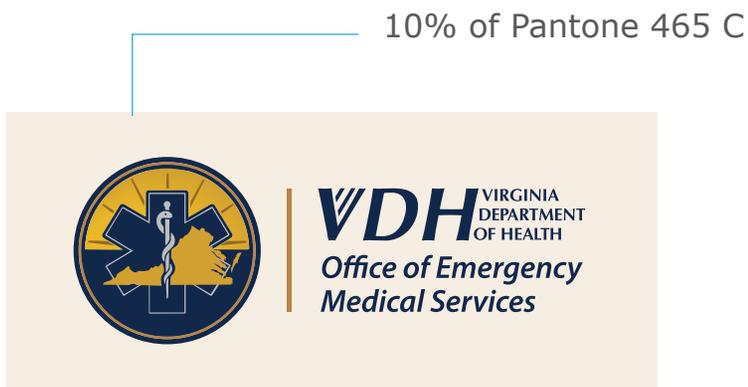


3

## Logo Use on a Color Background

The preferred configuration of the OEMS logo in full color is on a white background whenever possible. When placed on a dark background, such as the main blue, the reversed-out version should be used.

The OEMS logo may also appear on lightly tinted backgrounds, using 10%–20% of the logo colors, as illustrated.



**Thank you**