



1. Purpose

This policy establishes the requirements for the proper use of the Virginia Employment Commission (VEC) logo to ensure brand consistency, protect the agency's integrity, and prevent misuse.

2. Applicability

This policy applies to all VEC employees, contractors, interns, volunteers, media partners, vendors and external organizations.

3. Cancellation

New issue.

4. Definitions

- **Agency** and **VEC** mean the Virginia Employment Commission

5. Policy

A. Authorized Use

1) Internal Use

VEC employees, contractors, interns, and volunteers may use the logo on official agency communications, including presentations, memos, reports, and internal tools, without prior approval.

2) External Use

Partners, vendors, and other external stakeholders may only use the VEC logo with **written permission** from the VEC Office of Communications. Requests for external use of the agency logo must be submitted in writing to the Office of Communications, along with samples and a description of the intended use.

3) Media Use

The logo may be used by media outlets to report on VEC services or initiatives, provided it is not altered and links back to vec.virginia.gov or includes appropriate contact information.

B. Prohibited Uses

The VEC logo may not be used in any way that:

- 1) Implies endorsement or partnership with private businesses, products, services, or political entities without prior written approval from the Commissioner or the Office of Communications.
- 2) Alters the design, colors, proportions, or appearance of the logo in any way (See Section 5.C and the Visual Appendix of Approved Logos).
- 3) Combines or merges the logo with other logos, symbols, or taglines.
- 4) Is used as part of a third-party trademark or product identity

C. Restrictions on Inappropriate Use

The VEC logo must never appear on, or be associated with, any content, product, or material that:

- 1) Contains obscene, defamatory, violent, or otherwise offensive language or imagery.
- 2) Promotes hate speech, discrimination, or harassment based on race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, or political affiliation.
- 3) Depicts sexually explicit content or innuendo.
- 4) Violates any local, state, or federal law, or encourages unlawful activity.
- 5) Could reasonably damage the public reputation, neutrality, or mission of the Virginia Employment Commission.

Any violation of this provision will result in the immediate revocation of logo rights.

- D. The VEC reserves the right to deny or revoke logo use at any time to protect the agency's image or for noncompliance with these guidelines.

6. Procedures:

A. Placement and Clear Space

- 1) The logo must stand alone and not be crowded by other visual elements or text.
- 2) To ensure visibility and visual impact, always maintain clear equal space around the logo. This space must be free of text, graphics, or other visual elements.

B. Use in Digital and Printed Materials

1) Digital Use

When displayed on websites or digital platforms, the VEC logo must hyperlink to vec.virginia.gov. If hyperlinking is not feasible, include the website URL where appropriate

2) Printed Materials

Internal use of the logo on brochures, handouts, reports, and other agency-produced materials is permitted without prior approval.

3) Promotional Items and Merchandise

Use of the logo on apparel, giveaways, or any promotional items whether by employees or external partners requires **prior written approval** from the Commissioner or the Office of Communications.

C. Logo Formats and Visual Reference Appendix

To support correct usage, the following official logo versions are approved and available:

File Name	Format	Description
VEC Final Logo.png	PNG	Full-color logo on transparent background
VEC Logo No Background.png	PNG	Alternate transparent background version
VEC Logo black.png	PNG	Black-and-white logo for monochrome printing
Final Logo-white.png	PNG	White logo for dark backgrounds
VEC-Logo-transparent-web.png	PNG	Optimized for web and digital display
VEC Final Logo.eps	EPS	Vector version for professional print use

See Appendix for approved logos. These files are maintained by the Office of Communications. VEC employees are not required to submit written requests for

authorization to use the agency logo provided that such use is consistent with the provision of this policy.

D. Enforcement

Misuse of the VEC logo, including use inappropriate or unapproved contexts, may lead to:

- 1) Revocation of logo-use permission.
- 2) Request for removal of unauthorized materials.
- 3) Legal or administrative action, where appropriate.
- 4) Disciplinary action in accordance with the Commonwealth of Virginia Standards of Conduct.

E. For questions or logo-use approval requests, please contact:

VEC Office of Communications
pio@vec.virginia.gov

7. Interpretation, Review, and Enforcement

The Director of Communications is responsible for interpretation of this policy.

Non-compliance and violations of this Policy may result in disciplinary action in accordance with the Commonwealth of Virginia Standards of Conduct, up to and including termination of employment.

8. Agency Rights

The agency reserves the right to change or cancel this policy at any time.

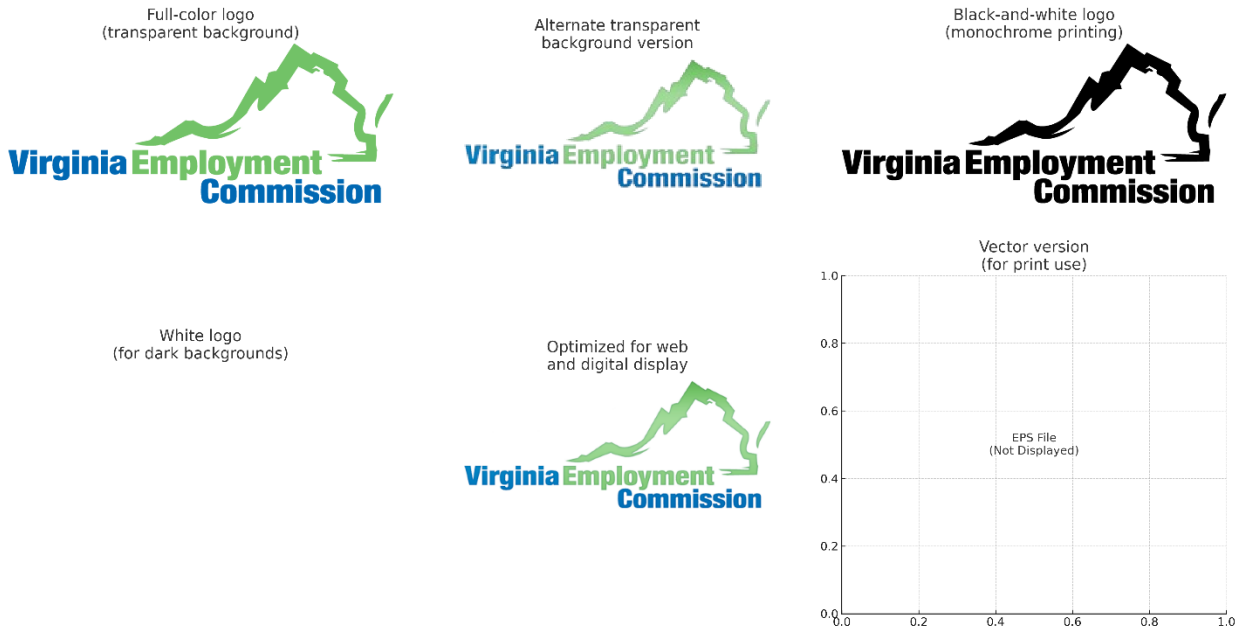


Demetrios "Mitch" Melis, Commissioner

POLICY VERSION CONTROL

Version	Date	Reviewer and nature of the change
1.0	12/01/2025	New issue. C. O'Brien, Director of Communications

Appendix – Approved Logos and Links



Logo Link	Logo picture	When/where to use
Final Logo-white.png		
VEC Logo black.png		
https://covgov.sharepoint.com/:i:/r/sites/VECINTRANET/SiteAssets/VEC-Logos/Final%20Logo-white.png?csf=1&web=1&e=uG3WJd		All White Logo
https://covgov.sharepoint.com/:i:/r/sites/VECINTRANET/SiteAssets/VEC-Logos/VEC-Logo-transparent-web.png?csf=1&web=1&e=dKXLdu		

https://covgov.sharepoint.com/:i:/s/sites/VECINTRANET/SiteAssets/VEC-Logos/VEC%20Logo%20No%20Background.png?csf=1&web=1&e=vjQcgc	 The logo for the Virginia Employment Commission. It features a green outline of the state of Virginia. Inside the outline, there is a green upward-pointing arrow. Below the outline, the words "Virginia Employment Commission" are written in blue, with "Virginia" on the first line and "Employment Commission" on the second line.	
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