



Velturis

BRAND GUIDELINES

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LOGO GUIDELINES



Velturis

PRIMARY



Velturis

SECONDARY



No matter how you use the logo, make sure it's easy to see. To do this, surround the logo with a buffer of clear space, or area of isolation. Don't let any other graphic penetrate this space. This will keep the logo from getting crowded and hard to see. The size of the area of isolation is .25" from the edges shown above.

Try to never use the logo smaller than .5" wide.

LOGO FONTS

Font - Niveau Grotesk

V - Custom Graphic

Tracking - 100



Velturis

LOGO USAGE

CORRECT



CORRECT MAIN USAGE



CORRECT 2-COLOR USAGE



CORRECT 1-COLOR USAGE
May also use Pantone 2768 C.



CORRECT BLACK & WHITE USAGE



CORRECT REVERSED USAGE



CORRECT SECONDARY USAGE
Same rules apply.

INCORRECT



DON'T ADD A COLOR



DON'T SWAP THE COLORS



DON'T PUT ON SAME COLOR IN LOGO



DON'T PUT ON A BUSY BACKGROUND



DON'T MIX & MATCH

COLOR PALETTE



MAIN PALETTE

Always try to use the darker gray or green in the largest chunks of color.



Pantone 363 C



Pantone 425 C



Pantone 425 C 68%

SECONDARY PALETTE

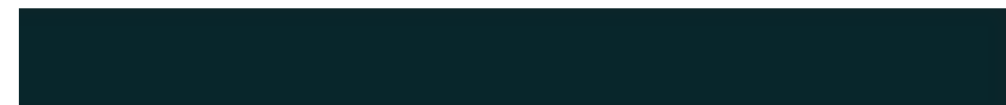
Use as liberally as needed.



Pantone 425 C 22%



Pantone 7711 C



Pantone 5463 C

ACCENT PALETTE

Use sparingly to really highlight something or brighten up collateral if necessary.



Pantone 3252 C



Pantone 1787 C

TYPOGRAPHY

NIVEAU GROTESK : LIGHT
 NIVEAU GROTESK : REGULAR
NIVEAU GROTESK : BOLD

AVENIR : LIGHT
 AVENIR : ROMAN
 AVENIR : HEAVY
AVENIR : BLACK

HEADLINES SHOULD ALWAYS BE IN SOME FORM OF NIVEAU GROTESK BOLD CAPS WITH TIGHT TRACKING

SUB-HEADS SHOULD ALSO BE UPPER CASE, PREFERABLY USING A THIN/LIGHT VERSION OF THE AVENIR OR NIVEAU FONTS.

Body copy should always be in Avenir Book/Regular, or in Avenir Medium if needed for print going on a dark background. Body copy should always be in Avenir Book/Regular, or in Avenir Medium if needed for print going on a dark background. Body copy should always be in Avenir Book/Regular, or in Avenir Medium if needed for print going on a dark background. Body copy should always be in Avenir Book/Regular, or in Avenir Medium if needed for print going on a dark background. Body copy should always be in Avenir Book/Regular, or in Avenir Medium if needed for print going on a dark background.

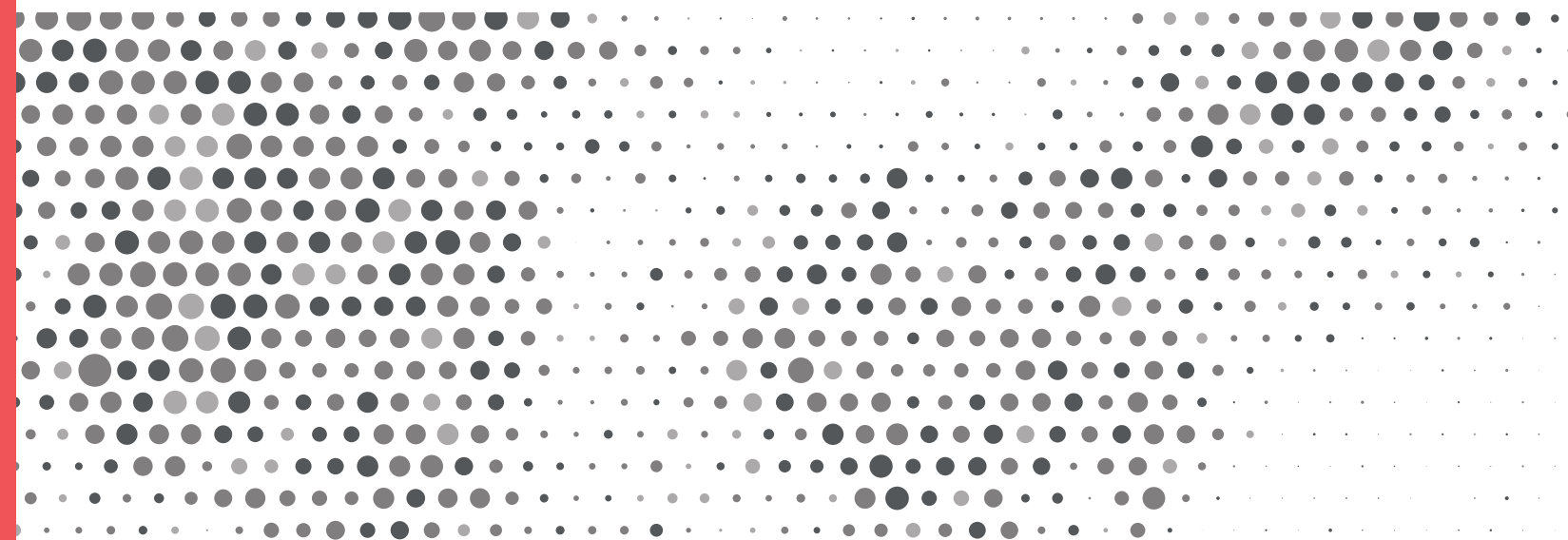
When on a dark background, use discretion.

Text on a dark background varies, depending on the background color. White is the safe choice.
 Text on a dark background varies, depending on the background color. White is the safe choice.
 Text on a dark background varies, depending on the background color. White is the safe choice.
 Text on a dark background varies, depending on the background color. White is the safe choice.

ICONS & IMAGERY



LOGO BACKGROUND PATTERN - ONLY USE WHEN AT LEAST THIS LARGE



ABSTRACT BACKGROUND DOTS - MAY BE CHANGED TO ANY COLOR NEEDED