

Logo



# Logo

There should always be a minimum space around the logo, clear of any other visual element, to ensure the integrity of the brand is respected. This 'free zone' can be measured by adding a V on all sides of the logo.

The minimum width of the logo is 120 px for screens and 1" for print.

 VENTION

← - - - - - →

120 px / 1"



## Don'ts

The logo should never be modified, rotated or distorted in any way.



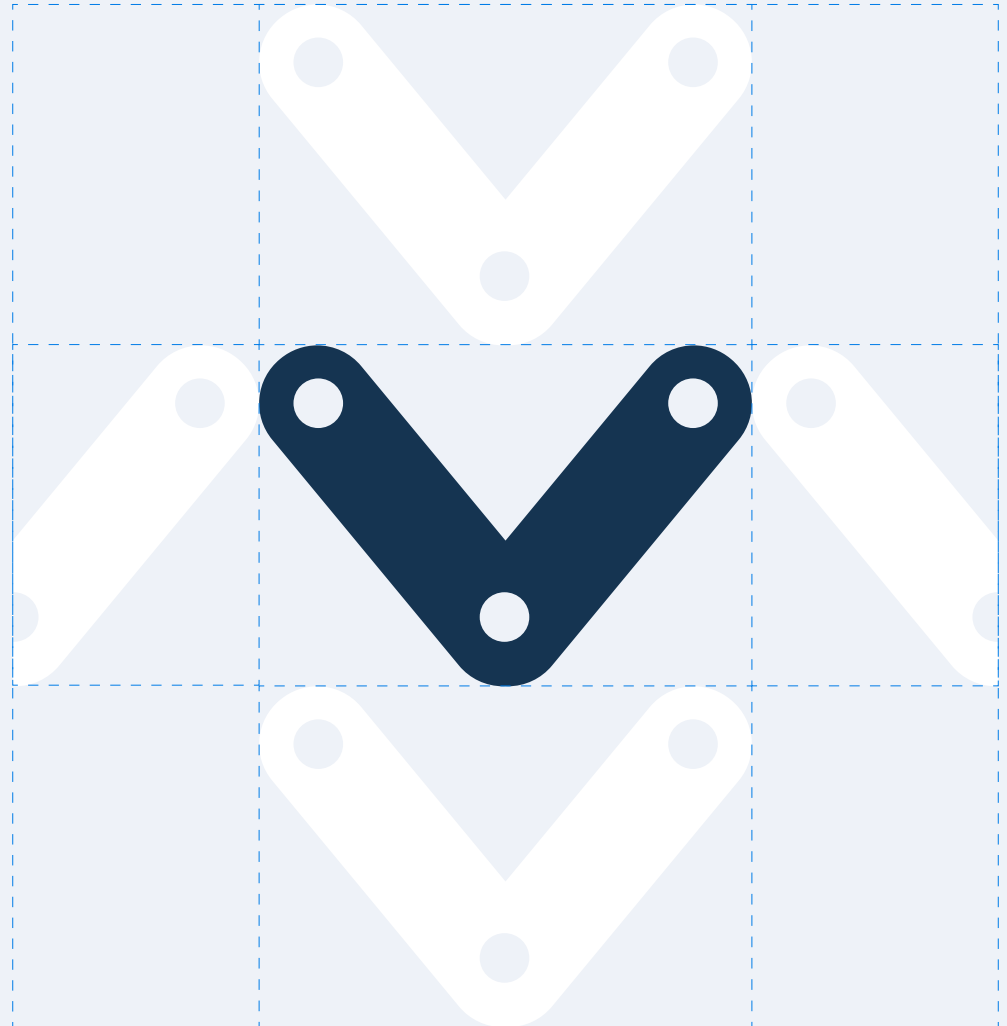
V



# V

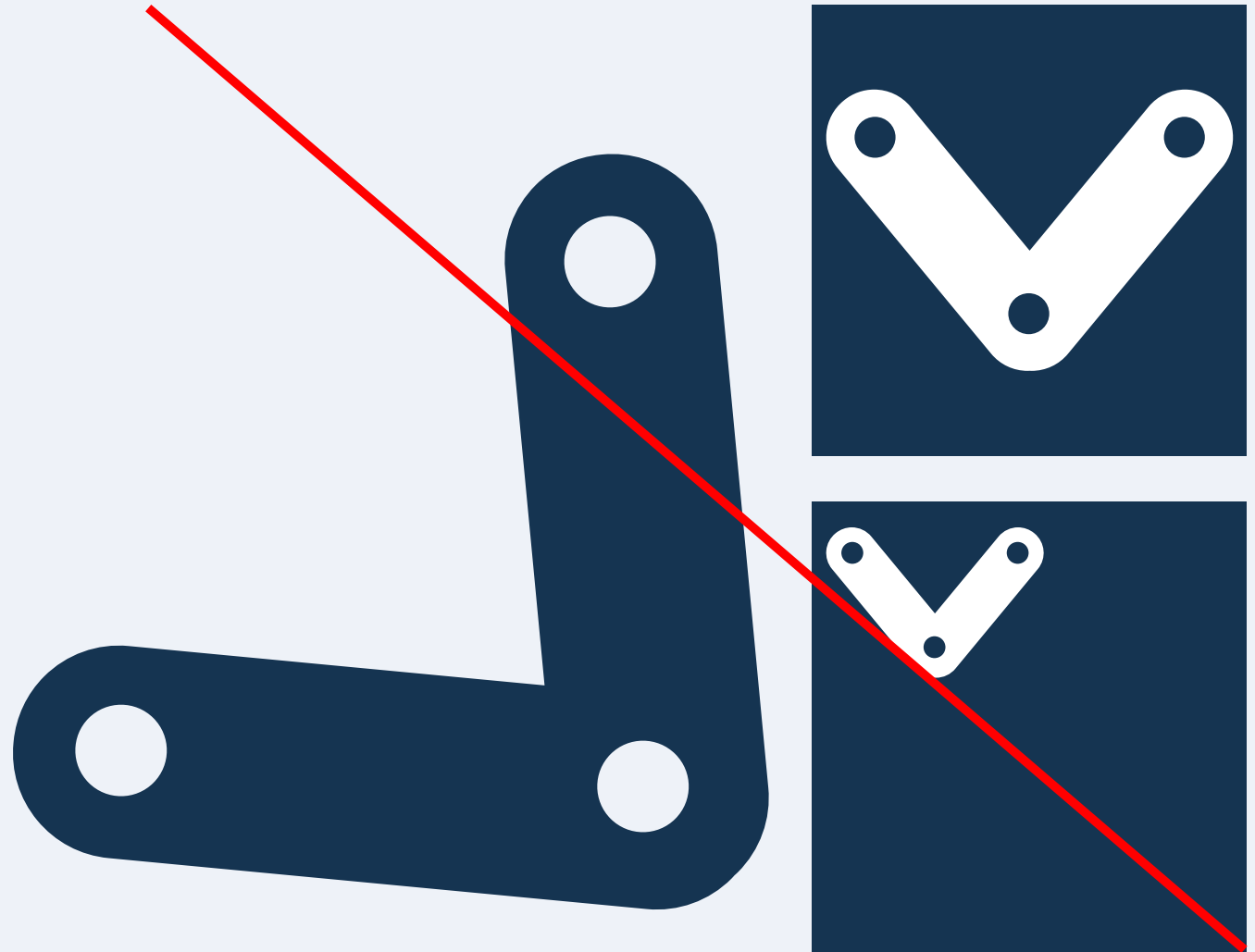
The Vention V can serve as the main graphic element in compositions, like the cover of this very document. In which, it should always be centered in its block, free of any other element.

Just like the logo, the V has a minimum space around the symbol that should always be clear of any other visual element. This space can be measured by adding a V above and beneath it, as well a half V on both sides.



## Don'ts

The central alignment and minimum space around the V should always be observed.



## Logo Colours

The white logo on navy background is preferred, but can also be used the other way around.

In case the logo must be used in a black and white context, the Vention blue should be simply replaced by a solid black (K=100).



## Don'ts

To respect and maintain the brand identity, but also to ensure readability, logos and text should always be either Vention Blue on a light background, or White on a dark background.

