



## LOGO GUIDELINES

Our logo is a key element of our brand identity, therefore it is essential that it is always reproduced correctly.

The logo should always have Vinfen on top and the tagline underneath and will be provided in 3 color options: teal and black, all black or all white. No other iterations should be used.

In order to maintain clarity of our logo, it must always be surrounded by a minimum clear space and should be proportional to content size.

## COLOR PALETTE

Our brand revolves around a core set of brand colors. It is important our colors are used consistently and correctly for both print and web.

The logo can be placed in white on top of green, orange, light teal or dark teal.

Dark teal is the main color. All other colors should be used as an accent only.

Pantone: 2231 C: 100 M: 25 Y: 33 K: 11  R: 0 G: 121 B: 147  Hex: 007993 Primary/Text	Pantone: 2234 C: 70 M: 19 Y: 34 K: 3  R: 74 G: 158 B: 166  Hex: 4a9ea6 Secondary	Pantone: Cool Gray 1 C: 18 M: 13 Y: 15 K: 0  R: 217 G: 216 B: 214  Hex: d9d8d6 Background
Pantone: 2298 C: 37 M: 0 Y: 76 K: 0  R: 182 G: 218 B: 88  Hex: b6da58 Secondary	Pantone: 157 C: 2 M: 45 Y: 71 K: 0  R: 240 G: 159 B: 84  Hex: f09f54 Secondary	Pantone: 424 C: 54 M: 42 Y: 42 K: 26  R: 112 G: 114 B: 114  Hex: 707272 Secondary/Text



## TYPOGRAPHY

TITLES ARE IN CALIBRI (BOLD, ALL CAPS)



Calibri (bold)  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 123456789

SUBTILES ARE IN CALIBRI (BOLD, ALL CAPS)



Calibri (regular)  
 abcdefghijklmnopqrstuvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 123456789

Body text should be in Calibri (Regular, upper/lowercase). The body should be easily legible. Make sure it has high contrast in color and not too small.



## SAMPLE

VINFEN IS PROUD TO SUPPORT  
**MASSACHUSETTS ADVOCATES  
 STANDING STRONG (MASS)**

Together, we share in a vision where people with intellectual and developmental disabilities are fully empowered to make choices that improve and enrich their lives.