



VGM & Associates

Brand Guidelines

Overview

This VGM & Associates brand guide sets standards for the correct use of our company's logos. Because our logo is the most obvious symbol of the VGM & Associates brand, it should always be presented the way it was designed.

This guide will evolve over time. We hope it helps you present the most visible sign of our brand in a consistent way and that you use it as a resource.

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Logo Overview

Our logo is the single most important visual element of our organization and its brand. There are four key requirements to ensure a consistent representation of our brand when using the logo: adhering strictly to logo-color usage, observing minimum personal space, being aware of minimum reproduction sizes and placing the logo prominently.

Logo Color

Our full-color logo is used against a white background. The reverse logo is used against any color from our primary or secondary palette.

Primary Logo



Full Color



Black



Grey



White

Logo Usage

Logo Clear Space

The minimum clear space (x) is equal to the height as shown. Personal space is the minimum “clear” area to be maintained around the logo. This area must be kept free of graphics, images, text and other logos. The area between the logo and the edge of the printed piece is also considered clear space.



Minimum Logo Size and Proper Usage

The minimum size specifications ensure that our logo is always legible. **Logo must never be used smaller than .75” in diameter.**

Do not put a white box or partial circle around the logo when placed on a dark or busy background, and do not reproduce the logo in colors other than those specified in these guidelines.

Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.

Logo artwork should always appear upright unless it is being utilized in a mockup of logo application, e.g.: on a perspective view of a screen, embroidered shirt, etc.



