Van Mark Brand and Logo Guidelines

Logo Guidelines

Clear space:

Always maintain clear space around the Van Mark logo to protect from distracting graphics or typography.

Use the Van Mark check mark as a guide for equal spacing all around.

Font Type:

Our logo uses two modified font types. Optima Bold for the logo, and Baker Signet for our slogan

Optima Bold
Font size: 65pt or 76%
Middle space 31pt
-119 tracking (between the V and a)
-38 tracking (rest)

Baker Signet
Font size: 20pt or 24%
check space - 2 spaces
113 tracking
Vertical scale: 97%
Horizontal scale (quality): 134%
Horizontal scale (rest): 115%

Logo color:

When the logo appears on a white background, use our primary, authorized Van Mark blue with red check mark.

Van Mark blue
C:83 M:41 Y:1 K:0
R:0 G:129 B:195
Hex: #0081C3
Pantone: 660 C

Check mark red
C:0 M:100 Y:100 K:0
R:240 G:15 B:0
Hex: #F00F00
Pantone: 485 C

Alternative color backgrounds:

When using a background color that is equal to our Van Mark blue, reverse out the color, maintaining the red check mark throughout.

Darker background colors are acceptable but not preferred.

Solid black and white Van Mark logos are to be used for black/white print only.

The Van Mark block:

If you need to use a smaller size for our logo, use our Van Mark block. Otherwise please use our full logo whenever possible.

Make sure to use the logo that also contains the Van Mark name. Do not use the Van Mark block without it.

Follow the same rules for alternative color backgrounds, logo color, and clear space.

Color Specifications

Our Color Palette:

Van Mark blue is our primary color that is used for most of our website and brochures. It is sometimes complimented with the Van Mark dark blue and Van Mark light blue. Although, some of our material might contain other color palettes (legacy literature and model branding). We are moving towards a consistent theme for our current literature to help bring a uniformity with our brand.

Van Mark blue
C:83 M:41 Y:1 K:0
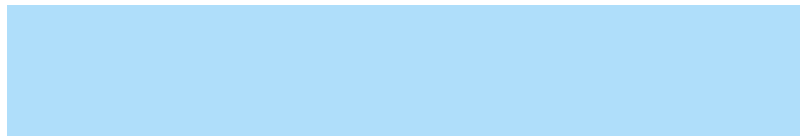R:0 G:129 B:195
Hex: #0081C3
Pantone: 660 C

Check mark red
C:0 M:100 Y:100 K:0
R:240 G:15 B:0
Hex: #F00F00
Pantone: 485 C

Van Mark dark blue
C:91 M:73 Y:25 K:9
R:48 G:80 B:129
Hex: #305081
Pantone: 2140 C

Van Mark light blue
C:28 M:2 Y:0 K:0
R:175 G:222 B:250
Hex: #AFDEFA
Pantone: 290 C

Printing Note:

For literature or any print media, refrain from using the Van Mark blue text on top of the Van Mark dark blue or Visa-versa. Text might become difficult to read when you print. When printing, you can use the Van Mark light blue or white with either Van Mark's blue or dark blue.

TEXT

TEXT

TEXT

TEXT

Typeface Details

The Typeface Family:

For a majority of our sales and marketing material, as well as our website, we've adopted the Google Typeface Raleway as our default font. Both heavy and regular versions of the typeface are used.

Manuals, parts listing, and legacy literature will continue to use both Palatino, Arial, and Times New Roman Typefaces.

When to use:

Railway Heavy is the font used for titles. It is used when emphasis is needed or to draw attention to a product or service.

Railway (Heavy)
ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

When to use:

Railway Regular is the default font for all other forms of standard body text, ranging from stationary, website design, brochures, and all forms of general correspondence.

Railway (Regular)
ABCDEF
abcd1234

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()

Van Mark Phone Number:

When referring to our company phone number, it should be written as **1-800-VAN-MARK** with Van Mark in all caps. The numeric phone number for Van Mark can be written afterwards within parentheses (826-6275).

Logo Best Practices

Rule of thumb:

To ensure the Van Mark logo is not a victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, or modify any part of the logo.

Some examples of logo missuse are shown below.

Do Not: Position

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Optima Bold and Baker Signet.

Do Not: Sizing

Do not squish or squash the logo. Any resizing must be in proportion.

Do Not: Color

Do not change the colors even if they look similar. Use the official color specifications detailed in these guidelines