

Vald BRAND GUIDELINES



Vald

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Color logo mark

RGB



PRIMARY GRADIENT
SECONDARY GREEN to
MAIN GREEN



MAIN GREEN
R0 G96 B118
HEX #006076



SECONDARY GREEN
R0 G186 B177
HEX #00BAB1



Dark Gray
R48 G48 B48
HEX #303030



Color logo mark

CMYK



PRIMARY GRADIENT
SECONDARY GREEN to
MAIN GREEN



MAIN GREEN
C89 M54 Y52 K4



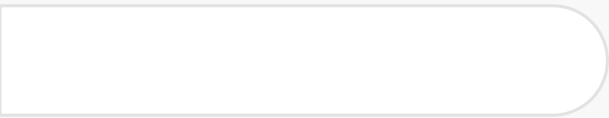
SECONDARY GREEN
C72 M0 Y41 K0



Dark Gray
C80 M74 Y72 K48



Monochrome logo mark



White

C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff



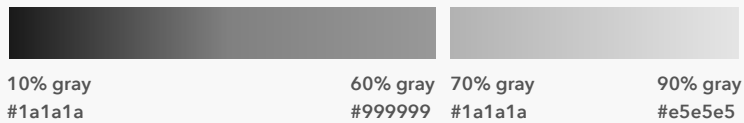
Dark Gray

C80 M74 Y72 K48
R48 G48 B48
HEX #303030



Using the full-color Vald Logo

These examples show the correct application of the Vald Logo on different solid backgrounds. The almost color logo should be used on a background that's lighter than 70% gray.



Using the monochrome Vald Logo

If a background color makes the full-color logo hard to see, you should use a monochrome logo instead.



Clear space & Logo sizing

Clear space

Clear space buffers the logo icon from images, text, or other graphics that compromise its impact and visibility.



Logo sizing

We've optimized the Vald Logo for specific sizes.

Minimum digital height: 35dp

Minimum print height: 10mm



What not to do with the Logo

Don't

- Change orientations
- Alter the proportions
- Add visual effects
- Use any colors other than designated color
- Change the type layout
- Choose a different typeface
- Place the mark on image that are too complex
- Place objects in clear space

