# Vald BRAND GUIDELINES



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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



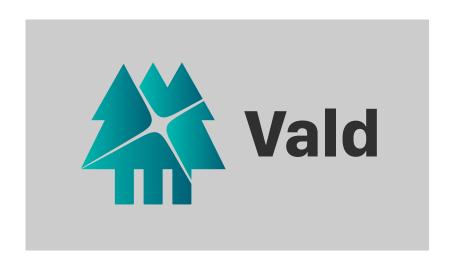


# Using the full-color Vald Logo

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







## **Clear space &** Logo sizing

**Clear space** 













