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.

10% gray
#1a1a1a

60% gray
#999999

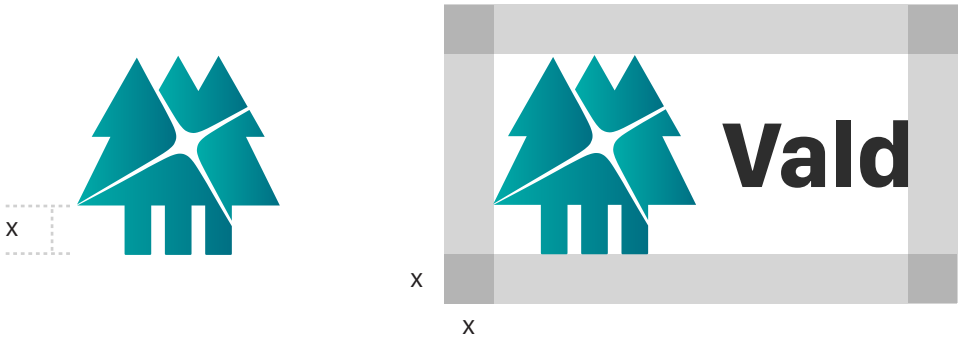
70% gray
#1a1a1a

90% gray
#e5e5e5

Using the mono-chrome Vald Logo

Clear space & Logo sizing

Clear space



Logo sizing

Vald