



# 1. Our Brand

Corporate Vision  
Corporate Beliefs

## 1. Our Brand

### Corporate Vision

*To fulfill our beliefs* we don't settle  
for anything less than excellence  
*in every area in our company.*

As a team we must have the honesty to admit when we fall short and the courage to change thus allowing our business to constantly evolve to further serve our clientele.

To best serve our clients we also believe it is our inherent responsibility to provide a healthy work environment for our employees which brings out the best in the individuals on the team while cultivating a culture that encourages personal and professional growth.



*The result is an industry leading, world class Solutions Company, constantly focused on serving the needs of our clients with best in class people, processes, technology, pricing, and unparalleled customer service.*

## 1. Our Brand

### Corporate Beliefs

# We believe

## Our Business

is a gift and a blessing. It is first and foremost an opportunity to serve people and we find great joy in serving others.

## Our Clients

- deserve fair and honest vendor contracts.
- deserve the best possible pricing.
- deserve timely and correct invoices.
- have the right to access their data in a useful and understandable way.
- deserve world class customer service!

## 1. Our Brand

### Corporate Beliefs

**We believe** that success comes from having your values in order. That order is People, Product and then Profit.

#### People

dedicated to our people who are serving our clients' needs

#### Product

our commitment to create valuable and efficient program for our clientele that makes their businesses better.

#### Profit

when we create a seamless, cost effective solutions for our clients everyone profits.

# 2. Identity elements

- Vector logo ideas
- Primary logo
- Horizontal option of the logo
- Logo clear space
- Monochrome options of the logo
- Logo advice

## 2. Identity Elements

### Vector Logo Idea

#### Vector symbol

The Vector trademark is a stylized letter V, which elements are arranged among themselves, like the space between the vector arrows directed to the center of the sign. It symbolizes the company's focus on the main values in business-people, product and result.

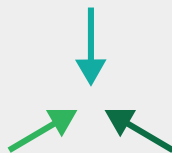
The main colors for the logo are shades of green. They reflect the company's activities directly related to ecology and recycling.



#### Logo semantic



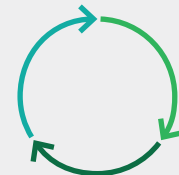
V letter



Focus on the values



Multidirectional  
(eco-frendly colors)



Recycling

## 2. Identity Elements

### Primary logo

#### Vertical logo option

The vertical version of the Vector logo is the main one and is used in most cases of corporate product design. A special feature of the vertical version is the layout of elements (sign and font writing) in the center. When using this version of the logo in the design, it is important to take this into account.

#### The wordmark

The name Vector is reflected in the logo by a verbal spelling developed taking into account the geometry and pattern of the sign. Geometrical grotesque black lowercase characters are used to write name of the brand. The proportions between the spelling and the symbol are fixed. These two logo elements should never be redrawn or altered in any way.

---

#### Please note

*Our logo, wordmark or symbol should never be recreated or changed in any way.*



#### File name:

vector\_logo\_cmyk\_v.eps (print)  
or vector\_logo\_rgb\_v.png (digital)



## 2. Identity Elements

# Logo proportions

### Vertical logo proportions

To build the sign, a modular grid based on an equilateral triangle was developed. The height of the triangle is taken as the base unit X, which was used to build the relationship between the size of the sign and the font.

All margins and dimensions correspond to this value, which allows you to correctly position the sign and the font in the logo. It is strictly forbidden to change these proportions, transform or change the arrangement of elements in any way.

All logos and their electronic versions are attached to this manual. Only they can be used to create layouts.



### Please note

*Our logo, wordmark or symbol should never be recreated or changed in any way.*



## 2. Identity Elements

# Horizontal option of the logo

### Horizontal logo option

The horizontal version of the Vector logo is intended for use in cases where the use of the vertical version is not justified. For example, if the design mainly uses the alignment of elements along the edge, or if the vertical logo does not have enough free space in height, which negatively affects its positioning and size.

### The wordmark

The name Vector is reflected in the logo by a verbal spelling developed taking into account the geometry and pattern of the sign. The ratio of proportions between the font writing and the symbol is fixed. These two elements of the logo should never can be redrawn or changed in any way.



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*Our logo, wordmark or symbol should never be recreated or changed in any way.*

### File name:

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## 2. Identity Elements

### Logo clear space

#### Vertical logo

The free space around the logo ensures its best visual perception and maximum impact on the viewer. No graphics, images, or text elements should fall into the area free logo field. The free margin around the logo must be at least the height of the V symbol.

This page shows the limits of the minimum free space for the vertical version of the logo.

---

#### Please note

*Our logo, wordmark or symbol should never be recreated or changed in any way.*

Clear space is a rule that exists in order to protect our key asset



## 2. Identity Elements

### Logo clear space

#### Horizontal logo

The free space around the logo ensures its best visual perception and maximum impact on the viewer. No elements of graphics, images or text should fall within the free field of the logo. The free margin around the logo must be at least the height of the V symbol.

This page shows the limits of the minimum free space for the horizontal version of the logo.

The space at the top and bottom of the logo is measured from the borders of the font face and not the sign.

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#### Please note

*Our logo, wordmark or symbol should never be recreated or changed in any way.*

Clear space is a rule that exists in order to protect our key asset



## 2. Identity Elements

### Other options of the logo

#### Logo with the invert wordmark

This version of the color logo is designed to be applied to dark backgrounds or substrates. When using this version on backgrounds other than black, it is important to take into account that the contrast between the background and the logo is significant and does not interfere with the readability of the logo.

To use this version of the logo correctly, the background color must match the recommended palette for dark substrates described in the chapter Colour / Secondary palette.

The use of images as a background for the logo is shown on this page.

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#### Please note

*All logos and their electronic versions are attached to this manual. Only they can be used to create layouts.*



# VECTOR

**File name:**  
vector\_logo\_cmyk\_v\_inv.eps (print)  
or vector\_logo\_rgb\_v\_inv.png (digital)



# VECTOR

**File name:**  
vector\_logo\_cmyk\_h\_inv.eps (print)  
or vector\_logo\_rgb\_h\_inv.png (digital)

## 2. Identity Elements

# Monochrome options of the logo

### Monochrome options

A single-color black-and-white logo is used when there is a limit on the color of the layout, in monochrome images, as well as for use in souvenir products.

As an exception, in some cases, the logo may not be displayed in black, but in silver or gray.



**File name:**

vector\_logo\_grey\_v.eps (print)  
or vector\_logo\_grey\_v.png (digital)



**File name:**

vector\_logo\_black\_v.eps (print)  
or vector\_logo\_black\_v.png (digital)



**File name:**

vector\_logo\_grey\_v.eps (print)  
or vector\_logo\_rgb\_v.png (digital)



**File name:**

vector\_logo\_white\_v.eps (print)  
or vector\_logo\_white\_v.png (digital)

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**Please note**

*All logos and their electronic versions are attached to this manual. Only they can be used to create layouts.*

## 2. Identity Elements

# Logo advice

The logo is professionally designed for all purposes. Please follow these simple rules:

- Use the correct logo from the suite we supply
- Do not redraw the symbol
- Do not recreate the wordmark
- Do not change the colours

### Please note

*All logos and their electronic versions are attached to this manual. Only they can be used to create layouts.*

Avoiding the following scenarios will help to ensure our logo remains clear and singular

**Don't** alter the relationship between the wordmark and the symbol.



**Don't** distort the logo in any way.

**Don't** colour the wordmark.



**Never** change the symbol colour.

**Don't** place primary logo over imagery.



**Never** recreate the logo elements.



# 3. Colour

Primary Palette  
Secondary palette

# 00A89E

# 046A39

# 47AC4C

### 3. Colour

## Primary Palette

#### Logotype colours

The basic Vector brand color palette is a combination of 3 shades of green, as well as black and white.

These colors are the main ones for creating the company's design. If necessary, you can use shades of these colors, which will expand the possibilities in the design of products.

For each color, there are parameters for use in printing tasks and web / interactive. The use of digital settings will allow you to avoid mistakes and incorrect display of the brand.

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#### Please note

*The specified Pantone colours have been chosen as the closest match to our preferred process (CMYK) colours.*

**Please note** that these guidelines are for visual purposes only and not to be used for colour matching.

## Graphite Black

HEX	39373A
RGB	57, 55, 58
CMYK	0% 0% 0% 90%
PMS	90% Black

## White

HEX	FFFFFF
RGB	255, 255, 255
CMYK	0% 0% 0% 0%

## Cadmium Green

HEX	046A39
RGB	4, 106, 57
CMYK	90% 31% 87% 24%
PMS	349C

## Bright Grass Green

HEX	47AC4C
RGB	71, 172, 76
CMYK	76% 0% 87% 0%
PMS	361C

## Bright Sea Green

HEX	00A89E
RGB	0, 168, 158
CMYK	81% 6% 43% 0%
PMS	326C

**Green** is the generic colour for Vector.  
It has to remain **dominant**.

3. Colour

Secondary palette

The additional palette is intended for use as a shadow, contrasting background (except black), on which the logo or design elements are placed.

For each color, there are parameters for use in printing tasks and web/interactive.

The use of digital settings will allow you to avoid mistakes and incorrect display of the brand.

**Please note**  
*The specified Pantone colours have been chosen as the closest match to our preferred process (CMYK) colours.*

Deep Green

HEX	2A3C2F
RGB	42, 60, 47
CMYK	70% 36% 60% 63%
PMS	560C

Deep Blue

HEX	0E2D40
RGB	14, 45, 64
CMYK	96% 68% 46% 49%
PMS	303C

Deep Violet

HEX	332B40
RGB	51, 43, 6
CMYK	83% 73% 44% 48%
PMS	2695C

### 3. Colour

## Combination of deep and bright

Green is the generic colour for Vector. It has to remain dominant. A secondary colour palette used to bring rhythm. Use sparingly and smartly.

Dark colors can be used in cases where it is justified by the design. Carefully use an additional palette, so as not to lose the correct perception of the brand and its main colors.



## Bright and deep colours

We use the secondary colours with restraint. If they are used too much, this will weaken the authority of our brand.



# 4.

# Typography

- Primary typeface
- Supporting typeface
- Cross-platform
- Typography advice
- Principles of using typography

## 4. Typography

### Primary typeface

#### Graphik Family

As the main corporate font, we recommend the typeface – Graphik. Suisse Intl has 18 styles in its family – from ultra-thin to ultra-bold and their slanted versions. However, it is recommended to use only Regular, Medium and Semibold.

The remaining characters can only be used in exceptional cases. If the use of this font is not possible, we recommend using the Helvetica or Arial system typefaces.

It should be remembered that each font must have a license for use, which is set by the copyright holder.

#### Please note

Arial and Times should only be used in special circumstances, when Graphik and Publico are not available.

# Graphik

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

#### Regular

Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector's risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!

#### Medium

Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector's risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!

#### Semibold

Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector's risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!

#### Bold

Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector's risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!

#### Licenses

<https://commercialtype.com/catalog/graphik/graphik>

## 4. Typography

### Supporting typeface

#### Publico

As an additional font for typing large volumes of text (booklets, brochures, releases), we recommend the typeface – Publico.

In addition to the role of typesetting, Publico is perfect for accidental headings, footnotes and highlights in the text.

Publico has 12 basic typefaces in its family – Light, Regular, Book, Demibold, Bold, Black and oblique versions of these typefaces.

If the use of this font is not possible, it is recommended to use the Times system font.

It should be remembered that each font must have a license for use, which is set by the copyright holder.

#### Please note

Arial and Times should only be used in special circumstances, when Graphik and Publico are not available.

# Publico

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

#### Roman

Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!

#### Italic

*Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!*

#### Bold

**Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!**

#### BoldItalic

***Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!***

#### Licenses

<https://commercialtype.com/catalog/publico>



#### 4. Typography

## Cross-platform

Graphik and Publico are both Open Type fonts. This means they have cross-platform compatibility (the same font file works on Macintosh and Windows computers).

These typefaces are our preferred fonts. However, for use on computers without the purchased typefaces, we recommend using the standard system fonts **Arial** and **Times** (these are the closest to Graphik and Publico).

Graphik and Publico should only be used in PowerPoint, word processing programmes, spreadsheets and email. Never use them in corporate communications or advertising.

Usage Arial should be used in place of our primary typeface, Graphik. It is used for large messaging, headlines and to emphasise key copy.

Times should be used instead of Publico, as a support typeface.

#### Please note

*Arial and Times should only be used in special circumstances, when Graphik and Publico are not available.*

# Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

## Times

Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector's risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!



## 4. Typography

# Typography advice

This page shows examples of incorrect use of typography in the layout of corporate materials.

Such decisions worsen the readability and perception of the text, as well as negatively affect the brand image.

When making up advertising materials, be sure to take these conditions into account.

## Typography is our written personality and should not be altered or changed

**Don't** use other typefaces.



*Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you*



**Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that**

**Don't** use outline.

**Don't** over-track the typefaces.



Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and



VECTOR OFFERS STRATEGIES AND SOLUTION FOR MANAGING OUR CLIENT'S WASTE AND RECYCLING SERVICES THAT FOCUS ON INCREASING HAULER/RECYCLER BILL ACCURACY AND REDUCING COSTS. VECTOR' RISK FREE PROGRAM PROVIDES YOU WITH A

**Don't** capitalise.

**Avoid** loose or tight leading.



Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler



Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!

**Don't** use a font size less than 6pt

**Don't** justify text.



Vector offers strategies and solutions for managing our client's waste and recycling services that focus on increasing hauler/recycler bill accuracy and reducing costs. Vector' risk free program provides you with a full-service waste hauling and recycling department that pays for itself and saves you money!



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**Don't** distort the fonts in any way.

#### 4. Typography

## Principles of using typography

This and the next page turns show the main combinations when using the recommended branded headsets Graphik and Publico.

Depending on the design, both corporate fonts and one font in different styles can be used in the layout.

This example illustrates the use of this font pair for the layout of typical advertising and information materials of the company-press releases, brochures or presentation booklets.

Second-level Header

Struggling with ever-increasing waste expenses?

Main Header

# We slash waste hauling expenses



Body text

Vector is a full service, one-stop waste disposal, hauling, and recycling resource that analyzes, designs and supports the implementation of a more cost-effective and efficient waste disposal and hauling program for your company.

We are not an ordinary waste broker or waste consultant, we are «Your Trash Team», a Client Advocate, and we handle every single aspect of your waste disposal and hauling billing and add more customer support, with No hidden fees!

We've combined industry experts with our Vector proprietary enterprise software, ProRefuse™, to give you human expertise and one-number consolidated customer service, as well as customized bulk billing solutions backed by data, all designed to drive down your cost and increase transparency.

Footnote

*Our customized data and analytical capabilities let us broker a more efficient waste disposal and recycling program for you. More efficient service means more visibility, reduced time to manage and less cost. Often a net reduction of 15% or more! We are «Your Trash Team,» and we are also your «Complete Solution.»*

Second-level Header

Struggling with ever-increasing waste expenses?

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#### 4. Typography

## Principles of using typography

This and the next page turns show the main combinations when using the recommended branded headsets Graphik and Publico.

Depending on the design, both corporate fonts and one font in different styles can be used in the layout.

The font hierarchy allows you to organize the content of the page and contributes to a better perception of information by the reader.

If the layout uses two fonts, then it is important to correctly place accents between the main font and the additional one.

			
		<p>We believe that success comes from having your values in order.</p> <p>For Vector that order is People, Product and then Profit.</p>	
<h1>20</h1> <p>YEARS</p> <p>Over 20 years serving clients in the waste disposal, hauling &amp; recycling industry</p>	<h1>5</h1> <p>STEPS</p> <p>To gaining visibility to your data while reducing costs by brokering the exact services you need</p>	<h1>250</h1> <p>MILLION DOLLARS</p> <p>Over \$250,000,000 in cost has been reviewed and impacted</p>	<h1>100%</h1> <p>VISIBILITY</p> <p>Complete transparent data to create informed, conscious decisions</p>

This example illustrates the use of this font pair for the layout of typical advertising and information materials of the company-press releases, brochures or presentation booklets.



# 5. Imagery

Photos

Charts & diagrams



## 5. Imagery

### Photos

#### Photographic and aesthetic emphasis.

Vector brand photos are the use of photographic images to demonstrate the values of the brand, its positioning in the market. Brand photos do not sell a product or set of solutions and do not relate to a specific application. The Vector brand standard for photos is designed to showcase energy, movement, and human activity.

Photography should convey reality, not fiction. Focus on people and nature, giving preference to real-life scenes and natural situations, rather than creating an artificial environment or staging a situation for dramatic effect.

People are shown in a variety of contexts – from everyday moments to unusual environments or poses. Appealing, spontaneously photographed (or seemingly spontaneously photographed) images of people ensure that the images doesn't seem "artificial". Where possible, studio photography is avoided. The photos convey the internationality, kindness, creativity and openness of the people depicted.

The photo should look natural and direct. Avoid corporate clichés and deliberate posing, as this interferes with the perception of the Vector brand as a company with a human face.

People  
in a natural environment



## 5. Imagery

### Photos

#### Green element in the environment

This page shows examples of images with an emphasis on a green element or object. These photos can be used as concept images to enhance the Vector brand in promotional products.

The images employ expressive motifs that appear natural and random rather than posed. Natural light along with bright, friendly colors set the overall tone.



#### Please note

All photos purchased from agencies offering databases of photo materials must be royalty-free.



## 5. Imagery

### Nature and ecology

This page contains examples of photos on the topic of ecology. Since this is one of the main directions of the company, the display of this topic should be thought out. It is not recommended to use images on the topic of recycling, which can repel or cause unpleasant emotions. Do not use photos where some old, not clean elements or objects are shown. We must give the impression of a modern and technological company that uses advanced technologies and makes people's lives more aesthetic and cleaner.

Avoiding overuse of effects supports the desired natural atmosphere. Exciting, large images can be cropped and trimmed to interpret the content and present new perspectives. The overall effect is a modern, positive photo style that, despite its varied content and excitement, has a calm and clear appearance.



## 5. Imagery

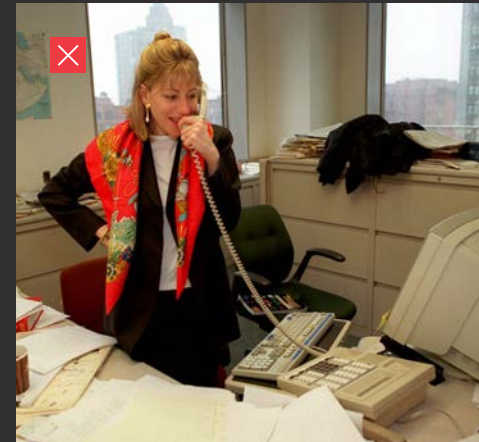
### Photo advice

Any use of a visual must be covered by a contract for usage rights with the eligible party.

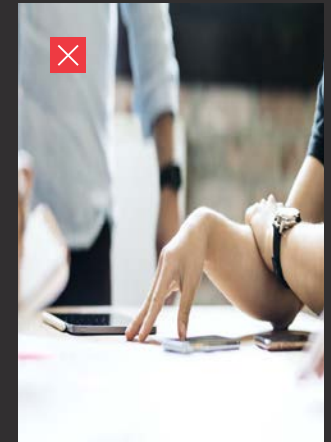
This page shows the points that should definitely be avoided when choosing photo images for corporate materials. Ignoring these rules will have a negative impact on the brand's overall positioning. It is very important that the quality of photos is high not only from the visual part, but also from the technical part. Carefully use the scaling so that it does not cause a deterioration in the quality of the photo.



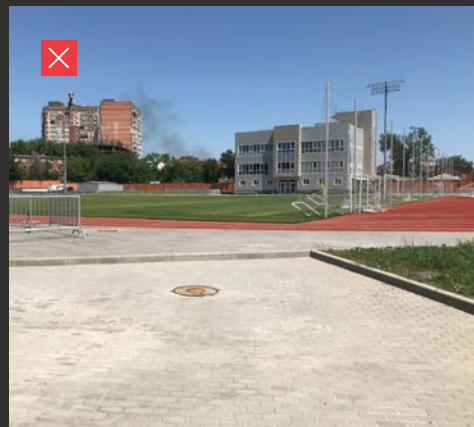
**Avoid** forced or staged photography.



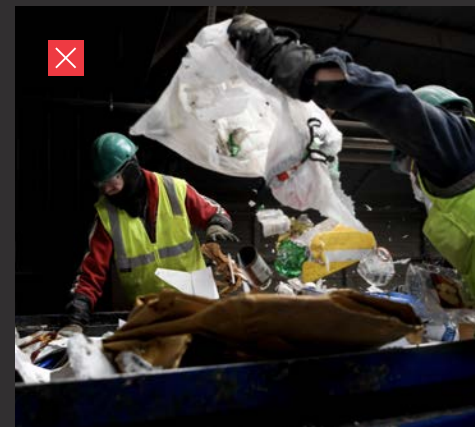
**Don't** use dated photography.



**Never** distort photography.



**Don't** use dull photography.



**Don't** use photos that cause unpleasant emotions.



**Avoid** visual metaphors.

#### Please note

Use only high-quality photo images for advertising materials. For printing, it is customary to use images with a resolution of 240-300 dpi at 100% scale, for Web – the resolution must be at least 72 dpi. Using photos with a lower resolution will lead to a loss of quality of performance of corporate materials.

## 5. Imagery

# Charts & diagrams

As it may be necessary to use different types of charts and graphs, we have set some basic principles to follow.

### Colour

Charts use colour to communicate data fields and details. It is essential that the colours have enough difference between them for legibility.

If a chart has four data fields or fewer, shades of a single primary colour can be used at 100%, 75%, 50% and 25% tints. These diagrams can be used on white, black, or dark colors from the secondary palette.

If more colours are needed to distinguish between a greater number of data fields, the corresponding corporate colors can be used in combination on white backgrounds.

### Chart title

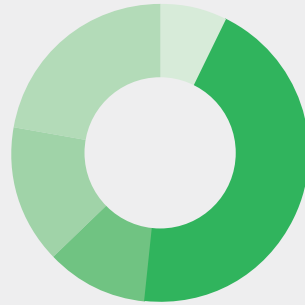
Our titles can be in either Graphik at 9/12pt or in Publico 9/12pt, but this can change depending on content.

### Information copy

Axis labels are written in Graphik, with a minimum size at 7/9pt, but this can change depending on content.

### Circular chart headline

Supplementary subhead



### Legend

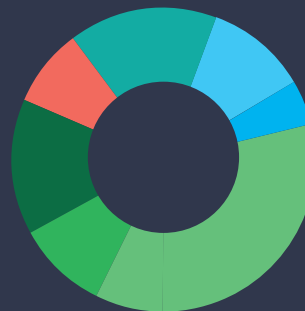
60%	— US
30%	— Germany
20%	— UK
15%	— France
10%	— Italia

### Pie charts

Our pie charts are rings, not solid circles.

### Legends

Charts should be accompanied by legends, but there is no fixed relationship between the legend and chart — position them as appropriate.

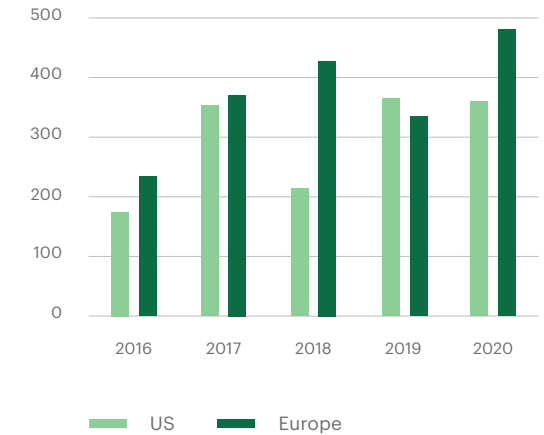


### Exceptional circumstances

sometimes charts may have to break our colour rules. Only use this as a last resort.

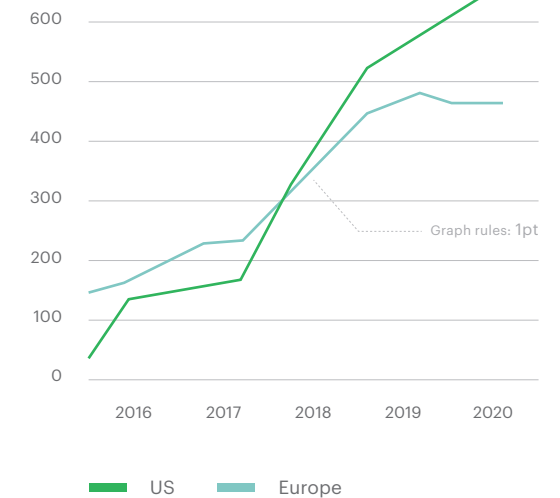
### Bar chart headline

in millions dummy text



### Line chart headline

in millions dummy text





# 6. Application

Print formats

Grid

Working with images

Graphic elements

Letterhead

Grid

Working with images

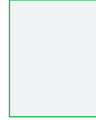
Graphic elements

## 6. Applications

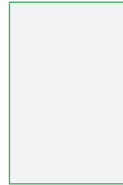
### Print formats

The format system of Vector's publications is comprised of US formats. The design grid is optimized for these, but can also be easily transferred to format systems popular in other countries. All graphic elements - typography, images, areas of color, and other items - are oriented to the grid. The grid ensures a harmonious relationship among the individual elements, while still allowing a great deal of creative freedom with the corporate design. When used on very large formats, such as posters or city lights, the design grid can be proportionally scaled as needed.

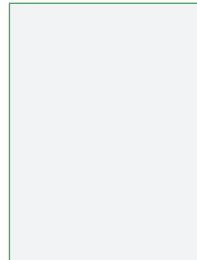
Letter



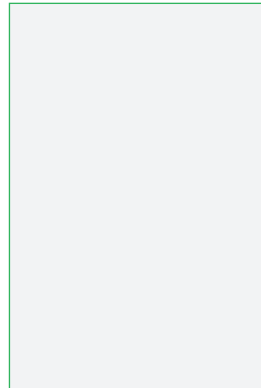
Small



Medium



Large

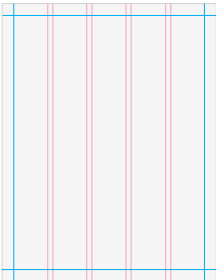


## 6. Applications

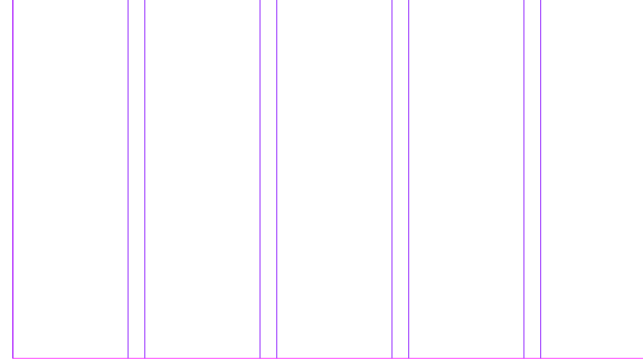
### Grid

The grid helps you to structure layouts and bring order to information. We use a five column grid across all communication.

Templates are available for standard formats. For other formats, you are invited to adapt. Changing proportions of margins can improve the layout for out of proportion formats.



Text can be written on 1, 2, 3, 4 or 5 columns, but always left aligned



As it may be necessary to use different types of charts and graphs, we have set some basic principles to follow.

Vector Company Profile

## For Vector that order is *People, Product and the Profit*



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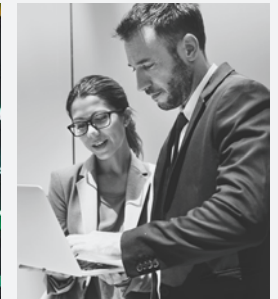
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2020 January



As a team we must have the honesty to admit when we fall short and the courage to change thus allowing our business to constantly evolve to further serve our clientele.

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2018 2019 2020



# Working with images

**Photos can be placed together in a series, and may even directly abut one another. Colored areas can be added to supplement the design.**

**As a general rule**, images are preferably arranged horizontally; a strong emphasis of the vertical dimension should be avoided.



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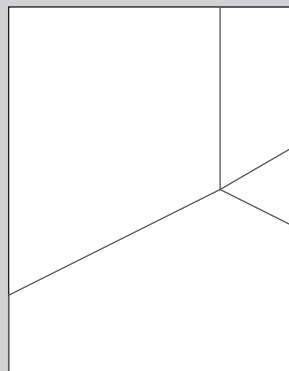
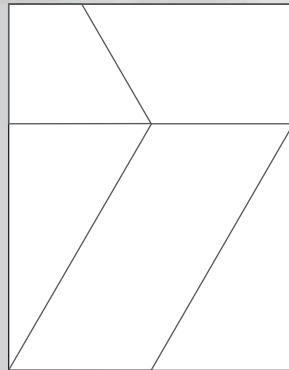
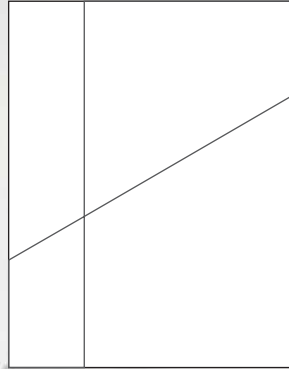
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*Never place images in the layout as shown in these illustrations.*



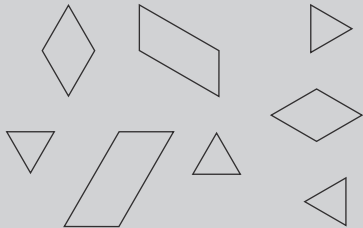
## 6. Applications

### Graphic elements



#### Logo geometry

Fragments and corners of the logo create shapes that we use to create compositions for the design of advertising materials. With these elements, you can create compositions that are different in design, but similar in style.



## 6. Applications

### Graphic elements

On this page shows how to use geometric shapes, borrowing from elements of the logo. With the help of such solutions, you can bring dynamics to any corporate publication.



## 6. Applications

### Letterhead

#### Format

Letter – 8.5 x 11 in (215.9 x 279.4 mm)

#### Logo

Our logo is 37 mm wide.

#### Address

Graphik Regular at 9/11.5pt in Black 70%.  
Paragraph / Space after – 1pt.

#### Address and company details

Graphik Regular at 9/11.5pt in Black 70%. If Graphik is not available, then our address and company details can be placed in the document as a high resolution .png file.

We use a specially designed grid for our stationery suite, so it's important to follow the measurements shown.

#### Body Copy

Use Publico Roman at 11/15pt. If Publico isn't available use Times Regular at 11/15pt.

#### Text highlights

Bold and italic can be used sparingly to create emphasis or highlight small amounts of information.

**File name:**  
letter\_master.indd



6. Applications

Continuation page

Remember our continuation pages do not use our logo, or contact details.

Format

Letter – 8.5 × 11 in (215.9 × 279.4 mm)

Address and company details

Graphik Regular at 9/11.5pt in Black 70%. If Graphik is not available, then our address and company details can be placed in the document as a high resolution .png file.

Body Copy

Unlike the letterhead page of the form, on the continuation page, the body copy text is aligned with the document margins. The width of body copy text box is 140 mm

Body Copy

Use Publico Roman at 11/15pt. If Publico isn't available use Times Regular at 11/15pt.

Text highlights

Bold and italic can be used sparingly to create emphasis or highlight small amounts of information.

File name:  
letter\_master.indd

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12

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Service Item	Baseline (\$)	Contract (\$)	Quantity	Hauler Billed (\$)	Vector Approved (\$)	Unit Savings (\$)	Total Savings (\$)	Vector Share (\$)	Net Savings (\$)
Monthly Waste Disposal (1-8-3)	334.02	244.21	1	244.21	244.21	89.81	89.41	44.91	44.91
Total	334.02	244.21	1	244.21	244.21	89.81	89.41	44.91	44.91

Yours sincerely,



Christopher Parker

Vector Solution Company

15030 Ventura Blvd, Suite 395  
Sherman Oaks, CA 91403

T +1 805 123 4567  
F +1.805.324.5678

office@vector97.com  
www.vector97.com

12

Body copy text box 140 mm





Date:  
09 January 2021

To:  
Ventas Lilli Bridge  
1101 Highway K  
O'Fallon, MO 63366

From:  
Christopher Paterson  
Sales Manager  
Vector Solution  
Company

Dear Name of recipient,

Hendita sperum, suntus vel inullen impore veliater et re la doluptur sunt quatus nemquibus si imus et et veligenimo ius perchit, officti ncimusantia quam rest, cupid quo dem conet occaeca tibuscius maion rem facitatur audande lestibus ut et, coriam doles quatetecte nimpore rferum aborest quod que volectus rernate ent ipsandit moluptas dolor am as expliquia dolendicia non earior re parum ea nim rehenim ut facculparum ra del maximaiores voluptatur aut evero voloria tiostium aceprep udantora iunt as exerum eumquia sam es minusci lluptas dem ad qui restrum core re modigenit vendellautem fuga. Uciliquias atem ipsam ium et alique paris eiur?

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Continued overleaf

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Service Item	Baseline (\$)	Contract (\$)	Quantity	Hauler Billed (\$)	Vector Approved (\$)	Unit Savings (\$)	Total Savings (\$)	Vector Share (\$)	Net Savings (\$)
Monthly Waste Disposal (1-8-3)	334.02	244.21	1	244.21	244.21	89.81	89.41	44.91	44.91
Total	334.02	244.21	1	244.21	244.21	89.81	89.41	44.91	44.91

Yours sincerely,

Christopher Parker

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## 6. Applications

### Business cards

#### Format

3.35 × 2.17 in (85 × 55 mm)

The scheme shows the basic margins for the location of the logo and text blocks on business cards.

This system is the arrangement of elements applies to all options of business cards.

#### Name

Graphik Medium 9/11pt.  
Two lines of copy can be used for longer name.

The name must be on the same baseline as the address

#### Job title

Graphik Regular 7/11pt  
Two lines of copy can be used for longer job

#### Web-site

Graphik Regular 7/9.5pt  
Col. Bright Grass Green

The web-site must be on the same baseline as the address

#### Personal business card



#### Address

Graphik Regular 7/9.5pt  
Space after — 1pt.

#### Web-site

Graphik Regular 7/9.5pt  
Col. Bright Grass Green

#### Corporate business card



## 6. Applications

### Business cards



**File name:**  
business\_cards\_master.indd