



BRAND GUIDELINES

AUGUST 2024

### PRIMARY LOGO

This is our primary logo and should be used wherever possible.

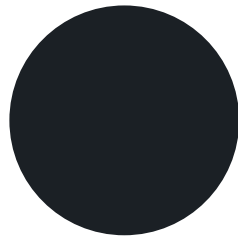


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### COLOR PALETTE



HEX: #6983FF  
RGB: 110 129 246  
CMYK: 63 51 0 0  
Pantone: Pantone 2718 C



HEX: #1A2026  
RGB: 27 32 37  
CMYK: 79 68 60 71  
Pantone: Pantone Black C

### VARIATIONS

In the instance where the full color logo can not be used, there are two variations available.



### SPACING

Always preserve clear space around the Valkey logo. It is required to provide clarity and breathing room.



### COLOR

Changing the logo color is strictly not permitted. The Valkey logo should be used in its full color option or all-black or all-white when required.



### ELEMENTS

Changing the Valkey logo elements is strictly not permitted.



### SCALING

Scaling or stretching the Valkey logo away from its normal proportions is strictly not permitted.



### PRIMARY COLOR PALETTE



HEX: #6983FF  
RGB: 110 129 246  
CMYK: 63 51 0 0  
Pantone: Pantone 2718 C



HEX: #1A2026  
RGB: 27 32 37  
CMYK: 79 68 60 71  
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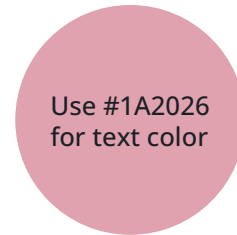
### SECONDARY COLOR PALETTE



HEX: #642637  
RGB: 100 38 55  
CMYK: 39 92 60 42  
Pantone: Pantone 7421 C



HEX: #30176E  
RGB: 48 23 110  
CMYK: 95 100 20 14  
Pantone: Pantone 2685 C



HEX: #E0A2Af  
RGB: 224 162 175  
CMYK: 4 45 15 0  
Pantone: Pantone 494 C



HEX: #BCB5E7  
RGB: 188 181 231  
CMYK: 24 27 0 0  
Pantone: Pantone 2705 C

For more information on appropriate usage of the Valkey brand, please review the LF Projects Trademark Policy at <https://lfprojects.org/policies/trademark-policy/>

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