



BRAND GUIDELINES

AUGUST 2024

PRIMARY LOGO

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



STACKED VARIATION

In the instance where the primary logo can not be used, the stacked variation is acceptable.



COLOR 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
Pantone: Pantone Black C

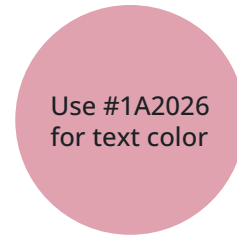
SECONDARY COLOR PALETTE



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/>
