



VATSIM Brand Overview

Official VATSIM Logo. Must be used on all official VATSIM documents and policies



VATSIM Logo without tagline. May be used outside of official VATSIM documents as stated above, such as web assets, event banners, etc



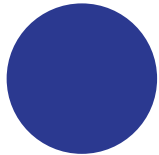
Both versions of the VATSIM Logo may be used depending on what implementation works best

VATSIM Icon. May only be used in place of the VATSIM Logo if the VATSIM Logo would be too hard to see or would become skewed due to implementation, such as:

- Twitter
- Facebook
- Instagram
- Social Media Profile Pictures
- Official VATSIM Discord Servers
- Other locations, with the approval of the VP of Marketing (vpmkt@vatsim.net)



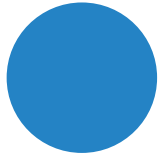
Official VATSIM Colors



VATSIM Indigo

#2B3990

RGB 43-57-144



VATSIM Blue

#2483C5

RGB 36-131-197



VATSIM Green

#29B473

RGB 41-180-115

Official VATSIM Fonts

Header Text

Ubuntu Bold

Body Text

Ubuntu Regular

LOGO DO's

Proportionally scale the VATSIM Logo to fit your implementation



Give the VATSIM Logo plenty of margin on all sides. Place nothing within the red area
(Use the width of the letter 'I' as a minimum margin on all sides)



Use the VATSIM Logo with indigo tagline on a light and clean background,
and use the VATSIM Logo with white tagline on a dark and clean background



Use a solid single color variant of the VATSIM Logo in one of the colors shown below **only when absolutely necessary**. Use of the VATSIM Logo with blue / green gradient is preferred and recommended at all times



LOGO DON'Ts

Do not rotate or flip the VATSIM Logo or any part of it



Do not fill in parts of the VATSIM Logo (such as the airplane)



Do not stretch the width or height of the VATSIM Logo disproportionately



Do not place the VATSIM Logo on a background of (almost) the same color



Do not change the gradient color or direction of the VATSIM Logo



Do not remove parts of the VATSIM Logo like the radar blips (besides the tagline)



Do not use colors outside of the official VATSIM Colors



Do not use the VATSIM Logo on material items such as clothing and other marketing materials without express permission from the VP of Marketing (vpmkt@vatsim.net)



LOGO Exceptions

Official VATSIM Regions, Divisions and Subdivisions may add their name to the official VATSIM Logo in place of the tagline & submit permission to use that variation to the VP of Marketing (vpmkt@vatsim.net)



Permission can be granted by the VP of Marketing (vpmkt@vatsim.net) on a case-by-case basis to utilize single solid color variants of the VATSIM Logo not officially supported by the VATSIM Brand Guidelines, depending on the implementation



About

For questions and inquiries about the use of the VATSIM Logo and brand assets contact the VP of Marketing and Communications

VATSIM VP of Marketing and Communications

vpmkt@vatsim.net

VATSIM Brand Guidelines Versions

Version 1.0

12/08/2020

Initial release.