Vald
BRAND
GUIDELINES

Vald

Vald BRAND GUIDELINES

Contents

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

Vald

Color logo mark CMYK

PRIMARY GRADIENT
SECONDARY GREEN to
MAIN GREEN

MAIN GREEN
C89 M54 Y52 K4
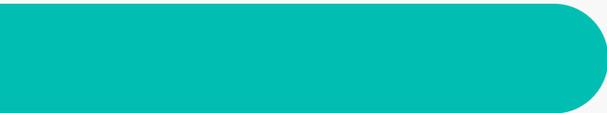
SECONDARY GREEN
C72 M0 Y41 K0
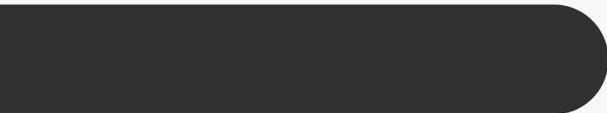
Dark Gray
C80 M74 Y72 K48

Monochrome logo mark
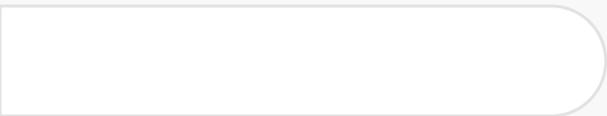
White

C0 M0 Y0 K0
R255 G255 B255
HEX #ffffff
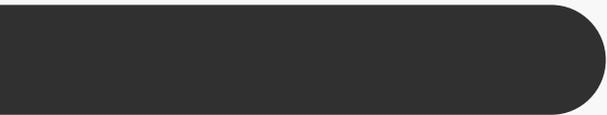
Dark Gray

C80 M74 Y72 K48
R48 G48 B48
HEX #303030

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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		60% gray	70% gray		90% gray
#1a1a1a		#999999	#1a1a1a		#e5e5e5

Using the mono-chrome Vald Logo

If a background color makes the full-color logo hard to see, you should use a monochrome logo instead.

Clear space & Logo sizing

Clear space

Clear space buffers the logo icon from images, text, or other graphics that compromise its impact and visibility.

Logo sizing

We've optimized the Vald Logo for specific sizes.
Minimum digital height: 35dp
Minimum print height:10mm

What not to do with the Logo

Don't

- Change orientations
- Alter the propotions
- Add visual effects
- Use any colors other than designated color
- Change the type layout
- Choose a different typeface
- Place the mark on image that are too complex
- Place objects in clear space