



---

## A Guide to National VAM Brand Identity



# BRAND IDENTITY

---

# NATIONAL VAM

## Full Logo Brand Identity

---

The National VAM logo is composed of two elements, the graphic symbol and the wordmark. Different colour variants of the logo have been created to address various requirements and communication needs – full colour, black and reversed out white. In most instances the full colour logo is to be used. One colour versions are only to be used when there are creative restrictions. The proportions between the graphic symbol and wordmark must never be altered.

### Primary Logo



# NATIONAL VAM Wordmark

---

Artwork for the wordmarks “National” and “Nationale” has been created for both English and French to ensure it will be used consistently on marketing pieces.

The **wordmark** should always be included with the **graphic symbol**.

## English Wordmark

**National**

---

## French Wordmark

**Nationale**

# NATIONAL VAM

## English Logo Usage

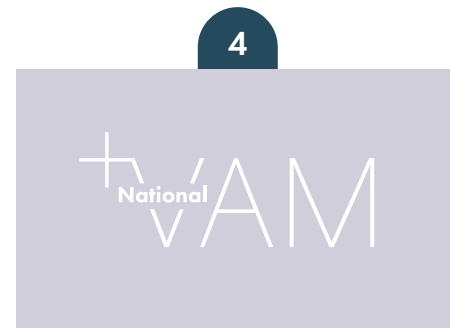
### English Primary Logo

English Primary Logo can be used on different background colors or images.  
Primarily, logo 1 should be used as first choice.



### English Secondary Logos

When the English Primary Logo is illegible, secondary logos 2, 3, and 4 are alternatives should a background color be present.



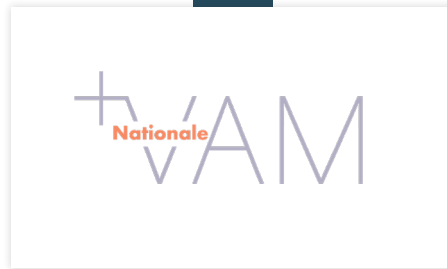
# NATIONAL VAM

## French Logo Usage

### French Primary Logo

French Primary Logo can be used on different background colors or images.  
Primarily, logo 1 should be used as first choice.

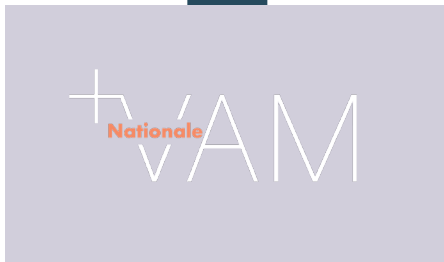
1



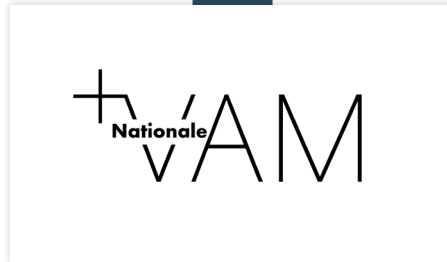
### French Secondary Logos

When the French Primary Logo is illegible, secondary logos 2, 3, and 4 are alternatives should a background color be present.

2



3



4



# NATIONAL VAM

## Logo Clear Space

### Clear Space

Clear space is needed to ensure the logo has enough visual breathing room to live within a given space and with other graphic elements. This space is the minimum area around the logo which must be kept free of any other graphics or text. The clear space is defined by the height from the plus symbol "+".



Note: This is the minimum recommendation, and more clear space is preferable.

### Minimum Size

The minimum size of the logo is based on its height. For digital and presentation purposes, the minimum logo size is 135 pixels. The logo cannot be scaled smaller than these values, as this would greatly hinder legibility.



Note: This is the minimum recommendation. A larger logo is preferable.

## NATIONAL VAM

# Incorrect Logo Usage



**DO NOT**  
alter the size relationship  
between graphic symbol and  
wordmark.



**DO NOT**  
alter the placement of  
the wordmark.



**DO NOT**  
alter the colours  
in the logo.



**DO NOT**  
rotate the logo.



**DO NOT**  
alter the fonts  
in the logo.



**DO NOT**  
place the colour logo on a  
colour background that is not  
legible. (Use the reversed out  
white logo).



# NATIONAL VAM

## Brand Color Palette

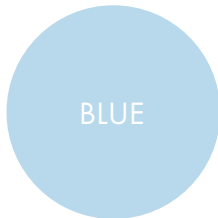
---

### Primary Color

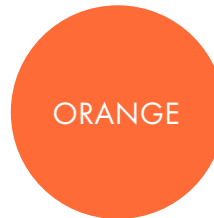


**HEX:** #B3B0C4  
**CMYK:** 26, 22, 2, 9  
**RGB:** 179, 176, 196  
**PANTONE:** 5295 C

### Secondary Color



**HEX:** #B8D8EB  
**CMYK:** 26, 5, 3, 0  
**RGB:** 185, 17, 235  
**PANTONE:** 290 C



**HEX:** #F5885E  
**CMYK:** 0, 57, 66, 0  
**RGB:** 245, 136, 94  
**PANTONE:** 1645 C



**HEX:** #254A5D  
**CMYK:** 88, 63, 45, 30  
**RGB:** 37, 74, 93  
**PANTONE:** 2168 C

### Print

Using CMYK is preferred for any printed pieces. For large print runs and specialty print, Pantone Matching System (PMS) Spot Color is recommended.

### Digital

For all web and digital materials, use the HEX values (#000000) or RGB. Please note, colors may vary due to inconsistent monitor color calibration

NATIONAL VAM  
Typeface  
—

## Futura PT

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ? ! & % \$**

---

### **Futura PT**

Primary use of the font family Futura PT for all print and/or digital creative marketing materials.

Adobe Fonts

Note: Available for Adobe license owners only.

## URW Antiqua

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! & % \$

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ? ! & % \$**

---

### URW Antiqua

Secondary use of the font family URW Antiqua may be paired with Futura PT for all print and/or digital creative marketing materials.

Adobe Fonts

Note: Available for Adobe license owners only.

NATIONAL VAM  
Default Typeface

## Segoe UI

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! &%\$

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! &%\$

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ? ! &%\$**

## Segoe UI

This is a default font. Primary use of the font family Segoe UI are to be used for all decks and white papers.

## Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 ? ! &%\$

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789 ? ! &%\$**

## Georgia

This is a default font. Secondary use of the font family Georgia may be paired with Segoe for all decks and white papers.