

VENZA'S PRIMARY LOGO & IDENTITY GUIDELINES

PRIMARY LOGO



The minimum required Clear Space is defined by the height of measurement of "z". The "z" is the Dessau Semi Bold typeface pulled directly from the logo. Place "z" on the farthest edge on each side, rotating 90 degrees on left and right, to provide the required clear space.

When using the identity mark or logo type by itself, "®" needs to be present. When using the tagline by itself, the "™" needs to be present. When "Venza" is spelled out in paragraph form, it must be displayed in all caps like "VENZA™".

COLOR SPECIFICATIONS



PMS Process Blue PC
R0 G185 B208
C100 M13 Y1 K3
#0093D0



PMS 3025 PC
R1 G92 B129
C100 M24 Y11 K52
#004C6C



PMS 291 PC
R160 G207 B235
C36 M3 Y0 K0
#96D1F2



PMS 421 PC
R181 G182 B179
C12 M8 Y9 K21
#ABAEAD



PMS 423 PC
R142 G144 B143
C21 M14 Y14 K38
#7C8180



PMS 425 PC
R86 G90 B92
C38 M28 Y21 K63
#303C42



PMS 144 PC
C0 M52 Y100 K0
R233 G131 B0
#F7921E

SUGGESTED COLOR SPLITS



There are three colors that can be used for the logo Alpine Blue, Black, and White.

DON'TS



DON'T CHANGE ELEMENT POSITION



DON'T STRETCH OR DISTORT



DON'T CHANGE ELEMENT SIZE



DON'T CHANGE FONTS/COLOR

FONTS USED IN LOGOTYPE

Dessau Semi Bold

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Dessau Medium

1234567890 !@£\$%^&*()-=+

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Do not use Dessau Medium nor Dessau Semi Bold for body text within website, proposals, and marketing literature.

Use the Futura font family for use within website, proposals, and marketing literature.

ALTERNATIVE LOGO VERSIONS & SPECIFICATIONS

Horizontal Full Logo

1.75" is the safest minimum width. When the space is below 1.75" use just the logo type.



Stacked Full Logo

1.35" is the safest minimum width. When the space is below 1.35" use just the logo type.



Identity Mark

.377" is the safest minimum width.



Logo Type

.64" is the safest minimum width.



Social Profile Images

Twitter, Facebook, Flickr etc.

