

Vanguard International

# Brand Standards



Produce. Precisely.

## Full Logo

# Identity

### FULL LOGO

The Full Vanguard Logo is shown in its principal color combination of PANTONE 2379 Navy and PANTONE 2208 Blue (A). The Full Logo is designed to appear on white backgrounds, as well as on light backgrounds with sufficient contrast for legibility. On dark backgrounds, the reverse logo (B) should be used.



A. FULL LOGO IN PRINCIPAL COLORS



B. FULL LOGO IN REVERSE

## Icon Version

# Identity

### ICON VERSION

For certain applications, and where a visual signature or simpler brand element is required (e.g. PowerPoint presentations), the Icon version of the Vanguard identity can be used.

This version of the logo (C) is designed to appear on white backgrounds, as well as on light backgrounds with sufficient contrast for legibility. On dark backgrounds, the reverse logo (D) should be used.



C. ICON VERSION IN PRINCIPAL COLOR



D. ICON VERSION IN REVERSE

## Wordmark Version

# Identity

### WORDMARK VERSION

For certain applications, and where a visual signature or simpler brand element is required (e.g. pens or other small swag), the Wordmark version of the Vanguard identity can be used.

This version of the logo (E) is designed to appear on white backgrounds, as well as on light backgrounds with sufficient contrast for legibility. On dark backgrounds, the reverse logo (F) should be used.



**Vanguard**<sup>TM</sup>  
International



**Vanguard**<sup>TM</sup>  
International

## Clear Space & Minimum Size

# Identity

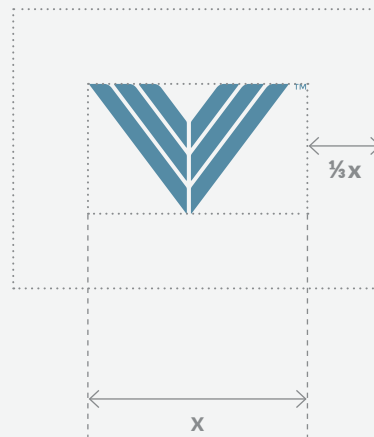
### CLEAR SPACE

A minimum clear space around the Vanguard logo should be kept free from graphics or type; see the dotted outer borders shown at right (G). A third of the width of the logo or icon equals the size of the clear space.

### MINIMUM SIZE

To maintain visual impact, the smallest the Vanguard Full Logo should be used is 0.75 inch (19.05 mm) in height; the Icon version should be no smaller than 0.25 inch (6.35 mm) in height (H).

Please consider the reproduction method when sizing the logo, particularly where colors are printed as screens or tints, not solids.



## Tagline

# Identity

### PRODUCE. PRECISELY.

Our Tagline is the distilled essence of our brand – a short, memorable phrase that helps communicate who we are, what we do, and how we do it.

The Tagline cannot be used in place of the Vanguard logo; it must appear in conjunction with the Full Logo or Icon version. Its size and positioning relative to the logo is flexible, though the Tagline is frequently stacked below the Full Logo. Refer to samples on the next page (L).

Both navy (I) and blue (J) versions of the Tagline can be used over white or light backgrounds, and the reverse version on dark backgrounds (K).

Use of the Tagline requires approval from Vanguard; please submit your layout to [Media@VanguardTeam.com](mailto:Media@VanguardTeam.com)

Produce. Precisely.

I. TAGLINE IN PRINCIPAL COLOR 1

Produce. Precisely.

J. TAGLINE IN PRINCIPAL COLOR 2

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K. TAGLINE IN REVERSE

## Tagline Examples

# Identity

### PRODUCE. PRECISELY.

The Tagline samples shown here (L) are not intended to limit use of this element to only these options.

The Tagline should be treated as a highly versatile graphic element that can be positioned in your layout in a variety of ways to help communicate the brand essence and message.

Both navy (I) and blue (J) versions of the Tagline can be used over white or light backgrounds, and the reverse version on dark backgrounds (K).

Use of the Tagline requires approval from Vanguard; please submit your layout to [Media@VanguardTeam.com](mailto:Media@VanguardTeam.com)



## Print & Screen Palettes

# Color

### PRINT PALETTE

The Vanguard brand colours consist of PANTONE 2379 Navy (L), PANTONE 2208 Blue (M), PANTONE 2008 Yellow (N), and PANTONE Cool Gray 8 (O). For consistent reproduction, these inks should be printed as solid “spot” inks on uncoated papers.

For more common process color (CMYK) printing, equivalents for each color are also indicated.

### SCREEN PALETTE

For websites or documents intended to be viewed on screen only (such as PowerPoint presentations), please use the custom RGB or HTML values.

SPOT: PANTONE 2379  
PROCESS: 81C 64M 41Y 38K  
RGB: 60R 70G 81B  
HTML: 3C4651

M. VANGUARD NAVY

SPOT: PANTONE 2208  
PROCESS: 71C 30M 23Y 9K  
RGB: 86R 140G 165B  
HTML: 558BA5

N. VANGUARD BLUE

SPOT: PANTONE 2008  
PROCESS: 0C 25M 78Y 0K  
RGB: 237R 186G 118B  
HTML: EDBA75

O. VANGUARD YELLOW

SPOT: PANTONE Cool Gray 8  
PROCESS: 23C 16M 13Y 46K  
RGB: 136R 139G 141B  
HTML: 888B8D

P. VANGUARD GRAY



# Typography

## HEADLINES

Lemon Serif (Q) is the primary font for headlines or large pullquote-style copy blocks. It should always be used in Title or Sentence case, never in all Lower or all Uppercase. Where Lemon Serif is unavailable, Georgia (R) may be used.

## BODY COPY

Lato Regular (Q) is for body copy. Other weights (Medium, Bold and Black) can be used for headings and sub-headings, as well as for emphasizing words in body copy. Where Lato is unavailable, Arial (R) may be used.

Lemon Serif can be purchased from MyFonts or Fontspring. Lato is available under an OpenFont License from Google Fonts or Adobe Typekit (for web), and LatoFonts.com for desktop.

### LEMON SERIF

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz .,:;?!()'""&%\$¢

### LATO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz .,:;?!()'""&%\$¢

### LATO MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz .,:;?!()'""&%\$¢

### LATO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz .,:;?!()'""&%\$¢

### LATO BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz .,:;?!()'""&%\$¢

### Q. HEADLINE AND BODY COPY FONTS

### ARIAL REGULAR/BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz .,:;?!()'""&%\$¢

### GEORGIA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789  
abcdefghijklmnopqrstuvwxyz .,:;?!()'""&%\$¢

### R. ALTERNATE FONTS