

Vanguard Direct

# Brand Standards

## Full Logo

# Identity

### FULL LOGO

The Full Vanguard Direct 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

## 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 versions of the Vanguard Direct identity can be used.

These versions of the logo (C, D) are designed to appear on white backgrounds, as well as on light backgrounds with sufficient contrast for legibility. On dark backgrounds, the reverse logo (E, F) should be used.



Vanguard Direct™

C. HORIZONTAL WORDMARK VERSION  
IN PRINCIPAL COLOR



Vanguard  
Direct™

D. VERTICAL WORDMARK VERSION  
IN PRINCIPAL COLOR



Vanguard Direct™

E. HORIZONTAL WORDMARK VERSION  
IN REVERSE



Vanguard  
Direct™

F. VERTICAL WORDMARK VERSION  
IN REVERSE

## Clear Space & Minimum Size

# Identity

### CLEAR SPACE

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

### MINIMUM SIZE

To maintain visual impact, the smallest the Vanguard Direct Full Logo should be used is 1.5 inch (38.1mm) in width (H).

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



G. CLEAR SPACE



H. MINIMUM SIZE

# Color

## PRINT PALETTE

The Vanguard Direct brand colors consist of PANTONE 2379 Navy (I), and PANTONE 2208 Blue (J). 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

**I. VANGUARD DIRECT NAVY**

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

**J. VANGUARD DIRECT BLUE**

# 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 .,:;?!()'""&%\$¢

### K. HEADLINE AND BODY COPY FONTS

### ARIAL REGULAR/BOLD

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

### GEORGIA REGULAR

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

### L. ALTERNATE FONTS