

Vanguard Direct

Brand Standards



Produce. Precisely.

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 colours 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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z . , ; ? ! () ' ' " " & % \$ ¢

LATO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z . , ; ? ! () ' ' " " & % \$ ¢

LATO MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z . , ; ? ! () ' ' " " & % \$ ¢

LATO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z . , ; ? ! () ' ' " " & % \$ ¢

LATO BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z . , ; ? ! () ' ' " " & % \$ ¢

K. HEADLINE AND BODY COPY FONTS

ARIAL REGULAR/BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z . , ; ? ! () ' ' " " & % \$ ¢

GEORGIA REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z . , ; ? ! () ' ' " " & % \$ ¢

L. ALTERNATE FONTS