

Vanguard Peru

Brand Standards

Full Logo

Identity

FULL LOGO

The Full Vanguard Peru 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

Spanish Version

Identity

SPANISH VERSION

Versions of the logo that include the Spanish-accented “ú” character have been provided for use in marketing documents and materials that appear in Spanish, or are for a primarily Spanish audience.

The Full Logo in Principal Colors – Spanish (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. FULL LOGO IN PRINCIPAL COLORS - SPANISH



D. FULL LOGO IN REVERSE - SPANISH

Clear Space & Minimum Size

Identity

CLEAR SPACE

A minimum clear space around the Vanguard Peru 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 Peru Full Logo should be used is 1.375 inch (35mm) 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 Peru 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 PERU NAVY

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

J. VANGUARD PERU 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