

Visionable logo

Visionable  ®

Visionable logo



Primary Logo



Primary Black



## Visionable Logo Clearspace and Sizing

To make sure we're applying our logo correctly on communications, follow the three guides below for proper placement and sizing. Logos should always be placed on simple backgrounds—ideally, white or gray floods of color. Image backgrounds may be used, but always ensure logos are placed on simple and non-cluttered areas.

### Clearspace and Standard Sizing



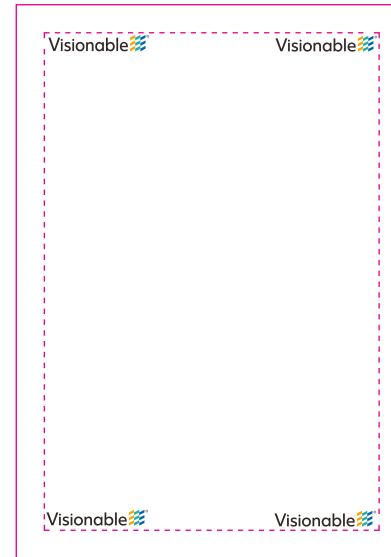
To ensure that we're not placing our logos too closely to other elements within layouts use half of the height of the "V" character as a buffer.

### Minimum Size



While our logo looks great at most sizes, it's important not to make it too small in layouts. In print and on promotional items, don't make the logo smaller than 4mm tall. On screen, don't make the logo smaller than 20 pixels tall.

### Placement with Standard Margins



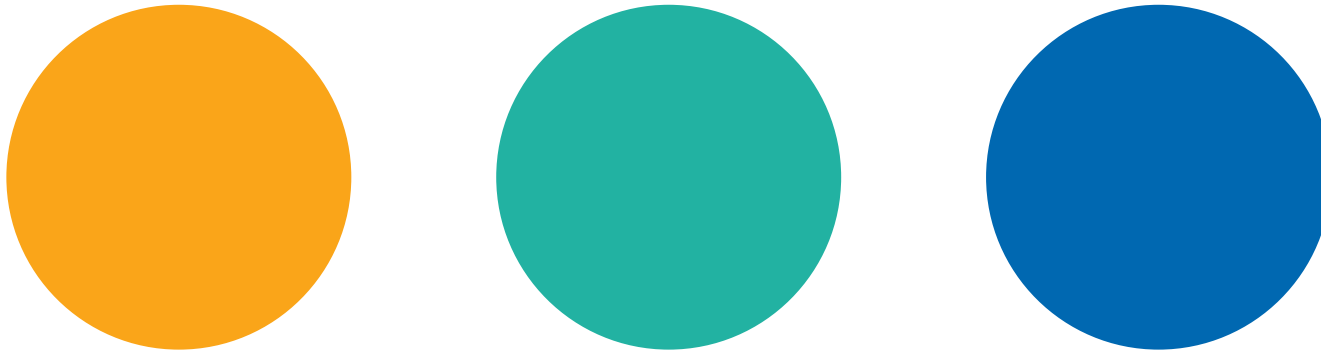
Our logo can be placed in all four corners of layouts. If possible, top left and bottom right are preferred. Don't place the logo away from the four corners.

# Colour

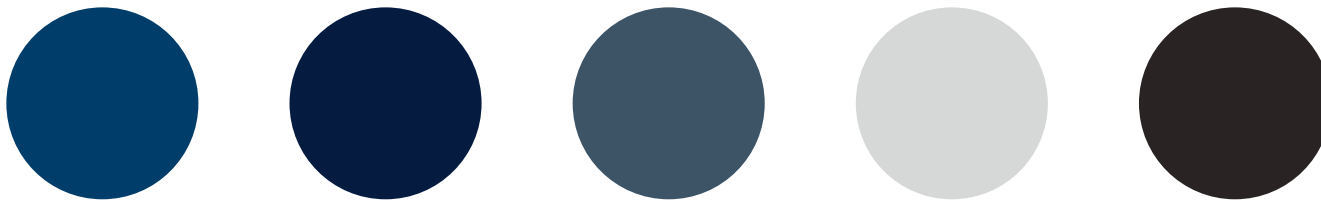
## Introduction and Usage

We've created a simple color palette that builds from our logo colors. Our palette is divided into eight colors, to be used in nearly all applications. Use the three primary palette colors in prominent locations and use the secondary palette colors as accents and floods.

### Primary palette



### Secondary palette

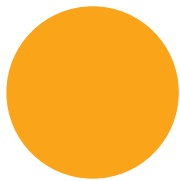


# Colour

## Palette Breakdowns

Use the color values below to ensure accurate reproduction of our brand colors. For use within the Adobe Creative Suite, we've created ASE palette files for Pantone™ color values as well as CMYK and RGB reproduction. Within Microsoft Word and PowerPoint, use the color values captured here as a custom color theme.

### Primary paletteSecondary palette



**Yellow**

PMS 137C

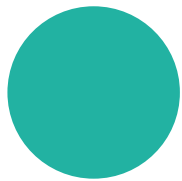
C 0 C 72 C 99 C 100 C 95 C 58 C 4 C 63 M 40 M 0 M 56 M 58 M 80 M 32 M 2 M 62 Y

K 0 K 4 K 2K

R 255 R 0 R 30R

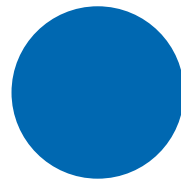
G 163 G 199 G 105G

B 0 B 177 B 170B

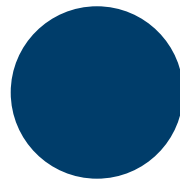


**Teal  
Dark Gray**

PMS 3265C



PMS 300CPMS 541C



**Blue  
Medium Blue**

PMS 282C

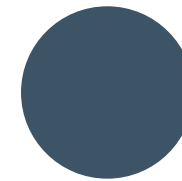
100 Y 42 Y 0Y 9 Y 28 Y 18 Y 4 Y 59

46 K 62

0 R 4

60 G 0

113 B 66



**Dark Blue**

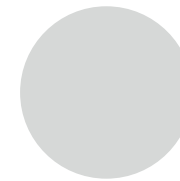
PMS 7545C

K 54

R 66

G 85

B 99



**Gray**

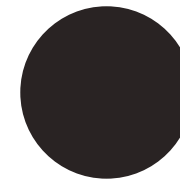
PMS Cool Gray 1C

K 12

R 217

G 216

B 214



**Light Gray**

PMS Black C

K 74

R 51

G 51

B 51

## Typography

### Objektiv Mk. 2

For most of our important communications, we can use Objektiv Mk. 2 as our primary typeface. Use the weights recommended below for consistency across all materials. Objektiv Mk. 2 can be sourced from Adobe Fonts and access is included with a Creative Cloud subscription.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Objektiv Mk. 2 Light

Objektiv Mk. 2 Medium

## Typography

### Muli

Within our software and interfaces, we can use Muli as an open source replacement for Objektiv. Muli is available from Google Fonts for download and use.

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz 1234567890**  
AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Objektiv Mk. 2 Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

Objektiv Mk. 2 Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz 1234567890

Muli Light

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

Muli Semibold

## Grid for print

To add interest to our communications we've developed a simple grid. Divide the page equally in to 9 sections that will form the basis of the layout.

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890

Muli Regular

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
OoPpQqRrSsTtUuVvWwXxYyZz  
1234567890**

Muli Bold