



2014

Branding guidelines

1. THE LOGO

Using the Vlcnr logo



The Vlcnr logo represents our core values of volcanoes, dropped vowels and magma. It embodies our commitment to high-brow edutainment and the very finest tyranny.

N.B. This logo must not be altered or stretched. Please use the digital files available from the Marketing Dept.

Usage:



Vlcnr logo, normal version
(Available from the Vlcnr Marketing Dept.)

Alternative versions

Black & white documents



Monochrome version

On coloured background



White text version

On dark background



Lozenge version

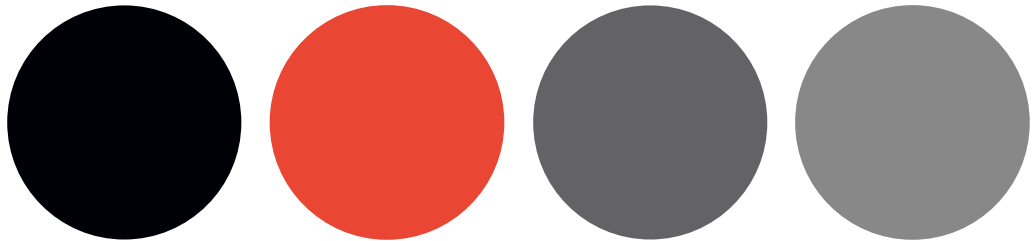
2. THE LOGO

Colours

The colours of the Vlcnr logo are black, red and two shades of grey. These colours must be reproduced accurately.

The references are provided for:

- Print: Pantone Spot Colours
- Web/Screen: sRGB or hexadecimal



Reference	Vlcnr Black	Vlcnr Red	Vlcnr Dark Grey	Vlcnr Grey
Spot colour	Pantone 426 C	Pantone Warm Red C	Pantone Cool Grey 10 C	Pantone Cool Grey 8 C
Process colours	C:94 M:77 Y:53 N:94	C:0 M:83 Y:80 N:0	C:40 M:30 Y:20 N:56	C:23 M:16 Y:13 N:46
sRGB	R:37 G:40 B:42	R:249 G:66 B:58	R:99 G:102 B:106	R:136 G:139 B:141
Hexadecimal	#25282A	#F9423A	#63666A	#888B8D

3. THE LOGO

Clear space

The Vlcnr logo should have a margin of clear space on all sides around it equal to the height of the letter N (shown below).

No other elements (text, images, other logos, GIFs of Roger Moore, etc.) can appear inside this clear space.

