





Partner logo Exclusion zone & minimum size

Exclusion Zone

In order for the Partner logo to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan.

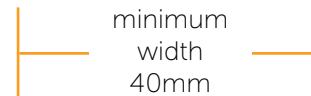
No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.

Minimum size

The recommended minimum size of the logo is a width of 40mm for print applications and 130 pixels for online applications.

Please note that these are minimum sizes and larger sizes are recommended for maximum impact.

When changing the size of the logo always keep the same proportions and do not distort it in any way.



Partner logo Colour variations

The Partner logo can be reproduced in two colourways:

Green and orange (two-colour logo)

(Please see page 7 for colour references to Pantone, four-colour process & RGB.)

The two-colour logo must always be on a white background.

The two-colour logo is preferred and is to be used whenever possible.

Black

The Partner logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.



Partner logo Logo usage do nots

1 Do not rotate the logo.

2 Do not distort the logo .

3 Do not place the two-colour logo on a coloured background. It is only to be viewed on a white background.

4 Do not put the two-colour logo on a photograph.

5 Do not add effects to the logo (e.g. drop shadows).

6 Do not reproduce the logo in any other colour combination.

7 Do not change the typeface.

8 Do not rearrange elements of the logo.

Always use the provided logo files to maintain the correct usage and dimensions.



Principal colours

These are the principal colours to use:

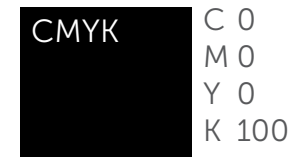
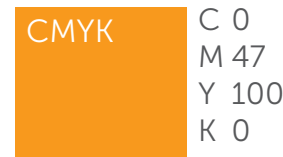
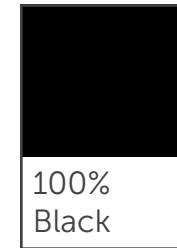
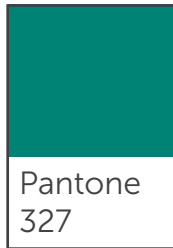
The Vegan Society green

The Vegan Society orange

Black

Please note that the CMYK values have been optimised. Please do not convert the Pantone colours directly to CMYK.

Please do not change the colours in the logo files that are provided by The Vegan Society.



Contact

If you have any questions or require further assistance please contact:

Samantha Calvert

0121 523 1736

sam.calvert@vegansociety.com

Elena Orde

0121 523 1749

elena.orde@vegansociety.com

www.vegansociety.com