



BRAND GUIDELINES 2023



BRAND RECOGNITION

It is important for brand recognition that our logos have a consistent appearance across applications. Maintaining proportion, color profile, and using the proper file type are critical. Therefore, we ask that you DO NOT do the following when using our logo files:

- **TILT, TWIST OR ROTATE THE LOGO**
- **SKEW, STRETCH OR DISTORT THE LOGO**
- **MAKE THE LOGO TRANSPARENT IN ANY WAY**
- **APPLY A NON-TRANSPARENT BACKGROUND**

The following pages contain options for using logos on colored backgrounds

- **USE ON A COMPLEX BACKGROUND**

Please do not layer our logos over complex backgrounds where the detail can be lost.

- **USE THE WRONG FILE TYPE FOR YOUR APPLICATION**

FILE TYPES

VECTOR: .ai, .eps

This is the preferred file type to use for print, embroidery, engraving, banners, etc. Logo can be scaled without any loss of resolution.

IMAGE: .jpg, .png

This is the preferred file type for online use. Please do not use .jpg files on colored backgrounds.

JUST ASK US!

IF YOU NEED HELP DECIDING WHICH LOGO FILE OR FORMAT TO USE PLEASE

CONTACT: Jodi Buford

jbuford@vita-pakt.com

888-684-8272 x 111

PRIMARY LOGO



COLOR PROFILES



HEX 231F20
RGB 35, 31, 32
CMYK 0, 0, 0, 100



HEX 1C75BC
RGB 28, 117, 188
CMYK 85, 50, 0, 0

VERSIONS



SECONDARY LOGO



COLOR PROFILES



HEX 231F20
RGB 35, 31, 32
CMYK 0, 0, 0, 100



HEX 1C75BC
RGB 28, 117, 188
CMYK 85, 50, 0, 0

VERSIONS



FONTS

TITLE

MONTESERRAT

SemiBold

AaBbCcDd

BODY

OSWALD

Light

AaBbCcDd

ACCENT

ETHNOCENTRIC

REGULAR

AABBCDD