# Our Vend logo.

Our logo is the heart of our brand and all our marketing initiatives. So, naturally, we're a bit protective of our logo and ask that you treat it very nicely, as outlined.

Logo colour options.

Our Vend logo and the inverse variation.
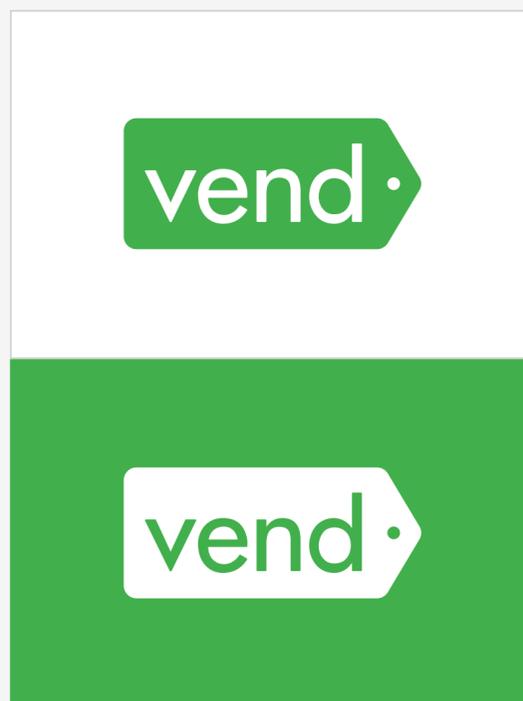
STANDARD GREEN LOGO

The standard green logo is the preferred format. To be used solid colored backgrounds. Choose the variation with the most contrast to the background.

HEX	#41AF4B
CMYK	75, 0, 85, 0
PMS	7739C

Logo size and space.

It's important that the Vend logo is always large enough to be legible and is given space to breathe.

MINIMUM CLEAR SPACE

Logo must have minimum clear space on all four sides. This space should equal the height of the 'v' in the logo.

MINIMUM SIZE

Logo minimum size for print is 18 mm x 8 mm. Logo minimum size for web is 77 x 34px.

What not to do.

You wouldn't like to be stretched, warped or washed out either.

DON'T STRETCH THE LOGO

Keep the logo to the aspect ratio in the file.

DON'T ROTATE THE LOGO

Keep the logo horizontal, in a landscape orientation.

DON'T COLOUR THE LOGO

You may only use logos as they are supplied.

DON'T CUT OUT THE TEXT

Do not cut the text out of the logo to show the background colour. The "Vend" text shouldn't be edited from the colour supplied.
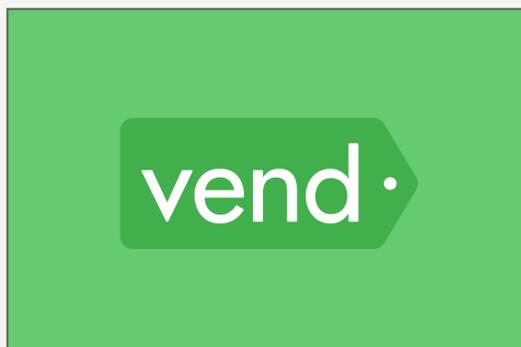
DON'T LOSE THE LOGO

Choose a logo that will contrast with the background and stand out.
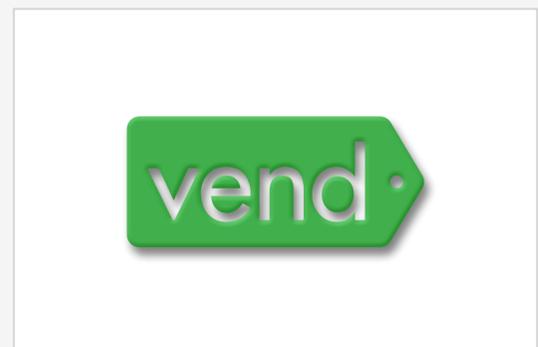
DON'T ADD EFFECTS

Just don't. *shudder*