



## Logo Usage Guidelines

Want to use the Vevan logo in your coverage of the brand? Awesome! We just ask that you follow these guidelines to ensure accurate representation of our brand.

### Permission

Always get permission before publishing the Vevan logo.

### Logo Versions

The primary Vevan logo is black, but in certain uses a color version may be preferred.



*Black and White:* The Black and White Vevan Logo is always used with its inner brush stroke line details and these knock out to the color background; never fill in with white unless using a white background. The Black and White Vevan Logo should never be used in reverse or in any other color.



*Color:* The Color Vevan Logo is preferred against a white background but may also be used against a black background. The black lettering in the Color Vevan Logo should never be used in reverse or in any other color.

### Clear Space

The clear space around the Vevan logo should be equal to ¼ inch.

### Sizing

The minimum size for the Black and White Vevan Logo is 1 inch wide for print or 72 px wide for screen use. The minimum size for the Color Vevan Logo is 1 ½ inches wide for print or 108 px wide for screen use.

### Modification

The Vevan logo should be used in its provided state. Do not alter, stretch or change the logo in any way. Also refrain from using the logo within text or attempting to recreate the logo as a font.

### Legal

The registration symbol should always appear in the lower left portion of the logo, next to the “n.” Do not crop or otherwise alter the logo to remove it.

