

# Logo usage guidelines

## Do's

### Colour variations

The Vested logo is to be represented in its two colours (Melon #EC5646, Purple ##36235C) on a white background. On a black background the logo must be reversed in white with melon accents, as shown. On other dark backgrounds the logo is to be reversed to 100% white.

### Minimum clear space

Separate the Vested logo from surrounding text, graphics and/or images with a minimum area of isolation equal to the height of the v in the mark.

### Minimum size

The minimum allowable size for printed applications is 2.7 cm wide. On our website the logo is 200 pixels wide by 63.5 pixels high.

### Logo placement

The Vested logo is typically positioned in the top left corner of printed properties and the top left of website properties.



Minimum size for print  
2.7 cm overall logo width



Minimum size for online  
87 px wide by 27.9 px high



Typical size for print  
4.8 cm wide by 1.55 cm high



Typical size for online  
200 px wide by 63.5 px high

## Don'ts

Never modify or re-draw the logo in any way.



Never display the logo in a container or holding shape

Never outline the logo

Never change the proportions of the logo



Never reproduce the logo in different colours (except reversing out 100% white)

Never append a name or other text to the logo

## Approvals

Please direct all questions regarding the use of the Embark Group logo to [marketing@embarkgroup.co.uk](mailto:marketing@embarkgroup.co.uk)