



BRAND GUIDELINE

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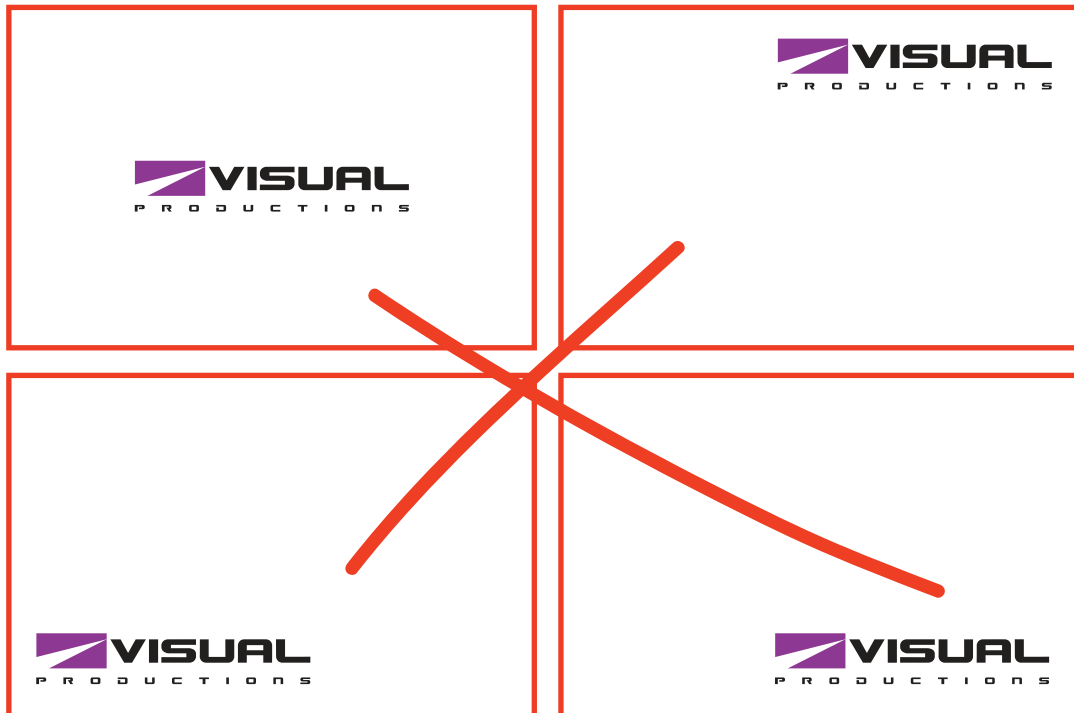
Recommended Logo Placement

Where should logo be placed?

Positioning your logo on a document or letter is similar to a website.

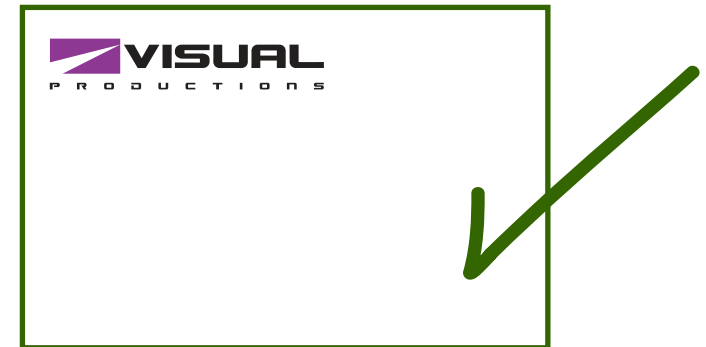
It is advisable to position your logo at the top left-hand corner.

Pay attention to the size of the logo on your letter, ensuring it is neither too large and overpowering, not too small and difficult to read.



Handy hints - “left is the best”

According to the Nielsen Norman Group's study, left is the way to go because most people look immediately to the left-hand corner of a website for the logo.



Logo Placement

It is advisable to position your logo at the top left-hand corner.

Logo

Standardized form

You must never change it in any way, under any circumstances. This ensures legal protection and helps recognition and awareness worldwide.



Logo size

The size of the logo should be based on the following formula:

Minimum size: for print

Minimum height



You can download our logo here:

<https://visualproductions.nl/downloads>

Handy hints - "IN TEXT"

Never use the logo in running text. When the word Visual Productions needs to be used in text, use the same typeface, style and color as the rest of the text.

Logo colours

The correct colours are specified in this document for use in pixel and print —e.g., Pantone (for pure solid color in print), CMYK (full-color for print) and RGB (for digital).

Handy hints - “VISUAL PURPLE”

PANTONE 254

CMYK 51%94%0%0%

RGB 138.0.133 (for website, software, etc)

#8A0085

RAL4006

Full-color Pantone version

PANTONE 254

PANTONE BLACK 6 C



Full-color CMYK version

CMYK 51%94%0%0%

CMYK 75%68%67%90%



Full-color RAL version

RAL 4006

RAL 9011



Full-color RGB version

R:138, G:0, B:133

R:0, G:0, B:0

#8A0085

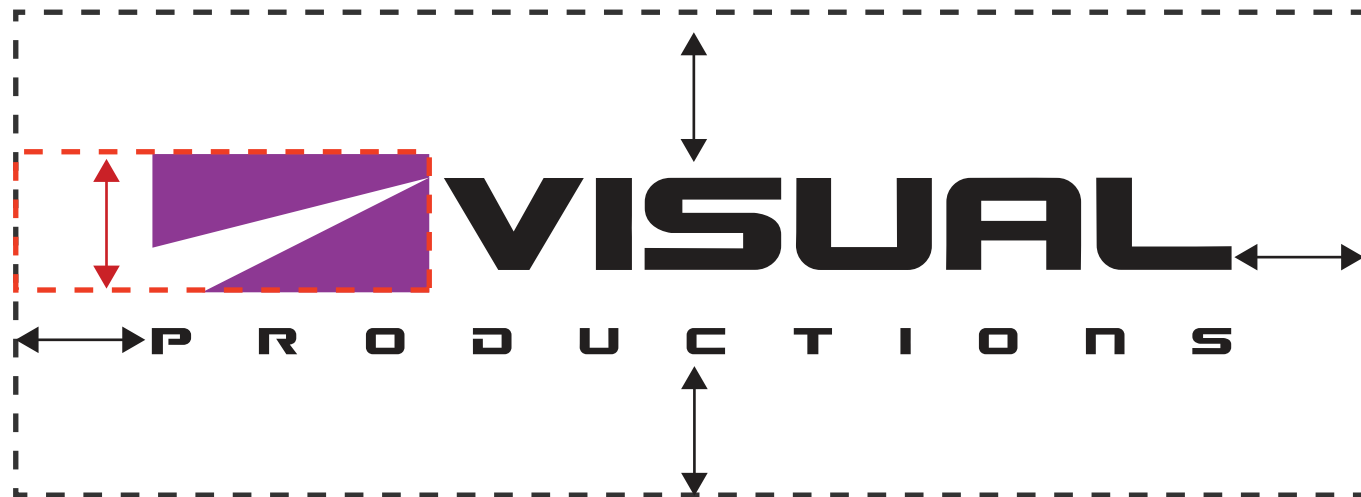
#000000



Logo clear space

Our logo must be shown in a clear and legible form. To help ensure this, be sure to maintain a white “clear space” around the logo—where no text, images or symbols may appear.

The easy-to-follow rule to achieve the correct clear space is to ensure a minimum of height of our Purple Logo Icon - is left clear around the Visual Productions logo (see example).



Recommended clear space: the height of our Purple Logo