



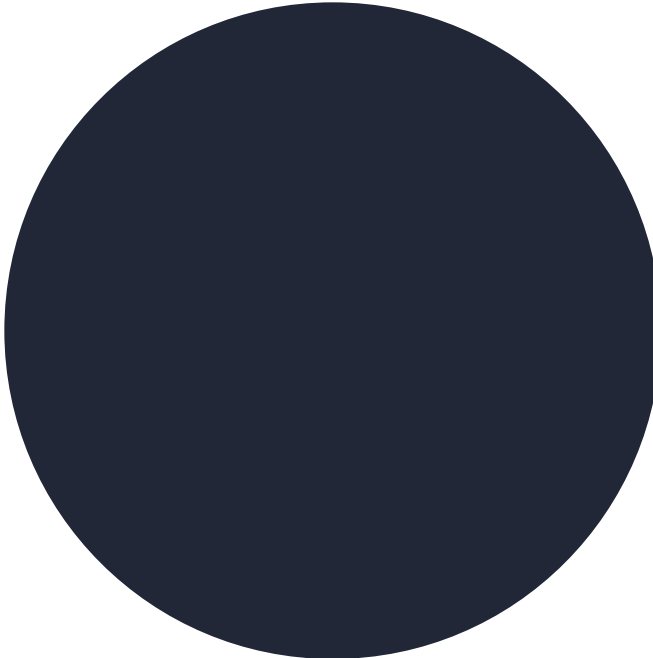
**VaultX 2024**

**Brand Guidelines**

# Logo

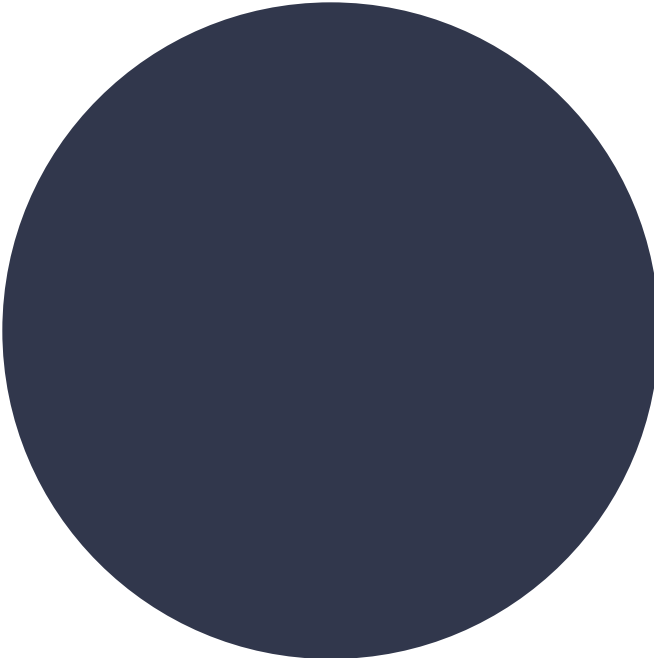
Four variations of the logo for primary and secondary uses.





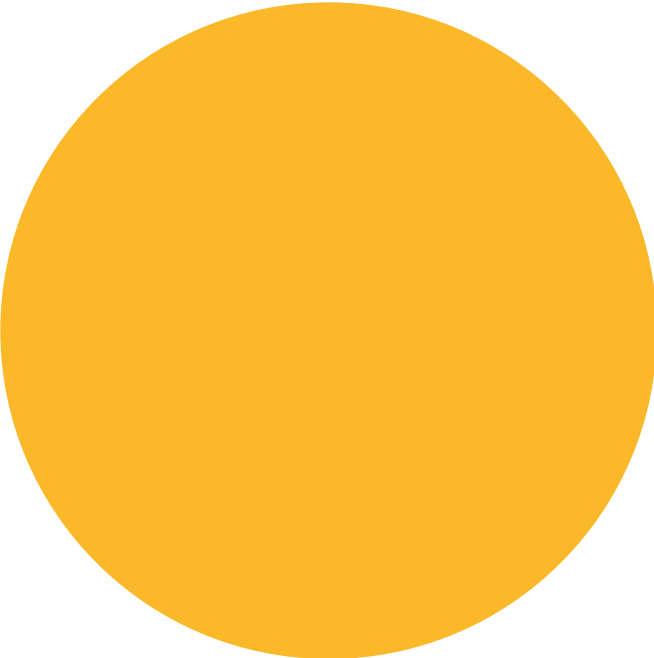
**Dark Blue**

HEX: #212737  
RGB: 33,39,55  
CMYK: 40,29,0,78



**Light Blue**

HEX: #31374C  
RGB: 49,55,76  
CMYK: 36,28,0,70



**Gold**

HEX: #FBB829  
RGB: 251,184,41  
CMYK: 0,27,84,2



**Off-White**

HEX: #EDEBE6  
RGB: 237,235,230  
CMYK: 0,1,3,7

## Garvo Poster Bold

Brand logotype and for headlines/title page banners.

## Poppins Semi Bold

For category titles and 2nd tier hierarchy titling on signage and web.

## Raleway Regular

Body paragraph text on all signage and copy for web, presentations, and signage.

**GARVO POSTER BOLD**

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
1234567890**

**Poppins Semi Bold**

**ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890**

Raleway Regular

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Utilize proper sizing, roughly 1/4 size down from Main Header to Subtitle to Body Copy text copy.

**Garvo Poster Bold** ————— **MAIN HEADER**

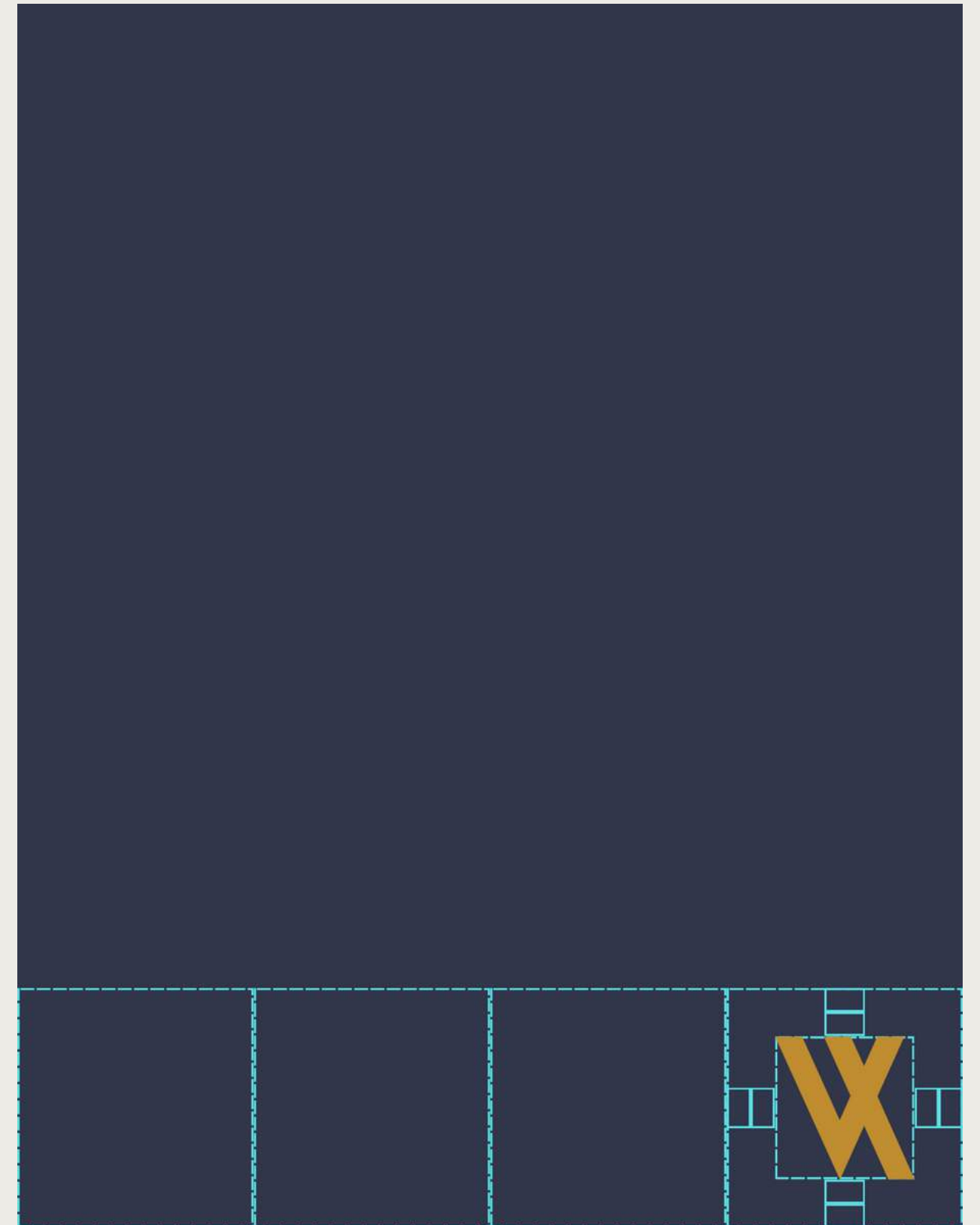
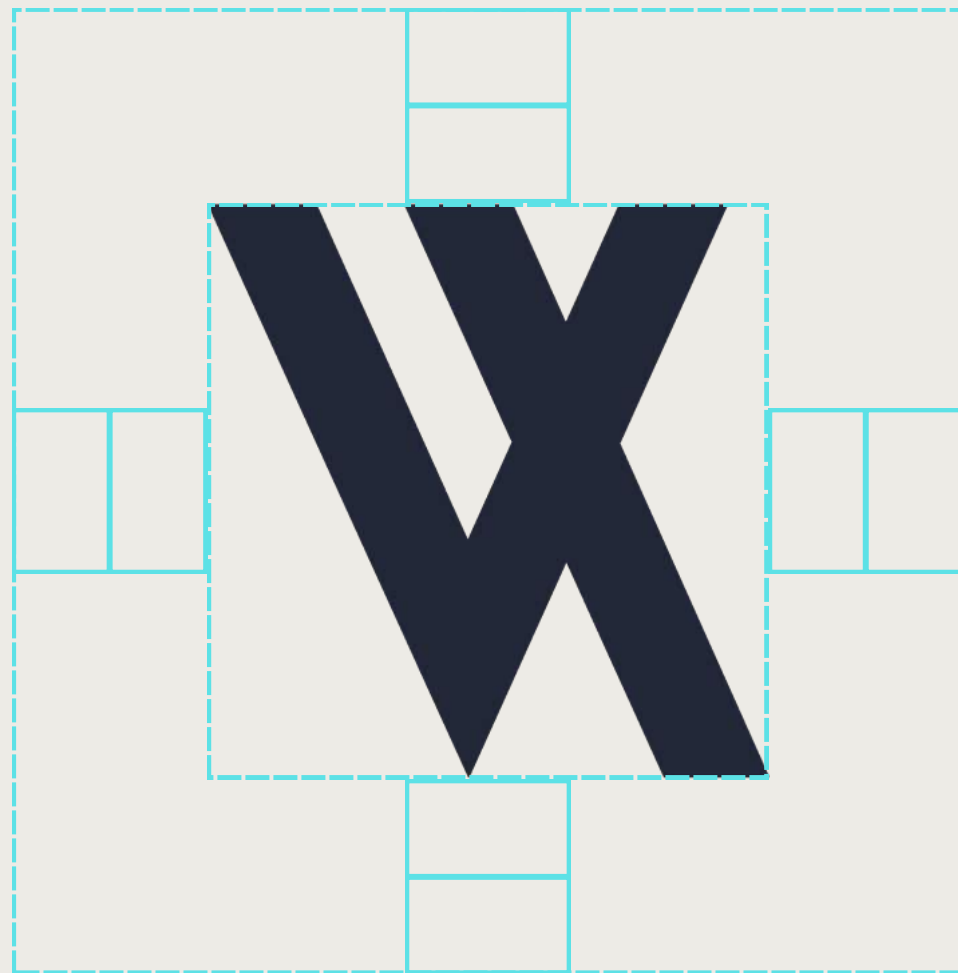
**Poppins Semi Bold** ————— **Subtitle**

**Raleway Regular** ————— BODY COPY. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed lectus magna, commodo non dui eu, vestibulum pellentesque enim.

# Margin + Proportion

Margin spacing rule for logo to edge on all digital and print should be two times the width of the logo 'legs'.

The size of the logo when applying to a specific dimension should be proportionately scaled 1/4 the base of the page in the margin lockup. For example, the margin lockup width would be 2.125" when applied to an 8.5"x11" document.





Use blue logos on non-colored backgrounds



Don't modify logo dimensions



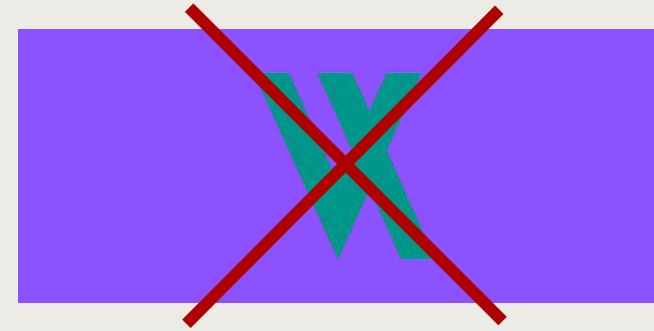
Don't place on similar color background



Use gold or white logo on dark backgrounds



Don't rotate the logo placement



Don't use unapproved colors



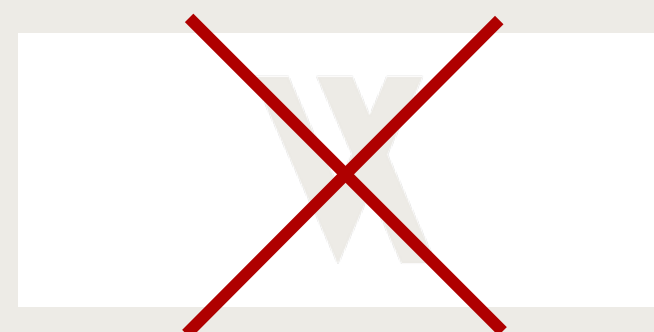
Don't use dark logo on dark background



Use off-white logo on other colored backgrounds



Don't modify logo colors



Don't use off-white version on light background

**WX VAULTX**