Vitanova Brand Guide: **Logos**

The Vitanova logo must be visible on all products and materials associated with the Vitanova brand. For additional questions on usage, contact: info@vitanova.com

Vitanova Logo
The logo contains the Vitanova logotype and the wooden flower. They only work together in four color. For two or fewer colors, the wooden flower is removed.

The wooden flower may be used apart from the logo type but should not be used as the only symbol of Vitanova.

The logo or logotype are never to be altered in any fashion.

It is preferable for the logotype and logo to be used on a clean, white background or the Vitanova blue.

For reverse 4 color (remove black box)
For 4 color use Dropshadow
R:178 G:155 B:104
C:31 M:35 Y:68 K:3

For 4 color use

R:178 G:155 B:104
C:31 M:35 Y:68 K:3

1 color on light background

1 color reverse (remove black background)
no flower or drop shadow for either black and white
or under 1"

Vitanova Brand Guide: **Banners**

Vitanova Logo Banners

To use to brand your ads, poster or flier with the logo and the company's blue.

The banner should be at the top for headers and at the bottom for posters and ads.

Vitanova Half-Page Banners

Created for smaller promotional pieces like postcards and ads.

The banner appears at the bottom for posters and ads.

Always size proportionately.

The V-shape header is used on packaging and certain memes where there is a dark background to show off the logotype.

The Flower icon-logo is used as a design element and never to be the sole branding. It is best when used with the logotype V-shape or when the non-flower logo is present.

Page banner   Blue background: R:5 G:22 B:175 • C:99 M:93 Y:0 K:1

Page banner

1/2 page banner

V-shape header with Cobalt Blue Bottle image

Flower Icon/Logo