

Graphic Standards

Logo

The VVMV logo may not be altered from the form shown on the right.

Correct



Never stretch, condense or alter the shape of the logo.

Incorrect



Other graphic shapes may not touch or be joined to the logo.

Incorrect



Stripes or other pattern fills are not permitted.

Incorrect



Outline versions of the logo are not permitted.

Incorrect



The logo must always be printed horizontally.



Graphic Standards

Logo

The logo may be black or white and can be used on black, white or PMS 123 C background.

The logo may print on or be reversed out of photographs or other colors.

Correct



Correct



Do not use tints or graduated tones of the yellow color. It is important to keep it solid.

Incorrect



Correct



Correct use of the yellow wings logo (PMS 123 C).

Incorrect



The VVMV logo may never be printed yellow.

Incorrect



Graphic Standards

Logo

Scan the logo on this page if an electronic file is unavailable.



Graphic Standards

Minimum Spacing Around Logo

To achieve maximum impact when producing items such as trade show bags, ball caps, coffee mugs, etc., it is often necessary to place type closer to the VVMV logo than specified by VVMV logo guidelines.

A minimum space should be observed to avoid crowding or touching the logo.



Standard Usage



Graphic Standards

Color Standards And Matching

The approved yellow color for print materials is PMS 123 C yellow. The yellow should be printed as a solid fifth color on brochures whenever possible to achieve a dense and consistent yellow. For four-color press runs, specify a PMS 123 C yellow match and use these perforated color swatches when checking color on press.

When printing on other substrates such as vinyl or metal, use these swatches to match the color as closely as possible. The top half of these swatches is varnished.



Graphic Standards

Color Matching On Uncoated Stocks

Use these swatches to proof PMS 123 C yellow on uncoated stocks such as notepads, letters, cards and any uncoated envelopes.

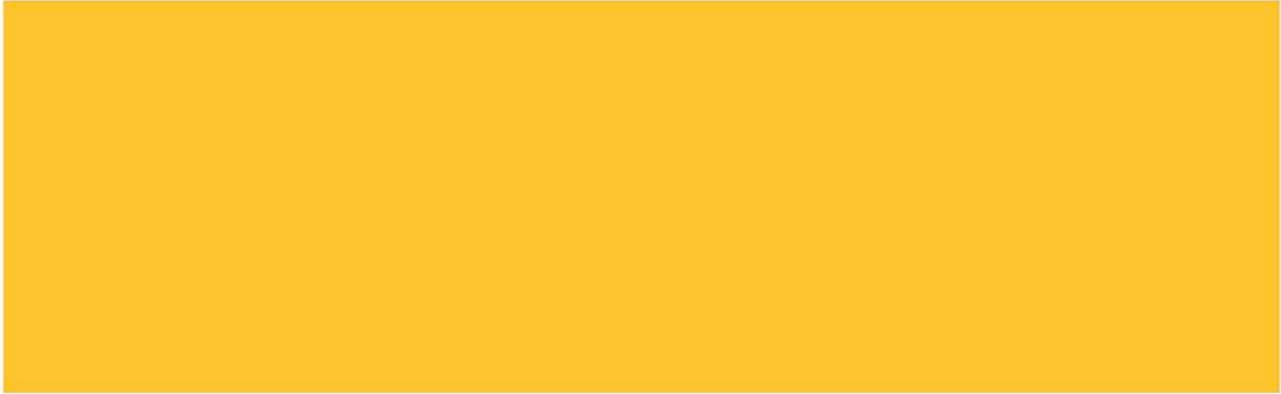
The yelow should be printed as a solid fifth color whenever possible to achieve a dense and consistent yellow. Varnish is not recommended for uncoated stocks.



PMS 123 Uncoated

PMS 123 Uncoated

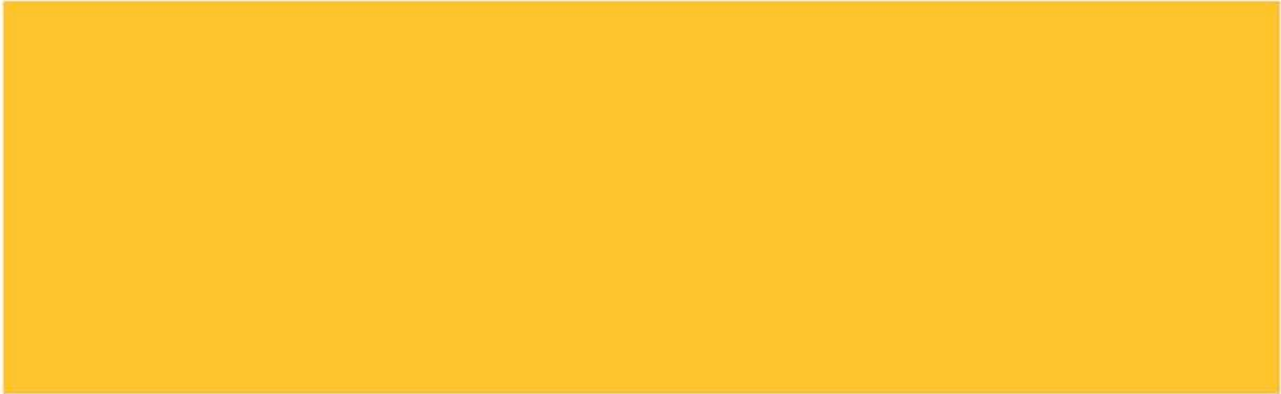
PMS 123 Uncoated



PMS 123 Uncoated

PMS 123 Uncoated

PMS 123 Uncoated



PMS 123 Uncoated

PMS 123 Uncoated

PMS 123 Uncoated

Graphic Standards

Typographic Standards

The display font used for headlines on the "FOR PILOTS" is called Impact.

Headlines are set in all caps and should be kept as short as possible to accommodate a large type size without looking crowded. Long headlines set in all caps will be less readable and may appear busy. Use Helvetica Light for text and try to limit the number of typefaces to two if possible, and three at most.

Subheads should be set in Impact in either all caps or upper and lower case. Smaller subheads may be set in Helvetica Extra Compressed, which is slightly lighter and more open than Impact. Refer to the samples in this binder as a style reference.

FOR PILOTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0 \$ & ! ? : ; , .

IMPACT – Use for headlines and subheads

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ & ! ? : ; , .

HELVETICA LIGHT – Use for text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ & ! ? : ; , .

HELVETICA EXTRA COMPRESSED – Use for smaller subheads

Graphic Standards

Typographic Standards

Other materials, such as invitations, may require a font with a different look. Other versions of Helvetica may be used as appropriate.

In applications such as PowerPoint, the basic font selection may not include Helvetica, but will include a similar font such as "Arial." Use Arial whenever Helvetica is not available.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ & ! ? : ; , .

HELVETICA BLACK – Use for headlines and subheads

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ & ! ? : ; , .

HELVETICA MEDIUM – Use for labels and captions

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ & ! ? : ; , .

HELVETICA THIN – Use for text

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 \$ & ! ? : ; , .

ARIAL BLACK – Use for headlines in PowerPoint

Graphic Standards

Colors

Colors used in the logo.



PANTONE 123 C



BLACK



PANTONE Warm Gray 6 C



PANTONE 446 C

