

CLIENT: VEGA POOL PROS

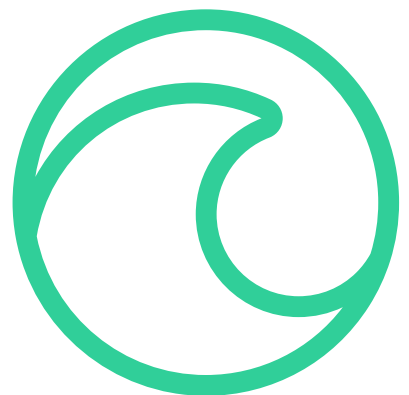
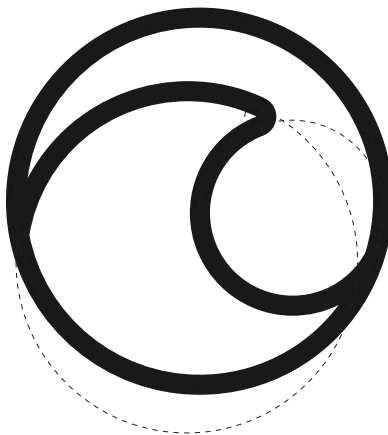
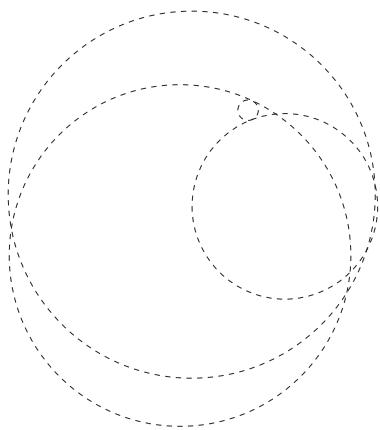
PROJECT: CORPORATE BRANDING

DATE: NOVEMBER 18, 2014

GUNDOG *creative*

VEGA
POOL PROS

VEGA
POOL PROS



BRAND GUIDELINES

LOGOTYPE

VEGA

GLYPH + LOGOTYPE2



LOGOTYPE2

VEGA

POOL PROS

TYPOGRAPHY

Font Family: 'Glegoo'

HEADER TEXT -- (uppercase / letter spacing: 60)

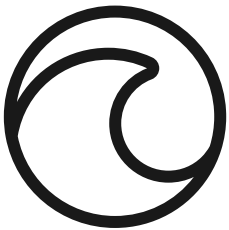
Paragraph Text -- (lowercase / letter spacing: 0)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

HORIZONTAL LOCK-UP



GLYPH



					
VEGA GREEN ---- #30CF99 RGB (48, 207, 153) C66 M0 Y56 K0	VEGA ACCENT GREEN ---- #27A074 RGB (39, 160, 116) C79 M13 Y70 K1	VEGA WHITE ---- #FCFCFC RGB (252, 252, 252) C0 M0 Y0 K0	VEGA LIGHT GREY ---- #C6CECB RGB (198, 206, 203) C22 M12 Y17 K0	VEGA GREY ---- #8A9390 RGB (138, 147, 144) C49 M35 Y40 K2	VEGA BLACK ---- #202624 RGB (32, 38, 36) C74 M63 Y66 K71

VEGA

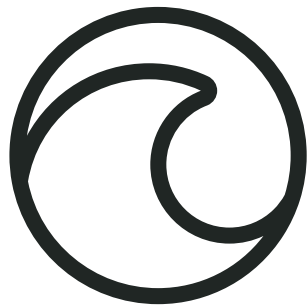
VEGA



VEGA
POOL PROS

SUGGESTED COLOR USE





VEGA
POOL PROS

SUGGESTED COLOR USE

