

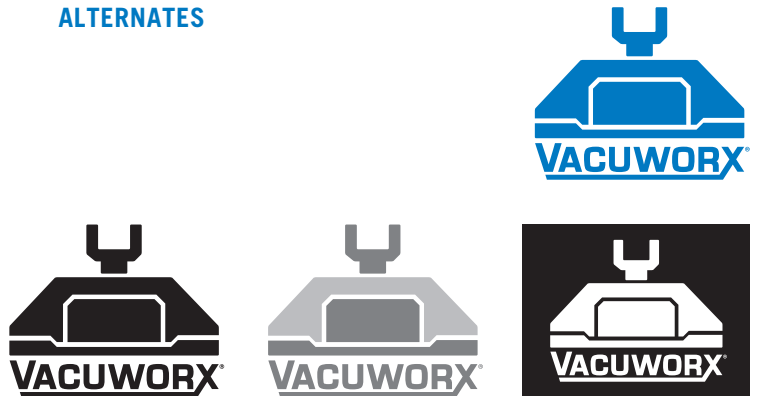
VACUWORX[®] STYLE GUIDE

LOGOS



VACUWORX[®]

ALTERNATES

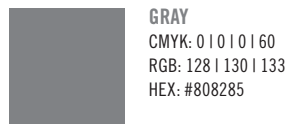
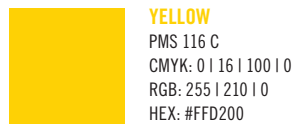
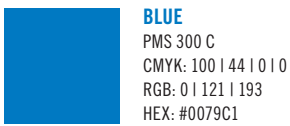


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COLOR PALETTE



MINIMUM SIZE

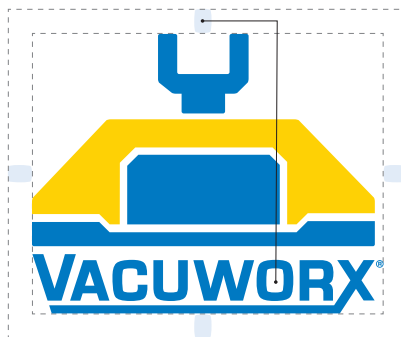
In print pieces, the minimum width of the logo should be 1.5".



VACUWORX[®]

CLEAR SPACE

The logo should always have a healthy amount of clear space around it; at minimum, this space should equal the size of the counter in the letter "O" of the logo.



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INCORRECT LOGO USAGE



Do not stretch, skew or distort the logo.



Do not reposition, resize or alter any part of the logo.



Do not change the colors of the logo.



Do not use the logo on low-contrast backgrounds.



TYPOGRAPHY

The 2 main typefaces of the Vacuworx brand are Big Noodle Titling and Trade Gothic.

Big Noodle Titling is used for headlines, the tagline and the URL. Trade Gothic LT Std is used for any remaining verbiage.

USE BIG NOODLE TITLING FOR HEADLINES

TRADE GOTHIC LT STD BOLD or **BOLD CONDENSED** may be used for subheaders.

Use Trade Gothic LT Std for body copy. When emphasis is needed, **Trade Gothic LT Std Bold** may be used. The remaining weights may also be used sparingly.

TAGLINE



FASTER. SAFER. SMARTER.

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FASTER.
SAFER.
SMARTER.

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SAFER.
SMARTER.

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SAFER.
SMARTER.

FASTER.
SAFER.
SMARTER.

URL



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