



>aYa Guide to  
Valentine's Residences Resort & Marina

# The Valentine's Logos

## *Standard Logo &*

## *Round Sigil Logo*

There are two logos that are currently used by Valentine's Residences Resort & Marina. The standard logo, which includes the full name and the "V" icon, and the round "sigil".

The standard logo can be used on any material and should be the first logo looked at as a possible solution for the marketing piece. It should be used for three primary purposes:

- To close a piece (such as the back of a brochure or bottom of an ad)
- When there is no space for support graphics (such as on ad specialties like keychains)
- By third parties, under license partner communications, sponsorships, etc.)



(Above) Standard Logo

(Below) Sigil Logo



The round Sigil logo is used as a support element, and is reserved for:

- As an introduction to the brand (for instance, on the front of a brochure)
- Social media (and similar) posts where it adds an identifying moniker without worrying about readability of the small type.
- As a support graphic in other design materials. When used as such, there should still be a standard logo used somewhere on the piece to complete the Valentine's identification.
- Other places where it makes sense to use and where the full name is not required.

There are occasionally places where there is no perfect fit. Get guidance or permission from the creative director to use the logo in a different manner.

# The Valentine's Logos

## *Standard Logo Size and Space Usage*

In general, the standard logo should occur only once per piece. For instance, On a multi-page piece it should close the document or on a website it should exist in the navbar.

### Minimum Size

Because of the type used in this logo, it has minimum height.

In print, it should be used at least .75" tall. Any less and the type may break up.



For digital media it should be used no lower than 60 pixels tall, and if possible, keep it above 130 pixels.



### Clear Space

The Standard logo must have clear space around it so it does not feel cramped.

The minimum clear space is .375" (3/8") for every 1" height of the logo, up to a maximum required space of 2".



*The only allowed clear space exception is when the standard logo is used in conjunction with our partner's logo—Preferred Residences. The spacing for the Valentine's/ Preferred combo logo is pre-determined and the two logos are supplied together when*

*needed. If you are in need of the combo logo, please contact Valentine's Creative Director.*

Additionally, in print media, the logo should have a minimum distance from any edge. The minimum should be .25" from any edge to avoid the logo being trimmed into by the cutter when the piece is trimmed to size.

For very large pieces, the logo may be proportionally scaled down to fit the piece and still maintain readability at the applied distance.

### Logotype

The typeface that was used to create the logo was:

**Goudy Old Style**

It was slightly stroked to make it bolder.

# The Valentine's Logos

## *Standard Logo Color Usage*

The standard logo exists with only three color options: Black, white, and full-color. The logo may not be used in any other color option without permission.

### **Full-Color**

The logo should be used in color when possible. If the background does not work well with the color logo, try changing the background first. When possible use it against white. Light solid colored backgrounds are also acceptable.

The colors used in the logo are:

Deep Blue (PMS 653)



Process Mix: 87c/64m/18y/3k

RGB Mix: 50r/97g/149b

Hex Mix: #326195

Shallow Blue (PMS 298)



Process Mix: 65c/10m/1y/0k

RGB Mix: 61r/181g/230b

Hex Mix: #3db5eb

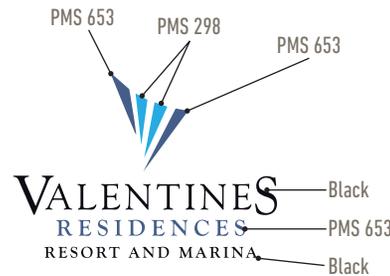
Black



Process Mix: 40c/0m/0y/100k

RGB Mix: 0r/0g/0b

Hex Mix: #000000



### **Black**

When color in an ad or other collateral piece is limited, the black logo is the appropriate version to use. Do not use it against a medium or dark background.

### **White**

When used against a dark or busy background that the color logo does not work well against, use the white logo.



# The Valentine's Logos

## *Standard Logo Color Poor Usage Examples*

Here are some examples of the logo being used wrong. Please avoid these mistakes. If in doubt, give us a call.

Dark Blue gets s



Dark blue gets lost



Light Blue and Dark Blue get lost



Vibrating color combination



Light blue gets lost



Light blue gets lost



Wrong color fill, No Strokes to the logo.



No Gradient Fills in the standard logo



No repositioning, or dismantling, of the logo

# The Valentine's Logos

## *Sigil Logo Usage*

The 'sigil' logo can be used in any color that is part of the Valentine's color palette. The logo may not be used in any other color without permission. The Sigil logo does not have any type as part of it, so it is limited to a support role or for use in places where Valentine's already has primary branding. See the below example of a social media post. If you need this logo, please contact Valentine's Creative Director for the logo and explain how you plan on using it.





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