



## COLOR VARIATIONS & USAGE

### REVERSE LOGO USAGE



The knock-out / reverse logo can be used on primary brand colors or image overlays using primary brand colors, as well as in black and white applications for print. The reverse logo consists of solid white for all letters, and 50% opaque white on the bars radiating out from the "C".

### INCORRECT LOGO USAGE



Do not use the logo on secondary color backgrounds, over top of busy images or images that do not contrast well with the logo. The designer should consider the application of the logo and whether it will detract from the strength and brand recognition attached to the Valencell logo.