The VeganSociety
One world. Many lives. Our choice.

Supporter Logo Guidelines

Supporter logo

Supporter logo

The Supporter logo allows supporters of the Society to use the logo on their website or publications. It does not allow them to speak on behalf of The Vegan Society.

The Vegan Society Supporter logo must be used in a context where it is clear which organisation is supporting The Society. The preferred colour is the two-colour logo which is always to be placed on a white background. The logo in black is only to be used in exceptional circumstances. The logo must appear in isolation and comply with the guidelines in the following pages. It should not be combined with any non-related elements and should stand out as much as possible. The user is required to use authorised artwork that is provided by The Vegan Society and on no account is the logo permitted to be hand drawn, re-created by any other organisation or person or incorporated into another organisation's logo.

Signing off logo usage

The use of these logos must be approved by our Communications team.
Please send your layouts to:
communications@vegansociety.com

Supporter logo

Supporter logo Exclusion zone & minimum size

Exclusion Zone
In order for the Supporter logo to stand out and be clear and consistent, an exclusion zone around the logo has been created. It is equivalent to half the size of the letter 'e' in the word Vegan.

No type or graphic elements should encroach on the exclusion zone. This is a minimum amount of space. More space placed around the logo is encouraged if possible.

Minimum size
The recommended minimum size of the logo is a width of 40mm for print applications and 130 pixels for online applications.

Please note that these are minimum sizes and larger sizes are recommended for maximum impact.

When changing the size of the logo always keep the same proportions and do not distort it in any way.

X

X

X

minimum
width
40mm
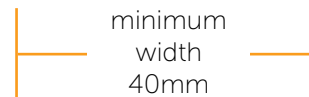
Supporter logo Logo usage do nots

1 Do not rotate the logo.

2 Do not distort the logo.

3 Do not place the two-colour logo on a coloured background. It is only to be viewed on a white background.

4 Do not put the two-colour logo on a photograph.

5 Do not add effects to the logo (e.g. drop shadows).

6 Do not reproduce the logo in any other colour combination.

7 Do not change the typeface.

8 Do not rearrange elements of the logo.

Always use the provided logo files to maintain the correct usage and dimensions.

1 X

2 X

3 X

4 X

5 X

6 X

7 X

8 X

Supporter logo Colour variations

The Supporter logo can be reproduced in two colourways:

Green and orange (two-colour logo)

(Please see page 7 for colour references to Pantone, four-colour process & RGB.)

The two-colour logo must always be on a white background.

The two-colour logo is preferred and is to be used whenever possible.

Black
The Supporter logo in black can be used on a variety of background colours as long as there is sufficient contrast for the logo to stand out.

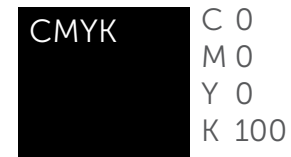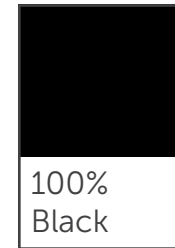# Principal colours

These are the principal colours to use:

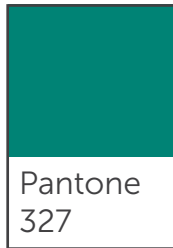**The Vegan Society green**
The Vegan Society orange
Black

Please note that the CMYK values have been optimised. Please do not convert the Pantone colours directly to CMYK.

Please do not change the colours in the logo files that are provided by The Vegan Society.

| Pantone 327 | Pantone 1375 | 100% Black |

CMYK	C 100	CMYK	C 0	CMYK	C 0
	M 23		M 47		M 0
	Y 58		Y 100		Y 0
	K 0		K 0		K 100

RGB	R 0	RGB	R 255	RGB	R 0
	G 131		G 158		G 0
	B 117		B 22		B 0
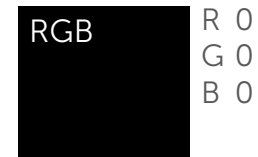
Contact

**If you have any questions or require
further assistance please contact:**

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