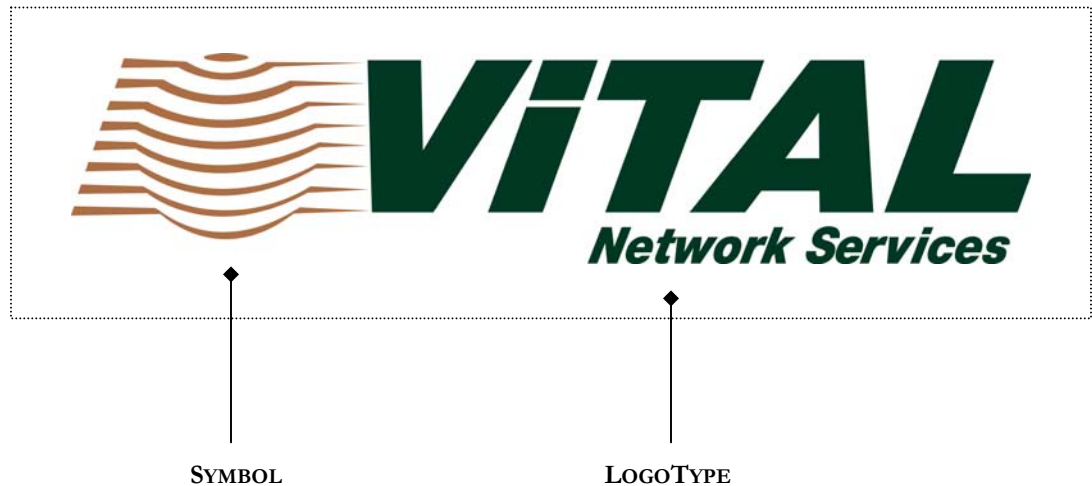


VITAL'S GRAPHIC IDENTITY

The key elements to the VITAL identity are the VITAL logotype and symbol. Together, these elements make up the VITAL logo.

VITAL LOGO



The VITAL symbol may be used in a variety of ways by itself and with the VITAL logotype. However, the VITAL logotype **should not** be used without the symbol.

EXCLUSION ZONE



The box (illustrated in the dotted lines in the graphic above) shown around the logo is the “exclusion zone” outside of which all other design features – text or images – must remain. This box is a guide only and should not be reproduced in any printed form.

COLOR

VITAL's logo is made up of two colors. The symbol is a metallic copper and the logotype is a dark green as follows:

PANTONE Color Formula

When the logo is being reproduced at a printer, the following colors should be specified:

Symbol: Pantone 876

Logotype: Pantone 3435

CMYK Formula

When the logo is being reproduced in four-color process, the symbol and logo should be represented by the following CMYK formulas:

Symbol: C – 29%, M – 49%, Y – 64%, K – 4%

Logotype: C – 100%, M – 0%, Y – 79%, K – 60%

RGB Formula

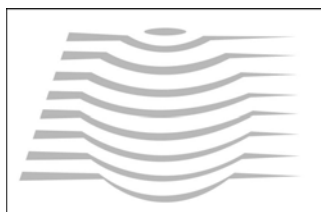
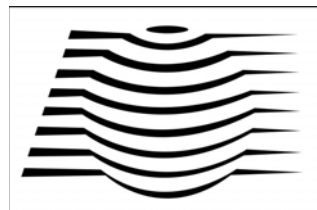
For screen-based presentations the symbol and logo should be represented by the following RGB formulas:

Symbol: R – 173%, G – 110%, B – 69%

Logotype: R – 0%, G – 56%, B – 34%

The VITAL Symbol

The VITAL symbol should be shown in metallic copper (Pantone 876 or its four-color equivalent) whenever possible. The symbol may also be shown in black, tints of black, or white, as required.



**Note – The boxes around the symbols are strictly for illustration purposes and should not be reproduced in print.*



The VITAL Logo

The VITAL logo should be shown using the specified colors for the symbol and logotype whenever possible. The logo may also be shown in black or white, as required.



**Note – The boxes around the symbols are strictly for illustration purposes and should not be reproduced in print.*

ADDITIONAL GUIDANCE

✘ DO NOT

REARRANGE THE LOGO ELEMENTS



✘ DO NOT

CHANGE THE LOGO PROPORTIONS



✘ DO NOT

USE THE LOGOTYPE ALONE



✘ DO NOT

CHANGE THE LOGOTYPE



✘ DO NOT

CHANGE THE LOGOTYPE SPACING



✘ DO NOT

USE THE LOGO IN A SENTENCE

WE BELIEVE THAT  WILL BE
ABLE TO PROVIDE YOU WITH THE
HIGHEST LEVEL OF SERVICE IN THE
INDUSTRY.

✘ DO NOT

USE AN OUTLINE OF THE LOGO



✓ DO

USE THE LOGO AS DESCRIBED IN THIS GUIDE



Any Questions??? Contact Jennifer Williams at 813.814.1172