



VAIL

BRANDBOOK

(Reduced version)

## CONTENT

04 COLOR

06 LOGO

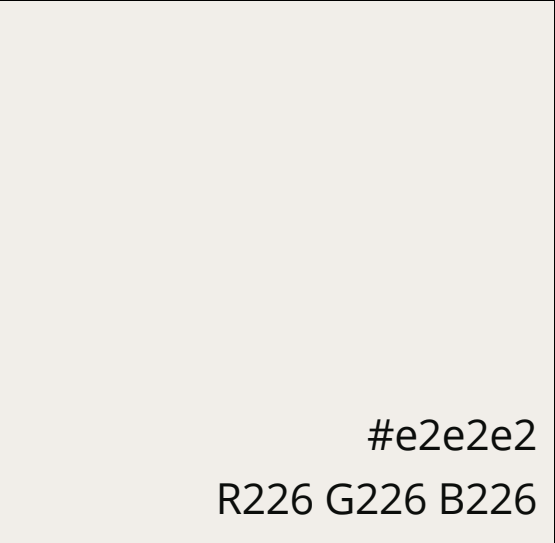
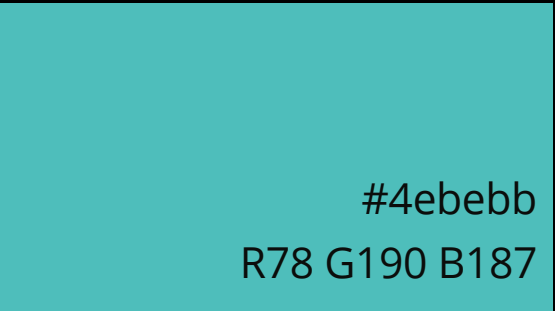
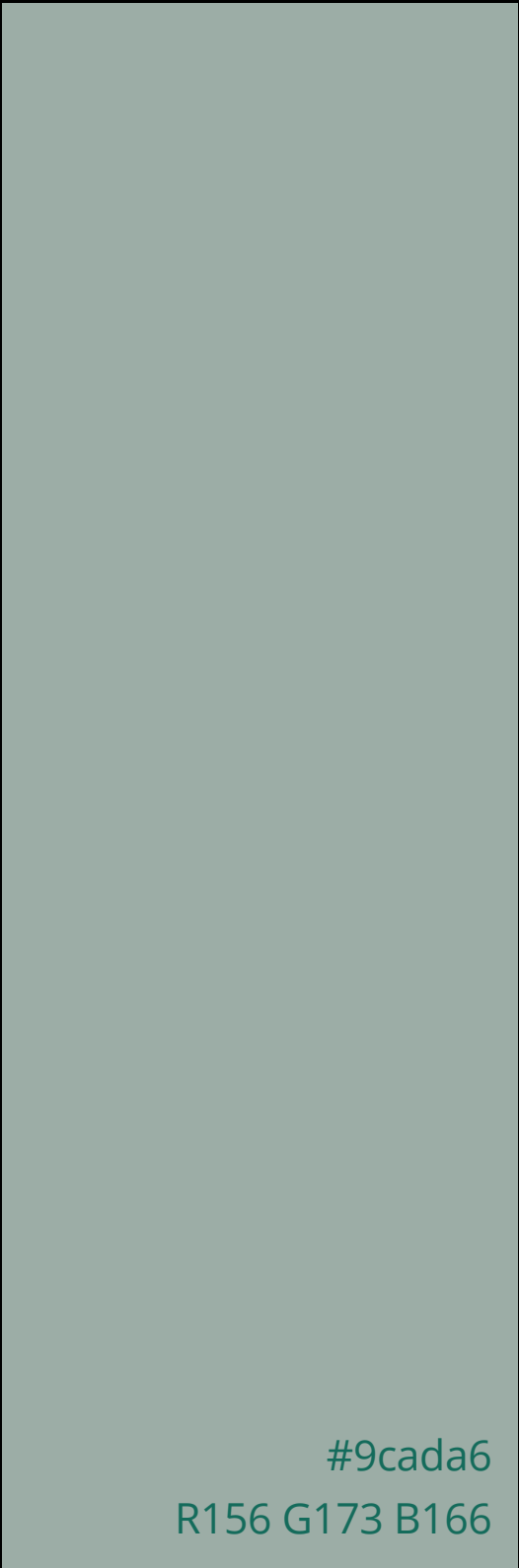
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# COLOR

# COLOR

VAIL should be vibrant, exciting, and futuristic. But yet remain mysterious, vague and dangerous.

Our main accent is VAIL green, ALWAYS over black.

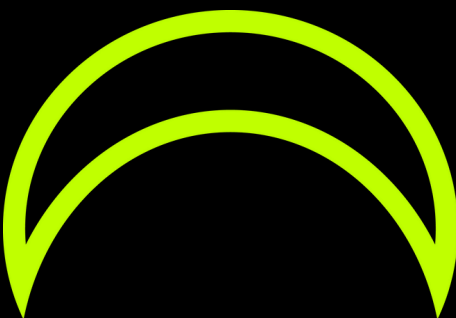


LOGO

PRIMARY



ICON



SECONDARY



SPECIAL



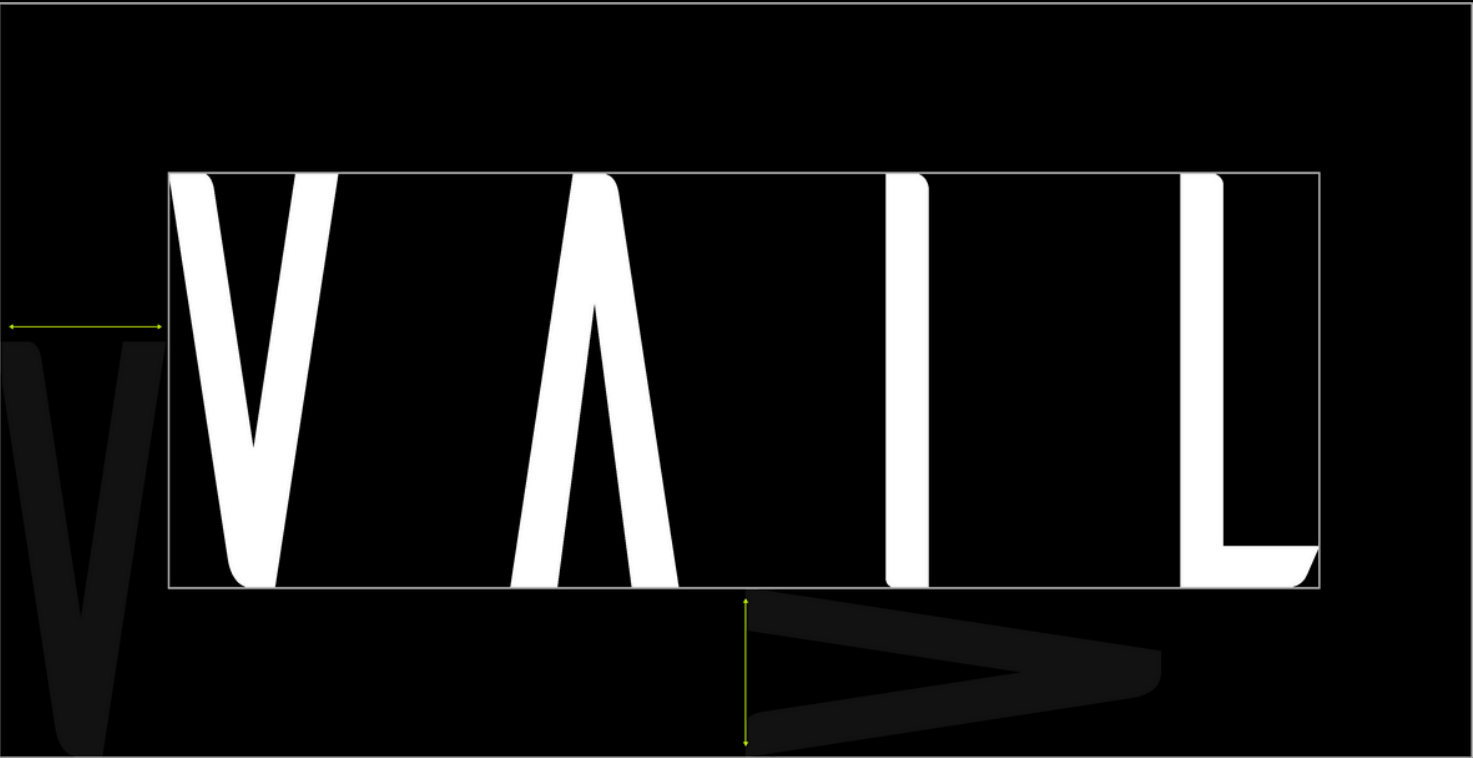
PRIMARY

Use:

/ Other VAIL brand elements are in context  
(Backgrounds, characters, colors...)

/ Theres enough space around to be legible

MINIMUM SPACE AROUND



YES:



Black on white



Black on green



Clean background



Dark background



White preferably  
or green

DONT:



Green on white



White on green



Too busy background



Light background  
(Acceptable but not ideal)



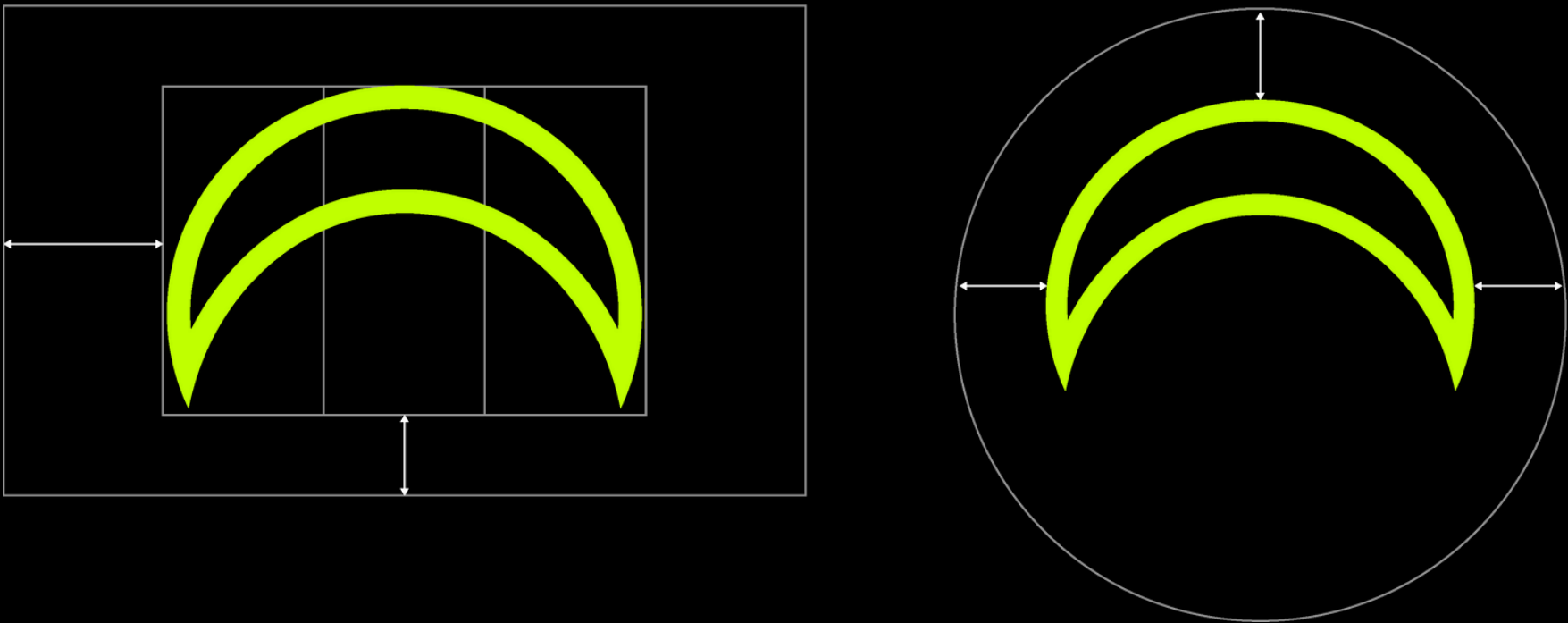
Change color

ICON

Use:

- / The space to display the brand is small
- / Theres super clear VAIL context around
- / In a background (Try to use the 3D version)
- / Signature
- / Merchandising

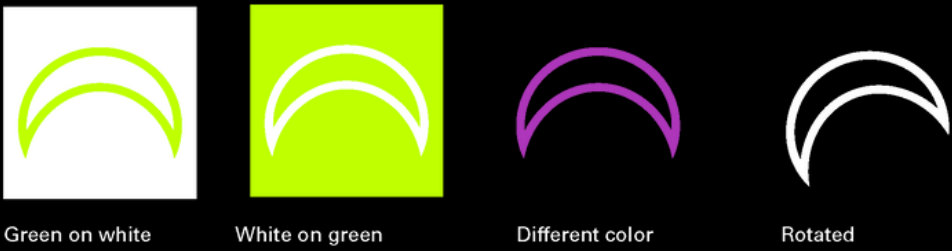
MINIMUM SPACE AROUND



YES:



DONT:



## SECONDARY

### Use:

/ Theres no VAIL context around  
(Sponsor, not VAIL related websites, merchandising)

/ Theres enough space to display both  
/ There's clean, dark background below

MINIMUM SPACE AROUND



YES:



DONT:



All green

All white

White on green

Green on white

MINIMUM SPACE AROUND

# SPECIAL

## Use:

/ You need a version that works on top on both dark and bright backgrounds



Examples

# TYPOGRAPHY

TYPOGRAPHY

**Univers extended**

Univers roman

Univers condensed

**Titles**

Body

Special

# FINAL

Don't hesitate to contact us if any doubt, we are here to help

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