

2020



VE Studio[®] Logo Guidelines

(Condensed from Brand Guidelines)

The DiSTI Corporation

Our Logos

2.6 VE Studio® Logo

Logo Colors

The VE Studio® logo uses a crimson red (PMS 1815 C // CMYK=16-97-86-54 // R=115 G=11 B=18) as it's main color, along with a cool gray (PMS Cool Gray 11C // CMYK=66-57-51-29). The logo should use it's full-color combination whenever possible.

Alternative colors for the logo are black (C=75 M=68 Y=65 K=86), white (C=0 M=0 Y=0 K=0), and a “color knockout logo“ which uses the crimson red for the square and white for the font and border.

VES Crimson Red



PMS 1815 C
CMYK 16-97-86-54
RGB 115-11-18
HEX #730B12

Cool Gray



PMS Cool Gray 11
CMYK 66-57-51-29
RGB 84-86-91
HEX #53555a

Black



CMYK 75-68-65-86
RGB 9-10-12
HEX #09090b

Minimum Logo Sizing

With rare exception, do not reproduce the VE Studio® logo smaller than the measurements illustrated here.



0.875"

Horizontal Logo



Knock-out



Color knock-out



Our Logos

2.6 VE Studio® Logo

Stacked Variation

The stacked VE Studio® logo can also be used when confined to narrower spaces that require a more condensed proportion.

Stacked Logo



Minimum Logo Sizing

With rare exception, do not reproduce the VE Studio® stacked logo smaller than the measurements illustrated here.



Knock-out



Color knock-out



Terms & Conditions

The DiSTI brand is a valuable asset of The DiSTI Corporation (DiSTI). Your use of the trademarks, trade names, service marks, logos or images is limited to the branding guidelines stated here. You are required to adhere with these guidelines and it is essential that you understand these guidelines in their entirety.

The marketing department must review and approve the content of any collateral that is disseminated to the public. Please allow a minimum of three (3) business days for the review process to occur. Please submit all materials and direct any questions about the use of DiSTI logos, images, or communication to the marketing department at marketing@disti.com.

Copyright & Trademarks

For the purposes of this notice, “Intellectual Property” means whatever trademarks (registered or not), inventions, patents (both registered and unregistered), copyrights, registered and unregistered designs, know-how and other intellectual property vesting in DiSTI, including any branding, logos and any content contained on any printed material or website, owned by DiSTI.

Any copyright, trademarks, designs, logos, branding, which may be developed by DiSTI and displayed in public consumption now or in the future, shall remain the property of DiSTI.

Any party desiring to use DiSTI’s logos or branding content shall only do so with the express, prior written consent of DiSTI that they may do so. The granting of the use of DiSTI logos or branding content shall in any event be at DiSTI’s sole instance and discretion.