

VANTAGE BRAND STYLE & MOCK UP



OUR LOGO



Vantage is the greater perspective that comes from soaring above the masses - always with an eye on the target.

Our symbol, the **Haliaeetus Leucocephalus**, otherwise known as the bald eagle, is an incredibly agile creature.

Just like the bald eagle, we help clients suddenly change course, double back or dive - even in mid-flight or marketing campaign.



THE WORDMARK



VANTAGE

ITES CONSULTING

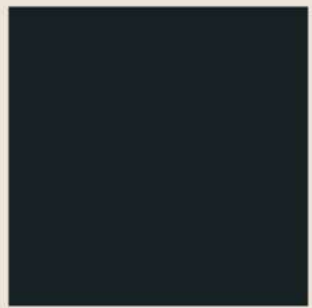
BRAND TYPE FACE

OSWALD

Heading / Subheading

Oswald is a reworking of the classic style historically represented by the 'Alternate Gothic' sans serif typefaces. The characters of Oswald were initially re-drawn and reformed to better fit the pixel grid of standard digital screens. Oswald is designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

BRAND PALETTE



HEX
#052430

RGB
(5,36,48)

CMYK
(90,25,0,81)



HEX
#444E57

RGB
(68,78,87)

CMYK
(22,10,0,66)



HEX
#172023

RGB
(23,32,35)

CMYK
(34,9,0,86)



HEX
#D9A327

RGB
(217,163,39)

CMYK
(0,25,82,15)



HEX
#EFE5D9

RGB
(239,229,217)

CMYK
(0,4,9,6)

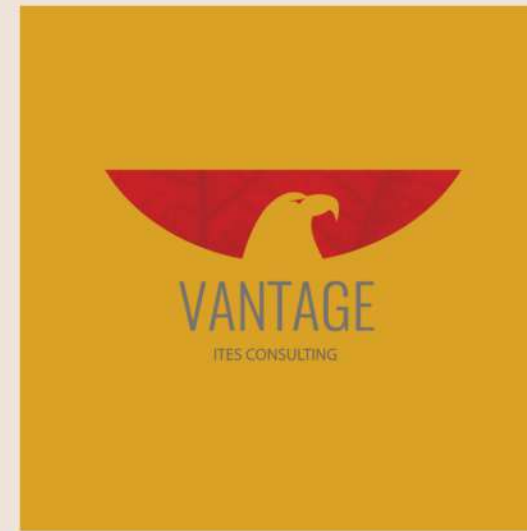


HEX
#E12628

RGB
(68,77,86)

CMYK
(21,10,0,66)

LOGO IN CONTEXT



LOGO READABILITY



 100% black



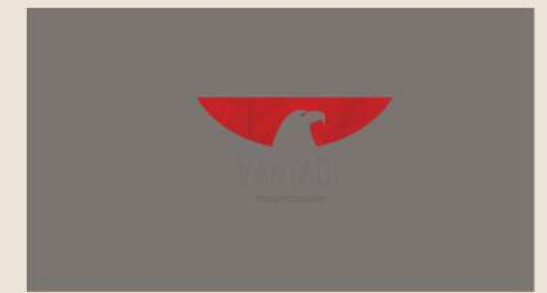
 90% black



 80% black



 70% black



 60% black



 50% black



 40% black



 30% black

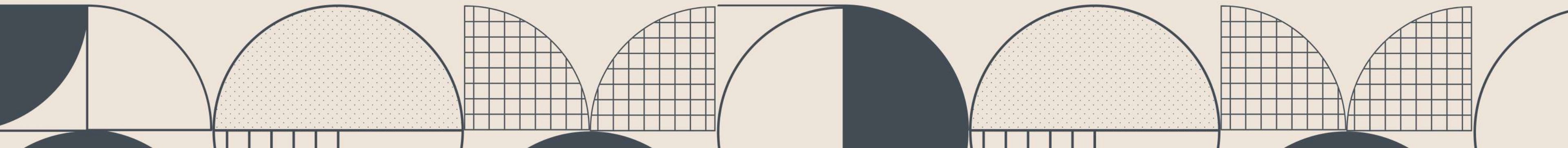


 20% black



 0% black

SPECIAL USE



INCORRECT LOGO USE



Don't change color of logo



Don't stretch the T symbol



Don't use any border around symbol



Don't cut symbol from bottom



Don't flip the symbol



Don't rotate symbol in obtuse angle



Don't use symbol on busy background

The background is a solid dark blue. On the left and right sides, there are vertical strips of abstract geometric patterns. These patterns include yellow circles of various sizes, some of which are partially cut off by the edges. Some circles are filled with yellow, while others are hollow or contain internal patterns like horizontal lines, a grid, or a stippled texture. The central text is in a bold, white, sans-serif font.

Application examples



VANTAGE

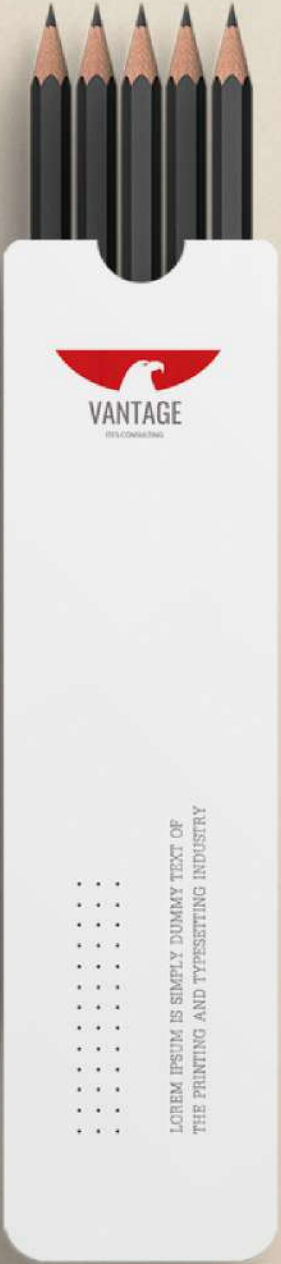
ITES CONSULTING



VANTAGE
ITES CONSULTING

VANTAGE
ITES CONSULTING





THANK YOU

info@vantageites.com

