

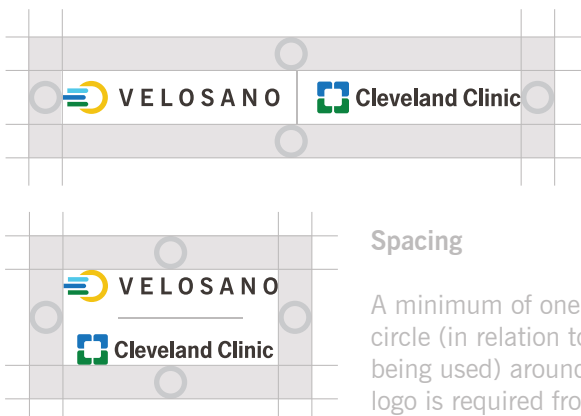
# VELOSANO LOGO GUIDELINES



"Stacked" logo

White logo on dark backgrounds

Color logo on black backgrounds



## Spacing

A minimum of one VeloSano circle (in relation to the logo being used) around each logo is required from other elements and edges.



## Don'ts

Do not change the logo color.

Do not separate VeloSano and Cleveland Clinic, delete the pipe, or swap their orientation.

Do not skew the logo.

Do not rotate the logo.



## Photo Backgrounds

Avoid placing the full-color logo over photos unless the area is low-detail and mostly black or white.



Use appropriate logo for light or dark application



White



Black

## Solid Backgrounds

Full-color logo can only be used on white and black, Cool Gray 4, Cool Gray 9, and Black 7.



Pantone Cool Gray 4



Pantone Cool Gray 9

Use dark application logo on full-color backgrounds.



Black 7



Pantone 3005 C