



VALOR

1. Logo Usage

1. The VALOR logo is a vital part of our brand identity and should be used consistently across all platforms and materials.
2. The logo should not be modified, altered, or edited in any way, including changing its shape, proportions, colors, or adding elements.
3. The logo should always be displayed in its original form, ensuring clear visibility and legibility.
4. When typing or displaying VALOR anywhere it should be in all caps.

2. Logo Placement

1. The logo should be prominently placed in a way that ensures maximum visibility and impact.
2. Maintain an appropriate amount of clear space around the logo to avoid crowding it with other elements.
3. Ensure the logo is not overlapped or obstructed by other graphics, text, or images.

3. Logo Color Variations

1. The VALOR logo is designed in specific colors and should always be reproduced accurately.
2. The primary logo version features our designated colors and should be used whenever possible.
3. In cases where the primary logo is not suitable due to color restrictions, a secondary logo version in grayscale or black and white can be used.

4. Color Palette

1. VALOR has a defined color palette that represents our brand identity.
2. The primary colors are [specify the primary colors].
3. These colors should be used consistently across all brand communications, including marketing materials, website, and social media.

5. Background and Contrast

1. When placing the VALOR logo on a background, ensure sufficient contrast for maximum legibility.
2. If the logo is placed on a dark background, use the white logo version.
3. If the logo is placed on a light background, use the full-color or black logo version, ensuring appropriate contrast.

6. Supporting Graphics and Text

1. When using supporting graphics or text alongside the VALOR logo, make sure they complement the logo without overpowering it.
2. Maintain a consistent and harmonious visual balance between the logo and other elements.
3. Avoid using fonts or graphic styles that conflict with the overall brand aesthetic.

7. Clear Space and Size

1. Always maintain a minimum clear space around the logo to enhance visibility and prevent any visual clutter.
2. The clear space should be at least equal to the height of the letter "V" in the logo.
3. Do not reduce the size of the logo to the point where it becomes illegible or loses its impact.

8. Consistency and Compliance

1. These guidelines are intended to maintain the integrity and consistency of the VALOR brand.
2. All employees, partners, and vendors should adhere to these guidelines when using the VALOR logo and colors.
3. Any deviations or exceptions must be approved by the designated brand management team.

Remember, the VALOR logo and colors represent our brand identity, and maintaining consistency is crucial for building recognition and trust among our audience.

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