

# VOUCHED4U BRANDING GUIDELINES

## The Logo

The Vouched4U logo is the foundation of our visual identity, so it's essential that we apply it correctly and to the exact specifications. The logo must never be altered or amended.



## The Elements

The Vouched4U logo consists of elements which may or may not be separated:

- \* The Core Element - This is the main part of the logo which cannot be separated unless it's for the Favicon
- \* The Favicon - This is used as the icon for the brand
- \* The Full Logo - This is the full version of the logo which includes "REWARDING RECOMMENDATIONS" and ".com".



The Core Element



The Favicon



The Full Logo

## The Colors

The Vouched4U logo consists of 2 colors while the branding has 1 other main color

### Black

C = 72%  
M = 66%  
Y = 65%  
K = 78%

R = 26  
G = 26  
B = 26

HSB = 1a1a1a

### Red

C = 18%  
M = 100%  
Y = 100%  
K = 10%

R = 185  
G = 32  
B = 37

HSB = b92025

### Pinky Peach

C = 0%  
M = 60%  
Y = 56%  
K = 0%

R = 245  
G = 132  
B = 107

HSB = f5846b

## Logo Variations

Alternative versions of the logo can be used, depending on the background color and/or the number of color that can be used for the logo. Distortion of the logo is not allowed in any way.



## Trademark and Brand Protection Guidance

The Vouched4U logo and sub-brand logos are intellectual property and must not be reproduced without the permission of Vouched4U International Limited.

Anyone using the Vouched4U logo or sub-brand logos, in any context, should follow the visual identity guidelines. This includes use on publications, websites, electronic communications and merchandise.

We do not allow any other organisation to use our logo or name without permission. Where a partnership or other arrangement exists with a third party (whether another institution, some other entity or an individual), the visual identity guidelines should be referred to when agreeing with such third party how it can use the Vouched4U name and/or logo, whether on a website, in publicity or marketing materials or in any other way. Please note that third parties should not be permitted to use the Vouched4U name and/or logo without an appropriate agreement being in place. Please get in touch for specific advice.

