



Official Brand Standards

The Village Candle logo is the immediate icon of the company and brand. The Village logo helps consumers recognize the brand they know. As our most seen and valuable asset, our logo must be used in consistent ways.

There are 2 primary parts of the logo.

- The Symbol
- The Logotype



Color Usage

The Village Color logo may be used in both color and black and white

Color Usage:

PMS 356 CP

PMS 144 C

Black and White Usage:

Color Usage:



Primary Logo Layouts

The Village Color logo may be used in 3 different ways to accommodate all situations.

Horizontal Layout:



Vertical Layout:



Symbol Layout:

(This layout is only to be used sparingly and as a last resort)



Minimum Size

Size consistency is important when creating a wide range of materials and products. To ensure logo visibility, the recommended minimum sizes for use are listed.

Horizontal Layout:



Vertical Layout:



Symbol Layout:



Margins

In order to maintain logo visibility, a clear surrounding is suggested. This area protects the logo from other elements.

The minimum clear space for the Metro Arts logo is defined as the height of the block X. Understanding the clear-space rule is essential, as it is also the standard for logo position and scale on most printed communications. The clear space rule should be maintained as the logo is proportionately enlarged or reduced in size.



= Block X height



unacceptable usage

Do not rearrange or change the alignment of the elements of the logo



Do not alter or change the text



Do not stretch or condense the logo



Do not change the colors of the logo



Do not use the logo over colors that doesn't have enough contrast



Do not use the logo over a photo or artwork that makes it difficult to read



*For any questions, contact the Village Candle Marketing Department
**Same rules apply to the labels

Primary Colors

The Village Candle logo contains 2 colors, considered its primary colors.



PMS: 356 CP
CMYK: 91/4/100/25
RGB: 0/133/62
HEX: #00853E



PMS: 144 C
CMYK: 2.9/54.18/100/.03
RGB: 239/139/34
HEX: #EF8B22

Secondary Colors

The Village Candle logo contains 2 colors to complement the primary colors.



PMS: 356 CP
CMYK: 91/4/100/25
RGB: 0/133/62
HEX: #B4C1B5



PMS: P163-9 C
CMYK: 9.88/0/26.9/0
RGB: 231/240/199
HEX: #E7F0C7

Label Colors

The Village Candle labels contains colors to complement the brand.



PMS: P163-9 C
CMYK: 9.88/0/26.9/0
RGB: 231/240/199
HEX: #E7F0C7



PMS: 360 C
CMYK: 62/0/100/0
RGB: 107/189/69
HEX: #6BBD45



PMS: 190 C
CMYK: 9/71/31/0
RGB: 223/109/132
HEX: #DF6D84



PMS: 462 C
CMYK: 48/62/94/49
RGB: 88/64/28
HEX: #58401C

Logo Font

The logo font is Santino. The font may be used other materials.

Santino

Santino

Label Font

The labels utilize 2 fonts: Bebas Neue for the candle name and Futura for candle essential oils. Both these fonts should be used as assisting fonts to materials.

BEBAS NEUE

Futura