

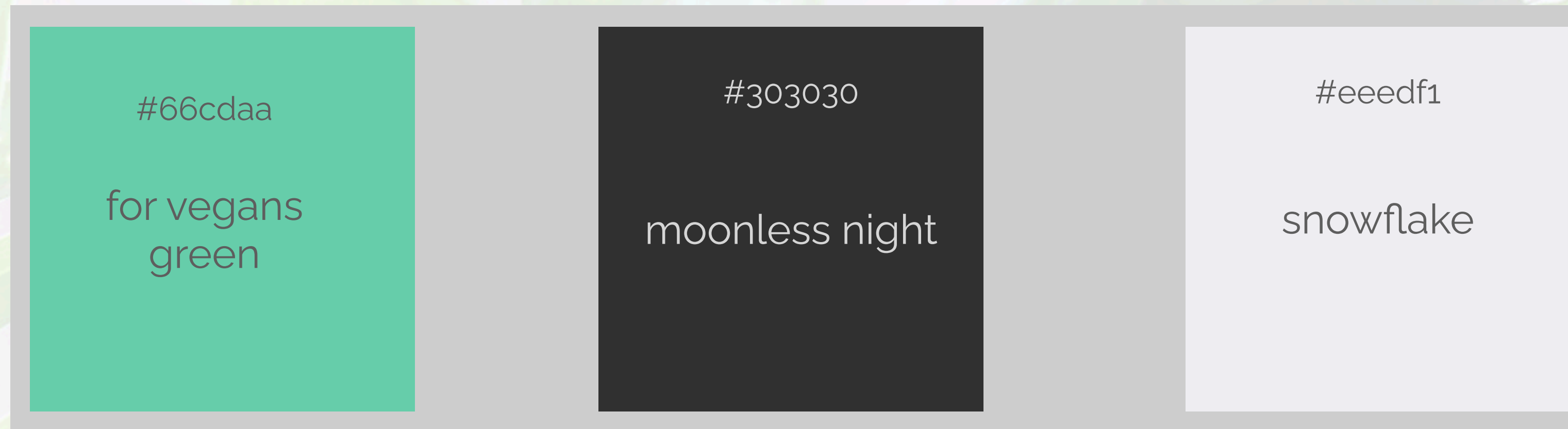


for vegans

brand style guide



# primary colors



the colors of our logo(s)  
depending on whether  
the background is dark or light

# secondary colors



go vegan green is used for text  
all other are used for highlights  
and graphic boxes



how to use our logos

 for vegans

 for vegans



 for vegans

 for vegans



about the logo:

clear spaces



keep sufficient clearspace around  
our logo so it's clear and uncluttered  
(1/2 height of the logo)

proportions



maintain proportions

logo size



use logo at a legible size



# do's

# &

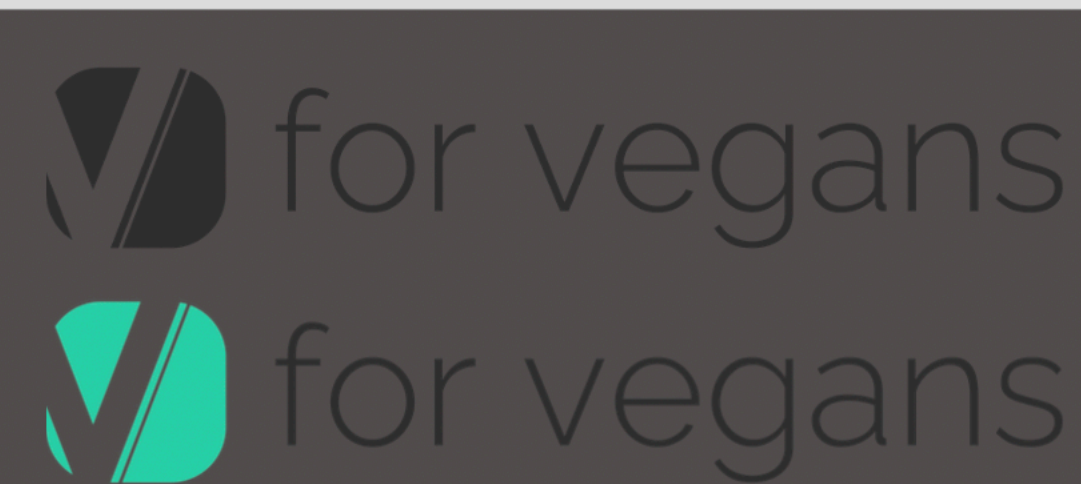
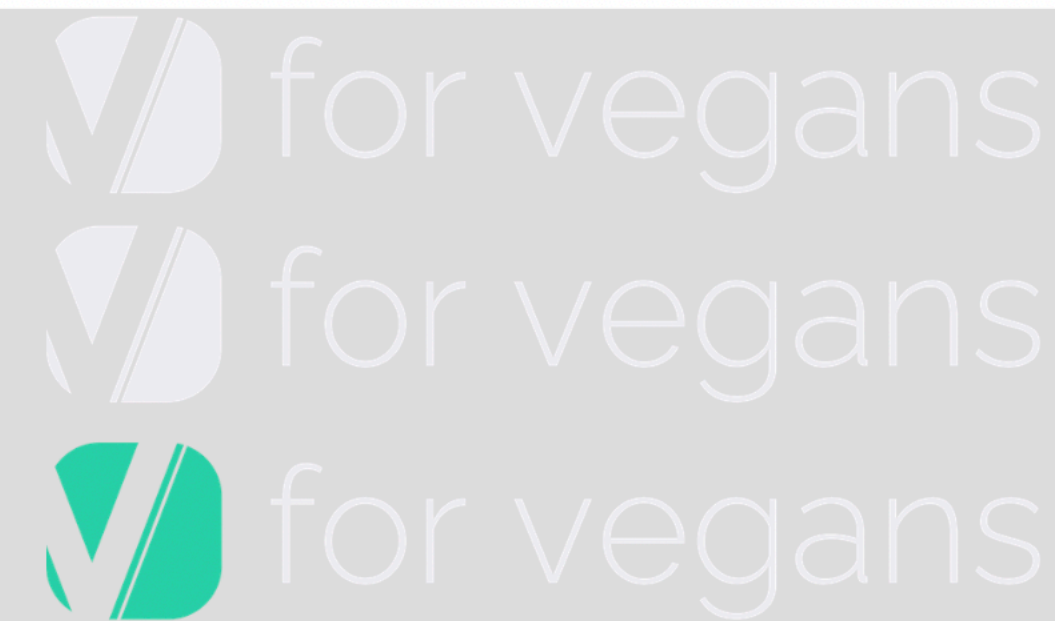
# don't's



maintain shape & proportions  
and don't alter the logo

use the appropriate logo  
in order for it to contrast  
with the background

don't rotate, modify or  
try to recreate our logo



special designs are possible  
with prior approval



only use our official brand assets that you download via us  
(any other images or logos you find elsewhere are not to be used)



# partner logo

the use of the partner logo is subject to  
the same rules outlined in this document



only 2 versions of the partner logo exist

if you use it on your website, link back to  
[for-vegans.com](https://for-vegans.com)



# additional info & questions

if you have further questions regarding how to use our brand assets  
or if you are unsure if and where you can use our logos,

don't hesitate to reach out to us: [support@for-vegans.com](mailto:support@for-vegans.com)

# advertising guidelines

If you use for vegans brand assets in digital, print or TV advertising,  
you must first submit any materials to for vegans for review, prior to publishing.

We will be happy to hear from you: [support@for-vegans.com](mailto:support@for-vegans.com)