vertex

Signature

BASIC RULES:

- "Vertex" is the informal name for the legal entity "Vertex Holdings".
- This is the only signature for Vertex Holdings, and will be used without the "holdings" modifier for all marketing and communications.
- Use the Full-Color signature whenever possible—in both print and on-line.
- Use of any other version of the signature should be for specific situations where production limits use, (i.e., for silkscreening one-color on the side of pens).
- Signature on colors other than Vertex colors, either reverse out to white on dark colors, or print black on light colors.

PRIMARY FULL-COLOR SIGNATURE
- Preferred version for all usage
- Use this version whenever possible
- Use ONLY on white background

FILENAME: VertexHoldings_CLR_CMYK

COLOR REVERSE SIGNATURE
- Use ONLY on Black background
- Use infrequently

FILENAME: VertexHoldings_CLR_REV_CMYK

GREYSCALE SIGNATURE
- Use ONLY when reproduction limitations force its use
- Use ONLY on white background
- Use VERY infrequently
- Limited specialized use: to be used ONLY when reproduction limitations force its use
- Never use online.

FILENAME: VertexHoldings_V_GRY_CMYK

ONE COLOR SIGNATURE—ON WHITE
- Print ONLY on White backgrounds
- Use Black Signature on light-colored backgrounds other than White
- Use infrequently
- Specialized use: to be used ONLY when reproduction limitations force its use

FILENAME: VertexHoldings_V_1-CLR_CMYK

ONE COLOR SIGNATURE—ON BLACK
- Use VERY infrequently
- Print ONLY on Black backgrounds
- Use White Reverse Signature on dark-colored backgrounds other than Black
- Specialized use: to be used ONLY when reproduction limitations force its use

FILENAME: VertexHoldings_V_1-CLR_CMYK

BLACK SIGNATURE
- Use VERY infrequently
- Vertex Ventures colors are the preferred background, but can print on light to medium backgrounds
- Specialized use: to be used ONLY when reproduction limitations force its use

FILENAME: VertexHoldings_V_BLK_CMYK

WHITE REVERSE SIGNATURE
- Use VERY infrequently
- Vertex Ventures colors are the preferred background, but can print on medium to dark backgrounds
- Specialized use: to be used ONLY when reproduction limitations force its use

FILENAME: VertexHoldings_V_WHT_CMYK

CORPORATE COLORS

VERTEX CYAN
CMYK: 60 / 0 / 0 / 0
RGB: 68 200 245
HEX: #44C8F5
PMS: 305

VERTEX BLUE
CMYK: 80 / 40 / 0 / 0
RGB: 36 132 198
HEX: #2484C6
PMS: 299

VERTEX DARK BLUE
CMYK: 100 / 80 / 15 / 0
RGB: 0 74 143
HEX: #004A8F
PMS: 2935

SECONDARY COLORS