

Our Logo

Van Ameyde 

www.vanameyde.com

Signature Logo

The Signature Logo is the primary representation of Van Ameyde's brand. This logo includes our name and the distinctive logo icon/logomark, embodying the essence of our identity. It is the most frequently used logo across all branding materials, ensuring a consistent and professional image.

Van Ameyde 

Logo Icon

The Logo Icon, featuring our distinctive shield design, is a key element of the Van Ameyde brand.



The logo icon has variations in which it is outlined or missing its middle piece. However, we only recommend using it in very specific images or backgrounds.



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✘

The shield icon of our logo should always be used in turquoise or white, never in another color. See next page for more information.

Logo Visibility



Use the standard Van Ameyde logo in its full-color version on light backgrounds. Make sure there is sufficient contrast for the logo to stand out.



Use the reversed (white) version of the Van Ameyde logo on dark backgrounds. The color of the icon should always stay turquoise, if possible.



Use the all-white version **only** when the color of the shield clashes with the background color/image. If possible, one of the two versions above are recommended.

Logo Clear Space



The minimum clear space around the Van Ameyde logo should be equal to the height of the capital letter 'V' in the icon. This space should be maintained on all sides of the logo.

Logo Variations



This is the primary version, consisting of our name and a logo icon/logomark. This version should be used in most applications to represent our brand clearly and professionally.



This version includes our name, the logo icon/logomark, and a tagline. The tagline should never be placed differently or modified and should always appear in its designated position. The logo with the tagline is used in situations where the target audience isn't familiar with our brand.



This variation is designed for different subsidiaries and departments, incorporating the name of the specific entity. The name of the subsidiary or department should always be placed to the right of the icon, ensuring consistency across all Van Ameyde branded companies.

Logo Misuage



✘ Do not stretch, compress or rotate the logo



✘ Do not place a border on it



✘ Ensure the logo is used in high resolution



✘ Do not change the placement of the icon



✘ Do not change the sizing of the icon



✘ Do not change the logo colors



✘ Do not place the logo on an image with colors that clash



✘ Avoid adding shadows, gradients or other effects

Logo usage on Photo



Do not place the logo on the left side of the image.



Place the logo on the top-right (preferably) or bottom-right corner, give it some surrounding space, and make sure that the logo is visible on top of the background.



Use the white logo version when needed to maintain contrast and ensure visibility.

Van Ameyde
We've got your back



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 www.vanameyde.com

 Van Ameyde Group

