

Primary Colors

<p><b>Intense Red</b></p> <p>#E3101B</p> <p>RGB 227 16 27</p> <p>PANTONE 185</p> <p>CYMK 0 100 100 0</p> <p>RAL 3028</p>	<p><b>Real Black</b></p> <p>#000000</p> <p>RGB 0 0 0</p> <p>CYMK 0 0 0 100</p> <p>RAL 9005</p>	<p><b>Pure White</b></p> <p>#FFFFFF</p> <p>RGB 255 255 255</p> <p>CYMK 0 0 0 0</p> <p>RAL 9006</p>
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Primary Logo – Version 1.0

Used on light backgrounds. Text logo is black.  
The V-mark combines red and white.

Primary Logo – Version 2.0

Used on dark backgrounds. Text logo is white.  
The V-mark includes red and white.

Primary Logo – Version 3.0

Version 3.0 is used on a red background (#E3101B). In this version, the text logo is white, and the V-mark has no background shape. Its layout differs from other versions, so this version must only be used on the brand red background.

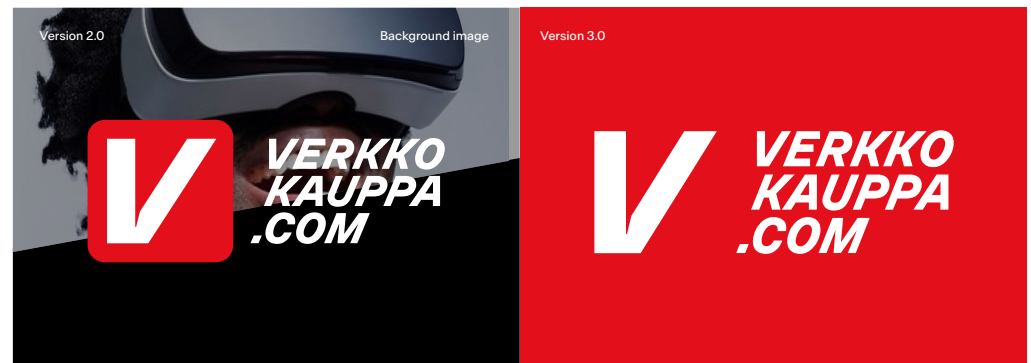


Logo Usage

The examples below show which logo version to use with different background colors:

- On white or light backgrounds: use version 1.0.
- On black, dark or image backgrounds: use version 2.0, ensuring the white text logo stands out.
- On red backgrounds: use version 3.0, where the V-mark background shape is removed and the layout is tighter.

Version 1.0



Clear Space – All Logo Versions

A minimum clear space must surround the logo unless otherwise specified. This space is defined by the height of the O in the text logo. In versions 1.0 and 2.0, the clear space begins at the edges of the V-mark background. In version 3.0, the clear space begins at the edges of the text logo and background-less V-mark. The clear space is included as a transparent area in every original logo file.



Versions 1.0 & 2.0



Versions 3.0

Using the Logo Mark Separately

The V-mark can be used without the text logo sparingly and case-by-case. This is suitable only when space is very limited, or the V-mark is used as a strong visual or branding element.

Minimum Sizes

The minimum sizes below ensure clarity and legibility. Logo minimum widths for digital and print:



V-mark



V-mark without background shape



Minimum width  
68px / 18mm



Minimum width  
60px / 16mm



Minimum width  
37px / 10mm



Minimum heights  
15px / 4mm