



LOGOS



1) LOGO CMYK



2) LOGO BLACK



3) LOGO WHITE

TYPEFACES

- Helvetica Light — Headline Font

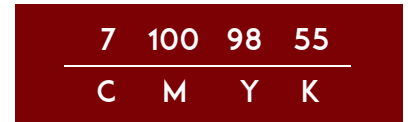
A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

- Helvetica Regular - Font family body copy

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9

- Arial Regular - Font family for online and other restrictive use

LOGO COLORS



SUITABLE ON NEUTRAL TONES



SUITABLE ON MIDTONE



SUITABLE ON INTENSE TONE

RULES OF USE WITH OTHER LOGOS



MINIMUM SIZE: H. 23 MM



DISTANCE BETWEEN
EQUALLY IMPORTANT
LOGOS IN SPONSORSHIPS

THE PROPORTIONATE
READABILITY AREA IS THAT OF
WORDS THAN LOGOS WITH WORDS
OR THE SHAPE OF THE DESIGN



READABILITY AND
PROPORTIONS WHIT
OTHER LOGOS

A + 150%
OF THE SIZE
OF OTHER LOGOS



USE AS MAIN
SPONSOR



1) LOGO CMYK



2) LOGO BLACK



3) LOGO WHITE

FILE DOWNLOAD

DOWNLOAD LOGO FILES HERE.

[HTTP://WWW.LIFEVITISOM.COM/VITISOM-LIFE-LOGO](http://www.lifevitisom.com/vitisom-life-logo)

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