



# Style Guide

# COLORS:

The following colors are to be used appropriately in conjunction with the grey and black noted below.

Hex: 000000 R:0 G:0 B:0 C:75 M:68 Y:67 K:90 PMS:419

Hex: 8E8E8E R:142 G:142 B:142 C:47 M:38 Y:39 K:3 PMS:9

Hex: 0F81BA R:15 G:129 B:186 C:84 M:41 Y:7 K:0 PMS:3005

Hex: E88E0C R:232 G:142 B:12 C:7 M:51 Y:100 K:0 PMS:144

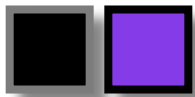
Hex: 91D60D R:145 G:214 B:13 C:47 M:0 Y:100 K:0 PMS:376

Hex: 863BE8 R:134 G:59 B:232 C:64 M:78 Y:0 K:0 PMS:2607

# LOGOS:

These logos and these colors are provided for your design versatility. Each logo is paired with a highlighted or emphasized color. These colors are OK to use. Any other colors are NOT ok.

COMPOUND PATHS



# Logo/Rev:

LOGO REVERSED:



FURTHER CONSIDERATIONS:

If the viking logo plans to be placed on a solid color the following rendering of the logo can be considered. In the circumstances mentioned above this rendering of the logo will yield a higher level of readability. However, it is advised to use the fore mentioned variations of the logo first and foremost.



# Proportions:

## MINIMUMS:

Print:



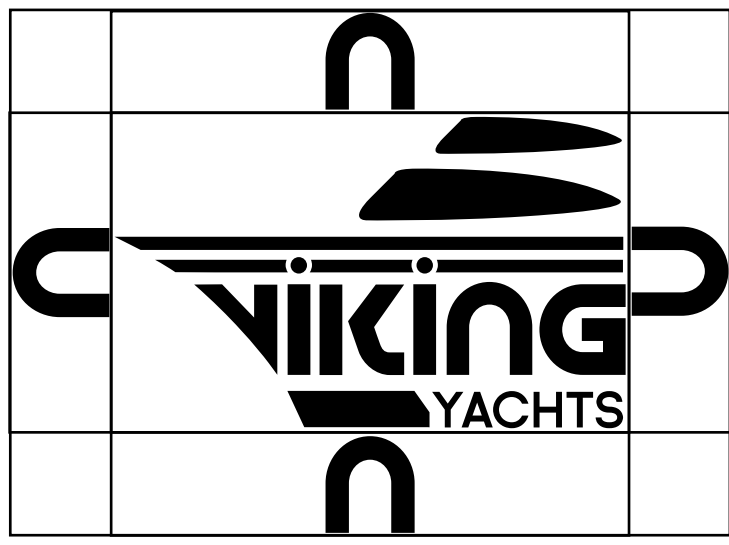
55px X 33px

Web:



110px X 66px

195px

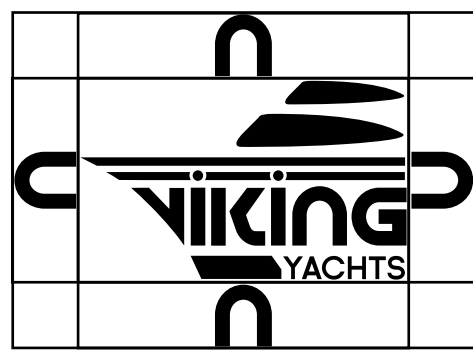


120px

Absolutely NO distortion

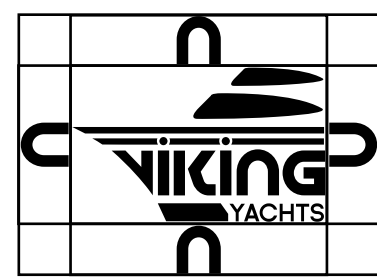


125px



76px

95px



60px

# Fonts:

## PLEASE NOTE:

The fonts noted below were used as a basis to create the type structure of the viking yachts logo.

These fonts were modified from the traditional layout and should be noted if trying to replicate the logo for any purpose in the future. Spin cycle OT was used for the word "Viking" and the letters "i" and "V" must be created outside of the font file.

The word Yachts was created using criticized in an all CAPS format.

Appropriate kerning & tracking techniques have been applied to both type faces.

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**SPiN CYCLE OT**

**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**

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**Criticized**

**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**