**VELOSANO LOGO GUIDELINES**

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**Spacing**

A minimum of one VeloSano circle (in relation to the logo being used) around each logo is required from other elements and edges.

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**Don’ts**

- Do not change the logo color.
- Do not separate VeloSano and Cleveland Clinic, delete the pipe, or swap their orientation.
- Do not skew the logo.
- Do not rotate the logo.

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**Photo Backgrounds**

Avoid placing the full-color logo over photos unless the area is low-detail and mostly black or white.

Use appropriate logo for light or dark application.

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**Solid Backgrounds**

Full-color logo can only be used on white and black, Cool Gray 4, Cool Gray 9, and Black 7.

Use dark application logo on full-color backgrounds.

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**White**

- Pantone 3005 C

**Black**

- Black 7

**Pantone Cool Gray 4**

- Cool Gray 4

**Pantone Cool Gray 9**

- Cool Gray 9