**VAN ANDEL INSTITUTE LOGO USAGE**

Van Andel Institute’s (VAI) logo combines two elements: the Angel symbol and Van Andel Institute’s wordmark.

The Angel symbol reflects the hope our work offers to patients and families. The wordmark clearly identifies the name of the organization. The VAI logo, or a related entity logo, should be used on all communications materials. Do not use two different logos within the same document. If the VAI logo cannot be two colors the following one color alternatives are acceptable. Please note, these are the only colors the VAI logo can be displayed as.

The minimum size for all the VAI logos to appear on print items is 1.625” width. Determine the logo’s clear space by measuring the height of the “V” in the word mark. An area equal to this height should be kept clear on all sides of the logo.

**LOGO ALTERNATIVES/RELATED ENTITIES**

The Angel symbol may be used apart from the wordmark. Only use the Angel symbol alone if using the full logo of VAI or a related entity elsewhere in your communication.

*A horizontally formatted logo is permitted when space does not allow for the traditional logo (such as an imprint on pencils and ink pens). Color rules apply as noted above.*

**COLOR INFORMATION**

You may need the following color information if you are having materials professionally printed. Please also note that in addition to white these are the ONLY colors in which the logo can be presented.

- **VAI Blue**
  - 2-color printing: PMS 294C Blue and Process Black
  - 4-color process printing: 100% Cyan, 56% Magenta, 0% Yellow, 18% Black

- **Black**
  - 1-color printing: PMS 294C Blue or Black
  - RGB: Blue: 0, 46, 109
    Black: 0, 0, 0

- **Purple Community**
  - 2-color printing: PMS 2617CP Purple and Process Black
  - 4-color process printing: 84% Cyan, 99% Magenta, 0% Yellow, 12% Black

For full details on Van Andel Institute’s logo usage and branding please contact Rachel Harden at rachel.harden@vai.org. All designs and communications featuring Van Andel Institutes identity, publicly or privately, must be approved by the Institute.

**PURPLE COMMUNITY LOGO USAGE**

Van Andel Institute’s Purple Community logo combines three elements: the Ribbon Angel symbol, the Purple Community wordmark, and the Van Andel Institute wordmark.

The Ribbon Angel symbol reflects the hope our work offers to patients and families. The wordmark clearly identifies the name of the organization.

The minimum size for the Purple Community logos to appear on print items is 1.625” width. Determine the logo’s clear space by measuring the height of the “V” in the word mark. An area equal to this height should be kept clear on all sides of the logo.