

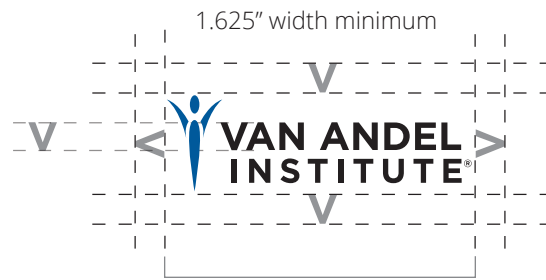
VAN ANDEL INSTITUTE[®] LOGO GUIDELINES

VAN ANDEL INSTITUTE LOGO USAGE

Van Anadel Institute's (VAI) logo combines two elements: the Angel symbol and Van Anadel 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.

VAN ANDEL INSTITUTE[®]

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.



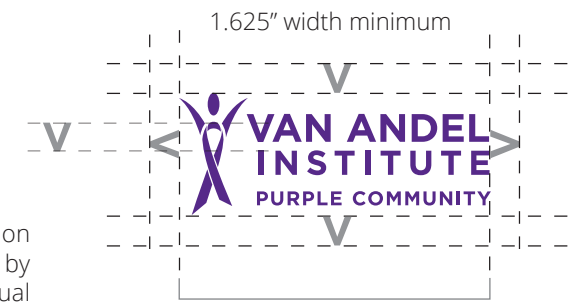
For full details on Van Anadel Institute's logo usage and branding please contact Rachel Harden at rachel.harden@vai.org. All designs and communications featuring Van Anadel Institutes identity, publicly or privately, must be approved by the Institute.

PURPLE COMMUNITY LOGO USAGE

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



LOGO ALTERNATIVES



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

1-color printing
PMS 294C Blue
or Black



Black

4-color process printing
100% Cyan
56% Magenta
0% Yellow
18% Black

RGB
Blue: 0, 46, 109
Black: 0, 0, 0



Purple Community Purple

2-color printing
PMS 2617CP Purple
and Process Black

1-color printing
PMS 2617CP Purple
or Black



Black

4-color process printing
84% Cyan
99% Magenta
0% Yellow
12% Black

RGB
Blue: 71, 10, 104
Black: 0, 0, 0