

Visual Elements: Logotype

Vector Logotype

Vector CAG uses the SM symbol (SM) with the logo which stands for service mark. Service marks are marks that represent services.

Colors of the Logotype

Vector Core Blue (Pantone® 300c)

Vector Navy Blue (Pantone® 302c)

A color version of the logotype is reproduced either by using the Pantone® spot colors or their relative conversions.

Acceptable Backgrounds

- White (use full color logotype or Vector Core Blue only)
- Black (use white logotype only)
- Vector Core Blue and Vector Navy (use white logotype only)

The full Vector logo with all icons is to be used at all times. In very rare cases it may be used without icons with approval from Marketing Director.

Do not alter the logotype, its colors or proportions!

Digital Originals

Digital originals of each acceptable logotype are available from Vector Marketing.

Always use the originals provided. The use of any other variations is strictly forbidden.

Logotype Safety Area



Logotype Smallest Preferred Size



Acceptable Color Combinations in Preferred Order

