

Overview

Reaching 75 years in business is an incredible accomplishment and something we want to celebrate. In an effort to drive consistent branding, we have created the following 75th anniversary logo.

The following guidelines were designed to help reinforce unified branding around this milestone, creating a consistent brand experience for our customers, partners, investors and employees. Please refer to them while developing all internal and external communications.

Valmont 75 Horizontal Logo & 75 Symbol



Horizontal Logo



75 Symbol

Colors



CMYK: 0/0/0/100
RGB: 0/0/0
WEB: #00000



CMYK: 33/24/20/2
RGB: 167/168/170
WEB: #A7A8AA

Valmont 75 Horizontal Logo

The Valmont 75 horizontal logo is a main asset of this milestone anniversary, and any misuse or modification of the approved logo artwork should be avoided.

Preferred Use

Horizontal Logo: Black & Gray



Acceptable Variations

Horizontal Logo: White
(for use on dark backgrounds)



Valmont 75 Horizontal Logo Sizes

To ensure legibility, the Valmont 75 horizontal logo should never be reproduced smaller than the minimum sizes shown here.

Minimum Size Print Logo Usage



1.125" width minimum

Minimum Size Digital Logo Usage



81 pixel width minimum

- 72 DPI
- RGB color mode
- JPEG or PNG file format
- If the logo is being used against a white background, a JPEG is recommended.
- If the logo is being used against a dark or non-white background, a PNG with a transparent background is recommended.

75 Symbol

The Valmont 75 symbol may only be used as a separate or supportive design element with approval from the Valmont Strategic Marketing Team at brand@valmont.com.

Preferred Use

75 Symbol: Black & Gray



Acceptable Variations

75 Symbol: White (for use on dark backgrounds)



75 Symbol Sizes

To ensure legibility, the Valmont 75 symbol should never be reproduced smaller than the minimum sizes shown here.

Minimum Size Print Logo Usage



.45" width minimum

Minimum Size Digital Logo Usage

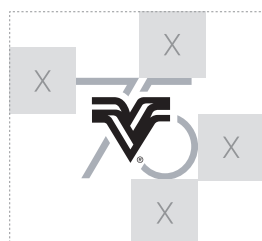


32 pixel width minimum

- 72 DPI
- RGB color mode
- JPEG or PNG file format
- If the logo is being used against a white background, a JPEG is recommended.
- If the logo is being used against a dark or non-white background, a PNG with a transparent background is recommended.

Valmont 75 Horizontal Logo & 75 Symbol Clear Space

The Valmont 75 logo should be surrounded with sufficient clear space—free of type, graphics and other elements that might cause visual clutter. A clear space of “x” (where x = the height of the Valmont “V” element) should be maintained around the perimeter of the logo. This means no other design elements or text should be positioned within this clear zone.



X = the height of the Valmont “V” element

Valmont 75 Horizontal Logo & 75 Symbol Usage on Apparel & Promotional Materials

When producing logoed apparel or other promotional items, use the 75 symbol and horizontal logo without the ®. Please contact the Valmont Strategic Marketing Team at brand@valmont.com for help.