



**VELOCITY**  
PRODUCTIONS



*BRAND STYLE*  
*GUIDE*





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# M I S S I O N   S T A T E M E N T

TO CREATE  
UNFORGETTABLE  
EXPERIENCES  
THROUGH THE USE  
OF TECHNOLOGY.



**C O R E V A L U E S**

*HONOR  
EXCELLENCE  
GENEROSITY  
FAITH*



**L O G O** | *P R I M A R Y* L O G O



LOGO SYMBOL

LOGOTYPE

# LOGO



# VARIATIONS

a.



b.



c.



d.



e.



f.



g.



h.



i.



On a white background: use the dark gray logo, the primary logo, or the dark gray outline logo (a., b., c.).

On a dark gray or black background: use the primary logo with a white logotype, the full white logo, or the white outline logo (h., d., f.).

On a light color background: use the primary logo, the dark gray logo, or the dark gray outline logo (b., e., c.).

On a dark color background: use the primary logo with the white logotype, the full white logo, or the white outline logo (h., g., i.).

When using the logo on an image: use only the full white logo, or the full dark gray logo. Using transparencies is allowed.

**L O G O** | *E L E M E N T S*



# LOGO

# ELEMENTS 2



FEEL FREE TO USE ALL SIGNATURE COLORS WHEN USING ANY LOGO ELEMENT(A.).



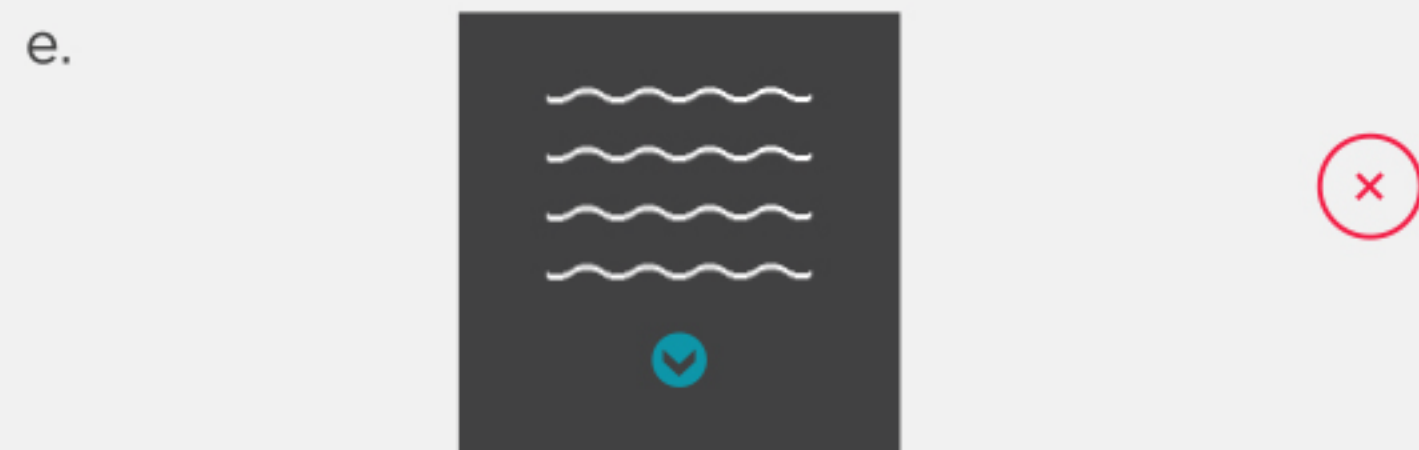
YOU CAN USE SECONDARY COLORS, ONLY WHEN LOGO ELEMENTS ARE BEING USED IN PATTERNS, OR AS SUBTLE BACKGROUND GRAPHICS(B.).



THE THICKNESS OF THE OUTLINES CAN BE REDUCED(C.).



DO NOT USE SECONDARY COLORS IF AN ELEMENT IS BEING USED AS A BRAND ELEMENT, RATHER THAN DECORATIVELY (E.).



DO NOT INCREASE THE THICKNESS OF THE OUTLINES, UNLESS APPROVED BY THE CREATIVE AND MARKETING TEAMS (D.).



# C O L O R P A L E T T E



#CCDB2C  
RGB: 204/219/44  
CMYK: 25/0/99/0

**LIME GREEN.** SIGNATURE COLOR.  
USED IN LOGO, CAN BE USED IN TITLES  
AND GRAPHICS AS WELL.

#414142  
RGB: 65/65/46  
CMYK: 68/61/59/46

**DARK GRAY.** SIGNATURE COLOR.  
USED IN LOGO, BACKGROUNDS AND  
BODY OF TEXT.

#FFFFFF  
RGB: 255/255/255  
CMYK: 0/0/0/0

**WHITE.** BACKGROUND COLOR.  
USED IN LOGO, BACKGROUNDS AND  
BODY OF TEXT.

#0E96A9  
RGB: 14/150/169  
CMYK: 81/24/30/0

**TEAL.** SECONDARY COLOR.  
USED IN GRAPHICS, TITLES AND  
BACKGROUNDS. DON'T USE IN LOGO.

#EAF0B4  
RGB: 234/240/180  
CMYK: 9/0/37/0

**LIGHT GREEN.** SECONDARY COLOR.  
USED IN GRAPHICS, TITLES AND  
BACKGROUNDS. DON'T USE IN LOGO.

#B2E9F1  
RGB: 178/233/241  
CMYK: 27/0/6/0

**LIGHT TEAL.** SECONDARY COLOR.  
USED IN GRAPHICS, TITLES AND  
BACKGROUNDS. DON'T USE IN LOGO.

# F O N T S

## G O T H A M F A M I L Y

### G O T H A M B O L D

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### G O T H A M L I G H T

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### G O T H A M B O O K

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

# F O N T S

## G O T H A M F A M I L Y

### G O T H A M L I G H T I T A L I C

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### G O T H A M M E D I U M

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0

### G O T H A M B L A C K

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
1 2 3 4 5 6 7 8 9 0







# C O N T A C T

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