Brand Guidelines

2019
The Logo

While we routinely use our logo within the Visual Capitalist website and graphic works, we ask that our full logo + word mark be used in any external branding or sponsorship situations.
The Logo

Here are some basic guidelines for using the Visual Capitalist logo.

Leave some breathing room.  

No remixes, please.  

Oh boy. Don’t do this.
The Name

Here are some basic guidelines for using the Visual Capitalist name.

Two words

Visual Capitalist

Capitalized

VC
visual capitalist
Visual capitalist
Visual Capitalists
Visual Capital
Viscap
The Colors

Here are the basic color specs for the Visual Capitalist brand.

That’s it. Questions?
Contact our creative director:
nick@visualcapitalist.com