



# 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

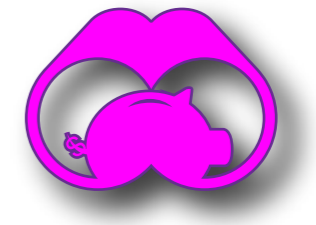
Here are some basic guidelines for using the Visual Capitalist logo.



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.



# The Colors

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

137	R			
177	G			
77	B			
52	C		R	37
12	M		G	37
91	Y		B	37
0	K		C	20
#89B14D	HEX		M	20
			Y	20
			K	100
			HEX	#252525

That's it. Questions?  
Contact our creative director:  
[nick@visualcapitalist.com](mailto:nick@visualcapitalist.com)