



VANTAGE MOBILITY

BRAND GUIDE

BRAND COLORS



VANTAGE BLUE

HEX #002C5F
RGB 0, 44, 95
CMYK 100, 89, 34, 28
PMS REFLEX BLUE C



VANTAGE SKY

HEX #0080C6
RGB 0, 128, 198
CMYK 90, 40, 0, 0
PMS 2925 C



VANTAGE GOLD

HEX #E1B325
RGB 225, 179, 37
CMYK 13, 28, 100, 0
PMS 123 C

BRAND FONT

AVENIR NEXT

HEADLINE

AVENIR NEXT - BOLD

Sub-Headline

Avenir Next - Demi Bold

Body

Avenir Next - Regular

VANTAGE MOBILITY

Wheelchair Accessible Vans

Experience the Vantage Mobility commitment of unmatched quality in every detail of your wheelchair van. Our meticulous attention to design, enduring materials, and top-tier manufacturing processes set us apart in the industry. From the reliability of our unique features to the overall durability of our vans, we're committed to delivering excellence you can feel. Explore with confidence, knowing that quality isn't just a feature—it's the cornerstone of the Vantage Mobility experience.

■ LOGO PLACEMENT AND USE



This version is to be used in a square, circle or vertical placement at a minimum of 1" wide.



This version is to be used in horizontal placements at a minimum of 1.5" wide.



This version is rare and to only be used in brand specific applications.

ACCEPTABLE LOGO VERSIONS, COLORS AND USES



- The standard version of the logo is the full color version and should be used over a white or lighter colored background. There should always be high contrast from the logo and the background for maximum legibility.
- The reverse logo is to be used over the brand Vantage blue as a first option or over another darker colored background for maximum contrast.
- The white logo is to be used over darker backgrounds when the reverse logo doesn't have enough contrast.
- The one color logo is to be used in our brand Vantage blue.



Reverse



White



One Color

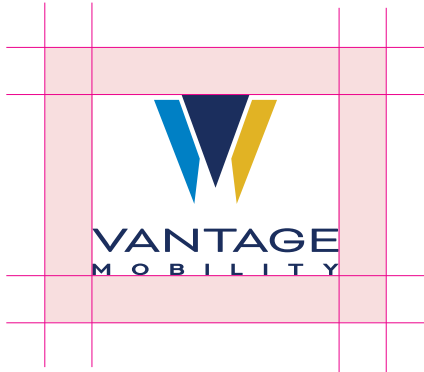


Black



Black & White

ACCEPTABLE LOGO USE



Always allow the logo to have its own space to create a blank border for logo placement.



- **DO NOT** CHANGE THE ARRANGEMENT OF THE LOGO.
- **DO NOT** REVERSE THE LOGO.
- **DO NOT** APPLY COLORS.
- **DO NOT** ROTATE ANY SINGLE PART OF THE LOGO.
- **DO NOT** STRETCH OR ALTER THE PROPORTIONS OF THE LOGO.
- **DO NOT** APPLY GRADIENTS, SHADOWS, OR OTHER EFFECTS.