Brand Guidelines

May 2020
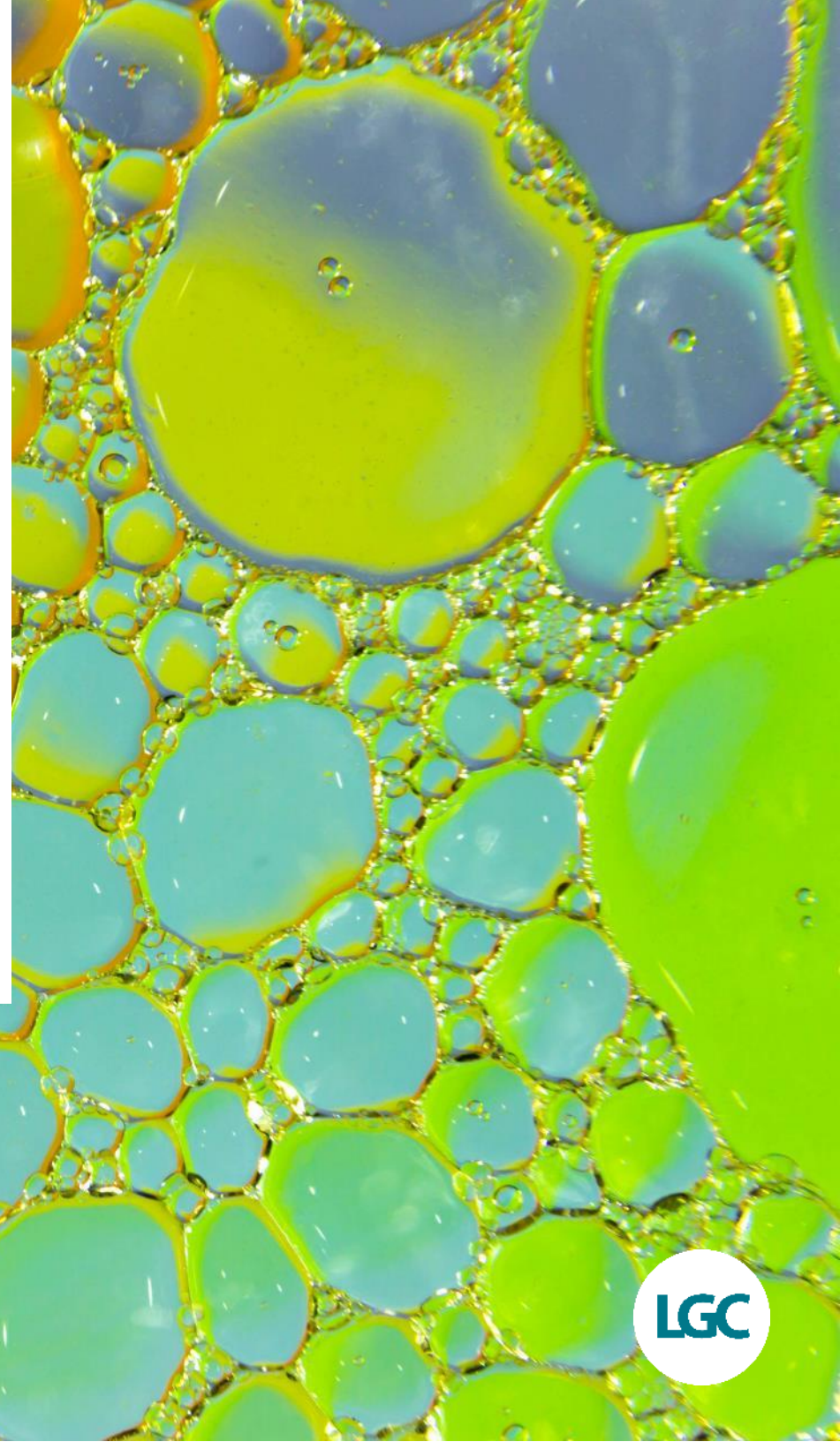
Brand Assets

Logo Mark

The logo mark is a vital component of the company's visual identity and must be used in a consistent manner in order to work effectively.

The logo mark color should never be altered. Black is timeless, elegant, and sophisticated. A black logo is a bold move, letting customers know that our product stands for itself.

NEVER use the VHG logo mark without the trademark ™ symbol.

To preserve the integrity and visual impact of the VHG logo mark, always maintain adequate clear space around it.

The clear space around the logo is an integral part of its design, and ensures the logo can be seen.

The logo should never be replicated smaller than the minimum size.

Master logo mark

Logo mark safe area

Reverse logo mark

Minimum size

0.4 inch in print
14px in digital

Logo mark "don'ts"

The VHG logo mark should always be used in its approved format. It must never be modified. Altering the logo weakens the integrity and consistency of the brand.

Never use the VHG logo mark without the trademark ™ symbol.

Here are examples of what NOT to do with the logo.

1. Do not stretch the logo

2. Do not alter the color of the logo

3. Do not recreate the VHG wordmark

4. Do not outline the logo

5. Do not place an image inside the logo

6. Do not rotate the logo

7. Do not apply effects

8. Do not place in a holding device

9. Do not put a gradient in the logo

10. Do not place the logo on similar colored backgrounds

11. Do not place the logo on similar colored images

12. Do not encroach into the logo's safety area

Ebistrum quodips andions erest, is quas am, quatem qui dolores quam, simus maion nobis

LGC

Logo positioning

For consistency, the VHG™ logo mark should appear in the top left corner of communications. In some instances, such as presentation headers, it may be located in the upper right corner.
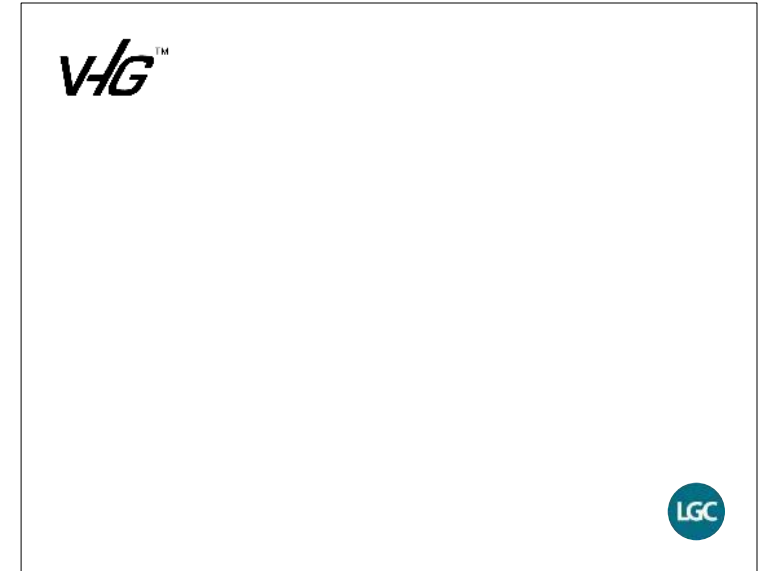
The LGC logo should be located in the lower right corner of the layout. Always adhere to the specifications in the LGC Brand Guidelines for space around the logo.

In situations where a document is image-heavy on the right side, it is permissible to locate the LGC logo in the lower left of the page.

Portrait
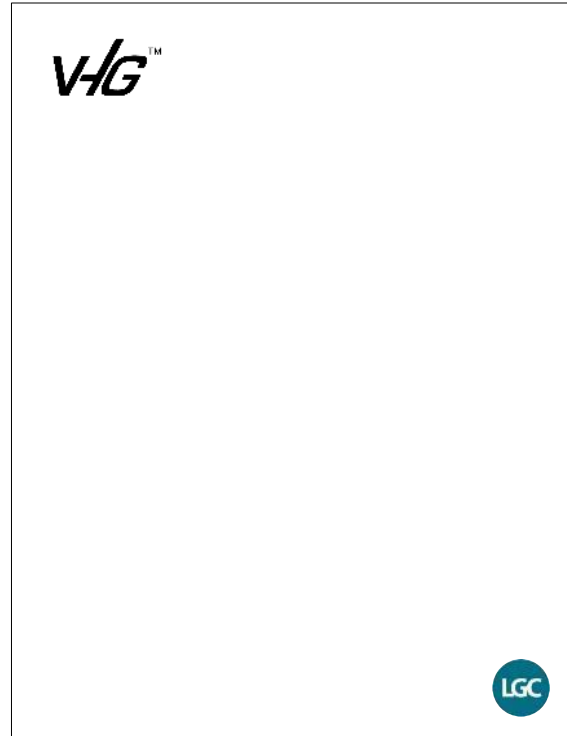
Landscape

Brand colors

Our core brand colors are integral to building brand recognition, and in how we communicate.

We should be consistent and clear with our color use and remember that white is very much a core color to how we show ourselves visually.

Color codes

VHG™ Royal Blue

PANTONE 287C
RGB: 0, 48, 135
CMYK: 100, 75, 2, 18
HEX: #003087

VHG™ Light Teal

PANTONE 122-13CC
RGB: 90, 158, 163
CMYK: 61, 0, 18, 22
HEX: #5A9EA3

VHG™ Teal

PANTONE 3155C
RGB: 0, 120, 138
CMYK 100, 0, 24, 38
HEX: #00788A

White

PANTONE N/A
RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #FFFFFF

Black

PANTONE Black 6C
RGB: 16, 24, 32
CMYK: 0, 0, 0, 100
HEX: #101820

LGC

Brand colors

When creating charts, tables and diagrams tints of our color palette can be used. See the chart opposite for the percentage of tints that can be used.

Color is an integral part of our brand. While vibrancy comes across in the imagery we use, we embrace the cleanliness of white in our layout designs, using the teal and royal blue colors to highlight key text.

Use the guide opposite as an indicator for how much color to use in applications.

Tints

100%	80%	60%	40%	20%

Color usage

VHG™ Royal Blue

Black

White

VHG™ Teal

VHG™ Light Teal
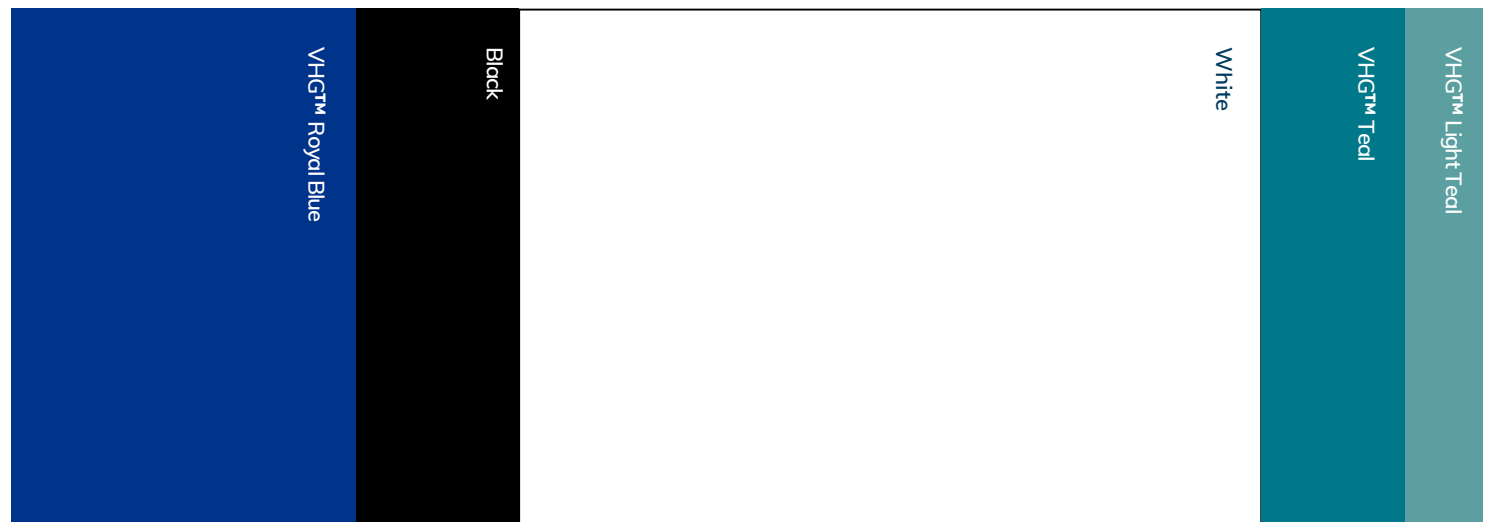
Typography

Our typefaces have been chosen for their flexibilty and legibility.

Assistant Regular is clear and legible, and allows us to clearly communicate headlines and titles.

Muli is easily legible for content text and comes in a range of weights to help create a hierarchy in communications.

Both typefaces render well both in print and online.

They can be downloaded from the following links:

https://fonts.google.com/specimen/Assistant

https://fonts.google.com/specimen/Muli

Our headline/title typeface

Assistant Regular

ABCDEabcde
1234567890 !@£$%^&*()-_=+

Our body text typeface

Muli

Light ABCDEabcde
1234567890 !@£$%^&*()-_=+

Regular ABCDEabcde
1234567890 !@£$%^&*()-_=+

SemiBold ABCDEabcde
1234567890 !@£$%^&*()-_=+

**ExtraBold ABCDEabcde
1234567890 !@£$%^&*()-_=+**

On colored background:

Assistant SemiBold

ABCDEabcde
1234567890 !@£$%^&*()-_=+

On colored background:

Muli

Regular ABCDEabcde
1234567890 !@£$%^&*()-_=+

SemiBold ABCDEabcde
1234567890 !@£$%^&*()-_=+

**ExtraBold ABCDEabcde
1234567890 !@£$%^&*()-_=+**

LGC

Typography

Heirarchy is an important component when creating communications.

The example to the right shows how to use different colors, weights and sizes to separate and highlight specific text.

Example of how our type styles should work

1. Headline
Assistant Regular
22pt
100% VHG™ Royal Blue

2. Body Text
Muli Light
11pt
100% Black

3. Section highlight/intro
Muli SemiBold
12pt
100% VHG™ Teal

4. Inner-section highlight
Muli Regular
11pt
100% Black

5. Bullets

LEVEL 1	LEVEL 2
Muli Light	Muli Light
11pt - Dot	10pt - Dash
80% of font size	90% font size
100% VHG™ Teal	100% Black

6. Hashtag
Muli Regular
13pt
100% VHG™ Royal Blue

7. Website URL
Muli Regular
11pt
100% VHG™ Teal

8. Quality Statement
Muli SemiBold/Light
10pt/9pt
100% Black

① # Petroleum standards for any application

② LGC Standards is a division of the LGC Group, the UK's designated National Measurement Institute for chemical and bioanalytical measurements.

③ **The UK's NML and Designated Institute for Chemical and Bio-measurement**

④ Meeting your ISO/IEC 17025 Certified Reference Material, reference material and proficiency testing needs

- Leading ISO/IEC 17043 accredited international provider
- ISO 17034 metallo-organic, petrochemical and aqueous inorganic reference materials

Our product offering also includes:

⑤
- Metal reference materials
  - Sample number one
  - Sample number two
- Solvents

⑥ #GoBeyondTheStandard

⑦ lgcstandards.com/VHG

⑧ LGC Quality: ISO 17043 | ISO 17034 | ISO/IEC 17025 | ISO 9001

Tables

VHG produces several product catalogs and brochures which contain tables of information.

To make using this information easier for customers, the tables should be formatted consistently and legibly.

Color is used in the tables to make sure all elements can be easily read and understood.

The table elements to the right are intended for letter (or larger) size print publications. They may be adjusted for smaller paper sizes as needed.

Table elements

1. **Headline**
   Assistant Regular
   22pt
   100% VHG™ Teal

2. **Subline**
   Muli Regular
   11pt
   100% Black

3. **Table intro**
   Muli Light
   11pt
   100% Black

4. **Table header**
   Muli SemiBold / Regular
   10pt
   100% White on 100% VHG™ Teal

5. **Table sub-header 1**
   Muli Regular
   10pt
   100% White on 80% VHG™ Light Teal

6. **Table sub-header 2**
   Muli Regular
   9pt
   100% Black on 40% VHG™ Light Teal

7. **Table row content**
   Muli Light
   9pt
   100% Black
   Alternate rows: 10% Black shading
   Headline/Subline borders 1/4pt,
    100% White
   Row borders 1/4pt, 40% Black

8. **Table footnote**
   Muli Light
   9pt
   100% VHG™ Royal Blue

① # Metal Additives Standards

② For ICP, RDE, XRF and other techniques

③ Suitable for use with ASTM D4927, D4951, D5185 and others.

④ **Metal Additives Standard MA5 – Ba, Ca, Mg, P, Zn combined in hydrocarbon oil**

⑤ Table sub-header 1

Conc.* ($\mu g/g$)	Size (grams)	Product No.
900	100	VHG-MA5-900-100G
	200	VHG-MA5-900-200G
	400	VHG-MA5-900-400G
1000	100	VHG-MA5-1000-100G
	200	VHG-MA5-1000-200G
	400	VHG-MA5-1000-400G
3000	100	VHG-MA5-3000-100G
	200	VHG-MA5-3000-200G
	400	VHG-MA5-3000-400G
5000	100	VHG-MA5-5000-100G
	200	VHG-MA5-5000-200G
	400	VHG-MA5-5000-400G

⑥ (Conc.* ($\mu g/g$))
⑦ (900 row)

⑧ * For catalog purposes, nominal concentrations ($\mu g/g$) are provided.

LGC

Imagery

Imagery

Imagery is a key part of telling our story to the world.

We use three styles of image to highlight the diverse nature of VHG's product portfolio.

Our different image styles

Laboratories
These images reflect the science of our business, showing scientists in their everyday environment. These images should feel light and natural in their composition.

Page 13

Photography & backgrounds
Our products and services affect a vast number of sectors and industries. When we show these images they should feel epic in their scale and help reflect the variety of our portfolio.

Page 14-15

Descriptive images
Focusing in on specific liquids, materials, instruments, etc. to help tell the story about what is used in the laboratories.

Page 16

LGC

Imagery

These images reflect the science of our business.

They show scientists in their everyday environment and images should feel light and natural in their composition.

We prefer to use images of VHG employees at work, but appropriate stock images may also be used.

Laboratory photography

Imagery

Our petroleum products and services affect a vast number of new and in-service oil industries.

The use of abstract images allows us to reach all audiences, while we can narrow our field of communication by utilizing more sector-specific imagery.

When we show these images they should help reflect the variety of our portfolio.

Petroleum photography & backgrounds

LGC
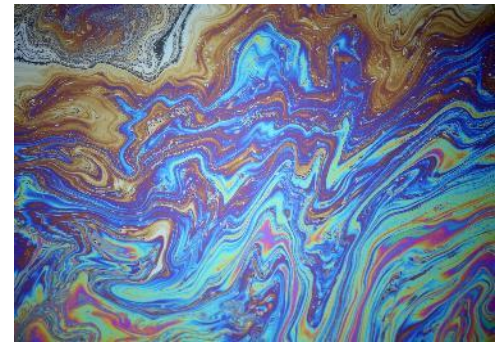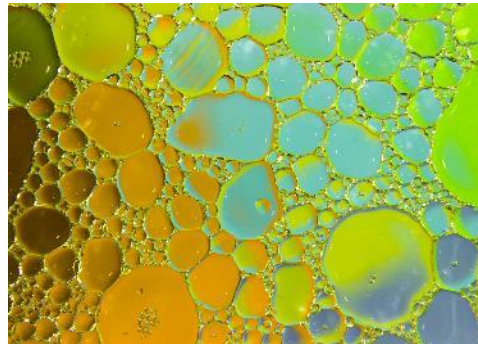
Imagery

Our aqueous inorganic product portfolio affects a vast number of sectors and industries.

The use of abstract images allows us to reach all audiences, while we can narrow our field of communication by utilizing more sector-specific imagery.

When we show these images they should help reflect the variety of our portfolio.

Aqueous inorganic photography & backgrounds
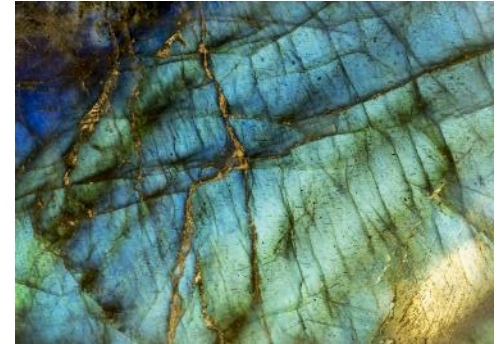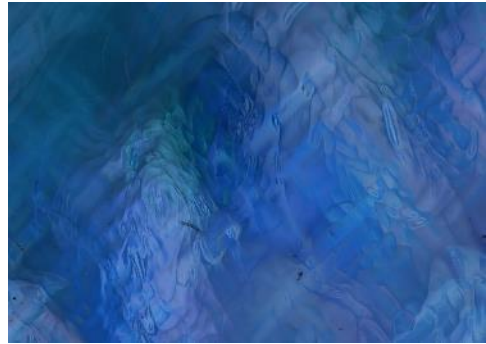
Imagery

These images help to give a more focused reflection of what areas we work in with reference standards.

They are used to highlight the specific sectors or industries being discussed in the content.

Descriptive images
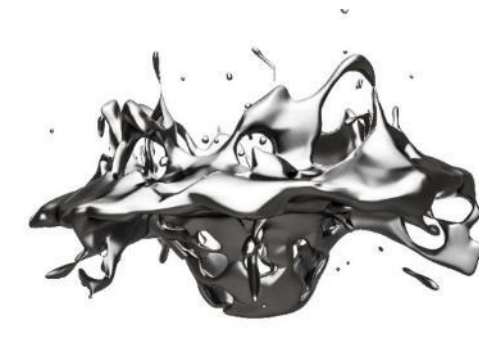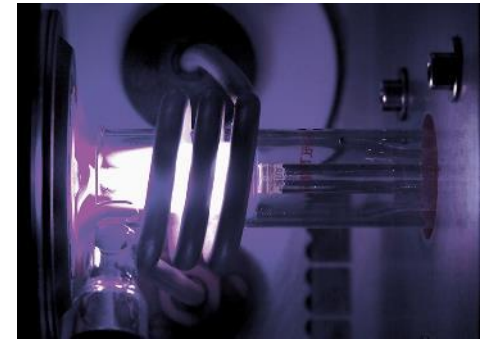
Imagery

In our communications we can combine images together. There are a few guidelines to help you to choose the correct pairings.

To begin, always combine images from different photography styles.

Images should have enough contrast between them to ensure they can be clearly seen.

Combining images together
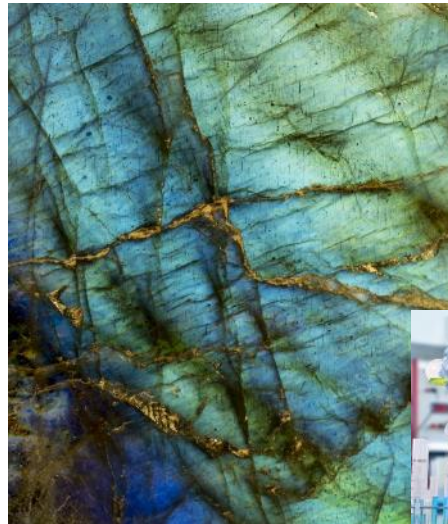
Background
Abstract imagery

Laboratory
Scientists

People
Worker checking gauge

Descriptive
Oil
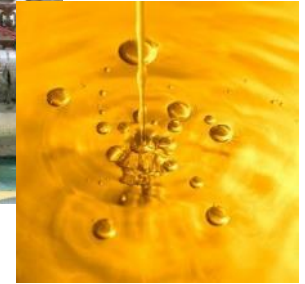
Place
Mountain environment

Descriptive
Vial wash

Laboratory
Scientist talking

Descriptive
Test tubes

LGC

Imagery

There are some clear things to avoid when using multiple images in a spread.

Avoid using two images that are communicating the same thing - for example layering two scientists or charts.

Avoid combining two particularly busy images.

Be sure the smaller image is cropped in a way that doesn't make them feel too cluttered.

What to avoid when combining images
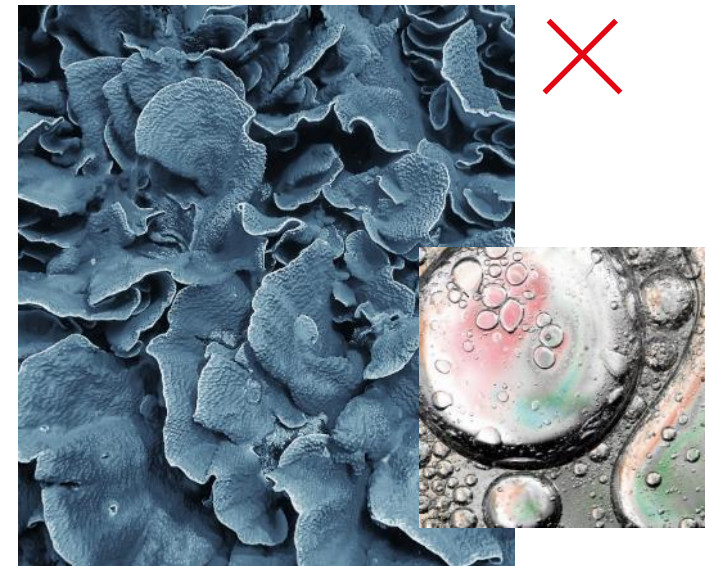
Design system

These examples demonstrate ways imagery can begin to be used in layouts.

White is a key color for our brand. It should always be included in communications to contain key messaging and our logo.

Imagery can be used in multiple ways to create engaging material, always ensuring the crop of images works in the layout.

Using imagery in our layouts
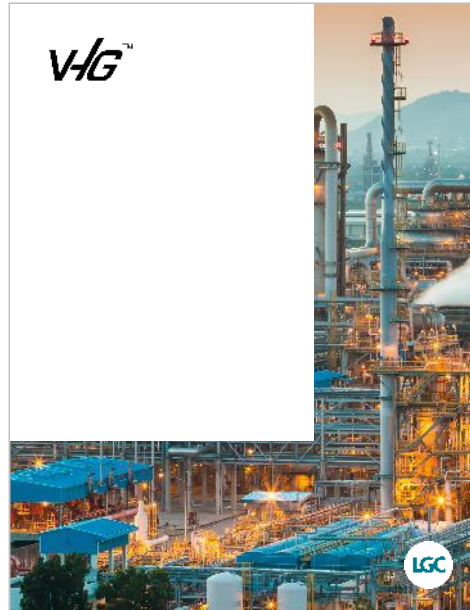
One large hero image
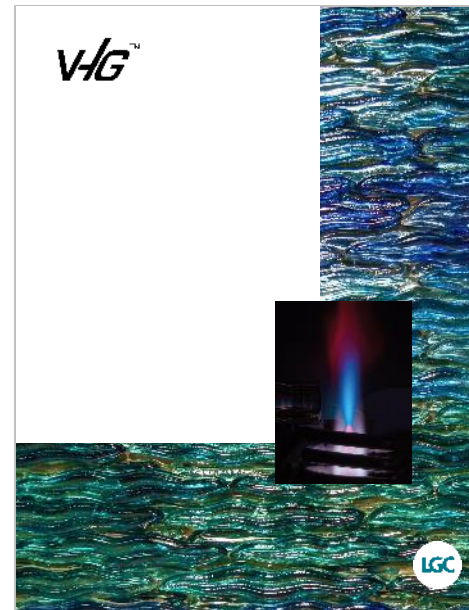
Large hero image with supporting image
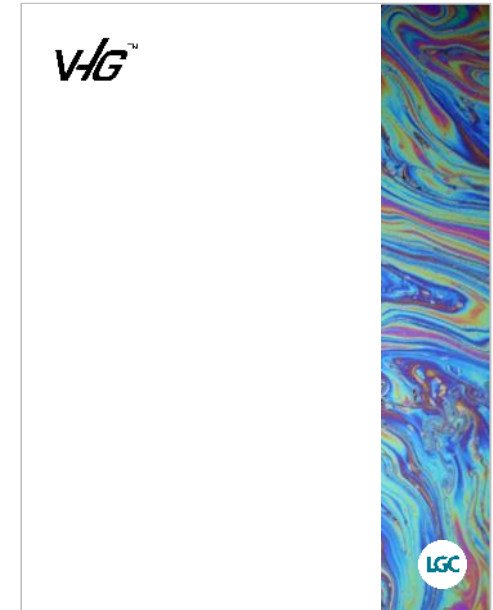
Large white area with one hero image

Digital Applications

PowerPoint

Presentations should be created following the same principles as our other communications.

So that they can be printed and shared, all PowerPoints should be created at standard letter size, landscape.

Cover and divider slides should introduce the topic and various sections of the presentation and should utilize a large hero image.

Example cover and divider slides

PowerPoint

You can create a range of different slides, always ensuring that content is presented in a clear and legible way.

Images can be used to support the text or act as backgrounds to help add interest to your presentation.

Always be sure the colors, fonts and formatting on all slides is consistent.

Example content slides

Print Assets

Pull up banners

Pull up banners are a key display tool to highlight our product portfolios and industries served at events and trade shows.

All key information should be close to eye level. Always remember not to put text too low on the layout as it could be overlooked or blocked by booth furniture.

The layout can flex depending on the specific information being included, or if the banner is being used in conjunction with other display banners.

Layout and elements

1. VHG™ Logo

2. Headline
Assistant SemiBold
Dependent on size of banner
VHG™ Teal

3. Product area
Muli Regular
Dependent on size of banner
100% Black
  Bullets:
   Muli Light
   11pt – Dot 80% of font size
   100% VHG™ Teal

4. Hashtag
Muli SemiBold
Dependent on size of banner
 VHG™ Royal Blue

5. Call to Action/URL
Muli Regular
Dependent on size of banner
Black / VHG™ Royal Blue

6. Quality Statement
Muli SemiBold / Light
Dependent on size of banner
VHG™ Teal

7. LGC Logo
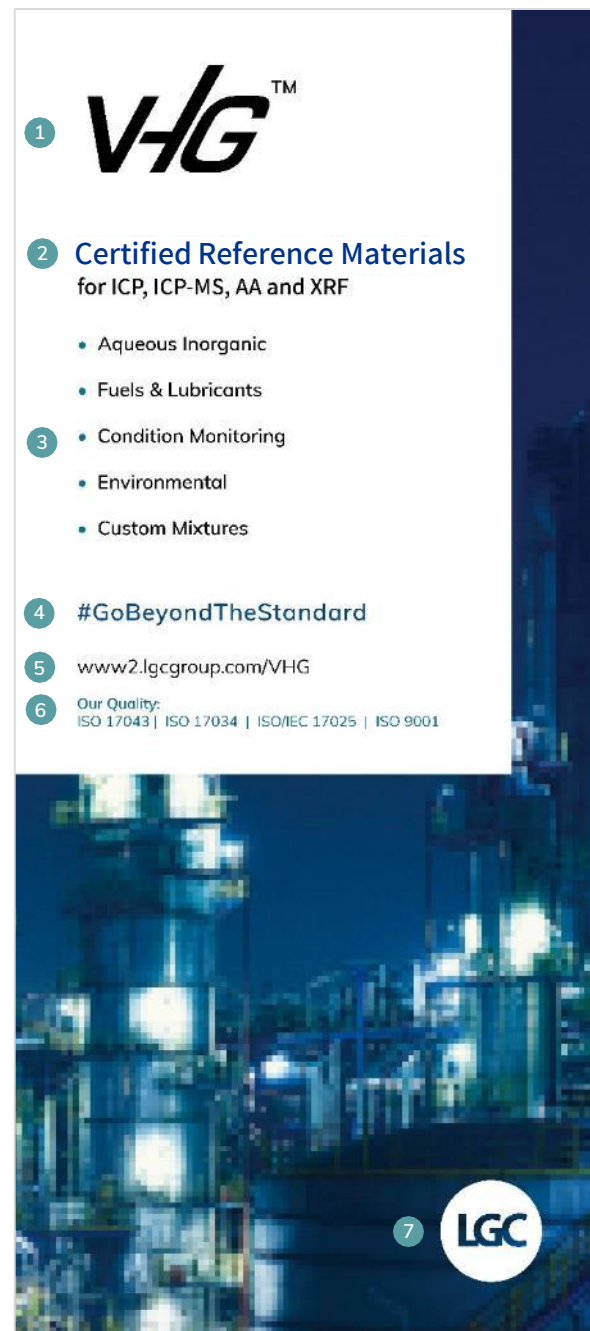
Large banners

Large banners are key for communicating our message at trade shows and events.

As with pull up banners, they should use clear messaging and relevant imagery to draw attention from passersby.

Layout and elements

1. VHG™ Logo

2. Headline
Assistant SemiBold
Dependent on size of banner
VHG™ Teal

3. Product area
Muli Regular
Dependent on size of banner
100% Black
   Bullets:
    Muli Light
    11pt – Dot 80% of font size
    100% VHG™ Teal

4. Hashtag
Muli SemiBold
Dependent on size of banner
VHG™ Royal Blue

5. Call to Action/URL
Muli Regular
Dependent on size of banner
Black / VHG™ Royal Blue

6. Quality Statement
Muli SemiBold / Light
Dependent on size of banner
VHG™ Teal

7. LGC Logo
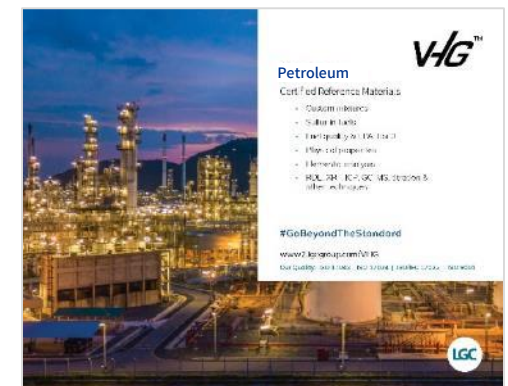
Publications

Within VHG we have a range of different publications. To help create consistency and make them identifiable they have been divided into different tiers.

Tier 1 Product brochures
These communications talk about a family of products or service offerings.

Tier 2 Product catalogs
These contain the main details about our product portfolios.

Tier 3 Marketing sheets
These are 2-4 page publications covering a specific topic or product.

Tier 4 Technical papers
These are used as promotional materials that are used to communicate thought leadership, research or opinion pieces relevant to our industry.

Tier 1 – Product brochures

Tier 2 – Product catalogs

Tier 3 – Marketing sheets
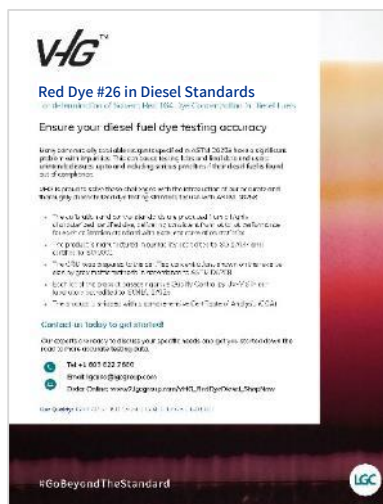
Tier 4 – Technical papers
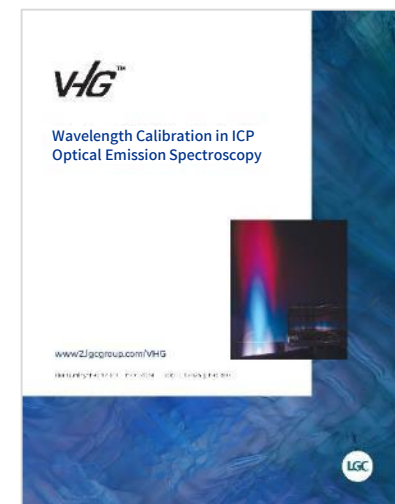
Publications

Across our publications we use consistent rules to structure our layout and elements. This helps to create a recognizable look and ensures a clear hierarchy of information.

Always make sure that text is given ample white space and is clearly legible.

Layout and elements

1. VHG™ Logo

2. Title
Assistant Regular
22pt/24pt
VHG™ Teal

3. Subline
Muli Light
12pt/16pt
Black

4. Hashtag
Muli SemiBold
10pt/12pt
VHG™ Royal Blue

5. URL
Muli Bold
12pt/14pt
Black or VHG™
Royal Blue

6. Quality text
Muli SemiBold/Light
8pt/10pt
Black

7. LGC Logo

8. Document title
Muli SemiBold
12pt/14pt
VHG™ Royal Blue

9. Headline
Assistant Regular
14pt/16pt
VHG ™ Teal

10. Text
Muli Light
9pt/11pt
Black

11. Page information
Muli Light
8pt/10pt
VHG™ Teal

Covers
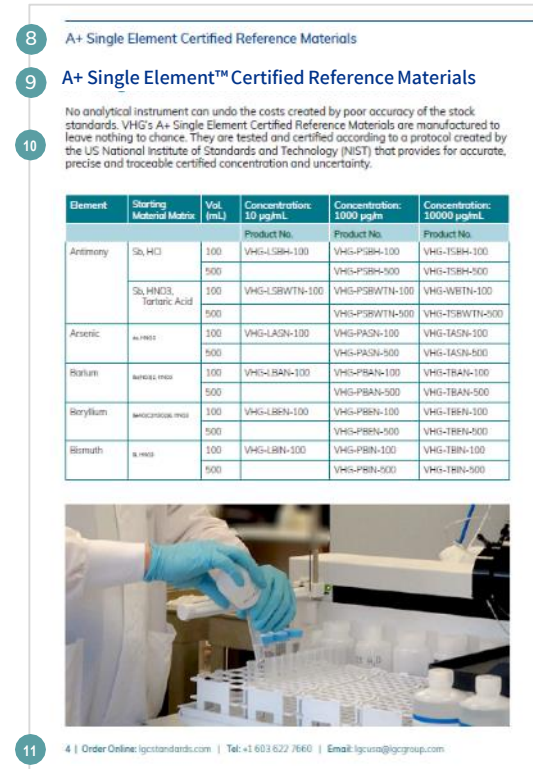
Text spreads

Brochures and catalogs

Brochure front covers should utilize one hero image that reflects the topic of the publication.

The back cover can incoporate additional supporting images.

Covers

Front cover

Back cover

Brochures and catalogs

Spreads

Using the flexibilty of the design system, images, text and white space, engaging spreads can be created that are interesting for the reader and clearly communicate our message.

Marketing sheets

Marketing sheets should use a full-page hero image on the front and a large white space to hold the introduction content.

Marketing sheet layout

Front

Back

Technical papers

Technical papers need to utilize imagery in an engaging way, and should make the most of our design system with layered images.

Covers

Technical papers

Spreads should use imagery to help create flow through the document and be engaging for the reader.

Colored call out boxes can be used to hold specific text or information.

Spreads
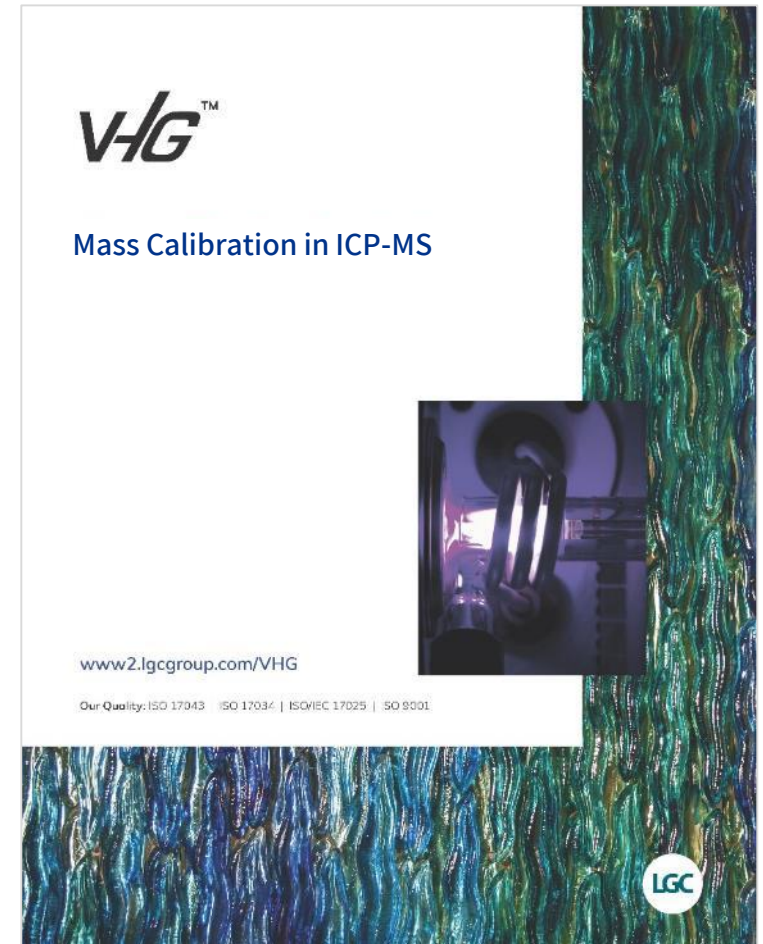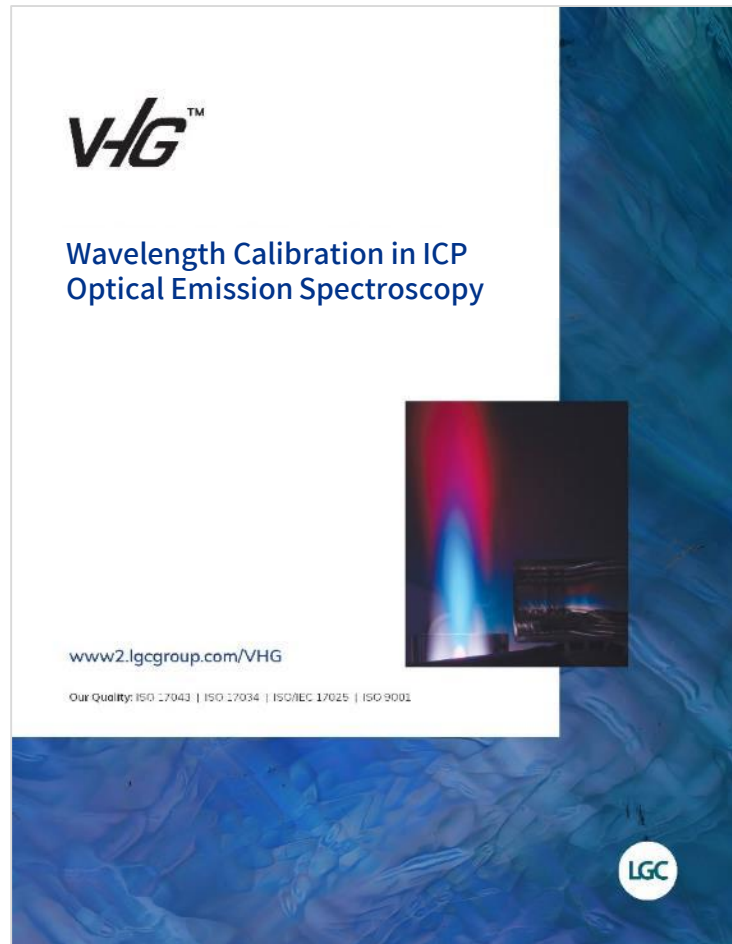
CoAs

Due to the unavailability of the Brand fonts, Arial or Arial Narrow should be used for Certificates of Analysis and other business forms.

Certificates of Analysis

Front

Back

Brand Guidelines

For more information on applying the
VHG™ Brand Guidelines, please contact:

Amy.Dillon@lgcgroup.com