

# VESTA Brand Standards

VERSION 02.01.2023



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# VESTA Brand Standards

## INTRODUCTION

The VESTA Water Solutions® mark is more than simply our logo. It's a visual representation of our values, image attributes, products, and services.

Consistent management and representation of our brand translate into long-term value. Visually, the VESTA Water Solutions image is represented by our logo, color palette, typefaces, and product appearance, as explained in this guide. These standards provide clarity and direction for consistent replication of the key elements of the VESTA Water Solutions brand.

If you have any questions regarding the use of the VESTA Water Solutions identity that are not addressed in this document, please contact Nelsen Corporation at (330) 745-6000.

Thank you for helping protect the VESTA Water Solutions brand identity. Used with responsibility and pride, our brand will gain well-deserved credibility, representing the value of our products.

Nelsen Corporation reserves the right to update the Brand Standards Guide, the most up to date Brand Standards document resides in the Resources Section of the NelsenCorp.com website.



# VESTA Brand Standards

## SYSTEM APPEARANCE CONSISTENCY

### SYSTEM APPEARANCE

VESTA Water Solutions® maintains a consistent visual representation of our products.

Visually, the VESTA Water Solutions equipment is represented with our logo and a color palette. The following guidelines must be adhered to.

#### CONTROL VALVE

The VESTA control valve utilizes a Light Gray cover with Dark Gray flip door. The door features a dome label with the VESTA logo.

#### SOFTENER BRINE TANK

A 16" or 18" Light Gray brine tank is standard featuring a Dark Gray deluxe cover embossed with VESTA Water Solutions logo.

#### ALTERNATE BRINE TANK

A black brine tank is acceptable when the Light Gray is unavailable.

#### MINERAL TANK JACKET

A Light Gray mineral tank jacket with Dark Gray cap is included for systems from 8" through 13" tanks. Tank Jackets are exempt for systems 14" and larger.



# VESTA Brand Standards

## TEXT USAGE

### TEXT USAGE

When using VESTA Water Solutions in text for printed materials items such as literature, signage, other products, or for website content, the word VESTA is to be used in all Caps. All associated graphics/photography for the website content should be consistent with other brand standards, keeping a professional look appealing to the identified target audiences and users.



# VESTA Brand Standards

## LOGO

### PRIMARY LOGO

The VESTA Water Solutions® logo is one of the most important and recognizable assets of the Brand. The VESTA Water Solutions logo is a registered trademark and is protected by governing law. The VESTA Water Solutions logo must be used consistently and treated with the upmost care and integrity.

The use of a registered trademark ® is required at all times with no exceptions. A light or white background is preferred for the use with the primary logo. Any use of the VESTA Water Solutions logo must be approved by Nelsen Corporation.

### EXAMPLE:

The primary VESTA Water Solutions logo is used on items such as literature, website graphics, signage and products.



# VESTA Brand Standards

## LOGO USAGE

### LOGO USAGE

The VESTA Water Solutions® logo should not share space with other message-related graphics. If the logo needs to be enlarged, always scale to the original proportions of the logo. Never, under any circumstance, stretch the logo in any direction. Always maintain a “safe zone” equal to the width of the space of “X” in the VESTA Water Solutions logo.

**Magenta** indicates Clear Space. The magenta area must be kept free of other elements.

Grey padding indicates Safe Zone.

The minimum required Clear Space is defined by the measurement ‘X’ Dark Blue Square, (equal to the distance from the edge of the swoosh to the blue box outline).

See below for spacing clarification.



Minimum Logo Usage Width



# VESTA Brand Standards

## LOGO USAGE

### INCORRECT LOGO USAGE



NEVER DELETE ELEMENTS



NEVER STRETCH OR DISTORT



NEVER CHANGE FONTS/COLOR



NEVER ROTATE ELEMENT



NEVER REPOSITION ELEMENTS



NEVER TYPESET THE LOGO

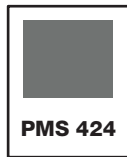


# VESTA Brand Standards

## LOGO COLOR

### PRIMARY 2 COLOR LOGO

The preferred logo for usage is the 2 color VESTA Water Solutions® logo.



#### Pantone 424

##### CMYK

57% CYAN  
47% MAGENTA  
48% YELLOW  
14% BLACK

##### RGB

R 112  
G 115  
B 114

##### HEX DECIMAL

#707372



#### Pantone 424

##### CMYK

81% CYAN  
12% MAGENTA  
1% YELLOW  
0% BLACK

##### RGB

R 0  
G 165  
B 227

##### HEX DECIMAL

#00a7e1





# VESTA Brand Standards

## SECONDARY LOGO

### SECONDARY 2 COLOR LOGO

The preferred logo for usage is the 2 color VESTA Water Solutions® logo.



Minimum Logo Usage Width



# VESTA Brand Standards

## FONTS

### FONTS USED IN LOGOTYPE

**Aa**

Halis R Medium

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

**Aa**

Halis R Black

1234567890 !@£\$%^&\*()-=+  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz

