

# VIPER Logo Style Guide

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## Color Identification for Logo:

### Red:

R: 181	C: 0
G: 18	M: 90
B: 27	Y: 85
A: 255	K: 29
	A: 100

### Gray:

R: 128	C: 0
G: 128	M: 0
B: 128	Y: 0
A: 255	K: 50
	A: 100

### Tan:

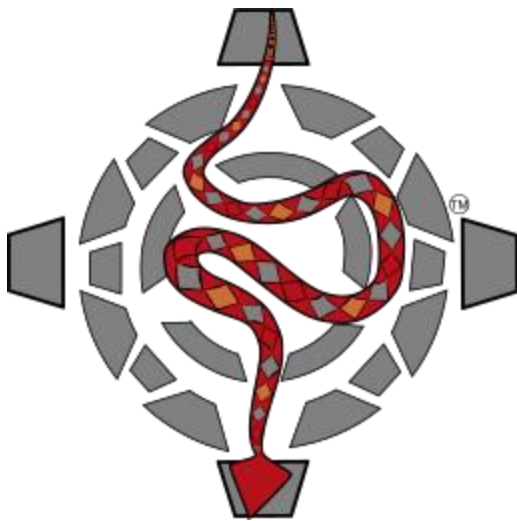
R: 200	C: 0
G: 113	M: 43
B: 55	Y: 72
A: 255	K: 22
	A: 100

### Black:

R: 0	C: 0
G: 0	M: 0
B: 0	Y: 0
A: 255	K: 100
	A: 100

## VIPER Logo:

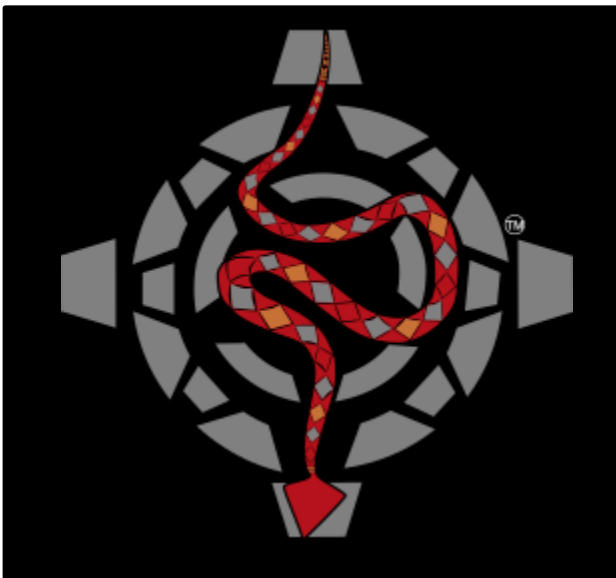
This is the VIPER Logo that will go with the graphic image. The example below is 256px X 256px.



“VIPER Logo (no words) - 256px X 256px”

## VIPER Logo on a Black background:

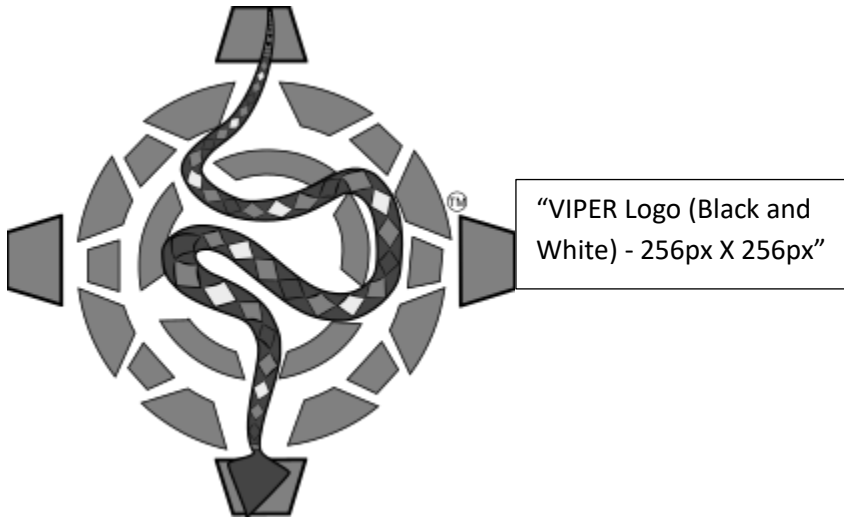
This is an example of what the VIPER Logo would look like on a black background. The example below is 256px X 256px.



“VIPER Logo for Black Background - 256px X 256px”

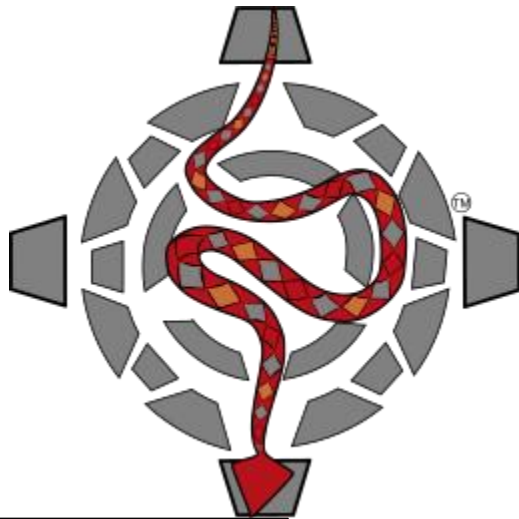
## VIPER Logo Black and White:

This is an example of what the logo would look like when monochrome. The example below is 256px X 256px.



## VIPER Logo sizing:

The VIPER Logo can be as big as desired, but changes slightly when it is 40px X 40px or smaller. The examples below are 256px X 256px and 40px X 40px.



“VIPER Logo (no words) - 256px X 256px”



“VIPER Logo (no words) - 40px X 40px”

## VIPER Logo on a gray background:

The VIPER Logo will remain the same as the example above when the background is between white and less than 40% gray.

When the background is between 40% gray and 79% gray, the logo will change to look like the example below. That example is 128px X 128px.



“VIPER Logo Gray - 256px X 256px”

When the background is between 80% gray and black, the logo will return to its original coloring.

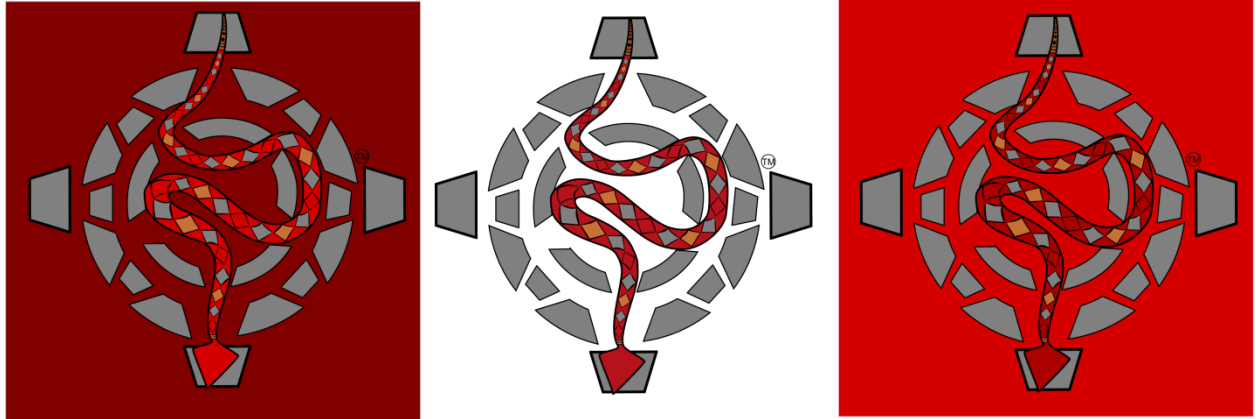
## VIPER Logo – Full Gray Scale:



“VIPER Logo Full  
Gray Scale”

## VIPER Logo on Red Background:

This logo should avoid being placed on a red background if possible, but if the logo needs to be placed on a red background then simply adjust the red so that there is enough contrast between the snake and the background. If the red is dark then make the snake lighter, if the red is light then make the snake darker. Examples are presented below.



“Red background  
Example”

**VIPER Graphic:**



“Registered\_HighTransBack