



BRANDING GUIDELINES

v2 | VATSIM Marketing & Communications

- DOCUMENT INTRO

This page provides an overview of the purpose and scope of this document

1.ABOUT

This document defines how the VATSIM brand should be presented visually and verbally to ensure consistency, clarity, and professionalism across all platforms and divisions

2.CONTACT

For questions, contact the VP of Marketing and Communications at vpmkt@vatsim.net

3.VERSION HISTORY

VERSION	DATE OF RELEASE	NOTES
1	12/08/2020	Initial release
1.1	02/09/2020	Limited use of single color logo variants
1.2	12/01/2022	Allowed use of black/white logo variants
2	01/03/2026	Updated document layout, changed logo(s) to include trademark (TM)

4.LINKED ASSETS

i. VATSIM Logo Pack | [download here](#)

1. PRIMARY LOGO VERSIONS

Logo System

1. **OFFICIAL VATSIM LOGO** | Must be used on all official VATSIM documents and policies



2. **VATSIM LOGO WITHOUT TAGLINE** | May be used outside of official VATSIM documents, such as web assets, event banners, etc



3. **VATSIM ICON** | May only be used in place of the VATSIM Logo if the VATSIM Logo would be too hard to see or would become skewed due to layout constraints, such as:

- a. X.com (TWITTER)
- b. Facebook
- c. Instagram
- d. Social Media Profile Pictures
- e. Official VATSIM Discord Servers
- f. Other locations, with the approval of the VP of Marketing (vpmkt@vatsim.net)



2. MONOCHROME LOGO VERSIONS

Logo System

1. **BLACK VATSIM LOGO** | Should be used when you are unable to place the color version on a light background, making the original VATSIM Logo hard to see



2. **WHITE VATSIM LOGO** | Should be used when you are unable to place the color version on a dark background, making the original VATSIM Logo hard to see



Note: Use the VATSIM Logo with the indigo tagline on light, clean backgrounds and the version with the white tagline on dark, clean backgrounds to ensure optimal contrast and legibility; if neither option is suitable due to background limitations, apply the monochrome logo variants as shown above.

3. LOGO DOS

Logo System

1. **LOGO'S SCALE** | Proportionally scale the VATSIM Logo to fit your implementation



2. **LOGO MARGIN** | Maintain clear space around the VATSIM Logo equal to the height of the 'I' in VATSIM



4. LOGO DON'TS

Logo System

1. **ORIENTATION** | Do not rotate or flip the VATSIM Logo or any part of it



2. **MODIFICATION** | Do not alter, fill, or modify any part of the VATSIM Logo under any circumstances



3. **ASPECT RATIO** | Do not stretch the width or height of the VATSIM Logo disproportionately



4. LOW CONTRAST | Do not place the VATSIM Logo on backgrounds with insufficient contrast



5. GRADIENT COLOR | Do not alter the gradient colors or direction



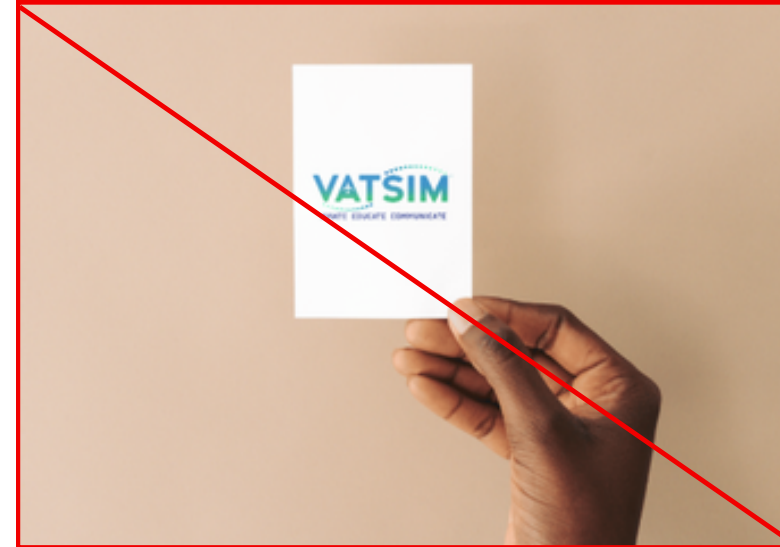
6. COLOR MANIPULATION | Do not use colors outside of the official VATSIM Colors



7. ALTER LOGO | Do not remove parts of the VATSIM Logo such as the radar blips or the trademark (TM) symbol



8. RESTRICTED USE ON PHYSICAL ITEMS | Do not use the VATSIM Logo on physical merchandise, including clothing and printed materials without explicit permission from the VP of Marketing (vpmkt@vatsim.net)



5. LOGO EXCEPTIONS

Logo System

1. **VATSIM SUBSIDIARY LOGOS** | Official VATSIM Regions, Divisions and Subdivisions may add their name to the official VATSIM Logo in place of the tagline & and must submit a request for permission to use that variation to the VP of Marketing (vpmkt@vatsim.net)



2. **SINGLE SOLID COLOR LOGO VARIANTS** | Permission can be granted by the VP of Marketing (vpmkt@vatsim.net) on a case-by-case basis to utilize single solid color variants of the VATSIM Logo not officially supported by the VATSIM Brand Guidelines, depending on the implementation



6. BRAND COLORS

Colour Palette



7. BRAND TYPOGRAPHY

Typography

1. Header Text Font

Aa

Ubuntu Bold

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()

2. Body Text Font

Aa

Ubuntu Regular

Aa BbCc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789!@#\$%^&*()