



**V E N D  
T H E  
R U L E S**

# BRANDING GUIDE

GREAT NECK SOUTH HS

2017-2018

# LOGO COLOR PALETTE

C: 1.0000  
Y: 0.3333  
M: 0.0000  
K: 0.0000

C: 1.0000  
Y: 0.3348  
M: 0.0000  
K: 0.1098

C: 1.0000  
Y: 0.6667  
M: 0.0000  
K: 0.0000

C: 0.9903  
Y: 0.6667  
M: 0.0000  
K: 0.1882

C: 0.3333  
Y: 0.3333  
M: 0.0000  
K: 0.0000

C: 0.0000  
Y: 0.0000  
M: 0.0000  
K: 1.0000

C: 0.0000  
Y: 0.0000  
M: 0.0000  
K: 1.0000



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# OFFICIAL FONTS

CENTURY GOTHIC

The quick brown fox jumps  
over the lazy dog.

COPPERPLATE  
GOTHIC LIGHT

THE QUICK BROWN FOX JUMPS OVER  
THE LAZY DOG.

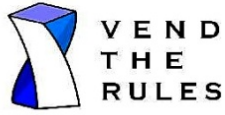
These sleek and simple fonts are perfect for marketing because they are easily legible even in a small size. Century Gothic is sans serif, and thus appears sophisticated and modern.

VEND THE RULES HAS  
EVERYTHING YOU FORGOT  
AT HOME.

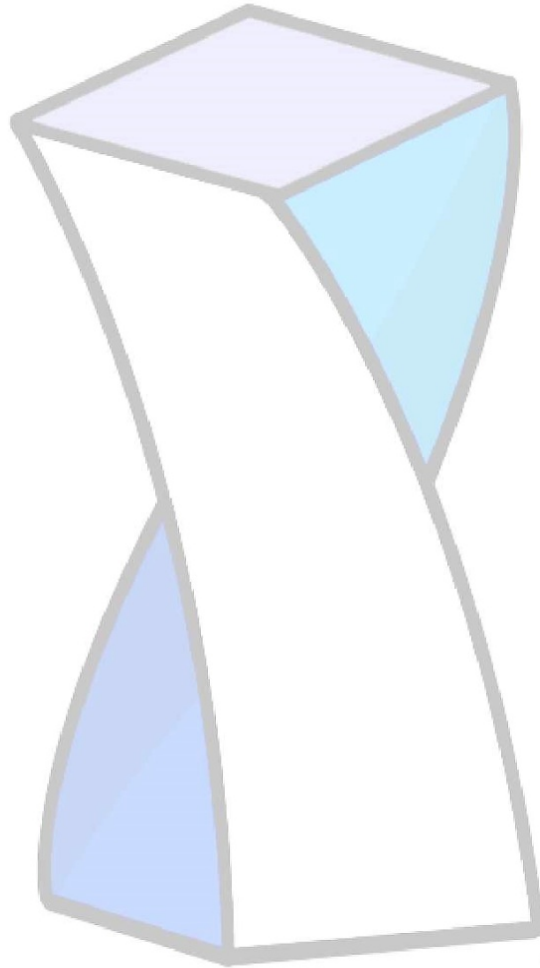
# WHO WE ARE

Founded in 2017, Vend the Rules is Virtual Enterprise's first customized vending machine experience. We will create relationships with organizations across the nation to bring necessary products to the public in a cheap and efficient manner. Our varied lines of machines will carry important, but often forgotten, products such as sunscreen, beach towels and band-aids for our customers, available for use whenever needed. With the ability to customize different products for the location of each machine, Vend the Rules lets you rest easy with the knowledge that wherever you go, Vend the Rules has everything you forgot at home.

# LETTERHEAD

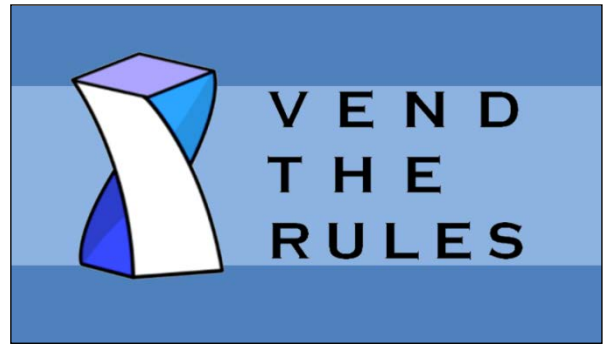


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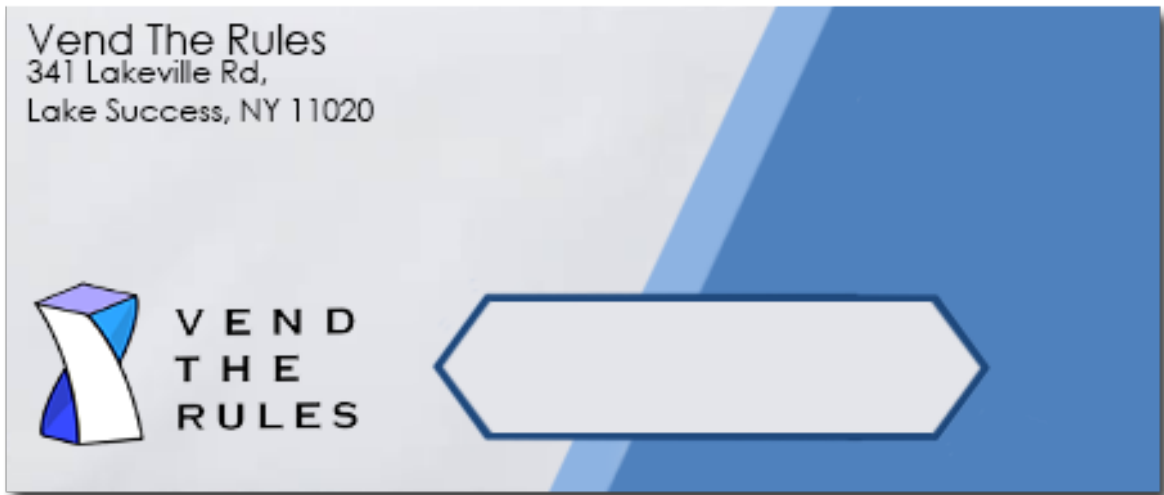


front



back

## BUSINESS CARD



## ENVELOPE

# SOCIAL MEDIA OUTLETS

