

# 2021

## Use of logos

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**VEXVE** / VEXVE  
ARMATORY  
GROUP

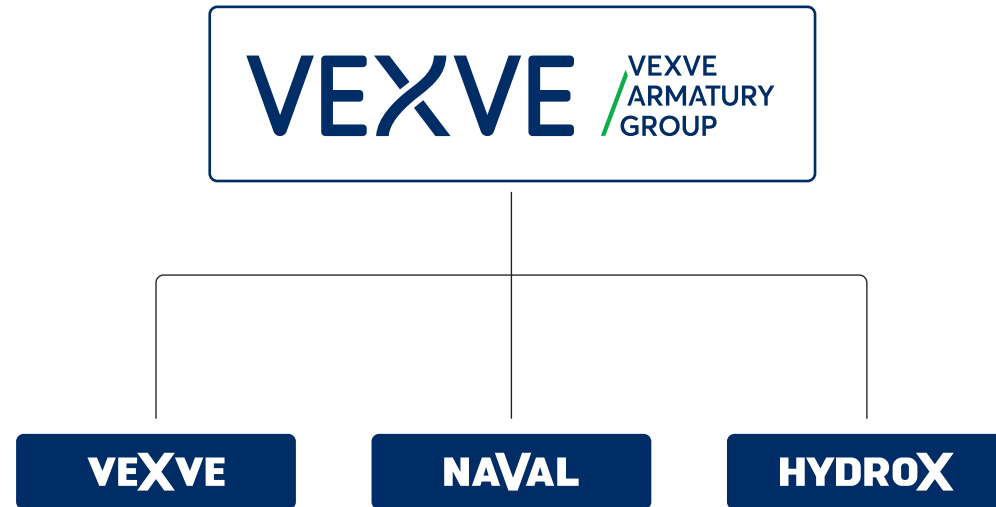
## Company & product brands

In official marketing communications actions relating to Vexve, the following principles apply to the use of names and logos.

The corporate brand is referred to as Vexve. Vexve corporate logo can be identified by the Vexve Armatory Group identifier on the right side of the logo. This identifier is only used in the corporate logo, not in the product brand logos.

Product brands (Vexve, Naval and Hydrox) have their own respective logos and should always be used when advertising the products in question.

A clear distinction has to be made when referring to the company in general and product brands.



## Product brand logos

The Vexve and Naval product brands are registered trademarks (®). Hydrox is unregistered and uses the trademark (™).

® and ™ branded product logos are used in marketing materials unless the disclaimer is specifically mentioned. Exceptionally, product brand logos without the ® and ™ marks are always used in China, Japan and India.

Brand logos with  
® and ™ markings

**VEXVE®**

**NAVAL®**

**HYDROX™**

Brand logos  
without markings

**VEXVE**

**NAVAL**

**HYDROX**

## Colour variations

All the available colour variations of the Vexve corporate and product brand logos are presented on this page. Any other colour variations are prohibited.

For the main use, the colour version of the logo (the first ones on the left) is recommended.

If the logo is placed on top of a photo, Vexve recommends using white logo version and an additional background colour surface.

Vexve corporate logo



Vexve product brand logo



Naval product brand logo



Hydrox product brand logo



## Protected space around the logo

Protected space around the logo ensures that the logo stands out clearly from rest of the information. It's prohibited to add any extra visual elements or text within the protected space.



## Abuse of the logo

This page provides some examples of how the logos may not be used.



Distortion of proportions



Color outside of Vexve color palette



Text within the protected space



Extra graphical element within the protected space



Distortion of the protected space



Adding a background element



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