

# Brand Guidelines

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2024



# The Overview

VLS Environmental Solutions will follow these guidelines for its brand. VLS Environmental Solutions is a leader in waste management, railcar cleaning, and marine services, known for its commitment to providing the most reliable, efficient, and cost-effective environmental solutions. The intention of the Brand Guidelines is to inform any internal and external manifestations to create one consistent brand presence across channels.

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# 01

## BRAND STRATEGY

A consistent brand strategy is important to VLS Environmental Solutions. The brand strategy for VLS Environmental Solutions includes considerations for:

Our Personality

Our Vision

Our Mission

Our Values

# Brand Statement

**Safety.  
Sustainability.  
Solutions.**

# Brand Strategy

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## Our Mission

Delivering innovative environmental solutions that support our client's sustainability goals

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## Our Values

**SAFETY:** We are committed to the health and safety of our employees, contractors, clients, and communities.

**INTEGRITY:** We engage in open, honest, and fair dialogue; hold ourselves and others accountable; and listen with the intent of learning.

**OUR EMPLOYEES:** We provide opportunities to learn and grow while recognizing achievements.

**INNOVATION:** We are problem-solvers who develop processes, adapt to change, and continuously strive for improvement.

**PARTNERSHIPS:** We collaborate with our clients, colleagues, and providers to improve the communities in which we work and live.

# Brand Strategy

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## Our Personality

VLS Environmental Solutions is professional and approachable, with a focus on building long-term relationships with the clients it serves.

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## Voice and Tone

VLS Environmental Solutions will deliver clear and concise content. The voice should be authoritative but remain conversational with all target audiences

# 02

## LOGO & USAGE

VLS Environmental Solutions outlines how the logo is to be used whether on a white background, black background, or any background variation.

# Logo

Our logo is a symbol of excellence and trust, demonstrating the integrity of the brand, its services and products. Our logo is our most valuable asset. We must ensure proper usage.

Original



Black



Negative



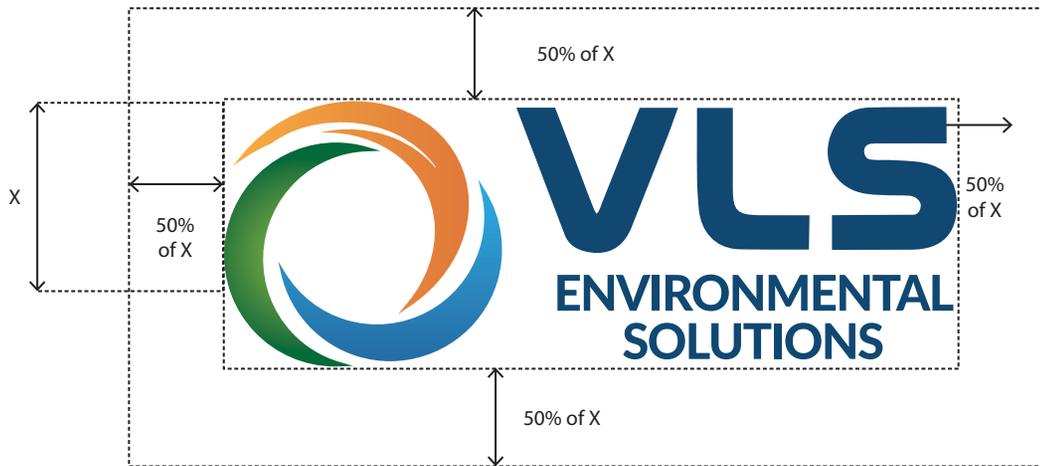
# Logo

## Clear Space, Minimum Size & Icon

To ensure that the clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here. It never should be less than that. The logo must always fit into the clearspace area.

Our icon is the reduced form of our logo. It should only be used when the wordmark is too small, or as a graphic element for strengthening the brand.

Clear Space



Icon



Minimum Space



Width: 90 pixels  
Height: 10 pixels

# Logo

## Incorrect Uses

The examples shown here illustrate incorrect uses of the wordmark.



Don't Rotate



Don't add taglines



Don't Distort



Don't add shadows



Don't use boxes



Don't outline



Don't add strokes



Don't alter proportions

# 03

## COLOR SYSTEM

VLS Environmental Solutions has developed a color palette for the brand that includes primary and secondary colors. Any and all uses of the brand, regardless of channel, should follow this color palette.

# Color Systems

## Primary Brand Colors

The primary colors of the VLS Environmental solutions logo are blue, green and orange. This is used to anchor the logotype. We also use secondary colors to enrich the brand and message.

### **Pantone 7694 C**

C 99, M 76, Y32, K 16

R 16, G70, B113

#104671

### **Pantone 647 C**

C 91, M 61, Y11, K01

R 29, G101, B162

# 1d65a2

### **Pantone 376 C**

C 48, M 04, Y100, K0

R 147, G192, B33

# 93c021

### **Pantone 7578 C**

C 9, M 66, Y96, K01

R 224, G116, B45

# e0742d

### **Pantone Cool Gray 9 C**

C 56, M 46, Y44, K10

R 118, G119, B123

# 767576

# Color Systems

## Secondary Colors

A support color palette provides more ways to accent your brand. It adds more dimension to your brand and should be applied sparingly to accent designs.

### **Pantone 298C**

C70, M17, Y0, K0  
R 65, G182, B230  
#2da7df

### **Pantone 349 C**

C90, M33, Y95, K26  
R 0, G105, B58  
#00693a

### **Pantone 1365C**

C 01, M 35, Y85, K 06  
R248, G165, B75  
#f8af41

# Color Systems

## Gradients / Duotones

Gradients are used throughout VLS Environmental Solutions, imagery. Gradients should be set to 45°.

### **Pantone 7694 C**

C 99, M 76, Y32, K 16  
R 16, G70, B113  
#104671

### **Pantone 298C**

C70, M17, Y0, K0  
R 65, G182, B230  
#2da7df

### **Pantone 349 C**

C90, M33, Y95, K26  
R 0, G105, B58  
#00693a

### **Pantone 376 C**

C 48, M 04, Y100, K0  
R 147, G192, B33  
# 93c021

### **Pantone 1365C**

C 01, M 35, Y85, K 06  
R248, G165, B75  
#f8af41

### **Pantone 7578 C**

C 9, M 66, Y96, K01  
R 224, G116, B45  
# e0742d

# 04

## Typography

These typefaces are part of the VLS Environmental Solutions brand identity.

# Our Font

This font is part of the VLS Environmental Solutions brand identity. Lato works best with our designs, always be consistent throughout whatever you're working on.

We use Lato Black for headers and main headlines and copy we would like to highlight. We use Lato in all its versions.

We use Lato Regular for body text and web. Lato has been designed to be used freely across the internet by web browsers on desktop computers, laptops and mobile devices.

Lato Black

**Black**

Lato Regular

Regular

Lato Light

Light

# 05

## Photography

VLS Environmental Solutions has developed a style guide for photography for all uses of the brand, regardless of channel.

# Our Style

Our photography can be broken down into three subject categories. How we express through photography:

Environment 40%



Topical 30%



People + General 30%



# 06

## Graphic Applications

VLS Environmental Solutions provides a visual example of how the graphics and brand are applied.

# Our Brand In Action

**We  
specialize  
in difficult  
to clean  
materials**

[vlse.com](http://vlse.com)

WASTE MANAGEMENT | RAILCAR CLEANING | MARINE SERVICES

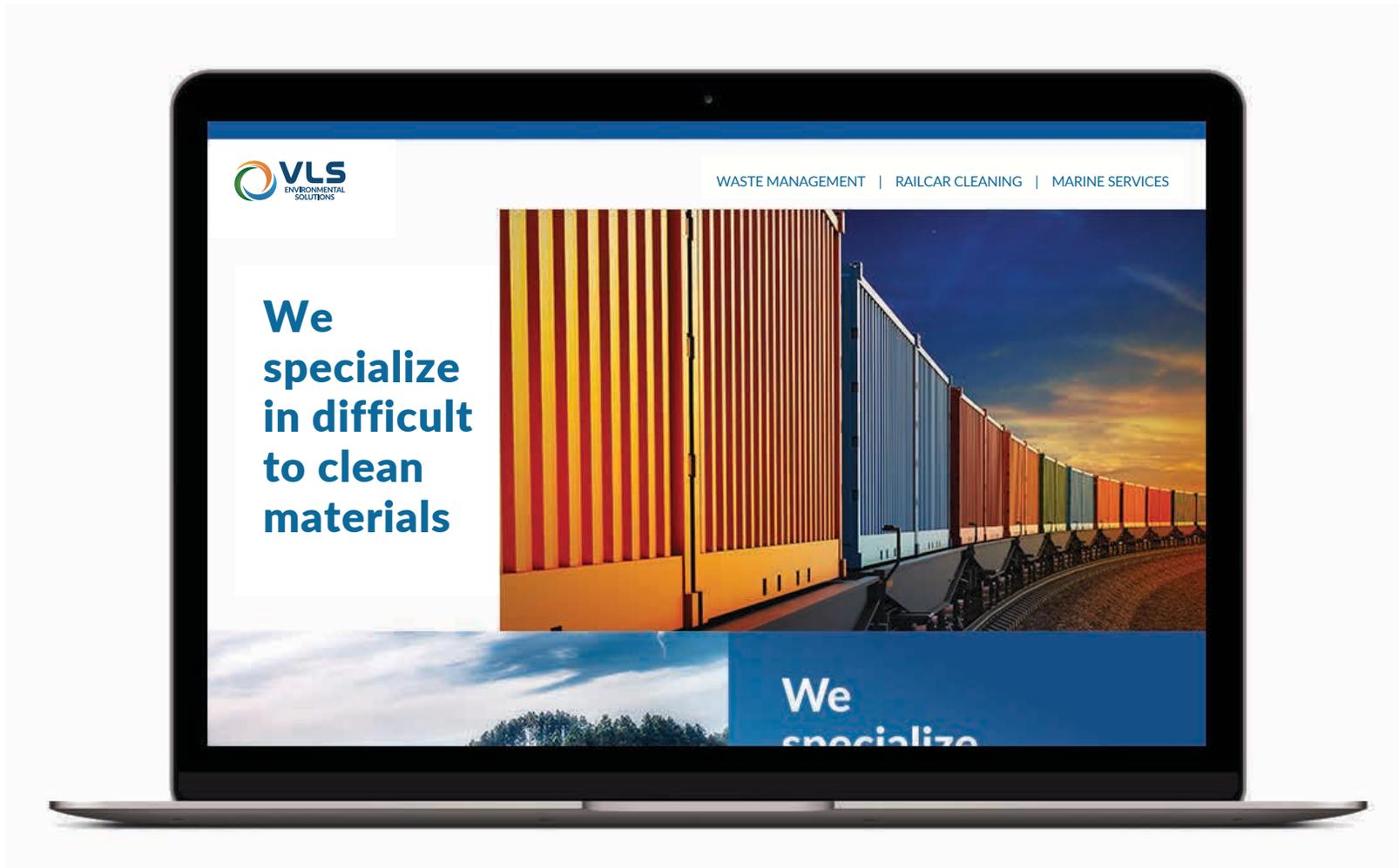
VLS operates three full-service railcar cleaning facilities in Texas and Georgia utilizing state-of-the-art equipment and procedures as well as the latest in treatment technologies.



19500 Hwy 249, Suite 440 | Houston, TX 77447



# Our Brand In Action





WASTE MANAGEMENT | RAILCAR SERVICES | MARINE SERVICES