

BRAND KIT

Wear Your Story

A practical brand kit for anyone using the VH Sport name, logo or brand elements.



Logo downloads, colours, and usage notes





USING VH SPORT

A few things before you start

VH Sport helps teams, businesses, schools and organizations turn identity into something people can actually wear, use and be proud of.

Our brand standards are here to keep VH Sport recognizable — not to make every application identical. Start with the approved system, then make the decision that works for the actual piece in front of you.

1**USE APPROVED
ARTWORK**

Please do not redraw, stretch or recreate the logo. If you need another file format, ask us.

2**CHOOSE THE RIGHT
SHAPE**

Stack, Long, or Leaf — use the approved version that fits the space naturally.

3**LET THE REAL
OBJECT MATTER**

Material, size, process, contrast and viewing distance can change the right answer.

Consistency makes us recognizable. Judgement keeps the work useful.



LOGO FAMILY

Choose the logo that fits the job

The Stack is our primary mark. Use the Genelle BC version when place matters, the Long logo for horizontal spaces, and the VH leaf when the VH Sport context is already clear.



Primary



Local connection



Horizontal / service descriptor



Standalone / watermark / pattern



Stickers / patches

The outlined leaf is for applications where the edge is part of the object — especially stickers and patches.



LOGO USE

Recognizable, not rigid

A logo standard should protect recognition — not force every application into the same geometry.

- Use the approved logo configuration that works naturally with the available shape.
- Give the mark enough room to feel intentional and easy to recognize.
- Check contrast against the actual background or product. Greyscale is fine when it solves the problem better.
- Let embroidery, printing, engraving, manufacturing and viewing distance influence the final artwork.
- Do not distort, redraw or cram a logo just to satisfy a theoretical rule.



Outlined leaf / sticker



Full-colour product sticker



Product label



The object is part of the design brief.

Cutlines, thread, label dimensions, print methods, background colours and reading distance all change what the 'right' solution looks like. The standards provide the pieces. Experience decides how to assemble them.

**Standards are a starting point.
Judgement finishes the job.**

**COLOUR + TYPOGRAPHY**

Keep the system recognizable

VH COLOURS**VH NAVY** #0C2340**VH CREAM** #FFFEEC**VH CYAN** #6AD4DF**WHITE** #FFFFFF**VH RED** #E9092B**BLACK** #000000**VH GOLD** #C4B269**COLOUR IN THE REAL
WORLD**

Thread, vinyl, fabric, inks and different production methods all affect how closely a colour can be matched. Use the palette as the starting point, then choose what looks right in the real application.

**If we want to make pink
jerseys, make pink jerseys.**

TYPE

Dubai

Dubai is VH Sport's primary typeface. Use it when available. Keep hierarchy clear and readable rather than solving every problem with colour.

WEB / SYSTEM FALLBACKS

Mulish • Segoe UI • Tahoma
Verdana • Arial • sans-serif



GRAPHIC ELEMENTS + PHOTOGRAPHY

Simple elements. Real work.

VH Sport does not need a lot of decoration. The diagonal stripes and VH leaf do most of the supporting work. Photography should keep us close to the people, products and production behind the brand.



**DIAGONAL
STRIPES**

Divider, edge, directional
accent or cropped field.



VH LEAF

Standalone mark, watermark
or repeating pattern.

BOLD ENOUGH TO NOTICE. CLEAR ENOUGH TO USE.

Keep layouts clean, confident and easy to navigate. Let colour lead differently by application, but keep the shared vocabulary recognizable.



PHOTOGRAPHY

Use real teams, customers, staff, products and production whenever possible. Friendly, active and authentic beats generic stock.