Spirit & Intent

This is a guide, not an instruction manual. Before beginning a project a qualified designer should understand the spirit of Valley Contax and the image it desires to project through its brand efforts. Designs should be clean and concise and built to emphasize the ideals listed below. When an unlisted font or color is used it must do so in the spirit of Valley Contax’s greater image and brand efforts. Proceed with caution.

Modern
Custom
Quality
Friendly
Warm
Authentic
Hand Crafted
The Valley Contax logo contains two colors in any single application. The “Young’s” mark is equivalent to 100% black at 60% transparency and set to multiply transfer mode when on color. When applied on a color background the logo is black and white. On black or white backgrounds “Contax” may utilize a “bright color” as described in the Color section of this guide. It is appropriate to remove the “Young’s” and “Established 1981” marks when necessary such as small reproduction situations.
The Valley Contax Stacked Logo is to be used where the horizontal nature of the primary logo is insufficient in the space given. Examples might include, narrow spaces where the horizontal logo is forced to be too small, square spaces where the stacked version better fills the space. Use your best judgement and always leave space around the logo. It is appropriate to remove the “Young’s” and “Established 1981” marks when necessary such as small reproduction situations.
<table>
<thead>
<tr>
<th>Type</th>
<th>Example</th>
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</thead>
<tbody>
<tr>
<td>Title</td>
<td>Myriad Pro - Bold Condensed</td>
</tr>
<tr>
<td>Title Accent</td>
<td>Jott 44</td>
</tr>
<tr>
<td>Title Wide</td>
<td>Microgramma Bold Extended</td>
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<tr>
<td>Sub Title</td>
<td>Century Gothic</td>
</tr>
<tr>
<td>Body</td>
<td>Myriad Pro</td>
</tr>
<tr>
<td>Body Condensed</td>
<td>Myriad Pro - Condensed</td>
</tr>
<tr>
<td>Body Alternative</td>
<td>Georgia</td>
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</tbody>
</table>
Colors should be bright and fresh, not heavy with white being the primary background color. The primary suggested colors are shown below. It is okay to deviate from these colors, but only for good reason and only if the deviation stays within the genre herein. Bright colors should carry the majority of the design. Woody/natural colors should be used to add a natural feel to the design and thus keep it from becoming too color heavy.
The majority of design should utilize solid colors described in the Color section herein. However, accents of rounding, stitching, block shading, soft gradients and image textures should be utilized to personalize the design for a hand crafted feel.

**Block Shading**
Blocks of color (typically transparent white) over solids and image textures to give texture and modern feel. Typically horizontal on an edge at roughly no more than 1/6th the height of its enclosing area.

**Rounding**
Rounded corners should be used as needed. Rounded corners should typically appear with other objects/areas that are not rounded as to keep the overall design from feeling too “round.”

**Stitching**
Simple dashed lines with rounded caps should be used sparingly to give a hand crafted feel.

**Image Textures**
Typically a minor player in the overall design. Use to add a natural feel and grittiness to the overall design.

**Soft Gradient**
Utilize soft gradients (typically round) to add warmth and a little bit of depth. The gradient should always be between a color and the same color a bit darker or lighter. The effect should be subtle.