VSC Logo Usage Guide

1. Logo Versions & Use Cases
- Full / Original Logo: Standard version with text + tagline. Use for posters, formal documents, websites, and communications where space allows.
- Modified Logo: Version without tagline, cleaner and more compact. Use when the tagline is not desired or when space is limited.
- Combi Logo: Lion mark with tagline "Vlaanderen is supercomputing". Good for co-branding, campaigns, or when the tagline adds messaging.

2. Logo Usage Guidelines
- When to Include: If VSC compute, infrastructure, or support contributed substantially to your work. On posters, presentations, thesis defenses, and other outputs where other institutional or funder logos appear.
- Placement & Clear Space: Align with other logos, keep clear space.
- Colors & Backgrounds: Use original colors, ensure contrast, avoid cluttered backgrounds.
- Don'ts: Do not distort, recolor, crop, add effects, or place on busy backgrounds without contrast.

3. Press Kit & Brand Assets Visit https://www.vscentrum.be/presskit for more info.

- Color palette: Orange #d96c31, Black #383839, White #f1f2f2. Secondary accents: #e8a023, #e83223, #f28e24. Templates: PowerPoint templates (.potx) in full and lite versions are available.
- Photography: High-resolution images of VSC infrastructure are provided for use in communications.
- Contact: For higher-resolution logos or brand questions, email info@vscentrum.be.