

Welcome to the Valkyrie Enterprises Style and Brand Guidelines. Below you will find helpful information about how to correctly use our logo(s), make effective use of Valkyrie-approved fonts, utilize proper Valkyrie PMS colors, citing Valkyrie, and how to properly use our hashtags in social media environments. Please note, you must obtain permission to use Valkyrie logos by contacting our Business Development department on the Contact section of our website.

Logos:

There are 2 Valkyrie logos, one with gray lettering and one with white lettering. The gray lettering is only to be used on white backgrounds and very light-colored backgrounds. The white-lettered logo is to be used on dark to black-colored backgrounds. Please do not use any Valkyrie logo over confusing backgrounds or place too close to other logos. Please do not stretch the logos disproportionately; you can resize by pulling the logo from a corner node and possibly holding the Shift key, depending on the software. Our PMS colors are: Cool Gray 9, 1795, and 280.



ACCEPTABLE



ACCEPTABLE



NOT ACCEPTABLE

Fonts:

The Valkyrie logo font is NissanOpti Italic. Please use these fonts in conjunction with our logos: Trade Gothic, Evogria, DIN, Arial, or Futura. Please refrain from using serif-style fonts with Valkyrie's logos.

Social Media:

Valkyrie currently utilizes Instagram, Twitter, Facebook, and LinkedIn as our social media platforms. When referencing Valkyrie in a post or image, please use #valkyrie #military #veterans and #space as suggested tags.

Citing:

When citing or referring to Valkyrie in marketplace copy, please refer to the company as Valkyrie, Valkyrie Enterprises, or Valkyrie Enterprises, LLC.

Please contact Business Development through our website's Contact page if you have questions or need additional information. Thank you!