

VENOM INC

THE TRUE SPIRIT OF VENOM METAL

PRESS KIT & STYLE GUIDE

2026

INTRODUCTION

We cherish our legacy and honour our obligation to the fans in our stewardship of the Venom catalog, but we emphasize our own identity, WE ARE VENOM INC

In this kit you will find our (as of 2026 new) name logo as it first appeared on the "There's Only Black" album. As of 2026 we are also introducing our mascot, affectionately called "Lu", and our Badge Logo — a combination of the curved name logo and Lu.

WHAT'S IN THIS KIT

LOGOS/	Name logo in multiple formats and colour variants
MASCOT/	Lu in full colour and monochrome
BADGE/	Badge Logo — name logo and Lu combined mark
PHOTOS/	Authorised promotional photographs

PHOTO CREDITS

All photographs in this kit are placed in folders named for the respective photographers. Use the folder name for your attribution.





Individual files may carry additional credit information in their filename or metadata.

COLOR PALETTE

These are the official Venom Inc brand colors. Use them as-is. Do not substitute similar-looking colors from your own palette.


LOGO GOLD – GRADIENT

The name logo uses a gradient running from light to dark brass. All five stops are official — reproduce the full gradient where possible. For single-color reproduction (print, embroidery, engraving) use **#CFA344** Gold Medium as the representative brand gold.

NAME	HEX	RGB
 Gold Highlight	#FFD587	255 / 213 / 135
 Gold Bright	#F5BE39	245 / 190 / 57
 Gold Medium <i>(single-color representative)</i>	#CFA344	207 / 163 / 68
 Brass Dark	#B27E1F	178 / 126 / 31
 Brass Deepest	#9A5F00	154 / 95 / 0



BRONZE VARIANT




Warmer, flatter variant for physical merchandise and contexts where the full gradient cannot be reproduced.



NAME	HEX	RGB
 Bronze	#B08D57	176 / 141 / 87

ACCENT – BLOOD RED

Used sparingly for emphasis. Never as a primary or background color.

NAME	HEX	RGB
 Blood Red	#8B0000	139 / 0 / 0
 Blood Bright	#CC0000	204 / 0 / 0

NAME	HEX
 Black	#000000
 Deep Black <i>(web)</i>	#0A0A0A
 Card Black	#1A1A1A

NAME	HEX
 Off-White <i>(body)</i>	#E8E8E8
 Mid Gray	#999999
 Pure White	#FFFFFF

LOGO USAGE

CHOOSE THE RIGHT VARIANT

CONTEXT	USE THIS VARIANT
Dark or black background	Gold gradient logo <i>(preferred)</i>
Dark background, flat color required	Bronze logo
Light or white background	Black logo
Print on white (press, programmes)	Black logo

✓ DO

- Use only assets provided in this kit
- Reproduce logos at their original proportions
- Maintain clear space around the logo
- Use the full gradient when the medium supports it
- Credit photos: © Ronald van der Baan / Venom Inc

✗ DO NOT

- Use classic Venom logos, the Baphomet, or the Venom goat
- Place the gold logo on a light or white background
- Recolour, stretch, rotate, or add effects to any asset
- Recolour Lu or the Badge Logo
- Use Blood Red as a primary or background color
- Use assets for commercial purposes without written permission

LICENSING

All assets in this kit are licensed for editorial and promotional use only — press coverage, concert promotion, event listings, and similar non-commercial uses. Commercial licensing (merchandise, advertising, sponsored content) requires separate written permission.

WRONG IMAGERY?

If you have spotted Venom Inc coverage that uses imagery we did not authorise — incorrect logos, wrong band photos, or classic Venom assets attributed to Venom Inc — please let us know so we can follow up.

CONTACT

For press enquiries and additional assets:

marcel@cybox.nl

venom-inc.co.uk/contact