Branding Guidelines

Quick guide to VinylPlus® brand

vinyl**plus**®
COMMITTED TO
SUSTAINABLE DEVELOPMENT

Branding Guidelines

The VinylPlus® logo

Primary usage: full colour logo
▼

The logo colours

The full colour logo is the preferred version for all materials and communications. The single colour and reversed version of the logo should only be used when the full colour version cannot be applied.

The reversed version of the logo should be used on dark backgrounds. It is important that the background is dark enough to ensure readability and visual impact.
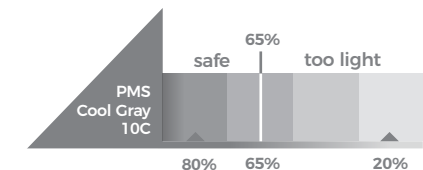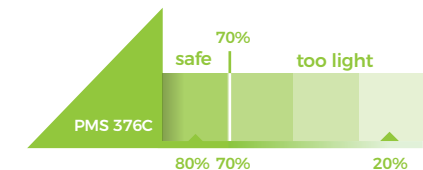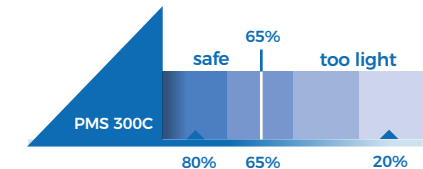
Secondary usage: single colour logo
▼

Secondary usage: reversed logo
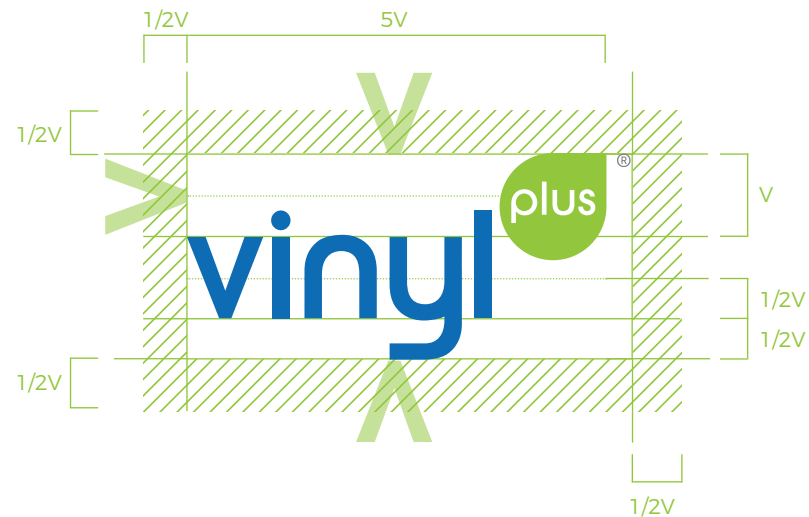▼

Background darkness for reversed logo

Use of the logo

Primary logo

Secondary logo

The exclusion zone

The exclusion zone refers to the area around the logo which must remain clear from other elements to ensure that the logo is not obscured. The 'exclusion zone' is equal to the 1/2'V' height of the vinyl logotype.

The same exclusion zone applies when the secondary logo is used (without the strapline).

Branding Guidelines

Logo position and margin

1V

minimum margin: 1V

exclusion: 1/2V

1/2V

The logo placement

A consistent positioning of the logo is important. It can either be positioned at the top or the bottom of the margin zone of the page. The margin should at least equal to the height of the 'V' of the vinyl logotype

Minimum size

Primary logo

14 mm print
120 pixels screen

Secundary logo

10 mm print
90 pixels screen

The logo must appear in a minumum size to ensure it is reproduced correctly in small sizes and is clearly legible.

**Branding
Guidelines**

Logo Don'ts

Don't rotate the logo

Don't use a drop shadow on the logo
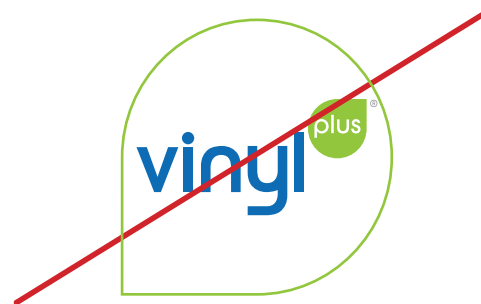

Don't change the logo lockup

Don't use the logo in a colour that is not approved

Don't place the full colour logo on a background that makes it illegible

Don't apply any gradient on the logo

Don't enclose the logo in a shape

Don't skew the logo or lockup
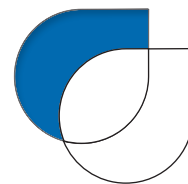

Don't apply a 3D rendering effect on the logo
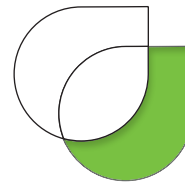
Primary colours

Our core colours are an indispensable part of our brand identity and are a key factor in its instant recognition.

The colours are specified in CMYK for traditional printing and in RGB and hexadecimal for web and screen use.
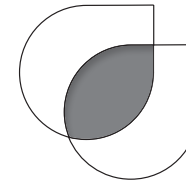
When possible, use the PMS format for specific-3-spot-colours-offset-printing.
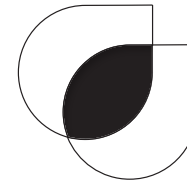
CMYK: 100 / 57 / 4 / 0
RGB: 0 / 106 / 175
#0069af

CMYK: 57 / 0 / 100 / 0
RGB: 122 / 193 / 67
#7ac142

CMYK: 0 / 0 / 0 / 60
RGB: 128 / 130 / 133
#808284

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
#000000

CMYK: 100 / 57 / 4 / 0
RGB: 0 / 106 / 175
#0069af

CMYK: 57 / 0 / 100 / 0
RGB: 122 / 193 / 67
#7ac142

Branding Guidelines
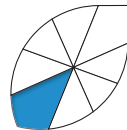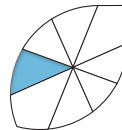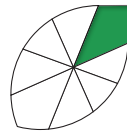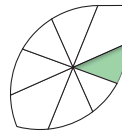
Secondary and supporting colours

Secondary palette

CMYK: 80 / 30 / 2 / 0
RGB: 0 / 143 / 203
#008fca
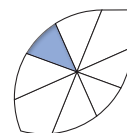
CMYK: 53 / 11 / 5 / 0
RGB: 112 / 186 / 221
#6fb9dd

CMYK: 82 / 16 / 93 / 2
RGB: 39 / 153 / 79
#26984f

CMYK: 39 / 0 / 43 / 0
RGB: 159 / 211 / 158
#9ed3a8

CMYK: 42 / 26 / 0 / 0
RGB: 146 / 171 / 216
#92aad8

CMYK: 71 / 0 / 43 / 0
RGB: 46 / 187 / 168
#2dbaa8

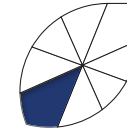**CMYK:** 70 / 13 / 94 / 1
RGB: 88 / 164 / 76
#58a44c
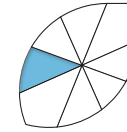
CMYK: 88 / 36 / 82 / 35
RGB: 15 / 92 / 63
#0f5b3e
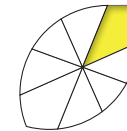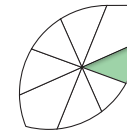
Supporting palette

CMYK: 100 / 90 / 27 / 12
RGB: 6 / 51 / 117
#063375

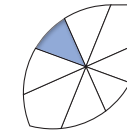**CMYK:** 53 / 11 / 5 / 0
RGB: 112 / 186 / 221
#6fb9dd

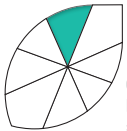**CMYK:** 5 / 0 /88 / o
RGB: 250 / 238 / 56
#faee38

CMYK: 39 / 0 / 43 / 0
RGB: 159 / 211 / 158
#9ed3a8

CMYK: 42 / 26 / 0 / 0
RGB: 146 / 171 / 216
#92aad8

CMYK: 71 / 0 / 43 / 0
RGB: 46 / 187 / 168
#2dbaa8
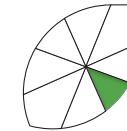
CMYK: 70 / 13 / 94 / 1
RGB: 88 / 164 / 76
#58a44c
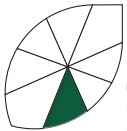
CMYK: 88 / 36 / 82 / 35
RGB: 15 / 92 / 63
#0f5b3e

About the right tone

TITLE
Subtitle

TITLE
Subtitle

TITLE
Subtitle

Choosing the supporting colour

Picking the right colour to support a visual is extremely important to create a coherent and strong message. The supporting colours can be helpful across a wide numbers of applications with imagery that might require a wider palette than the core and secondary range on offer.

Branding Guidelines

Primary typeface

I am your new font!

Cap height

Light

Type height

Short descender

Regular

Baseline

Bold

x height

Xbold
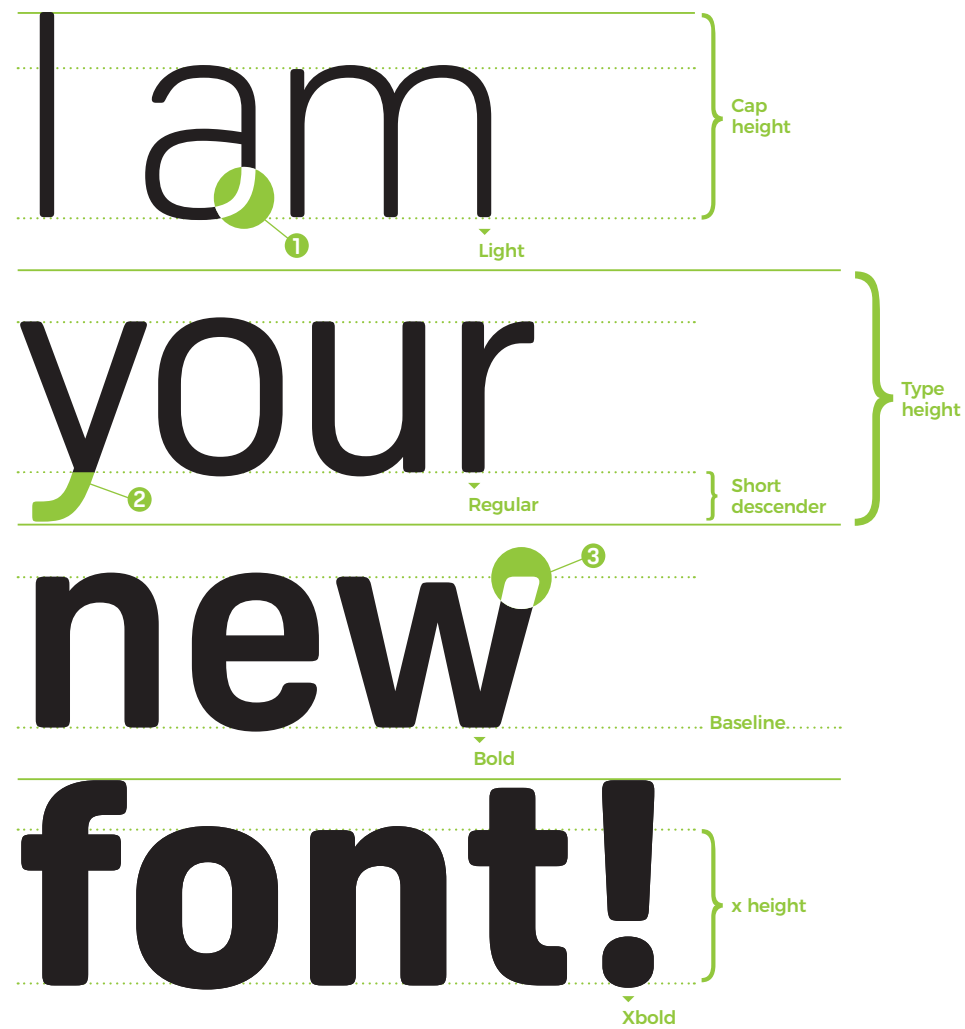
Oscine family

Oscine has a condensed feel and a geometrical design expression. It combines a highly unusual lowercase with more conventional capitals to achieve functionality with just the right amount of character. The differentiation between weights is subtle and carefully set for optimum on-screen impact and clarity at large sizes. The missing tails and spurs on selected letters (a, b, d, p, g and q) render them delightfully idiosyncratic

In the lowercase, the missing spurs may not be what people are used to seeing, particularly in the 'a'. However, this strong design feature, is what makes it impactful as a brand font.

1 Missing tails and spurs on selected letters

2 Shortened descenders

3 The corners of the characters are rounded to make it a more friendly design

Branding Guidelines

Alternate typeface

I am your other font!

Cap height

Light

Type height

Descender

Regular

Baseline . . . .

Medium

x height

Bold
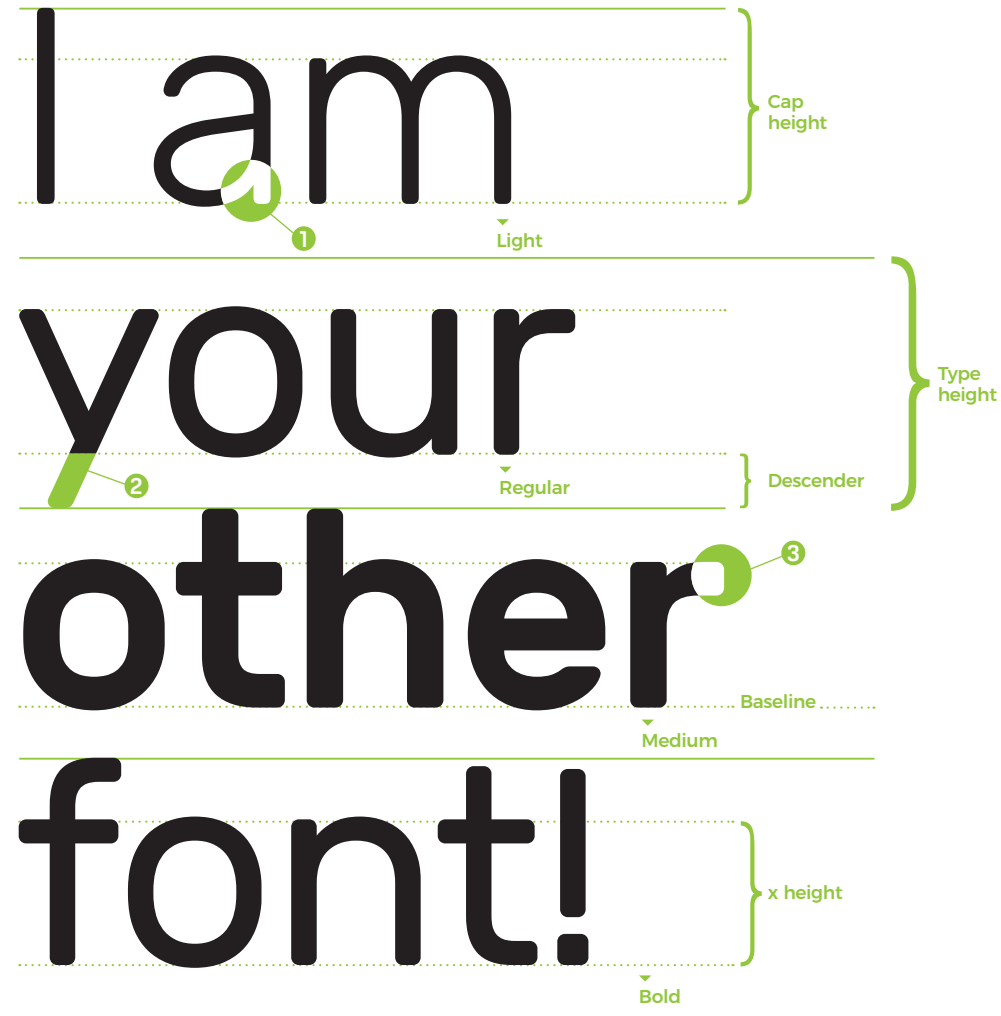
Rubik family

Rubik is a sans-serif typeface that features stout proportions with rounded corners and low stroke contrast.

The entire family is open-source and available for free on Google Fonts.

DOWNLOAD

1 Tails and spurs are present on all letters unlike on primary font

2 Longer descenders than primary font

3 The corners of the characters are slightly rounded to make it a more friendly design
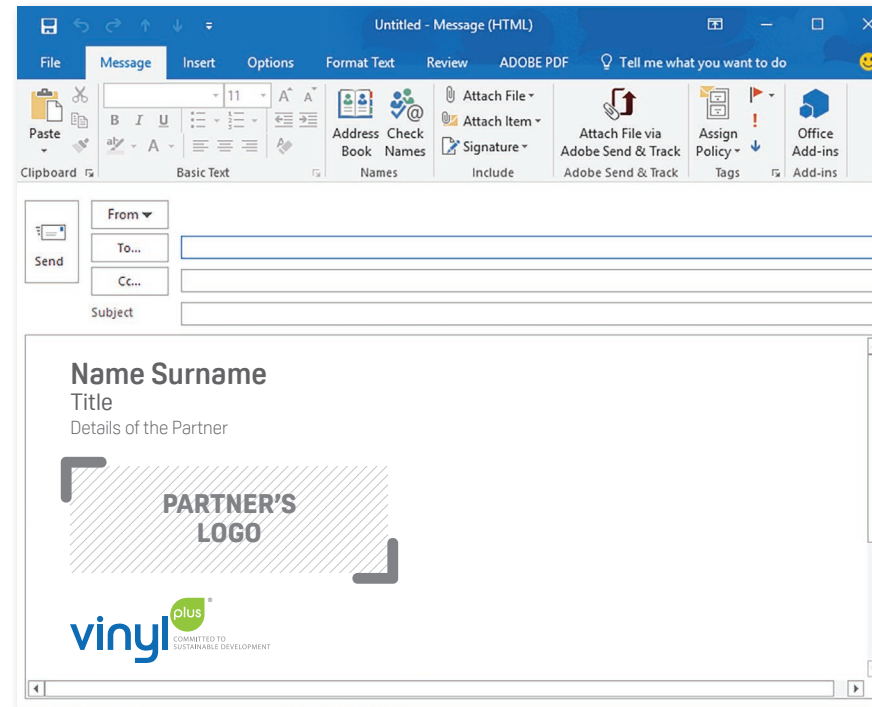
VinylPlus® partner

▲
VinylPlus® Partner
e-mail signature

Using VinylPlus® Partner in your own materials

If you wish to highlight your partnership with VinylPlus®, we invite all partners to use the VinylPlus® logo (with the tagline) in e-mail signatures, on their business cards, online, etc. along with a short explanatory sentence such as:

• A partner of VinylPlus®
• A proud partner of VinylPlus®
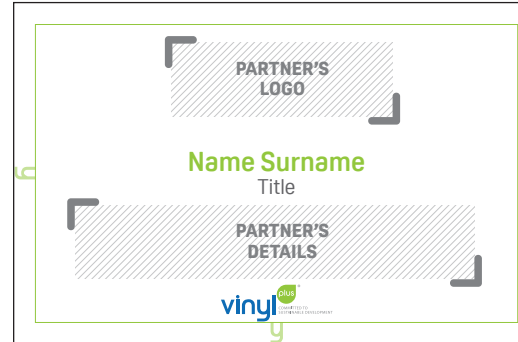
Partners' business cards

The VinylPlus® logo should be positioned at the top or the bottom of the margin zone which should be at least equal to the 'y' height of the VinylPlus® logo. The position of the logo will depend of the Partner's existing layout.

PARTNER'S LOGO

Name Surname
Title

PARTNER'S DETAILS

PARTNER'S LOGO

Name Surname
Title

PARTNER'S DETAILS

▲ **VinylPlus® logo**
business card footer

Partners' letterheads

minimum 4mm

y height

Label height:
minimum 7mm

Margin:
minimum 1x y heigh
or minimum 4mm

Margin:
y heigh
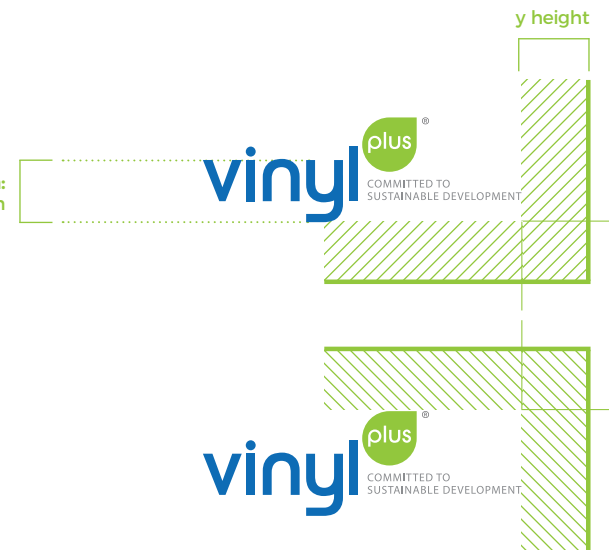
▲ **VinylPlus® logo**
letterhead header or footer
right or left alignment

PowerPoint template

Presentation of VinylPlus®

A PowerPoint presentation with suggested slides is available for Partners to use to communicate on VinylPlus® and/ or their partnership. The slides can be easily adapted to any events or company presentations.

This presentation will be amended regularly. Hence it is available upon request.

CONTACT

Sylvie Famelart

February 2018