



Brand Guidelines

May 2020 v.1.0

Innovation in practise

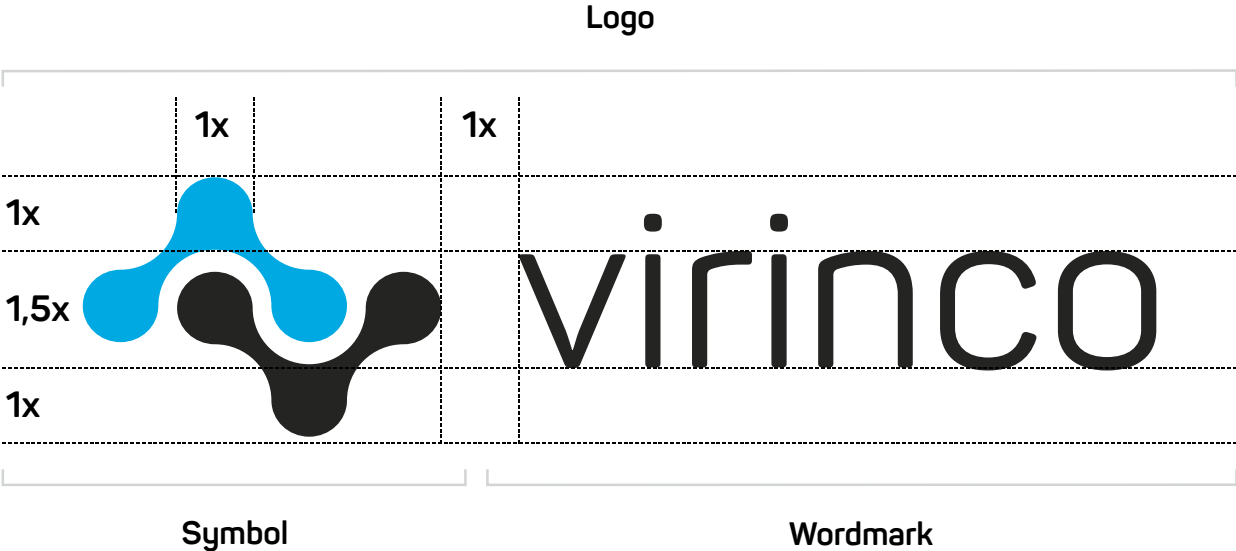
Brand Guidelines Content.

The following identity and brand system for Virinco was created to help you present the brand in a consistent, recognizable, and proprietary way.

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Company Logo. horizontal version

The Virinco wordmark and symbol have been developed as balanced wholes. Consistent use of the logos ensures greater brand recognition. Don't alter the shape, configuration or proportions. Maintain clear space on all sides of the logos to ensure maximum impact where they appear with other elements.



Horizontal logo versions



Main



Black



White

Clear space

Maintain clear space on all sides of the logos to ensure maximum impact where they appear with other elements.

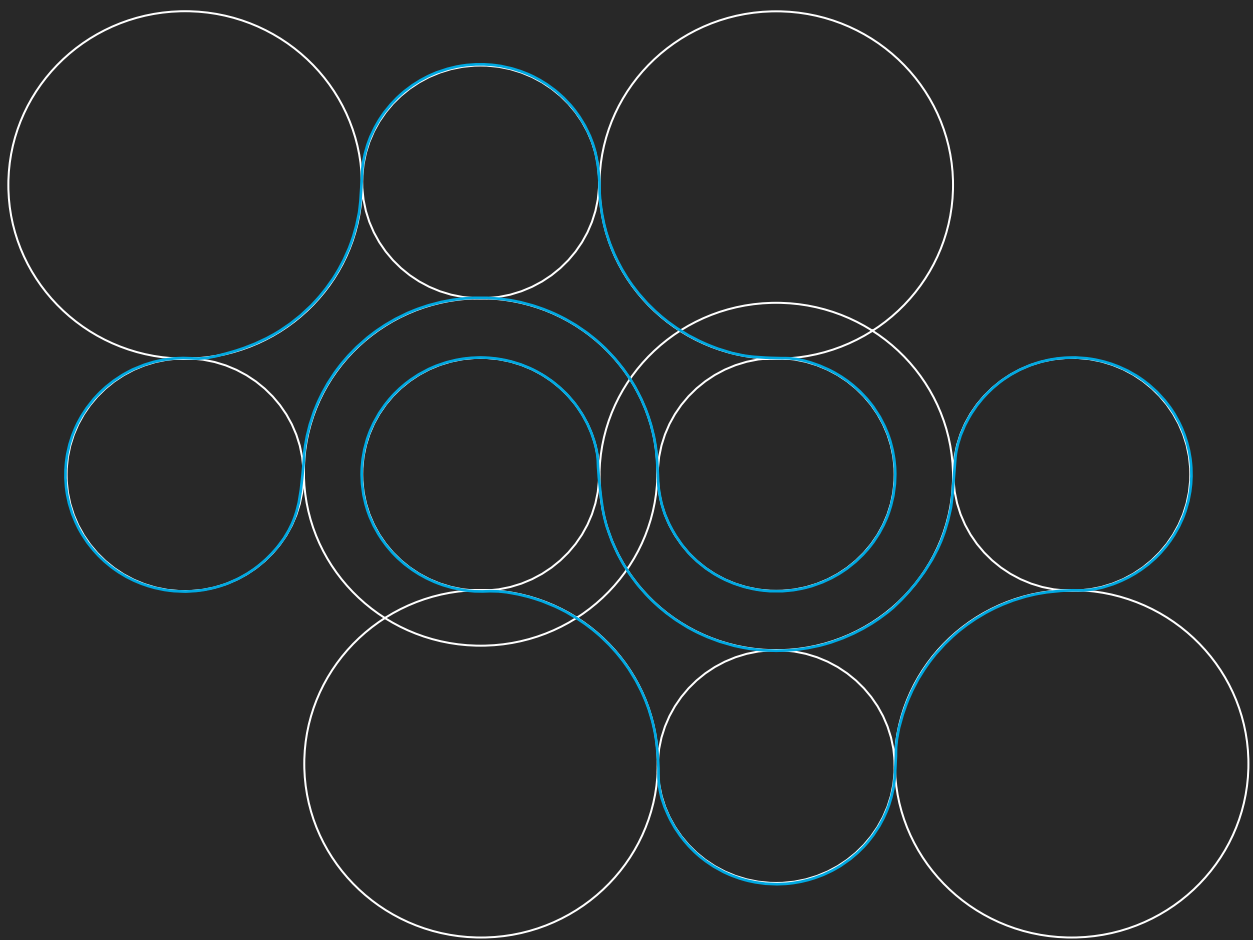
Placement

Always strive to place the logo in the bottom right corner in prints, PDFs etc.



Symbol.

Construction



A gradient version of the symbol can be used as a favicon, avatar or stand-alone visual element.

Symbol



App icon



Minimum print sizes

Symbol
Minimum print size 10 mm x 7.2 mm



10 mm

Favicon
Minimum size 16 px x 12 px



16 px

Typography.

Phanton Font Family

Inspired by the classic grotesque typefaces – Panton has his own unique style, expressed in perfectly softened geometric forms. It has excellent legibility in both web & print design areas and well-finished geometric designs.

The Panton font family includes 54 fonts – 19 uprights with 19 matching italics and 16 icon sets as a bonus!

This is
Phanton

Substitute desktop and webfonts

Our brand fonts may not always be available for use in Word documents, PowerPoint presentations or other digital applications. In this case, use one of the recommended font families:

Roboto font family available from fonts.google.com

Arial or **Helvetica** system fonts for mac/pc.

Primary Typeface Weights

Light.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Regular.

AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)

Italic.

*AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)*

Bold.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)**

Black.

**AaBbCcDdEeFfGgHhIiJjK LlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&!/,;:-_*)**

Icons.

Phanton Icons

Phanton font family includes 16 icon sets.

Each icon comes in 4 different styles: Regular, bold, Fill and Fill Bold.
Suitable additional icons are Font Awesome and Iconsmind.



Regular



Bold



Fill

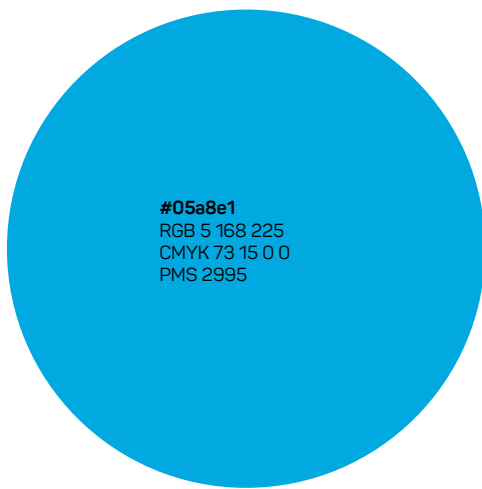


Fill Bold

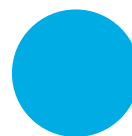
Color palette.

Our color palette is bright and optimistic with playful gradients.

Logo colors



Gradients and additional colors



#05a8e1
RGB 5 168 225
CMYK 73 15 0 0
PMS 2995



#00A8E2
RGB 0 168 226
CMYK 81 0 0 0
PMS 2995



#EC6608
RGB 236 102 8
CMYK 0 70 100 0
PMS 3564



#EC6608
RGB 249 178 51
CMYK 0 35 85 0
PMS 136

Stationery.

Letterhead and Business Card



Letterhead.

Card Dimensions
297 x 210 mm

Paper Weight
120 gram white

Print Color Format
CMYK

Business Card.

Card Dimensions
55 x 55 mm
Paper Weight
200 gram white matte
Print Color Format
CMYK



Graphic elements.

Fluid, melting shapes symolize seamless connectivity.



