

ASK VIRA

Logo & Brand Identity Guidelines

Prepared 09/11/16 by Fred Madrid

0.1 Logo Specifics

0.3 Typography in Use

0.4 Colour Specifications

0.5 Logo Styles (lock-ups)

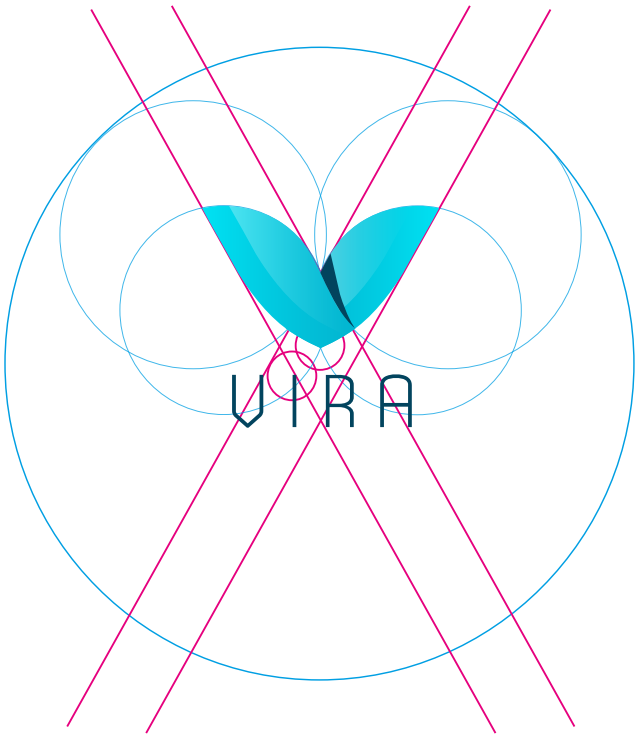
Logo Clear Space

Grey stripped area indicates where other graphical elements can be positioned. Blue area is the recommended padding or spacing for maximum visual harmony.



Logo Construct

The logo mark of 2 pedals forming a “v”. They are shaped inward using symmetric circles merging together. The type is aligned using diagonal lines. Where the diagonal lines intersect in between is where it should lign up.



The Typeface Family

We used Lato Family as the fonts simply because of it's open sourced and doesn't require any license. Available at googlefonts.com

It's simple lines compliments Dekkar Light, the font used for the mark. Similar fonts strengthens and keeps the brand consistent throughout your marketing efforts.

Why google font? it's optimized and is widely used by users of the web. Which means it's cached and increases the speed for web. and it's free to download.

When to Use:

Montserrat Bold is recommended font used headlines and for emphasized call to actions like links or buttons. This can also be used for titles. This is also part of google font family.

LATO BLACK

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQURSTUVWXYZ

abcdefghijklmnopqurstuvwxyz

1234567890!@#$%^&*()

When to Use:

Muli family is used for subtitles and/or copy. Similar typeface and is light and is part of google font family.

Lato Light

ABCDEF

abcd1234

ABCDEFGHIJKLMNOPQURSTUVWXYZ

abcdefghijklmnopqurstuvwxyz

1234567890!@#$%^&*()

Pantone 319C

PROCESS C85 **M**43 **Y**3 **K**0
SCREEN R0 **G**125 **B**188
WEB HEX #007DBC



Pantone 311C

PROCESS C72 **M**4 **Y**16 **K**0
SCREEN R2 **G**182 **B**209
WEB HEX #02B6D1



Pantone 164C

PROCESS C0 **M**61 **Y**79 **K**0
SCREEN R255 **G**130 **B**67
WEB HEX #ff8243

CLICK HERE

Pantone black 7C

PROCESS C98 **M**69 **Y**42 **K**29
SCREEN R2 **G**68 **B**94
WEB HEX #02445E

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Portrait on white



Portrait on black



Landscape on white



Landscape on black



