LOGO DETAILS







Logo construction



Logo Variations

Primary logo should be used whenever is possible.

Logo mark is usually used with specific purpose (e.g. website header, fav icon etc.)

Primary logo

Logo Mark





Logo Scaling

Logo should always be scaled proportionally. The shape and proportions of the logo should remain the same and aspect ratio of the logo should not be broken under any circumstances.



For bigger logo sizes (64px H and higher) use this logo variation.

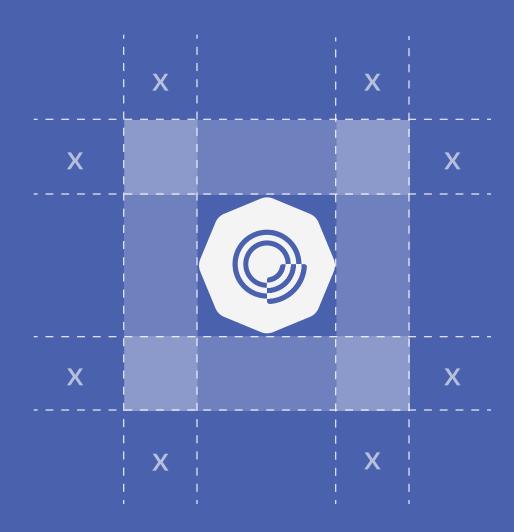


When logo needs to be scaled on the very small size (smaller than 64px H) use this version of the logo (e.g. favicon on the websites, app icon etc).

Exclusion zone

The logo and the icon's exclusion zone is equal to half the height of the logo symbol (marked as × in the images shown below).







The \times is representing the 1/3 of the logo height.

The exclusion zone should not be smaller than this, but it can be bigger.

Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.





This version should never be used smaller than 32 px height, or 20mm in print.

Logo mark should never be used smaller than 16 px height, or 15mm in print.

App Icon proposal Variation 1 myVA360° Variation 2



Primary typeface

Source

Google Fonts

Typeface style

Sans serif

Licence

Free for personal and commercial use

Poppins



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&*()"|/.,;:\

Heading goes here

Subheading goes here

48/56px

24/32px

16/24px

Geometric sans serif typefaces have been a popular design tool ever since these actors took to the world's stage. Poppins is one of the new comers to this long tradition.

Poppins has 9 weights and with that in mind it is the main reason for choosing this typeface for primary.

It should be used for headings, subheadings, and for body text also.

Secondary typeface

Source

Indian Type Foundry

Typeface style

Sans serif

Licence

Free for personal and commercial use

Chillax



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

! @ # \$ % ^ & * () " | / . , ; : \

Heading goes here

Subheading goes here

A new geometric sans for larger-size type in display applications, Chillax is a design bringing a 1920s modernist vibe to contemporary editorial design projects.

Set headlines with it online or in print. Chillax would also be an excellent choice for embedding in a cultural or lifestyle app. Considering that Chillax is geometric typeface it sholud be used for headings, quotes and emphasizing certain elements.

48/56px

24/32px

16/32px

System typeface

Source

Monotype Imaging Holdings

Typeface style

Sans serif

Chillax



Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

0123456789

!@#\$%^&*()"|/.,;:\

Heading goes here

Subheading goes here

48/56px

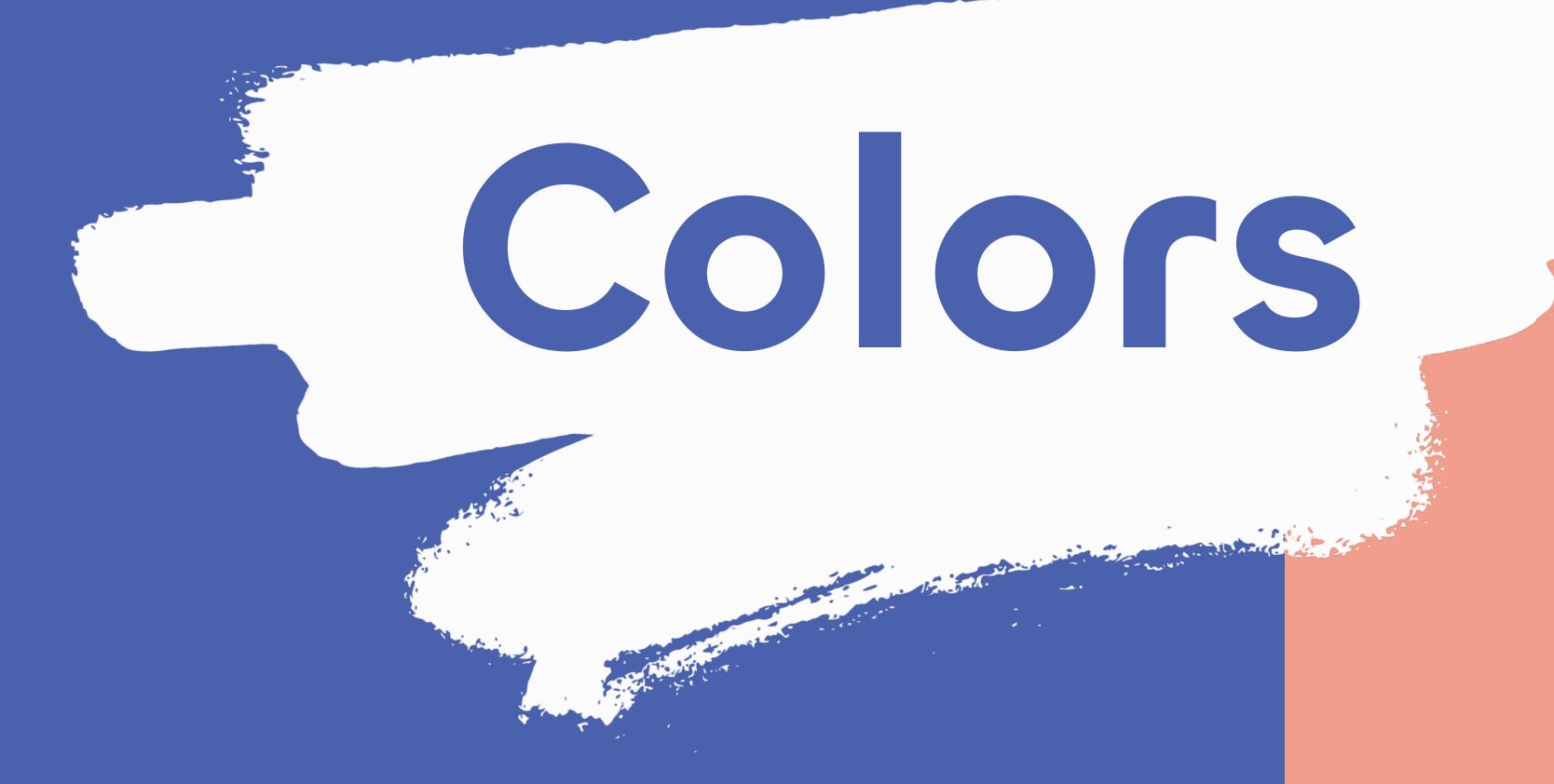
24/32px

In case Poppins or Chillax fonts can not be used in certain ocassions, use the alternative font Arial.

16/32px

Arial is font supported on both platforms, Mac OS and PC. Use this font as alternative font ONLY in case Poppins or Chillax can not be applied.





COLORS DETAILS

R G B 74 98 174

C M Y K57 44 0 32

HEX 4A62AE White

R G B 250 250 250

C M Y K 0 0 0 0

HEX FFFFFF **Anti-Flash White**

R G B

242 242 242

C M Y K 0 0 0 5

HEX FAFAFA Vivid Tangerine

R G B
241 158 140
C M Y K

0 34 42 6

HEX F19E8C

Oxford blue

R G B

C M Y K 84 64 0 69

HEX

0D1D50

Light Sea Green

Secondary color palette

R G B
22 192 159

89 0 17 25

HEX 16C09F Blue Purple

R G B
162 168 250
C M Y K
35 33 0 2
HEX
A2A8FA

Maize

Pale Cyan

R G B 254 201 67

C M Y K0 21 74 0

HEX FEC943 R G B

140 216 245

C M Y K

43 12 0 4

HEX 8CD8F5

Nickel

Quick Silver

R G B 115 115 115

C M Y K

HEX 737373

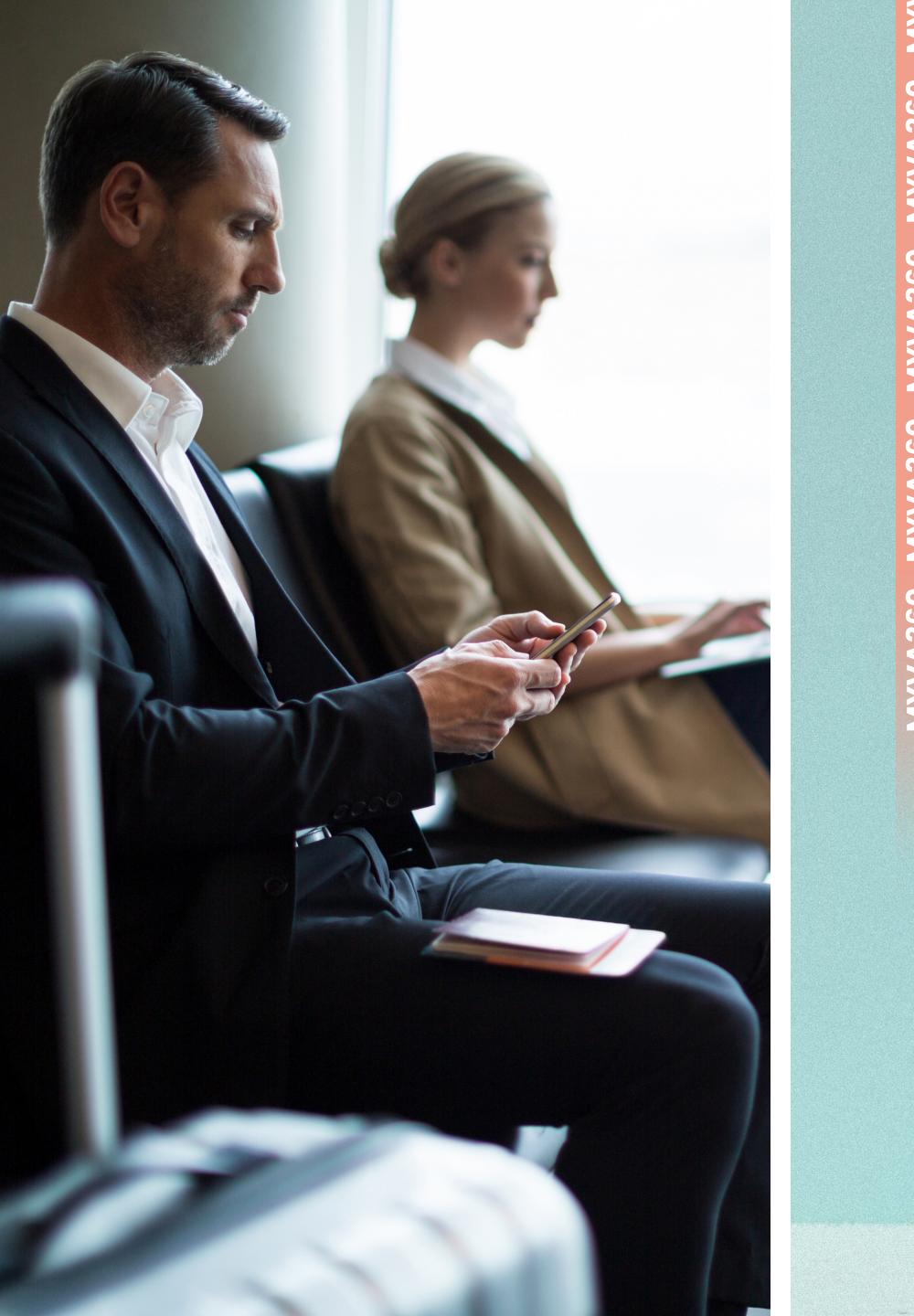
165 165 165 C M Y K

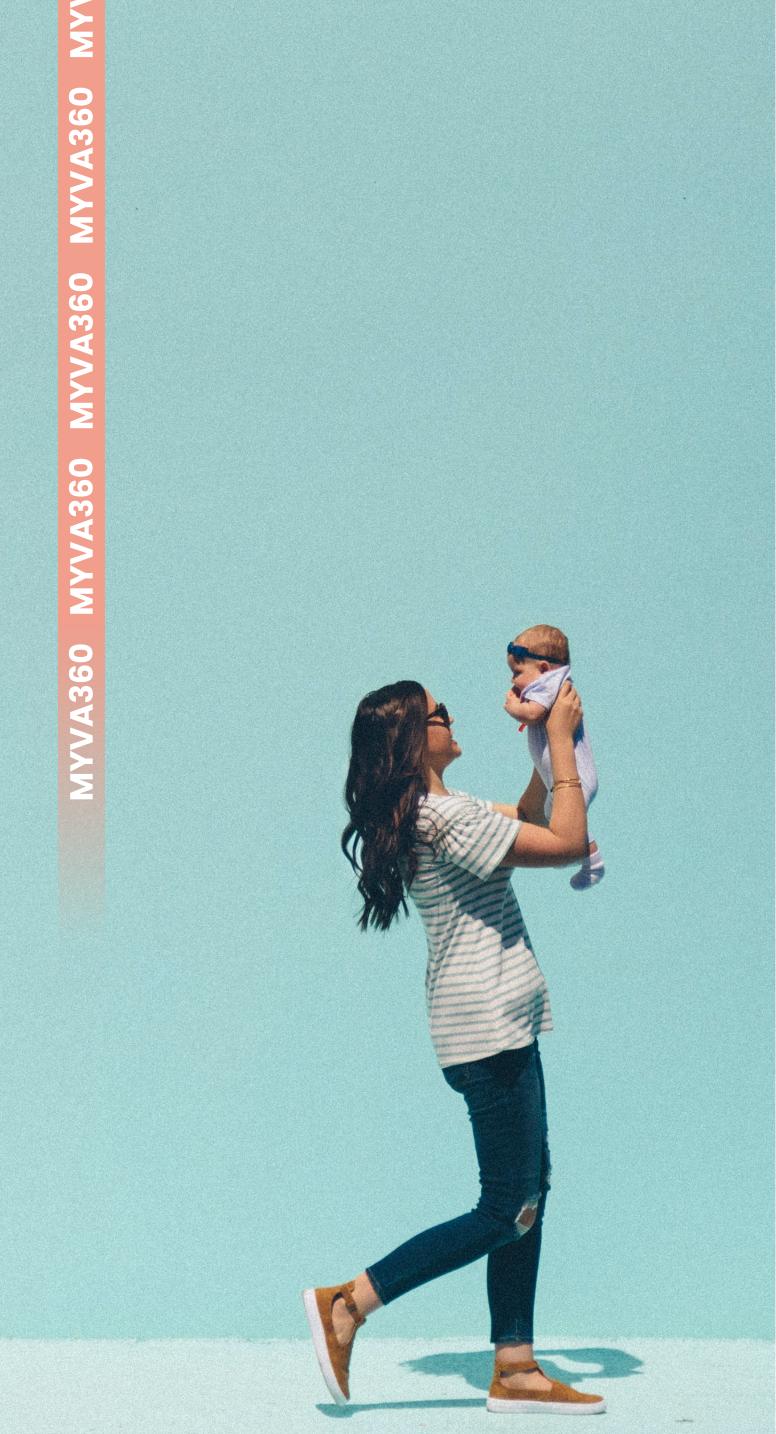
0 0 0 35

HEX A5A5A5













Icons

The icons shared across brand channels are supposed to be simple, lined icons.

Details can be added to make message more clear. Avoid usage of filled icons (only in special cases when icon has to be very small). Icons are used for visual representation and easier explanations of certain expressions.

















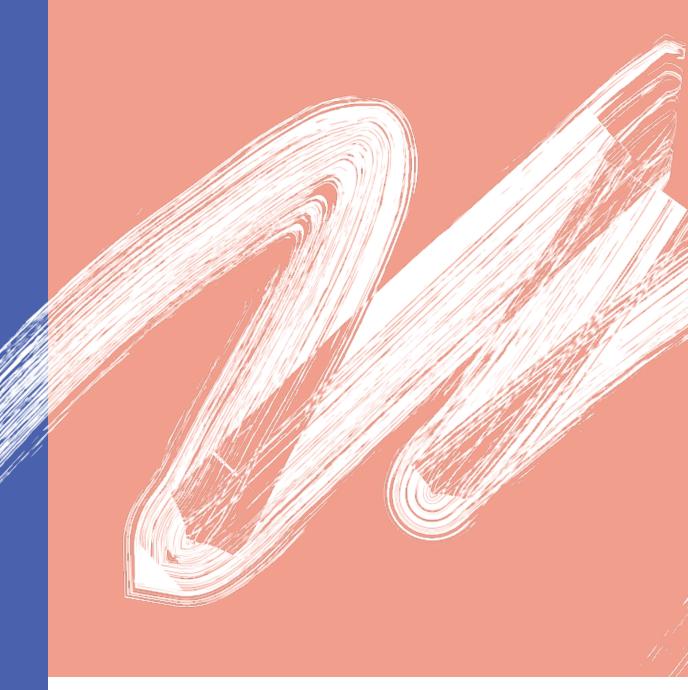








Design elements





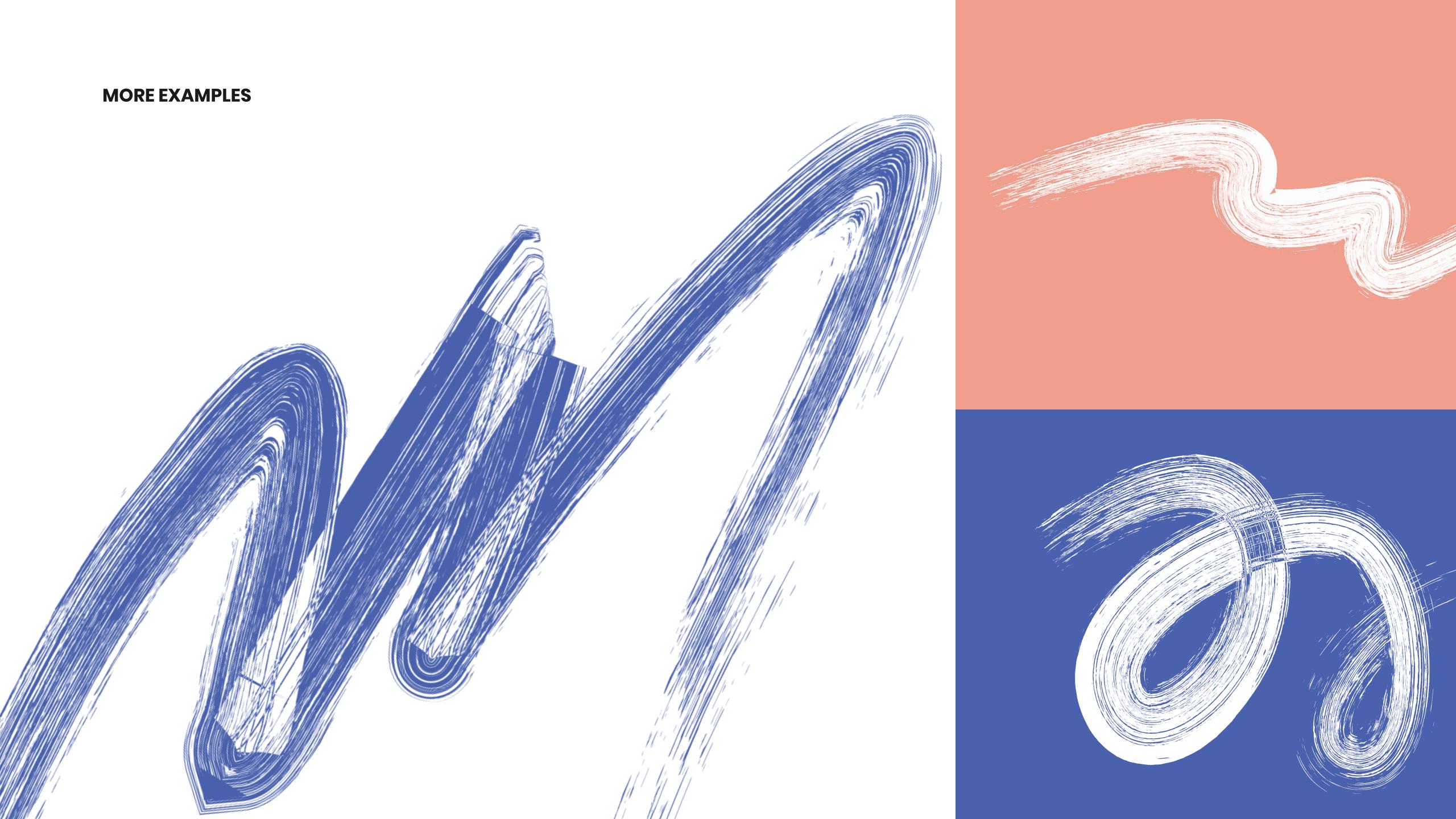
DESIGN ELEMENTS DETAILS

Swirls

Use them over the full color background, or use it over the photo. Bluebonnet swirls should be used only over White background and White ones can be used over the Bluebonnet background, but also over Baby pink and Fluorescent Blue colored backgrounds. Both Bluebonnet and White swirls can be used over the photo.

Only proposed swirl collection can be used.





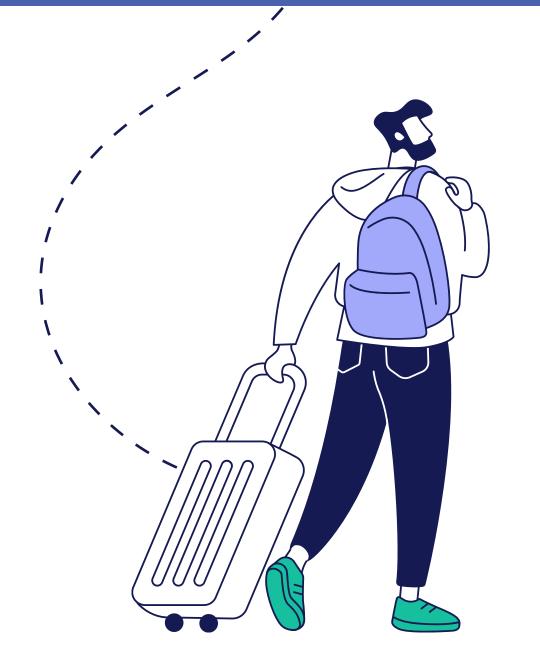


Illustration

Used illustrations are simple, minimalistic, line illustrations with the hint of color. Use them as the stand alone elements or combine them with different backgrounds to atchieve more interesting effect. Never use more than two colors for highlighted illustration elements.





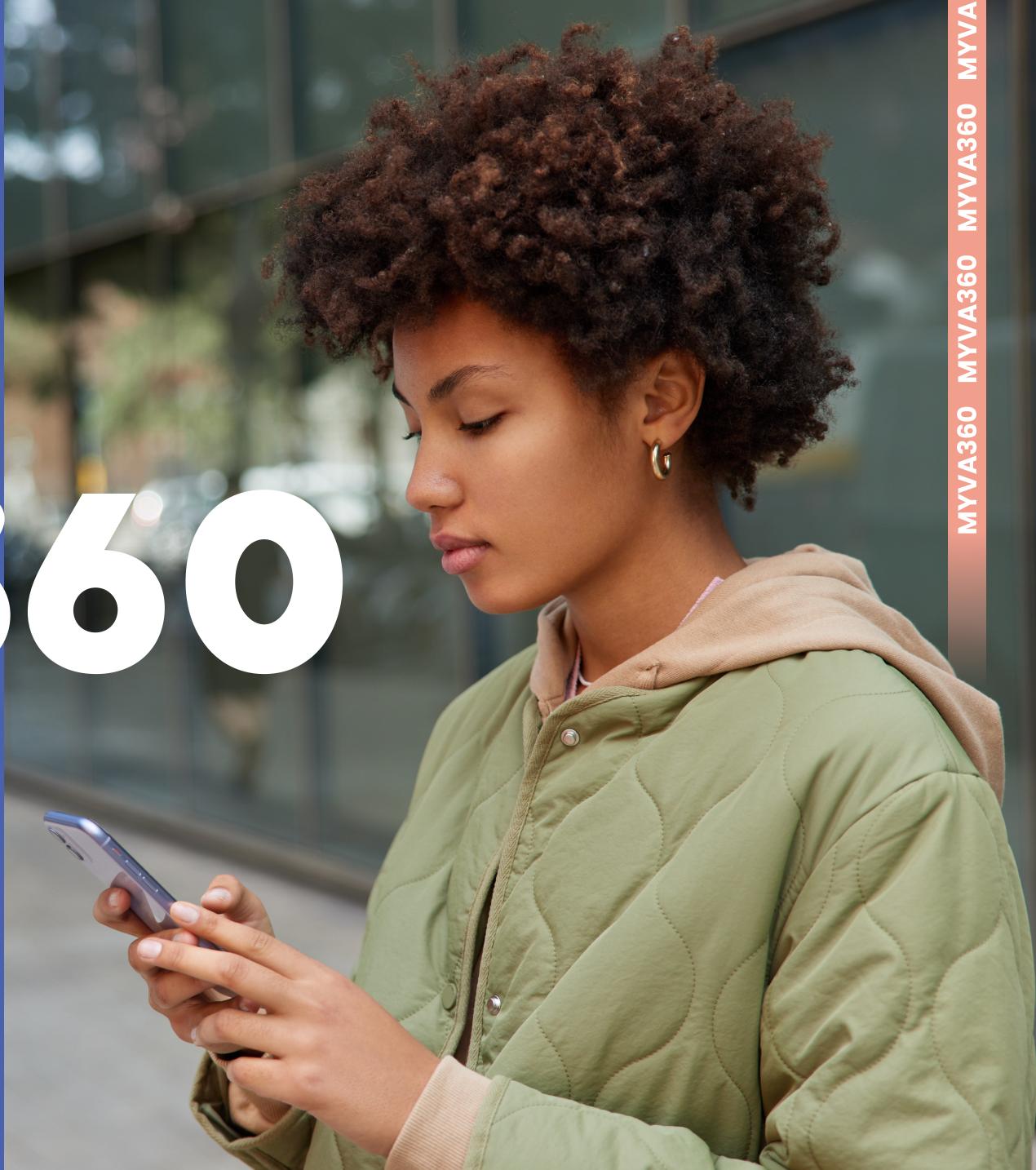




Baby pink lines

Baby pink lines can be used over the Bluebonnet background or over the photos. Lines can only be used in Baby pink color and combined with white text.





How to use it





