



## BRAND GUIDELINES

2018

## WHY DO WE NEED GUIDELINES?

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These guidelines have been created so all people involved with Voxpopme can share guardianship of the brand.

We are all responsible for maintaining the Voxpopme brand image across all platforms. Please take this responsibility seriously and produce material we can all be proud of.

### THESE GUIDELINES ARE FOR:

Internal marketing teams  
Internal and external designers  
Partners  
Clients

VOXPOPME BRAND GUIDELINES 2018

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# SECTION 1

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Voxpopme logos  
& icons



# Master logo

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This is the Voxpopme master logo.

Our logo is the most visible and recognisable element of our identity. It is vital that it is always applied consistently wherever it appears.

This master logo should never be altered in any way or have its colours changed. The logo can be shown in either landscape or portrait mode, depending on which version better fits the purpose.



Voxpopme®



Voxpopme®

# Partner logos

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This is an example of how the Voxpopme logo should appear alongside partner logos.

Both logos should appear to be equal in prominence and divided by a thin line. This rule applies to both portrait and landscape logos.



# Logo safe areas

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In order to maintain visibility across all mediums, the Voxpopme logo has a 'safe area'.

This safe area provides a boundary around the Voxpopme logo that should always be clear of conflicting objects.



The safe area is 1/10 of the overall Voxpopme logo size. This is proportional, and always applied with the same method.

# Size & visibility

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The logo should always remain legible and positioned on creative in the most appropriate place.

There should be as much contrast as possible between the logo and its background.

## Minimum size - full logo

The smallest the full Voxpopme logo should appear is 8mm.

The Voxpopme text is approx. the equivalent of 13pt at this size.



## Minimum size - icon

The smallest the Voxpopme icon should appear is 5mm.



# Logo colourways

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R : 149  
G : 27  
B : 75  
#951B4B

## The rubine logo

The rubine logo is coloured with our 'Plum' branding colour.

This version of the logo is best suited for use on white and light coloured backgrounds.



## The white logo

The white logo is 100% white.

This version of the logo is best suited for use on coloured and dark backgrounds.



R : 113  
G : 192  
B : 167  
#FFFFFF

## The monochrome logo

Both 100% black and 100% white logos can be used for when the colour choice is limited.



R : 0  
G : 0  
B : 0  
#000000

# Do NOT

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The Voxpopme logo should never be modified.

This includes using it in any of the following ways:

- ✗ Do not add effects or strokes
- ✗ Do not squash or stretch
- ✗ Do not frame and/or rotate
- ✗ Do not alter the colours
- ✗ Do not change composition or sizing

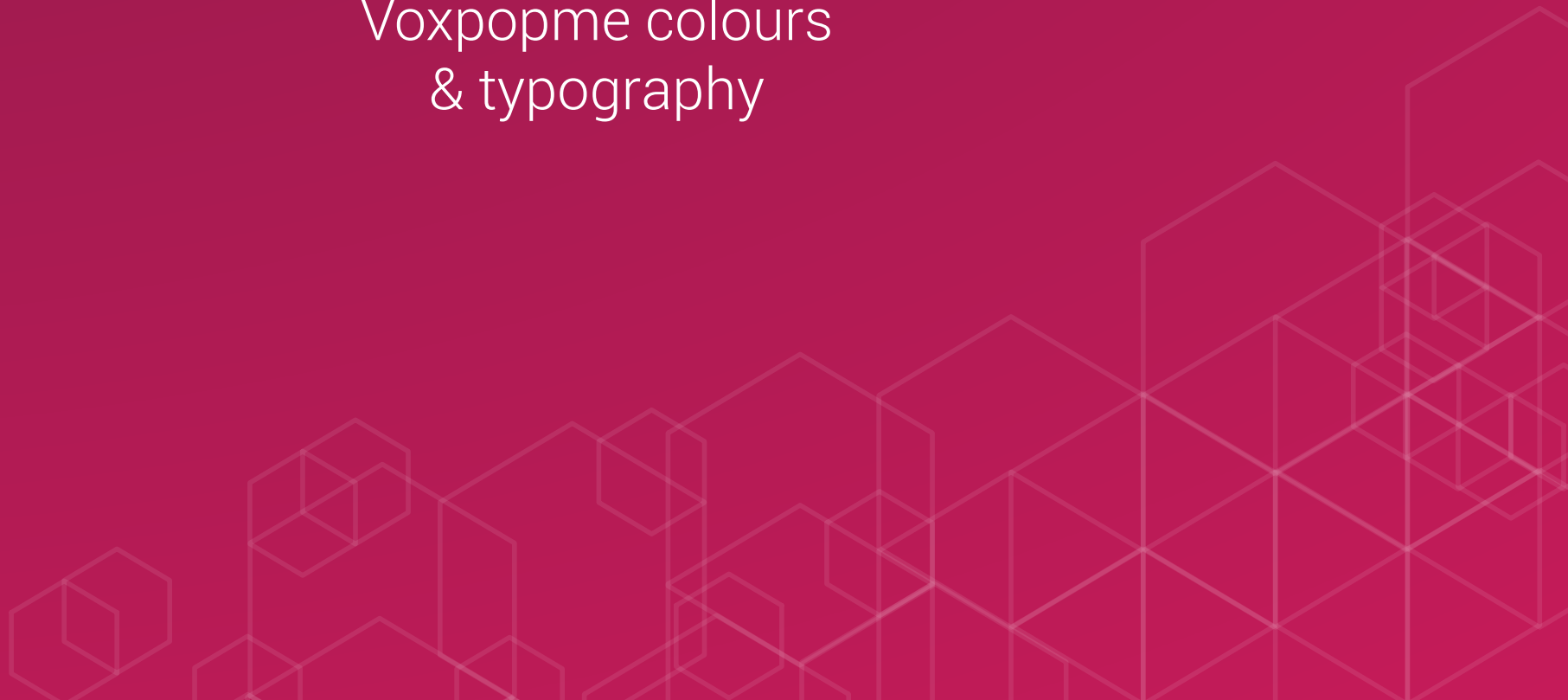




# SECTION 2

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Voxpopme colours  
& typography



# Colour palettes

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We use 6 main brand colours in all of our designs.

These are named:

**Plum** - This is our main brand colour. It is used heavily in all of our branding and collateral

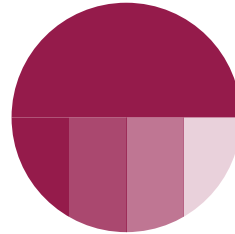
**Ruby** - This is used to compliment the plum colour on all collateral

**Mint** - Mint is used as a 'pop' of contrasting colour and is used on all branding and collateral

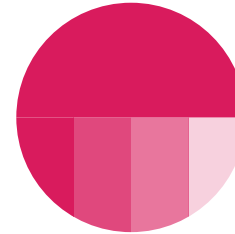
**Slate** - All body copy uses the slate colour as it is lighter and creates a softer contrast than 100% black

**Steel** - This is used as a contrast to white backgrounds where a small differentiation is needed

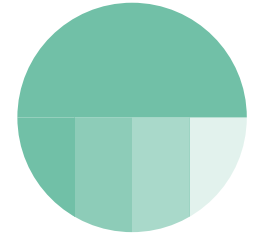
**Pearl** - Similar to steel, this is used as a light contrast to white backgrounds where a small differentiation is needed, but without attracting attention



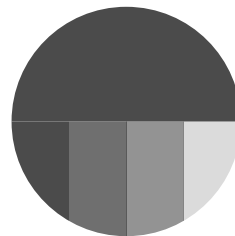
PLUM  
#951B4B



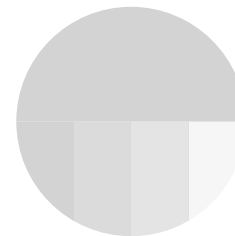
RUBY  
#D91B5D



MINT  
#71C0A7



SLATE  
#4B4B4B



STEEL  
#D3D3D3



PEARL  
#F4F4F5

# Brand typeface

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Our default font is Roboto Light. It is typically used for all body copy, collateral, print and digital designs. Different pt sizes can be used to create visual hierarchy.

Roboto Regular and Roboto Medium are also used in our collateral. They are typically used to highlight important words/sentences within a body of text. They are also used for headers and titles where the use of Roboto Light isn't suitable.

## Primary font

# Roboto Light

Used for:

- Body copy
- Headers
- Quotes
- Sub-headers
- Merchandise
- Printed and digital collateral

## Secondary fonts

# Roboto Regular Roboto Medium

Used for:

- Headers (where Roboto Light isn't suitable)
- Quotes (where Roboto Light isn't suitable)
- Highlighting important words/sentences