VISIONBOX.IT
–
BRAND IDENTITY STYLE GUIDELINES

Vision®box.it

Digital Signage Ecosystem

1. **Logomark**

2. **Clear Space**

3. **Logo Variation**

4. **Background**

5. **Color Specification**

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7. **Do nots**

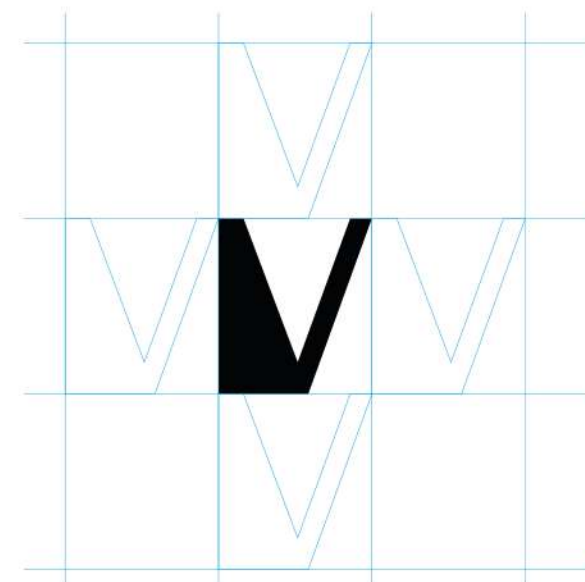8. **Application of Logo**

9. **Pattern**

Logomark

Our logo is the face of Visionbox.it
The first visual impression that we use to
identify ourselves.
Meaning that we need to be careful to use
it correctly and to do it consistently.

2. Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encroach the border around the logomark. This space is determined by the width of the V. To be safe, measure the clear space for primary logomark by the width of the V.

3. Logo Variation

The logo can be divided into two different pieces: just V and Visionbox.it
The use of this will depend on the tone of the artwork and the amount of information we want to reveal. We will try to use V in those spaces that are more related to community creation (such as social networks) and leave Visionbox.it for those more institutional occasions (for the press).

4. Background

On white or light colored backgrounds we can use our primary logomark or alternatively use the cut out variant using one of our colors. On black or dark colored backgrounds we can use our primary logomark or the cut out variant combining our colors.

5. Colors Specification

Primary colors

#1d1d1b

#ffffff

Secondary colors

#88b252

#e38046

#e9b661

#ca2d5d

#4faabe

#4f485b

Primary colors can be used
to create different combinations
on the primary register,
depending on the artwork.

6. Typeface in use

Headline	**Lato Black**
Baseline	Lato Medium
Bodycopy	Lato Light... che un lettore che osserva il layout di una pagina viene distratto dal contenuto testuale se questo è leggibile. Lo scopo dell'utilizzo del Lorem Ipsum è che offre una normale distribuzione delle lettere (al contrario di quanto avviene se si utilizzano brevi frasi ripetute, ad esempio "testo qui"), apparendo come un normale blocco di testo leggibile. Molti software di impaginazione e di web design utilizzano Lorem Ipsum come testo modello. Molte versioni del testo sono state prodotte negli anni, a volte casualmente, a volte di proposito (ad esempio inserendo passaggi ironici).

LATO is to be used for all forms of standard body text from: stationery, website design, brochures and all forms of general correspondence. It is a family with a big range of thickness, from thin to black; which allows to highlight what's important.

7. Do nots

1. Do Not: Logomark

Do not resize or change
the position of the logomark.

2. Do Not: Fonts

Do not use any other font,
no matter how close it might
look to Prohibition.

3. Do Not: Re sizing

Do not use squish or squash
the logo. Any resizing must
be in proportion.

4. Do Not: Colour

Do not change the colours
even if they look similar. Use the
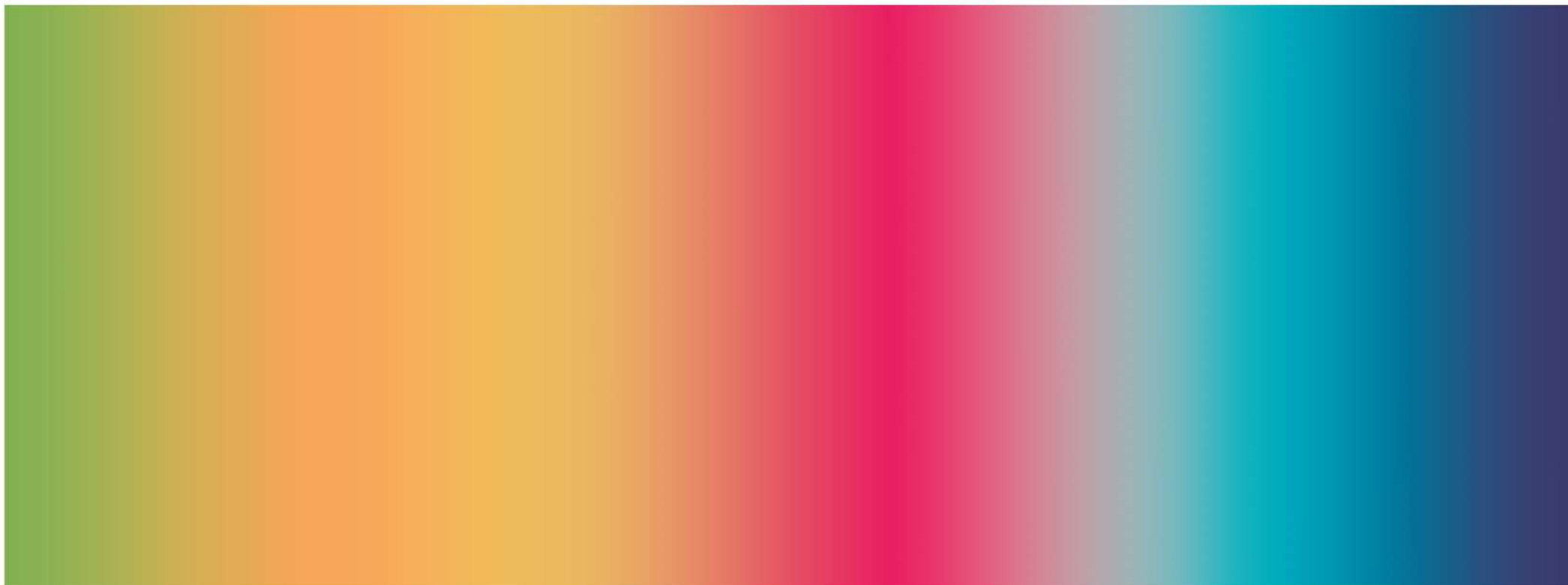official colour specifications
detailed in these guidelines.

1.

2.

3.

4.

8. Application of Logo

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Business Card

9. Pattern

We can playing with our colours.