

VINGA  
SWEDEN

VINGA

# DESIGN & BRAND GUIDELINES

CREATING MEMORIES

## The Design Guidelines

These guidelines describe the visual and verbal elements that represent Vinga's corporate identity. This includes our name, logo and other elements such as colour, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Vinga's commitment to quality, consistency and style. The Vinga brand including the logo, name, colours and identifying elements are valuable company assets. Each of us is responsible for protecting the company's interest by preventing unauthorized and incorrect use of the Vinga name and marks.

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# LOGO

## MAIN LOGO TYPE, LOGO AND SUPPLEMENTS

Our logo is the key building block to our identity, the primary visual element that identifies us. Vinga's logo comprises three elements, the logo type, the logo supplement and the lead vision words. The logo supplement is a powerful image evoking the culture of tradition and history.

The logo type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of upper case letters. The typeface is Avenir Next and has also been chosen to compliment and balance perfectly with the logo symbol.

The logo is presented through the use of colour as well as shape and form. The two corporate colours grey and dark blue is an appealing blend of colours chosen for it being modern classic and timeless. The colours has been selected according to international standards as shown below and are easily implemented.

[Download the logos here](#)

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Logo Type

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Logo supplement

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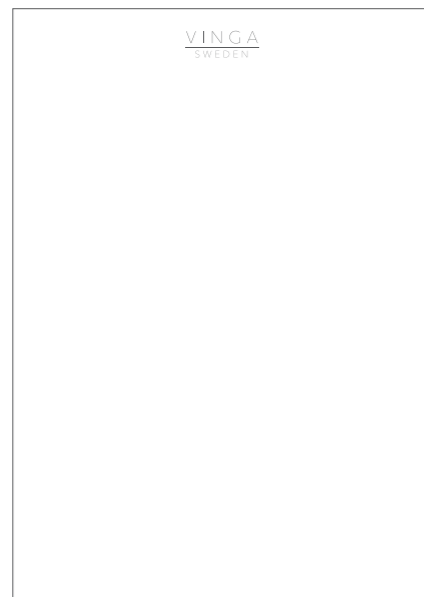
*Creating memories*

Lead Vision Words

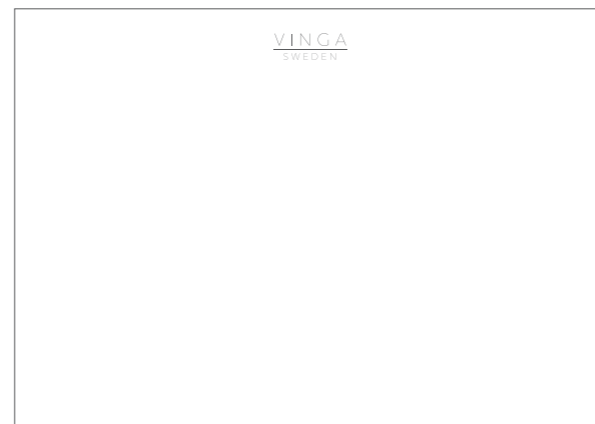
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# LOGO

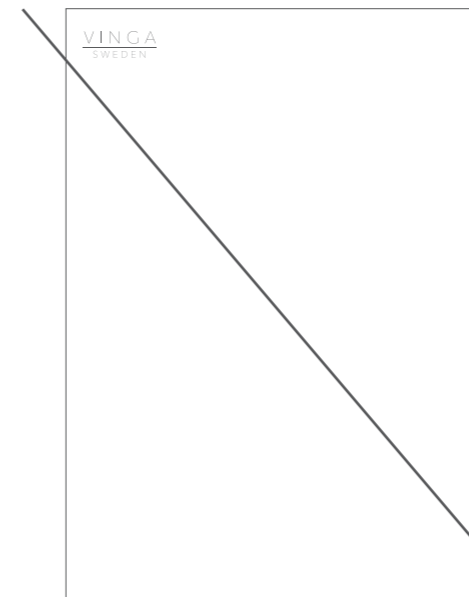
## USE AND PLACEMENT



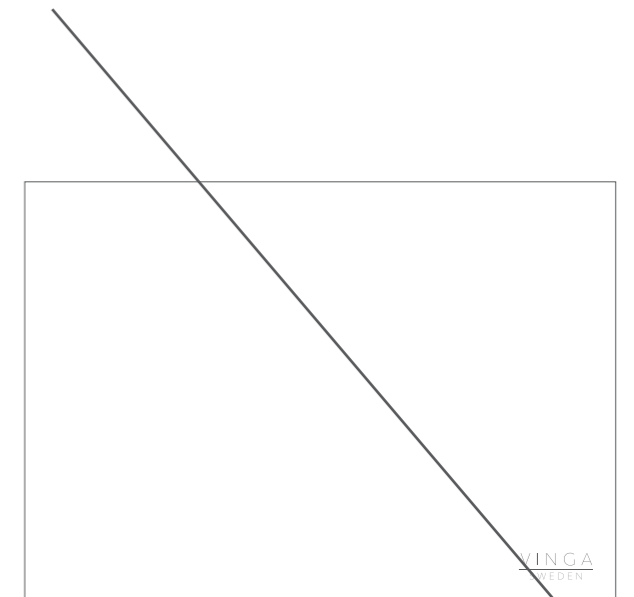
Correct placement portrait



Correct placement landscape



Not recommended placement portrait



Placement Landscape

# LOGO

## CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd and lessen the impact of the mark.



# TYPOGRAPHY

## PRIMARY FONT EXPLANATION & EXAMPLES

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Vinga communications. We have selected Avenir Next, which helps inject energy and enthusiasm into the entire Vinga communications, as the primary and secondary corporate typeface. It is a classic and simple typeface that offers a great variety of thin and thickness.

[Download the typeface here](#)

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AVENIR NEXT ULTRA LIGHT

A B C D E F G H I J K L M N  
o p q r s t u v x y z å ä ö

---

AVENIR NEXT MEDIUM

A B C D E F G H I J K L M N  
o p q r s t u v x y z å ä ö

---

AVENIR NEXT DEMI BOLD

A B C D E F G H I J K L M N  
o p q r s t u v x y z å ä ö

---

AVENIR NEXT BOLD

A B C D E F G H I J K L M N  
o p q r s t u v x y z å ä ö

---

AVENIR NEXT HEAVY

A B C D E F G H I J K L M N  
o p q r s t u v x y z å ä ö

# TYPOGRAPHY

## HIERARCHY & EXAMPLES

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan the text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Vinga layouts.

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### CAPTION TEXT

Vinga Typo Captions

-  
Avenir next ultra light  
6,5 pt Type / 12 pt leading

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### COPY TEXT

Vinga Typo Captions

-  
Avenir next medium  
9 pt Type / 12 pt leading

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### SUBLINE SECTIONS

VINGA TYPO CAPTIONS

-  
Avenir next demi bold - Capital letters  
14 pt Type / 18 pt leading / 20 tracking

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### HEADLINE 01

VINGA TYPO CAPTIONS

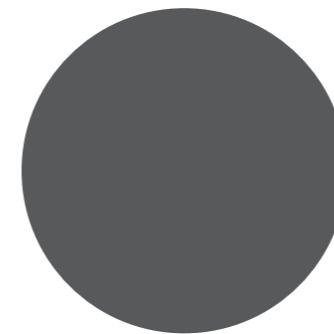
-  
Avenir next bold - Capital letters  
22 pt Type / 22 pt leading / 30 tracking



# COLOUR PALETTE

## USE OF COLOURS

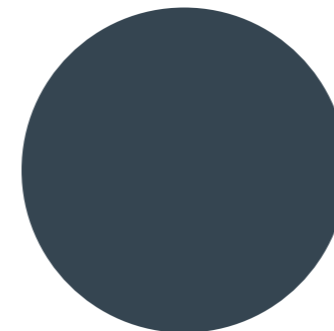
Colour is an integral part of brand identity. Consistent use of the colour palette will not only reinforce the cohesiveness of the brand, but colour also serves a psychological purpose by communicating a certain feeling to your audience.



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### CHARCOAL GREY

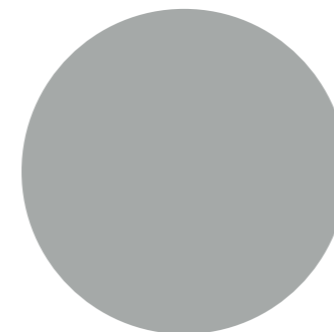
CMYK: 0, 0, 0, 80  
RGB: 89, 89, 91  
Hex: #59595b



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### SLATE

CMYK: 80, 64, 50, 37  
RGB: 54, 68, 81  
Hex: #354451



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### WARM LIGHT GREY

CMYK: 2, 0, 3, 39  
RGB: 165, 167, 166  
Hex: #a5a7a6