



Brand Guidelines

Edition 1.2 Sept 2013



Brand

01

VA-Voom! gives busy people the freedom to do the things that will really enable them to fulfil their potential. They need to trust us to make things happen – so that anything they’ve passed our way is off their mind. A consistent brand will help us to build this trust – both in expressing the character of the business, and in demonstrating our ability to maintain the highest possible standards.

With a nod to the TV programme Bewitched, our brand has taken a 1950s influence, but with a modern twist.

The 50s styling conjures up folk memory of a time when rows of assistants got things done. The idea of magically clicking your fingers and having something happen is really compelling.

These guidelines are here to help every one of the VA-Voom! team to do exactly that. This is the visual rulebook for all of our company materials.

Strap line:

“Virtual Assitants. Real Potential”

Because our company name doesn’t clearly spell out the service we offer, a strap line has been attached to our logo. The first part of this helps people understand what we do. The second part helps people understand why we do it.



Logo & usage

02

Logo

Our logo consists of the words 'VA-Voom!' and our strap line 'Virtual Assistants. Real Potential.'

These three elements should always appear together and only be split if space or production methods limit their use.



Safe area

The logo should always have an uncluttered clearance space around it in all our communications. We call this the 'safe area'.

The safe area amounts to half the width or height of the 'VA' all the way around the logo.



Minimum size

The VA-Voom! logo has two minimum sizes:

Minimum size with strap line:

To include the strap line, the logo must not be used below the minimum width of 40mm.

Minimum size without strap line:

Under 40mm in width, the strap line becomes too small and illegible. For this reason we have versions of the logo without the strap line.



Social Profile Images

Twitter, FaceBook, Flickr etc.



Website Favicon

Usually saved as a .ico at a standard size of 16px.



Logo & usage

03

Colour options

In order to give the VA-Voom! brand as much flexibility as possible, we've created a suite of logos that can be used in different situations on different coloured backgrounds.

If you are faced with a situation where you have no control over the background colour, please contact Jenny Bloggs for advice.



Normal version
Black/green on white



Green/White-out version
Only the black elements are reversed out (to white) for use on a dark background colour



Normal version on cream
Black/green on cream

What NOT to do

The following examples show things we would like you NOT TO DO with our logo and identity.

If you are in any doubt about reproducing our logo, please contact Jenny Bloggs.



Never stretch the logo unproportionally
– horizontally or vertically



Never use the logo with a similar background colour



Typography

04

Hipster Script Pro

This is the font which the VA-Voom! logo type is based on. It should only be used on rare occasions and ONLY as headings.

Hipster Script Pro:

abcdefghijklmnopqrstuvwxyz
1234567890>:;/%£@&!?

Caecilia font

The Caecilia typeface has been chosen for it's clarity, simplicity and legibility. Please specify Caecilia for all externally printed items.

To help create a unified, coherent look to our materials this typeface must be used in all communications.

Caecilia Bold:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Internet and PowerPoint

Caecilia should be limited to headings and areas such as on tab buttons on websites and HTML emails.

For applications where specifying the use of Caecilia is unfeasible (such as on the internet or on a PowerPoint presentation to be shared by several viewers) then the system font Arial should be used.

This is close enough to Caecilia in look but is universal across all platforms.

Caecilia Heavy:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?

Arial:

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890>:;/%£@&!?



Colours

05



Our colour palette

The VA-Voom! colour palette is designed to be simple, but at the same time champion the brand.

It helps VA-Voom! stand out in the marketplace.

The different ways in which we use these colours, in combination with typography and graphic elements, gives us flexibility and always resembles VA Voom!.

Primary colour palette:

	BLACK 0C 0M 0Y 100K	RGB 0/0/0	WEB HEX #000000
	GREEN 75C 0M 35Y 0K	RGB 1/185/181	WEB HEX #01B9B5

Weighting of colour

Any piece of VA-Voom! communication should always champion the brand.




To this end, green and black should always be the predominant colours, along with a designed use of white space.

Secondary colours

Pink and purple can be used to highlight elements, such as in graphs or presentations.

The cream can be used as a background colour to enhance both the primary and secondary colours.

Secondary colours

	PINK 0C 85M 15Y 0K	RGB 227/50/120	WEB HEX #EF4C89
	PURPLE 75C 100M 0Y 0K	RGB 80/28/128	WEB HEX #662D91
	CREAM 0C 3M 10Y 10K	RGB 255/242/221	WEB HEX #FEF7E5

Imagery

06

Our illustrative style

As a company that deals with clients remotely, it is even more important for our materials to express our personality so that people are able to make an emotional connection with our business. To ensure that the 1950s styling also has a modern edge, our illustrative style includes contemporary references and uses an abstract illustration style that wouldn't look out of place in a high-end interior design magazine.

Brand characters

Our brand characters allow us to depict our clients busy lives in a fun and engaging way.

Brand Characters:



Graphic elements

The 'doodle' style of drawing brings a more contemporary look to our brand. It also has two subtle messages.

The first is about having time to dream... and to doodle.

And, the other is about tapping into your creativity by letting go of administrative tasks that were weighing you down.

Graphic elements:



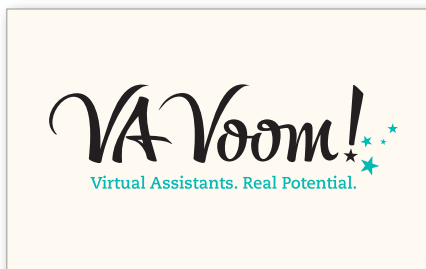
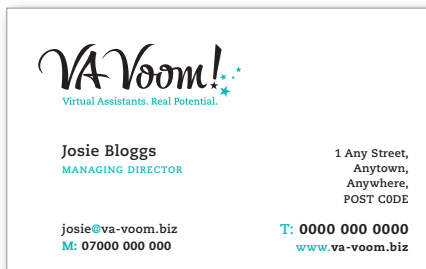
Templates

07

Stationery

Example VA-Voom! stationery layouts showing A4 letterhead printed on either a cream paper or background and a business card. The business card can be double-sided.

If you need help and advice utilising our brand, please contact Jenny Bloggs.



Templates

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Case study

We have a template toolkit that follows the brand guidelines.

Documents, reports and similar materials should be produced using this toolkit. There is also a PowerPoint presentation toolkit.

Both toolkits are available from Jenny Bloggs.

1.

VA Voom!

www.va-voom.co.uk

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Sub heading here:



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Jane Bland, Director

Case Study

Company Name -

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www.uwe.ac.uk



Company

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Ⓡ Doluptatem at quiae.
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room.co.uk

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Who designed these guidelines?

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Hello, I'm Andy Fuller and I designed and created these brand guidelines for the Watertight Marketing book.

I run Designbull, specialising in brand and logo identities for businesses, organisations and charities in and around Bath and the South West of England.

I spend most of my time creating bespoke logo & icon designs as well as full corporate brand identities. I also help maintain brands through designing websites, brochures, e-mailers, print & web advertising and slick presentations through Prezi.

Have a peek at my latest work online and sign-up to our monthly newsletter for the latest tips and advice on branding and design: www.designbull.co.uk

