

EVIBES

CORPORATE MANUAL



This manual presents the corporate identity of the VIBE brand.

It explains how our identity is expressed and how the creative elements are implemented across all our communications in order that the brand is represented consistently.



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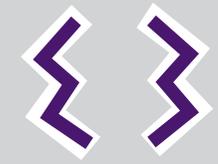
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SECTION I

CORPORATE MARQUE





1.

VIBE's corporate mark is a key element of the company's identity.

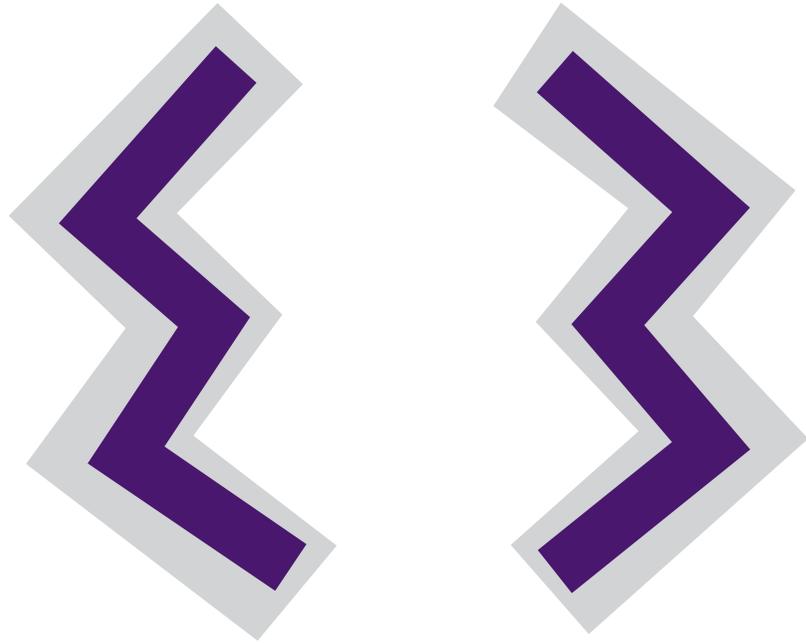
It comprises the company name, enclosed within 'Buzz Brackets'. The whole then creates a shadow which represents how the characters might appear if they literally began to buzz or vibrate.

Not only does this primary marque spell out the name, it also conveys a sense of the company's ethos - youthful, energetic, vibrant - enabling its customers to capture and share the buzz of life's greatest moments... to live the vibe.

1. Large version - 250mm width

2. Small version - 15mm width, to show clarity of marque even at small sizes.

{VIBE} 2.



1.



2.

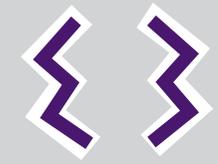
As well as the primary marqe showing the company name, a secondary marque using only the 'Buzz Brackets' can also be used to reinforce the corporate identity and develop brand recognition.

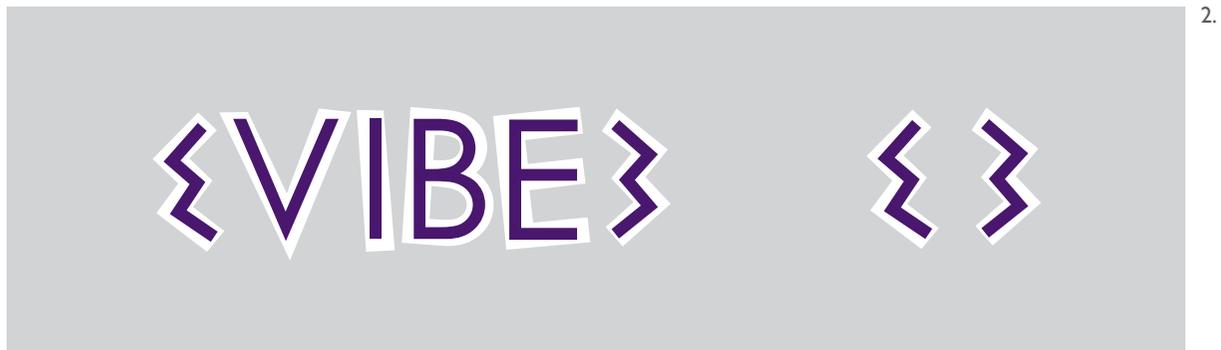
1. Large version - 150mm width

2. Small version - 10mm width, to show clarity of marqe even at small sizes.

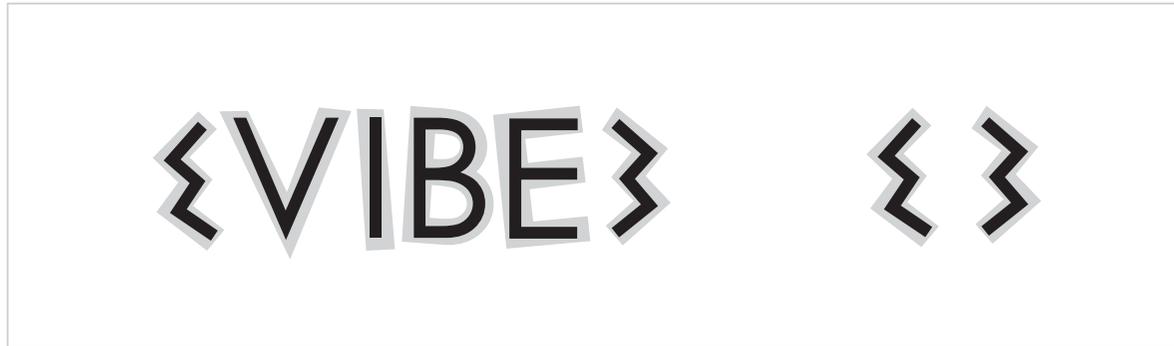
SECTION 2

MARQUEVARIANTS





1. Purple on Grey - White Background
2. Purple on White - Grey Background
3. Grey on White - Purple Background



1.

These variants may be used where greyscale is preferable, for example print versions of invoices etc.

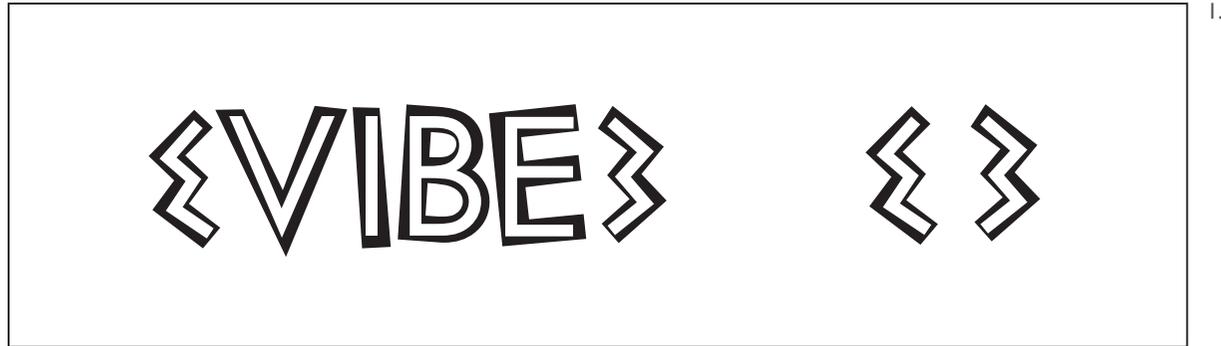
1. Black on Grey - White Background
2. Black on White - Grey Background
3. Grey on White - Black Background



2.



3.



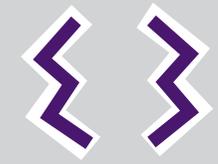
These black and white variants should be used only where there is no alternative, for example, faxes.

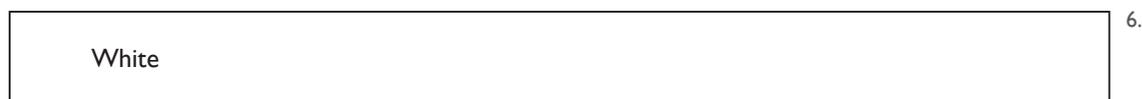
1. White on Black - White Background

2. Black on White - Black Background

SECTION 3

CORPORATE STYLING





1. A pantone colour has been selected for the VIBE purple and should be used on the marque and for type on corporate stationery to maintain consistency in the corporate styling.

2. Where grey is the background or the shadow colour within the marque, it should be 20% black.

3. Where grey is the lettering colour within the marque, it should be 40% black.

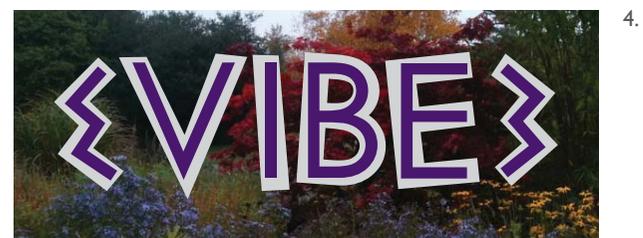
4. Where grey is used for type on corporate stationery, it should be 80% Black





In order to preserve the integrity of the VIBE logo, a minimum exclusion zone, as shown here, should be maintained at all times.

No text, images or other graphic elements should be placed within the exclusion zone thus preventing the impact of the logo from being diminished by overcrowding.



INCORRECT USES

1. DO NOT alter the relationship of the elements within the marque.

2. DO NOT distort the marque in any way, for example by squashing or stretching.

3. DO NOT change the colours of the marque. Only colours and variants stipulated in this manual should be used. (2.1 and 3.1)

4. DO NOT place the marque on a background image. The exclusion zone of the correct colour should always be maintained. (3.2)

5. DO NOT place alternative text within the 'Buzz Brackets'

Gill Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £&*!?

Gill Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £&*!?

Gill Sans Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £&!?*

Gill Sans Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 £&*!?

TYPEFACE

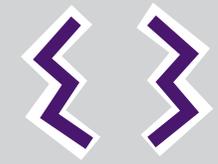
In order to maintain a consistent appearance across the VIBE brand, the typeface Gill Sans should be used for all communications.

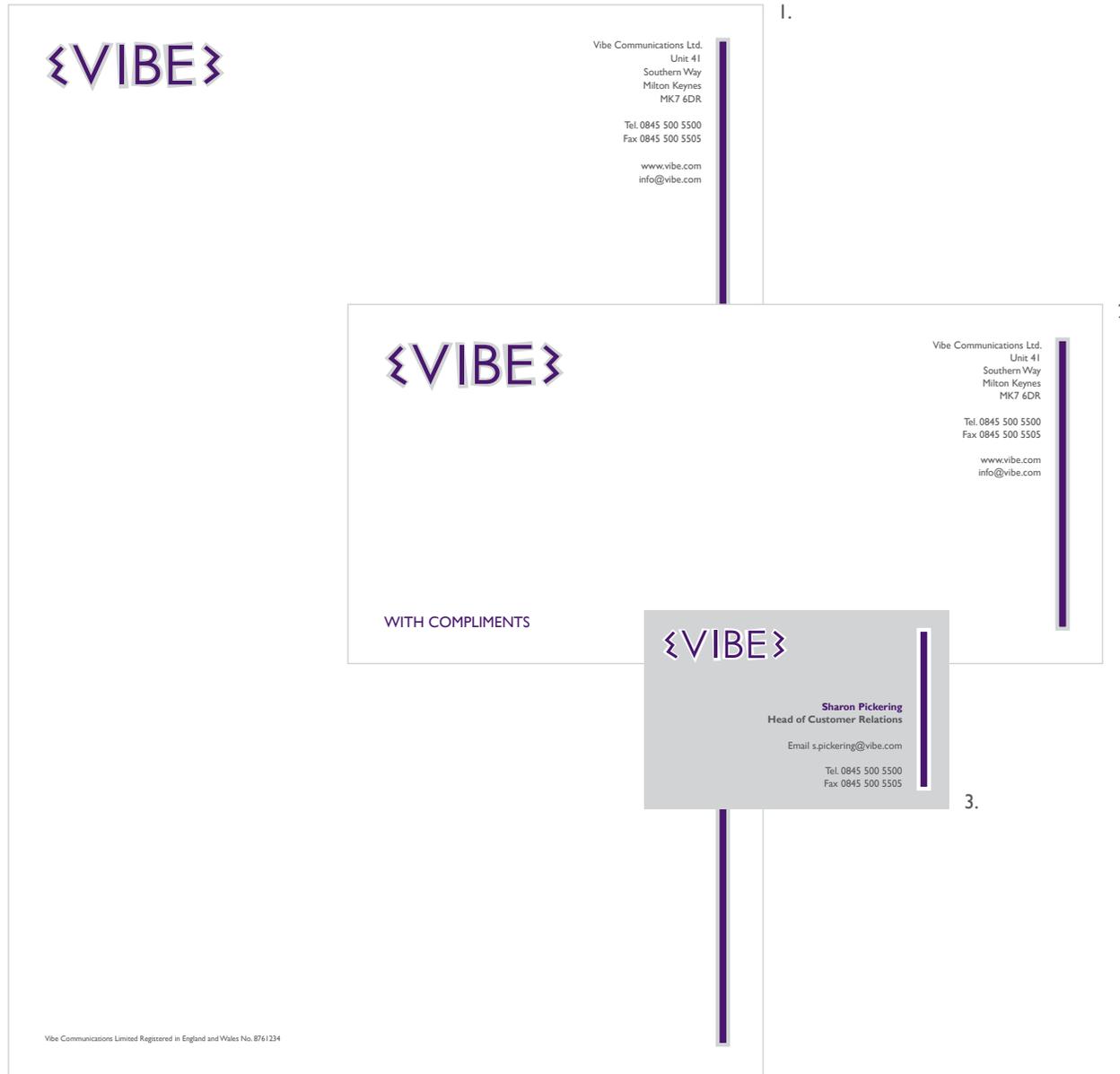
On corporate stationery the type should be either VIBE purple (Pantone 2627 U) or dark grey (80% Black).

The type within the main body of letters and invoices should be black.

SECTION 4

CORPORATE STATIONERY





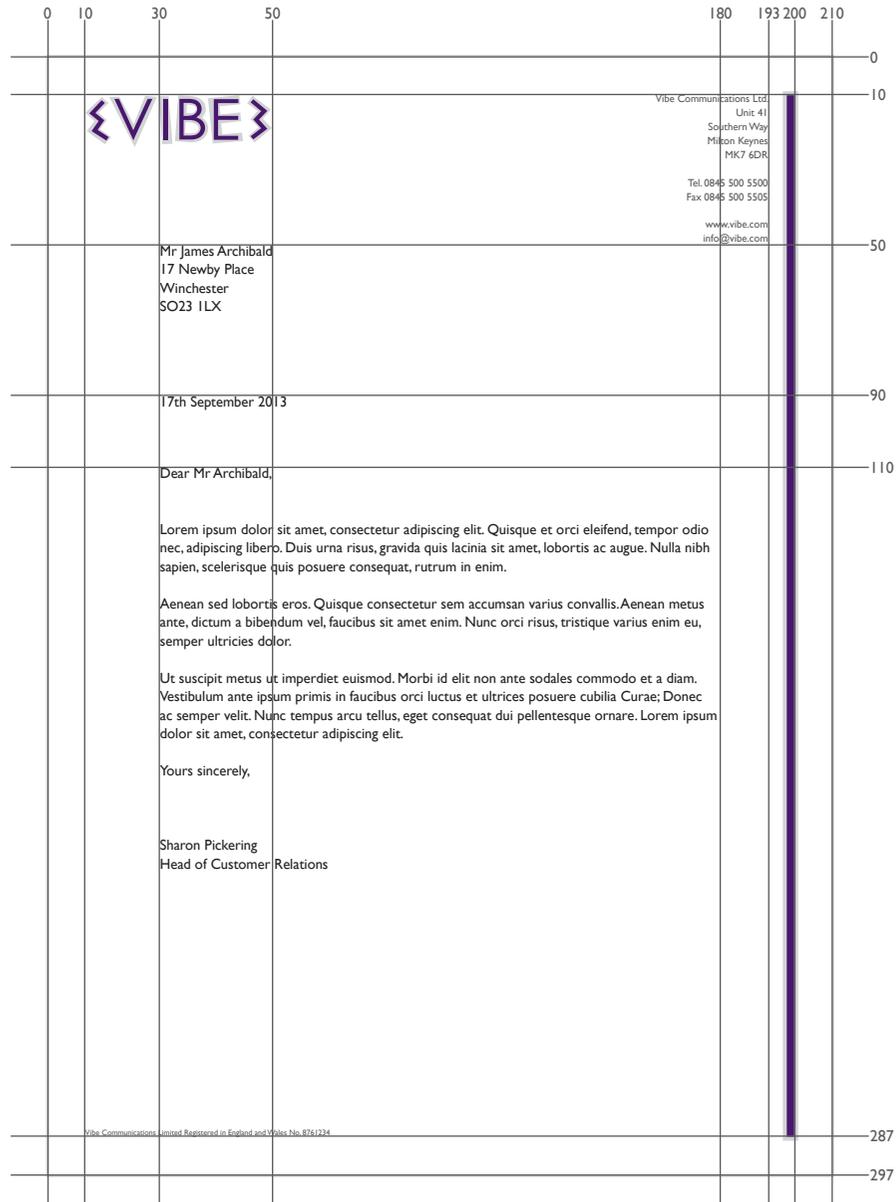
VIBE's corporate stationery is designed to ensure coherence across the brand.

1. Letterhead - A4 210 x 297mm

2. Compliment Slip - 210 x 99mm

3. Business card - 85 x 55mm

Examples shown at 75%



The page margin is set to 10mm.

The VIBE marque is sized to 50mm width and set in the top left corner.

A stripe is positioned vertically along the right hand margin of the page. It is 2mm wide in VIBE purple (Pantone 2627 U) and has a 1mm wide stroke in light grey (20% black) aligned to the outside.

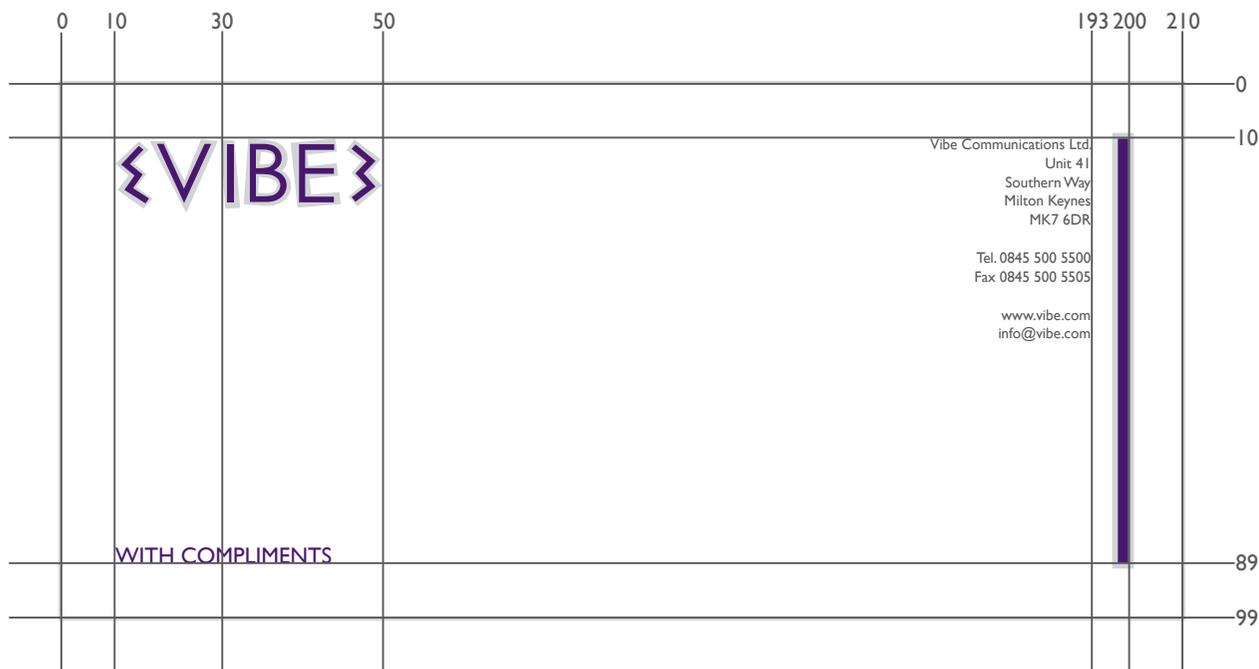
VIBE contact information is right aligned and positioned in the top right corner, leaving a gap of 4mm between the vertical stripe and the text. The font is Gill Sans size 8pt, leading 10.5pt and the colour is dark grey (80% black).

The VIBE company registration information is positioned in the bottom left corner with a font size of 6pt and colour dark grey (80% black).

The body of the letter is black, Gill Sans size 11pt with leading 14pt. It is aligned left on a 30mm margin.

The recipient address should always be placed on a 30mm margin, beginning 50mm from the top of the page. It should not be more than 6 lines long to ensure that it can be seen through a DL window envelope.

Example shown to scale at 75%. All measurements given in millimeters.



COMPLIMENT SLIP

The page margin is set to 10mm.

The VIBE marque is sized to 50mm width and set in the top left corner.

A stripe is positioned vertically along the right hand margin of the page. It is 2mm wide in VIBE purple (Pantone 2627 U) and has a 1mm wide stroke in light grey (20% black) aligned to the outside.

VIBE contact information is right aligned and positioned in the top right corner, leaving a gap of 4mm between the vertical stripe and the text. The font is Gill Sans size 8pt, leading 10.5pt and the colour is dark grey (80% black).

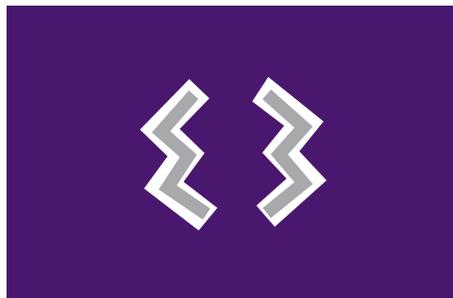
The 'with compliments' is aligned bottom left, set in Gill Sans capital letters size 12pt in VIBE purple (Pantone 2627 U).

Example shown to scale at 100%.
All measurements given in millimeters.

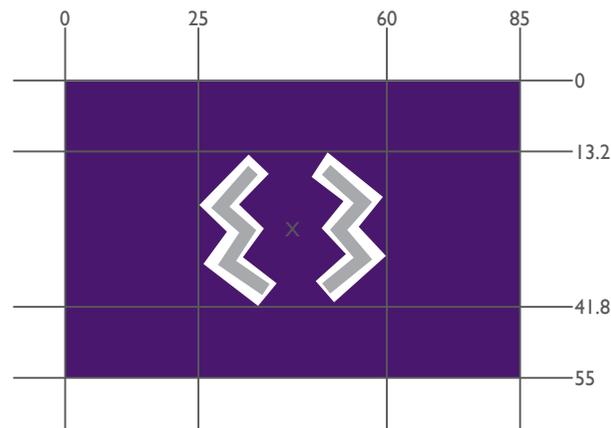




1. Front



2. Back



1. Business Card Front

The page margin is set to 5mm.

On a background colour of light grey (20% black), the VIBE marque is sized to 35mm width and set in the top left corner.

A stripe is positioned vertically along the right hand margin of the page. It is 4mm wide in VIBE purple (Pantone 2627 U) and has a 1mm wide stroke in white aligned to the inside.

VIBE employee information is right aligned and positioned in the bottom right corner, leaving a gap of 5mm between the vertical stripe and the text. It is vertically aligned with the bottom of the purple part of the stripe, 1mm above the lower page margin.

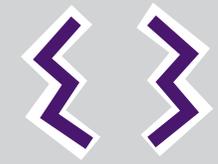
The font is Gill Sans size 8pt, leading 10pt. The employee name is bold in VIBE purple (Pantone 2627 U) and their job title is also bold in dark grey (80% black). The contact information, in regular type, is also dark grey (80% black).

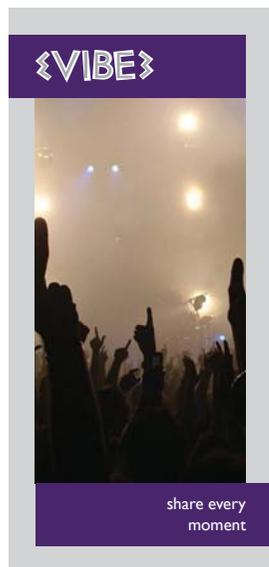
2. Business Card Back

On a background colour of VIBE purple (Pantone 2627 U), the secondary marque of just the 'Buzz Brackets' is sized to a width of 35mm and set in the centre, both horizontally and vertically.

SECTION 5

APPLICATION





VIBE literature such as leaflets explaining what the company offers, should always incorporate the prime marque.

Although colour images can be included in designs, the corporate colours should always be used alongside these in order to maintain continuity across the brand.

SIM CARD



The VIBE sim card comes in a credit card sized surround.

It is coloured VIBE purple and has the prime mark on the larger part of the card, and the secondary marque on the sim card itself above the engraved ICCID.



Bold store front signage using the primary marque increases the brand awareness.

Where possible store front accessories should also keep to the VIBE corporate colours (3.1).



VIBE advertising, using the primary marquee for brand awareness.

