



Branding Guideline

## Vision Vogue

Step into our world, where every frame is a canvas, and every lens is a window to clarity and style. Our brand is more than a mere collection of eyewear; it's a celebration of vision in its purest form – where sight meets style, and innovation meets elegance.

*See The World With Style!*

Our tagline “See The World With Style” is the essence of our brand. It signifies our commitment to providing not only fashionable sunglasses but also ensuring crystal-clear vision for our customers. It's about recognizing that clear vision enhances one's sense of style, and style, in turn, sharpens one's perspective.

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## Logo Description

### Logo

Our logo, a sleek and modern design, is a testament to the fusion of style and clarity that defines our brand.



#### The Rectangle

The duality of black and white in the rectangle represents the inherent contrast, it's a visual metaphor for the intricate interplay between light and shadow, clarity and mystery that defines our perception of the world.

#### The glasses

The glasses embody the essence of Vision Vogue since they're our main product, as for the right lense color, it's a reminder that while our focus may be on clarity, we also embrace the transformative power of light and vision.

#### The name

Nestled within the stark contrast of the black and white rectangle lies the very essence of our identity—Vision Vogue.

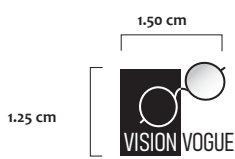
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Logo Variations

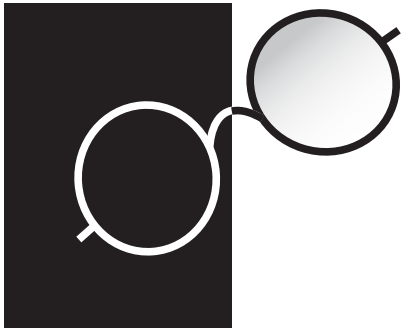
Essential Logo



Minimum size



Variation 1:



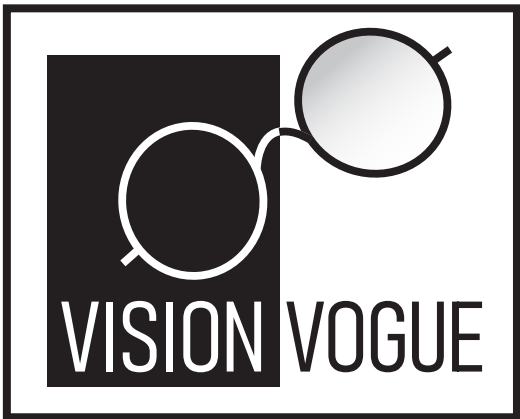
This variation can be used as a sticker on the bag or on the glasses box.

Variation 2:

VISION VOGUE

This variation using only the brand name can be used on the frame of the glasses.

Variation 3:



This variation can be used on a dark background.

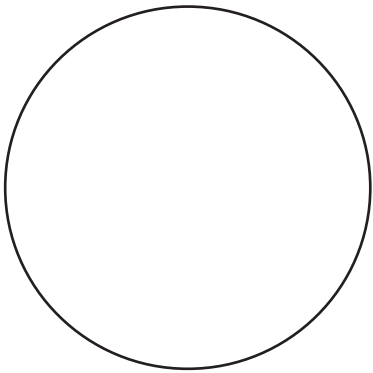
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## Colors



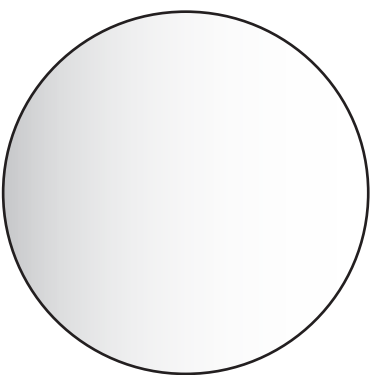
BLACK  
CMYK - 0/0/0/100  
RGB - 0/0/0  
HEX - 000000

The use of black in the logo adds depth and contrast, embodying the chic and contemporary essence of Vision Vogue.



WHITE  
CMYK - 0/0/0/0  
RGB - 255/255/255  
HEX - FFFFFFFF

The white in the logo represents clarity and modernity, reflecting Vision Vogue's commitment to clear vision and contemporary fashion.



Grey White Gradient  
CMYK - / 75/68/67/90  
RGB - 0/0/0/0  
HEX - 000000

The gradient from black to white with grey accents in the lenses represents the diversity of sunglasses styles offered by Vision Vogue, blending sophistication, clarity, and versatility.



## Logo font

### **Name and use:**

Bahnschrift is a sans-serif typeface. It's characterized by its clean lines, simple shapes, and modern appearance.

### **Weight:**

Condensed Light, it enhances readability and lends a sense of sleek sophistication to our logo.

### **Cases:**

All caps, it emphasizes the bold and assertive identity of Vision Vogue.

### **Colors:**

Black and white, inspired by the inherent contrast of the rectangle, capturing the essence of clarity and style.

## Text font

### **Name and use:**

Candara is a contemporary sans-serif typeface designed by Gary Munch and Vincent Connare, known for its balanced proportions, subtle curves, and modern appearance.

### **Weight:**

Condensed light for big texts, Bold for titles and important informations such as address, phone number, and mail.

### **Cases:**

Small and capital, as I used it in texts.

### **Colors:**

Black, since it's readable and it matches my logo colors.

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## Do's and Don'ts

### Do's



VISION VOGUE

### Don'ts



Typography modification



A dark background



Color modification