

# Brand Style Guide

Welcome to VI Productions where car dreams come true. We here at VI Productions specialize in giving customers an easier way to not only modify your car to they're liking but to capture its true beauty before and after, through our photography department.



## Logo

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***VI Productions***

Our classic black and gold look. Best used for black or darker backgrounds. Being our classic style we make it a priority to use this logo.

With a white or lighter color background we advise using this logo. Having the black writing makes it easier for the viewer to read. Making sure there's no gold in the surrounding area so it doesn't take away from the logo itself.

10px border around logo no less.

Making sure not to put type or imagery across or covering the logo.

***VI Productions***

If the other logos are unavailable due to background color we have this logo as an alternative backup. Best used for when there's a gold or similar color background.

***VI Productions***



Being our main logo we use this for majority of our work. Unless otherwise told so. The VI in the logo symbolizes Vehicle Identity, with the magnifying glass better representing identifying. It also plays a part in showing that we customize to the little detail. Giving the customer peace of mind knowing their car has been taken care of with the upmost care and attention to detail.



Our alternative logo is for the instance of having to dark of a background. With having a black outline on the original, it makes it difficult for viewers to distinguish. With the white alternative it gives the logo a different look while maintaining its originality. Also using grey for the background of the lens to not overwhelm the logo with too much white.

# Type

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## Didot

Is our default font for in house  
projects and documents

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890**

## Shree Devanagari 714

Is our Preferred font for advertising  
and web properties

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

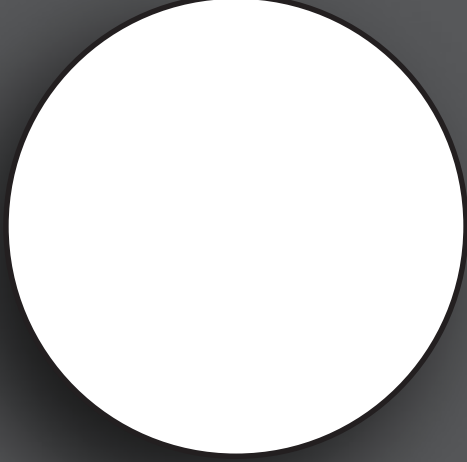
1234567890

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**


**1234567890**





**Pure White**  
RGB-255,255,255  
CMYK-0,0,0,5  
#FFFFFF

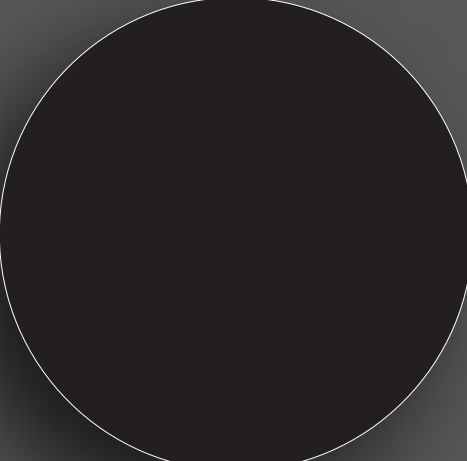
Main color. Great contrast with black. Provides a clean, classy look. Used for occasional type and dead space.



**Soft Gold**  
RGB-255,204,0  
CMYK-0,19,100,0  
#FFCC00

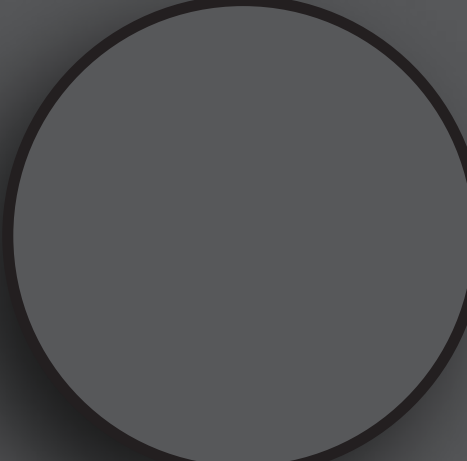
Accent color. Pops well with black and gives a lighter feel to our designs while also symboling success and riches.

# Colours



**Pure Black**  
RGB-0,0,0  
CMYK-75,68,67,90  
#000000

Another main color. Used along side with white. Main color for type and artwork.



**Gun Metal Grey**  
RGB-102,102,102  
CMYK-60,51,51,20  
#666666

Backup color. Used when all other colors are unavailable.

# Company Stationary

3"x 3"





*Life's too short to drive stock*





*Life's too short to drive stock*

35pt text

**VI Productions**

•Photography •Modifications •Tuning

Help give your car the identity it deserves

Email: [VIProductions@gmail.com](mailto:VIProductions@gmail.com)

Phone: 778-887-7878

Website: [www.VIProductions.ca](http://www.VIProductions.ca)



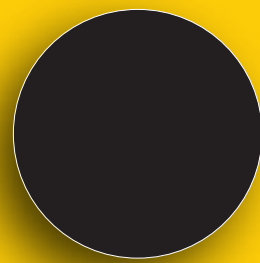


5" x 5"



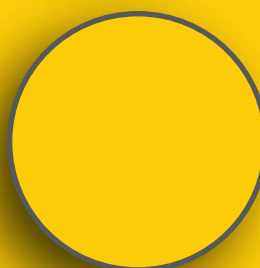
# VI DARK ROOM

Here at VI Dark Room we provide the service of capturing the moment your car becomes your baby. No longer will you restrain from wanting to drive. Now driving will feel like a dream. After customizing a car to the customers liking, we help show its beauty as well as let them take it home.



**Pure Black**  
RGB-0,0,0  
CMYK-75,68,67,90  
#000000

Our main color. Used for background and type. With the name dark room having a dark emphasis to help show the nod to a photography dark room



**Soft Gold**  
RGB-255,204,0  
CMYK-0,19,100,0  
#FFCC00

Another main colour that pops well with black and gives a lighter feel to our designs while also symboling success and riches.



**Gun Metal Grey**  
RGB-102,102,102  
CMYK-60,51,51,20  
#666666

Accent color. Used when all other colors are unavailable.

## Avenir

This is our main font dedicated solely to VI Dark Room

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890







NEVER STOP EXPLORING



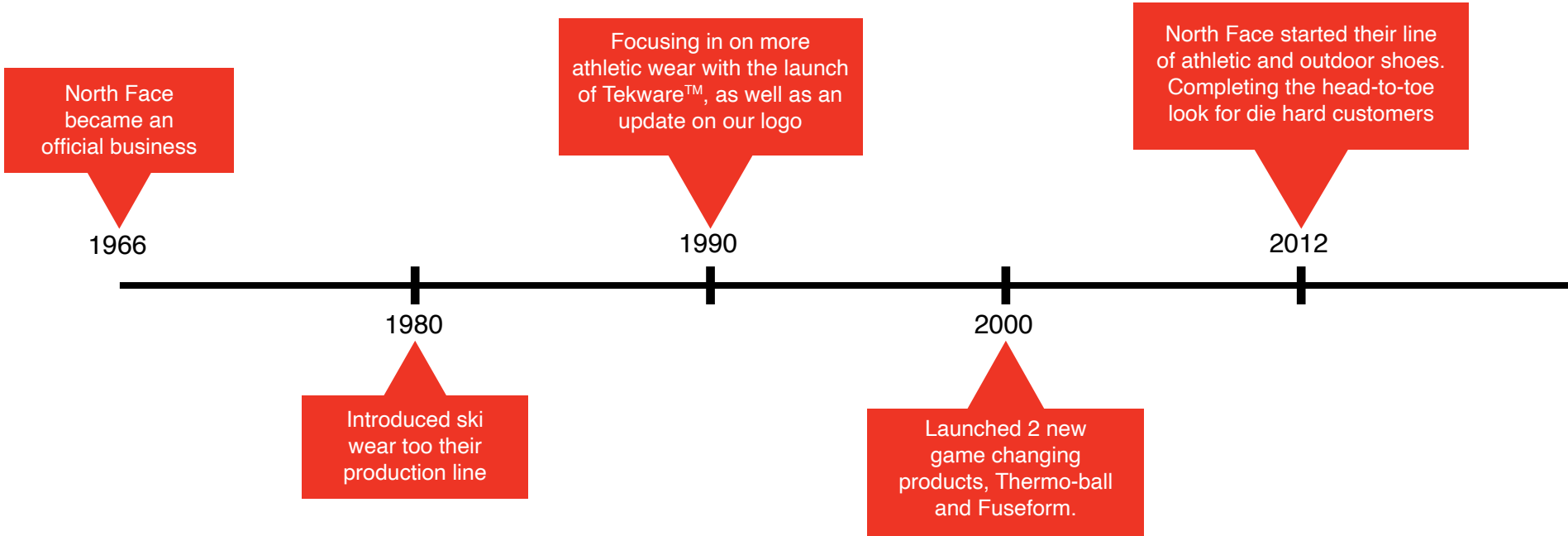




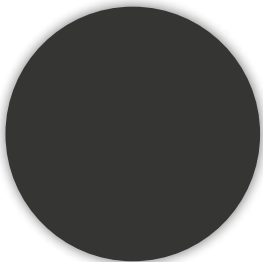
Is an American outdoor recreation product company. North Face produces clothing, footwear, and outdoor equipment. Predominantly focused more on winter wear and equipment but with recent spikes in popularity the company has slowly transitioned into a genuine fashion style. Here at North Face we care about making the best product for all activities and are constantly improving and adapting to better please customers.

# HISTORY

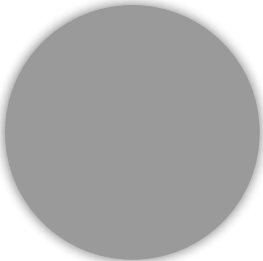
Beginning in 1966 as a climbing equipment retail store located in San Francisco. They had a dream to help climbers and explorers to unfathomable heights of the Himalayas. But ironically starting on a beach, more precisely San Francisco’s North Beach neighborhood. It was here where Douglas and Susie Tompkins started there revolutionary business committed to serving all those who desired to explore the land and observe the beauty in the natural wilds.



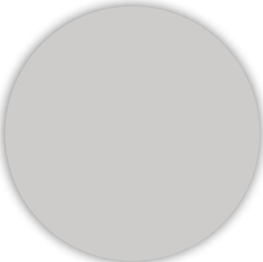
## Secondary Color’s



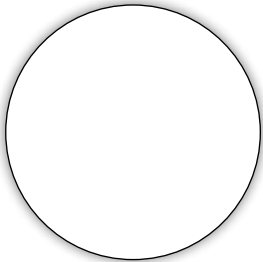
#353535



#9A9A9A

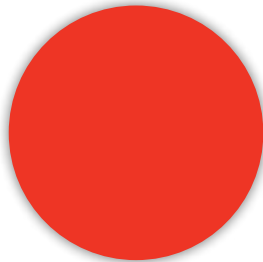


#CCCCCC

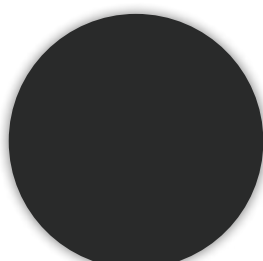


#FFFFFF

## Primary Color’s



#EF3224

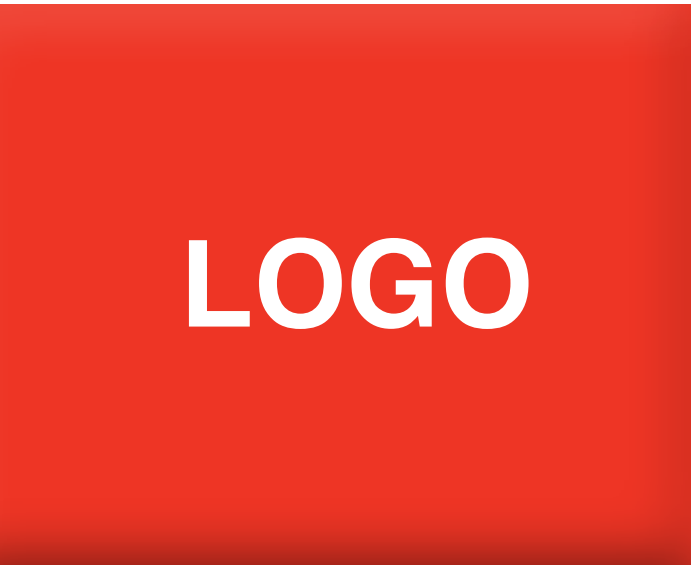


#2A2A2A

# COLOR PALETTE

The North Face color palette consists of simple uncluttered colors. Using 5 different shades of gray to symbolize the shades of color when facing north of a mountain. While also having a striking color to grab the readers attention.





The North Face logo is based on the Half-Dome in Yosemite National Park, California. The logo of The North Face consists of a slanted quarter-circle with two lines inside, and the logo type on the left side of the symbol. Font type follows the rest of the companies typeface, Helvetica (Bold).

The name itself was chosen to signify the coldest and unforgiving side of a mountain. Also using the symbol beside the name to better show the side of a mountain.



As rules go its pretty simple. The North Face logo is NOT to be covered and altered in anyway and must be given a minimum of 5px or 0.25” spacing. Colors must stick to the companies color palette as well as not stray away from the original style of the logo.

Logotype sizes for applications	Sizes
72mm wide	A1 (841 x 594)
52mm wide	A2 (594 x 420)
37mm wide	A3 (420 x 297)
30mm wide	A4 (297 x 210)
27mm wide	Smallest size to use

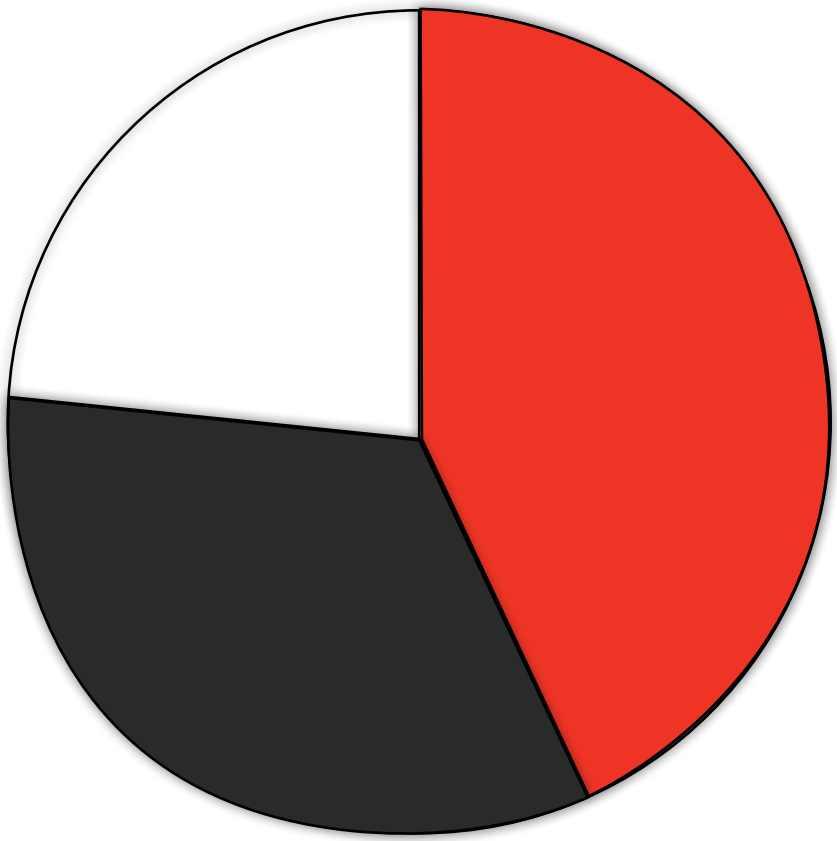


# TYPE FONT

The font used by The North Face is without a surprise Helvetica, with occasional differences in the boldness depending on if its web or illustrative work. For the logo the brand had a slight variation of Helvetica Bold made specifically. Helvetica is a very neutral typeface designed to have great clarity and provides a wide variety of signage.



# WHY BUY



**Quality 42%**

**Style 38%**

**Versatility 20%**

# BRAND MISSION

Most people associate the brand with quality and durability. This means that The North Face outdoor clothing and equipment is well positioned in todays market. Everyone wants to know the product there buying will last. It's fair to mention that a small percentage all agree on the cost may be a bit to high. Then again good quality comes at a cost.



# MERCH

With increasing popularity in The North Face brand we as a company had to adapt too the ever changing demands of the public. With that we said we changed how we look at the business. No more will we be solely focused on snow gear. We want to reach out and push forward casual wear the everyday person who is need of high quality clothing thats sure to keep them warm as well as looking good.



The North Face is also updating its equipment and gear selection, with the release of our new thermo shoes and our pioneer tents, great for people who are new to the camping scene. But were very happy to announce a new partnership with BMW. Were designing luxury mini trailers for those die hard campers who wish to explore the world in style.





THE  
NORTH  
FACE

