

venn

VENN TELECOM

Graphic guidelines

AUGUST 2021

Brand Logo	3
Do's and Don'ts	5
Logo on backgrounds	6
Color palette	7
Website color proportions	8
Illustrations color proportions	9
Typefaces	10
Typography on background	12
Buttons	13
Cards	14

The Venn logo is exclusively typographic. It has been specially designed for the brand and cannot be replaced by a generic typography. Always use the correct files provided by the brand.

A large, bold, lowercase typographic logo of the word "venn" in a dark gray color, centered within a white rectangular area.

The logo should be used with a safety margins. This is defined by an outline of 3 times the width of the «x», and 3 times the height of the «x». Thus, no graphic element should overlap with this margin.



Any intervention on the shape and colour of the logo is strictly forbidden. Thus, it is not allowed to :

- Stretch the logo horizontally or vertically without maintaining the proportions
- Rotate the logo. The logo must always be used horizontally
- Add a drop shadow to the logo unless it is very light and simply allows the logo to stand out on a photographic background. For this, always ask the person responsible for the brand image for advice
- Change the colour of the logo to a colour that is not part of the permitted chart (see Logo on backgrounds page)
- Use only the outline of the logo

venn

venn

venn

venn

venn

venn

The logo will be used in its primary colour: Pantone 447 C grey. However, the white version of the logo must be used if the coloured background is darker than the colours in the palette, at 30%.

The logo can be used on a photographic background only if the opacity of the background is strongly reduced. In this case, the logo must be used in its primary colour.

venn

venn

venn

venn

venn


venn

venn

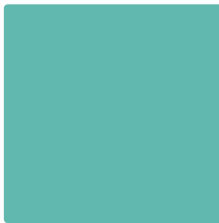
Color palette

The colour palette consists of 5 colours. The typographic logo should mainly be used with Pantone 447C.


Each colour in the green tones can be used in different shades (10%, 30%, 50% and 75%): these shades should be used mainly to create illustrations or coloured backgrounds on which the graphic elements will be placed.




PANTONE
447 C



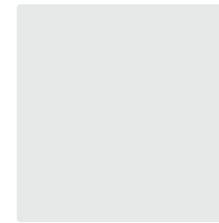
PANTONE
563 C




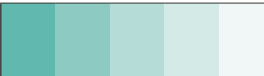


PANTONE
567 C



PANTONE
625 C



PANTONE
Cool Gray 1 CP

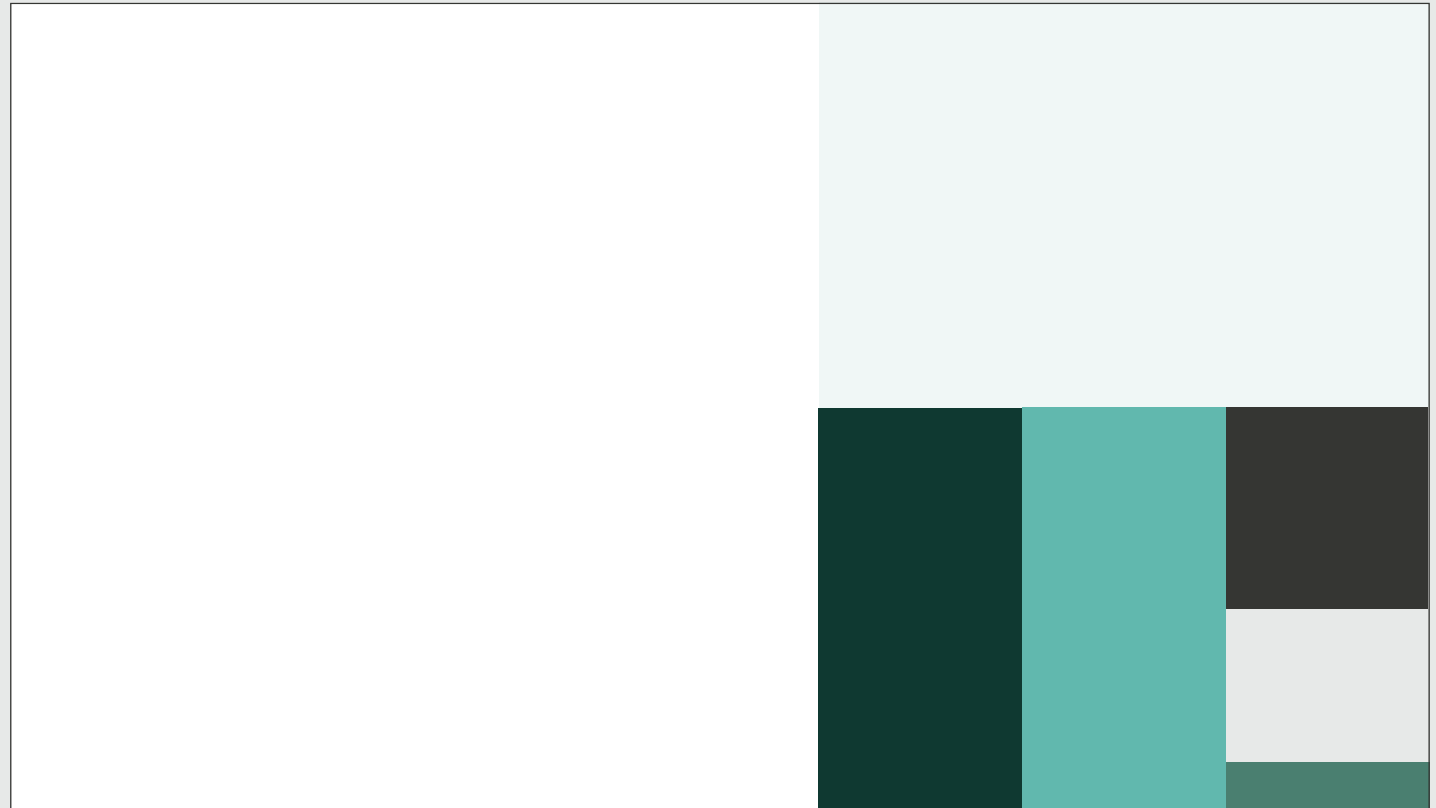
SHADES																					
	100 %	75 %	50 %	30 %	10 %	100 %	75 %	50 %	30 %	10 %	100 %	75 %	50 %	30 %	10 %	100 %	75 %	50 %	30 %	10 %	
RGB	48 47 47					104 192 180					29 73 67					58 139 126					241 245 246
CMYK	70 61 57 68					60 0 30 0					85 45 62 50					76 25 53 8					7 2 4 0
HEX	#2F2F2F					# 68C0B4					#1D4943					#3A8B7E					#F1F5F6

On the website, light tones should be prioritised for use in the background. White and Pantone 563 C at 10% are excellent choices. However, the vast majority of backgrounds should be white, otherwise the use of other colours will make the pages look heavier.

Pantone 563 C is mainly used for important Call to actions. Pantone 567 C will be used for secondary/background Call to Action. White buttons with an outline of Pantone 563C can also be found.

Buttons should never be dark grey (Pantone 447 C) or grey green (625 C).

Pantone Cool Gray 1 CP should be used if a form field or button is disabled.

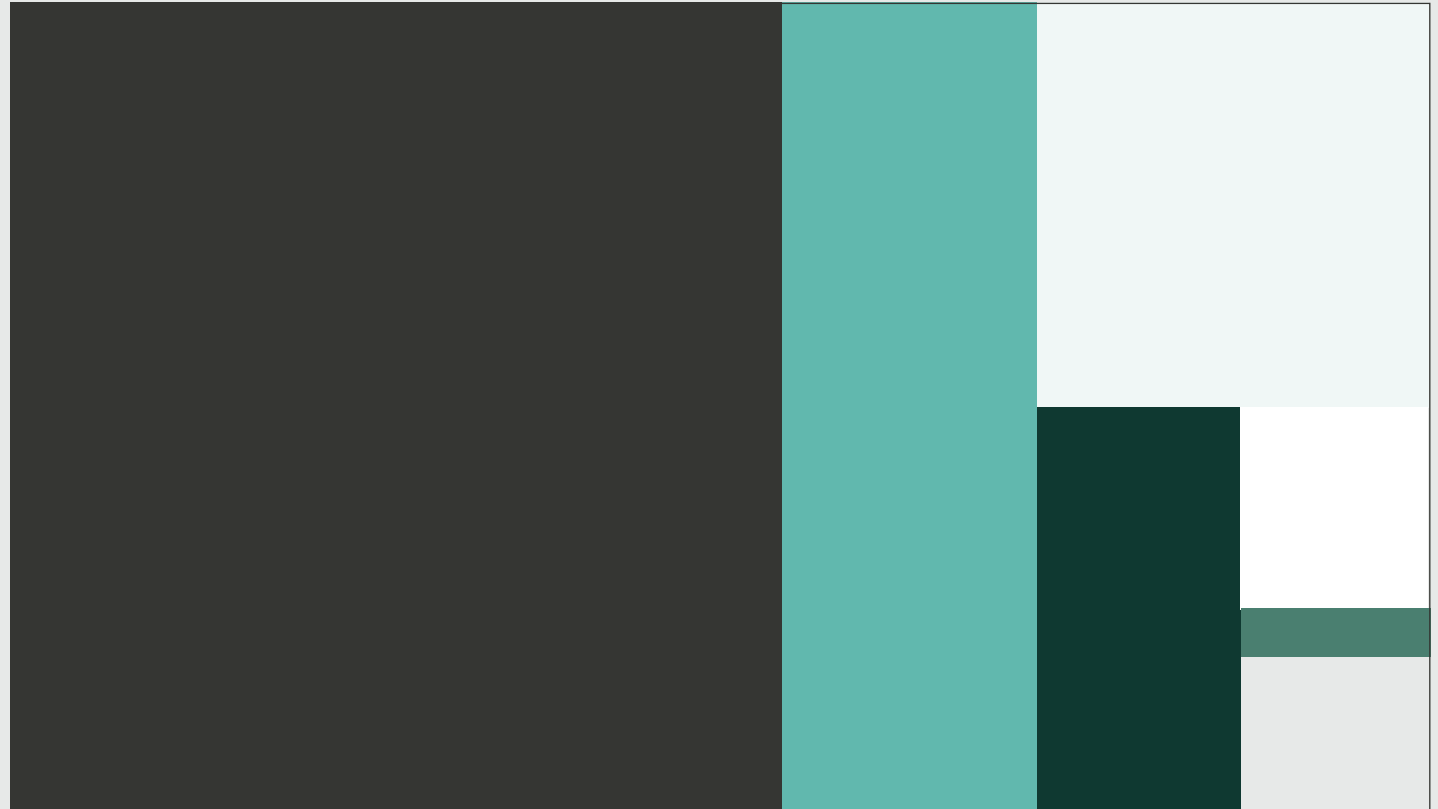


For illustrations, Pantone 447 C is mainly used. These will be made up of geometric lines and shapes. The elements to be highlighted will be highlighted by the other colours.

The illustrations can be placed on a white background: Pantone 447 C, 563 C, 567 C and 625 C are used.

If they are placed on a background of Pantone 563 C at 10%: Pantone 447 C, 563 C, 567 C and 625 C should be used.

If they are placed on a Pantone 447 C, 567 C or even black background: mainly Pantone Cool Gray 1 CP, 563C and white are used.



Two typefaces are used for Venn's brand identity: these are used both for the web or digital elements and for print.

Both of these sans-serif typefaces maintain excellent legibility while emphasising the modern look of Venn.

Primary

TT Commons

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

TT Commons Black
TT Commons Bold
TT Commons DemiBold
TT Commons Medium
TT Commons Regular

Secondary

Inter

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0123456789

Inter ExtraBold
Inter Bold
Inter SemiBold
Inter Medium
Inter Regular

For headlines, taglines, subheads and Call to Action, TT Commons is used (Regular, Medium, DemiBold, Bold and Black; and all these weights in italics as well).

For body text, Inter is preferred (ExtraBold, Bold, SemiBold, Medium and Regular; and all these weights in italics as well).

Title	Trust Your Network	TT Commons DemiBold 35 pt / 33 pt Kerning : 10 Pantone 567 C
Subtitle	Trust Your Network	TT Commons Medium 29 pt / 32 pt Pantone 563 C
Big Body	Trust Your Network	Inter Regular 17 pt / 20 pt Pantone 447 C
Body	Trust Your Network	Inter Regular 12 pt / 14 pt Pantone 447 C
Infos / Details	TRUST YOUR NETWORK	TT Commons Medium 9 pt / 14 pt Kerning : 200 Pantone 447 C
CTA	TRUST YOUR NETWORK	TT Commons Medium 9 pt / 14 pt Kerning : 200 Depending on the background

Typography on background

Typography can be used in various colours and also on various background colours.

In order to ensure excellent legibility, always refer to these examples to choose the right colour to use, depending on the chosen background.

Pantone 447 C
Pantone 563 C
Pantone 567 C
Pantone 625 C

White Background

White
Pantone 563 C
Pantone Cool
Gray 1 CP

Pantone 447 C Background

Pantone 447 C
Pantone 563 C
Pantone 567 C
Pantone 625 C

Pantone Cool Gray 1 CP Background

Pantone 447 C
Pantone 563 C
Pantone 567 C
Pantone 625 C

Pantone 563 C Background (10%)

Pantone 447 C
White
Pantone 567 C

Pantone 563 C Background

White
Pantone 563 C
Pantone 567 C

Pantone 625 C Background

White
Pantone 563 C
Pantone Cool
Gray 1 CP

Pantone 567 C Background

The buttons are mostly used in pill form. There is also a hierarchy in the buttons: when the background is full, it is the primary button shape. When the button is only delimited by its outline, it is the secondary shape.

Symbols can also be added to the button itself to direct the action: arrow, icon, +, etc.

The simplest button shape is one without a background or outline, but with a symbol: arrow, icon, +, etc. This button shape is mainly used when, in the same space, the reader is invited to several different pages, for example.

	Default	Hover / Clicked	Disabled
Primary			
Secondary			
<hr/>			
With symbols			
Primary			
Secondary			
Simple			

On the website, several types of cards can be used. However, it is important not to mix different types in the same section.

BOOK AN EXPERT

Trust Your Network

Aspe nitium res adiciusaeste la volorumet eicimus et, accumquiae voluptatur, ellorum as earumquibus et aperum faccaborro doluptis

→ Book an expert

BOOK AN EXPERT

Trust Your Network

Aspe nitium res adiciusaeste la volorumet eicimus et, accumquiae voluptatur, ellorum as earumquibus et aperum faccaborro doluptis

→ Book an expert



Trust Your Network

Aspe nitium res adiciusaeste la volorumet eicimus et, accumquiae voluptatur, ellorum as earumquibus et aperum faccaborro doluptis

→ Book an expert