

Print · Download basic assets from: <https://goo.gl/LoFYym>  
Web · Request access to the Sketch UI Kit over Abstract

Wordmark · Primary



The new vipps identity explores a full range of emotions but our goal as a product and service is still to give you a smile. The primary wordmark can be found on the logo files, or by typing “vi0pps” using the relevant vipps fonts in Opentype ligature-enabled software.

Typography · Primary

Vipps Display For titles

Vipps Text Regular

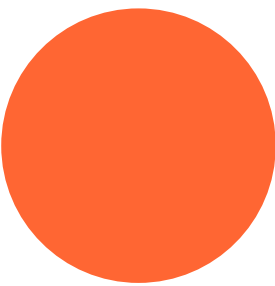
Vipps Text Medium

Vipps Text Bold For text

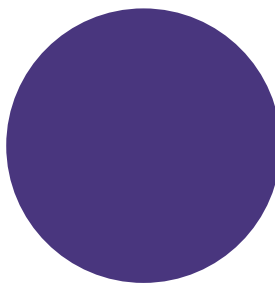
Typography · Secondary (Fallback)

Arial Whenever the Vipps Typography isn’t available

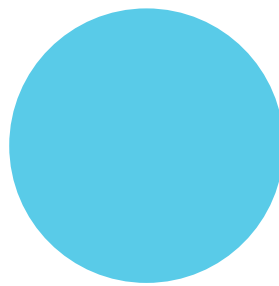
Color · Palette



Hex	FF6633
RGB	255/102/51
CMYK	0/60/100/0
Pantone C	1505
Pantone U	1505

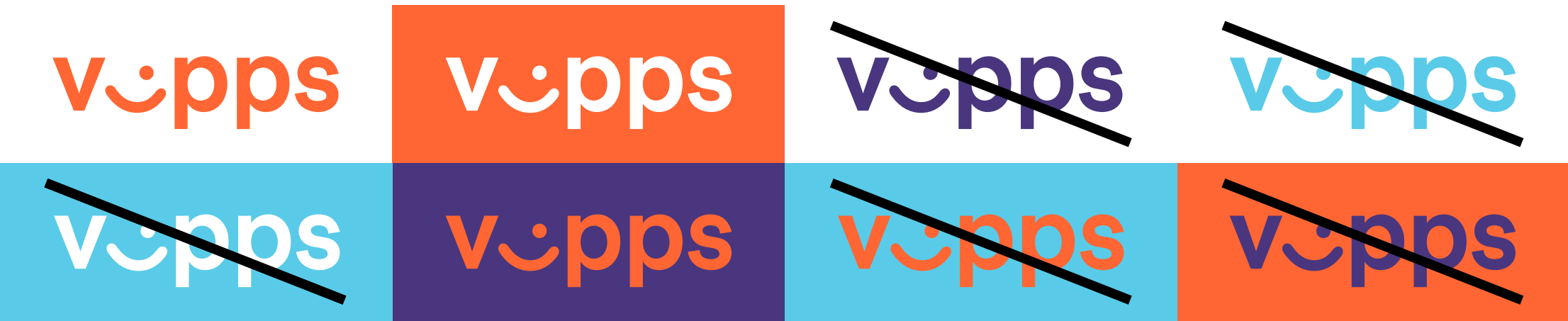


Hex	49367E
RGB	73/54/126
CMYK	80/100/0/0
Pantone C	267
Pantone U	267



Hex	59CBE8
RGB	89/203/232
CMYK	60/0/12/0
Pantone C	305
Pantone U	305

Color · Desired / Undesired combinations



Wordmark · Protection Area



All logo files have the protection area already applied. Whenever in doubt, the lowercase “v” should be used as the protection module, like an arrow pointing in the direction to be protected.

Typography · Opentype Features (liga)

v�pps	type “vi0pps”	v�pps	type “vi8pps”
v�pps	type “vi1pps”	v�pps	type “vi9pps”
v�pps	type “vi2pps”	v�pps	type “vi10pps”
v�pps	type “vi3pps”	v�pps	type “vi11pps”
v�pps	type “vi4pps”	v�pps	type “vi12pps”
v�pps	type “vi5pps”	v�pps	type “vi13pps”
v�pps	type “vi6pps”	v�pps	type “vi14pps”
v�pps	type “vi7pps”		

Color · Predominance



Wordmark · 2 big Don’t-s




1  
It’s “vipps”, not “Vipps.”

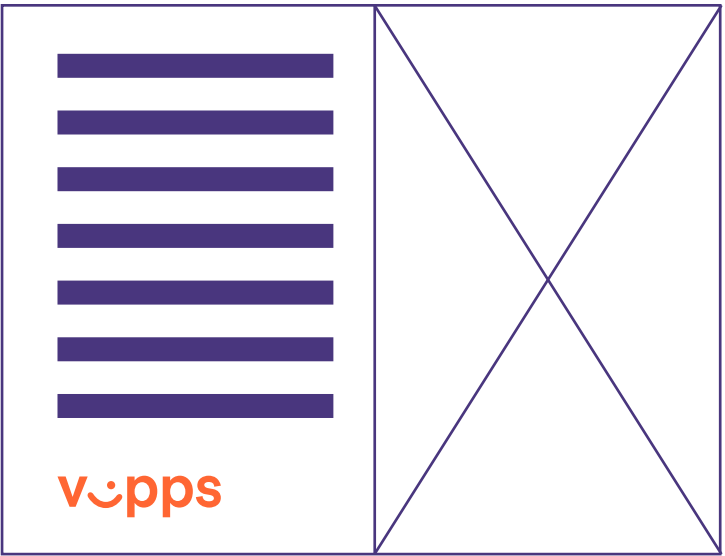


2  
No wordmark freestyling in the corporate / creative agency context, let’s leave it to the loppemarked where it’s real!

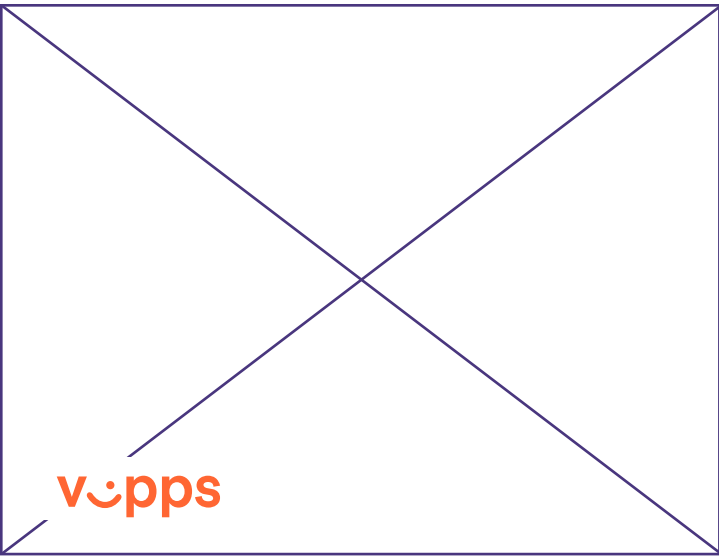
Layout · Signature (alone)



In text-only applications:  
Align with the current text flow.

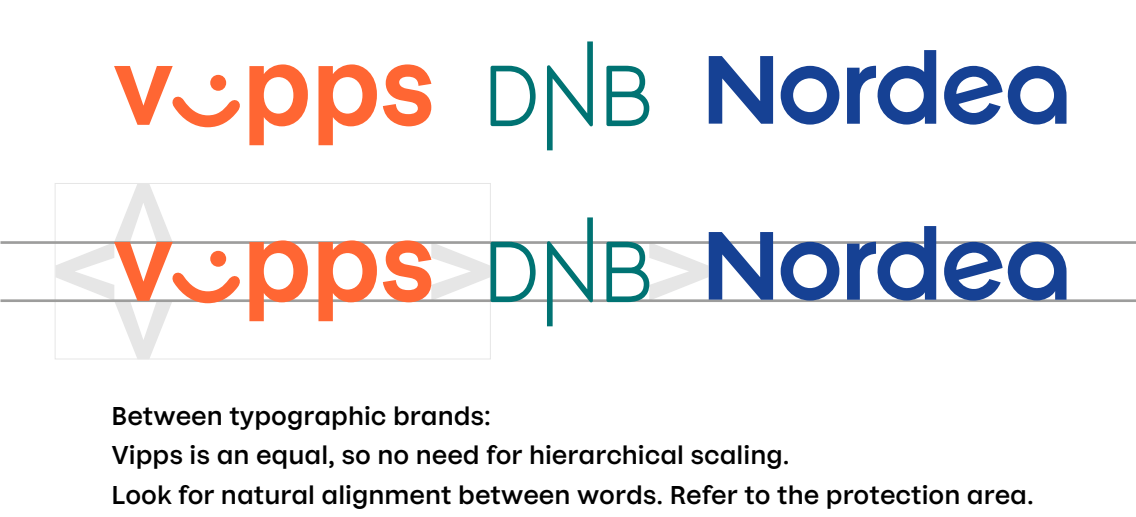


In text + image applications:  
Align with the current text flow, too.



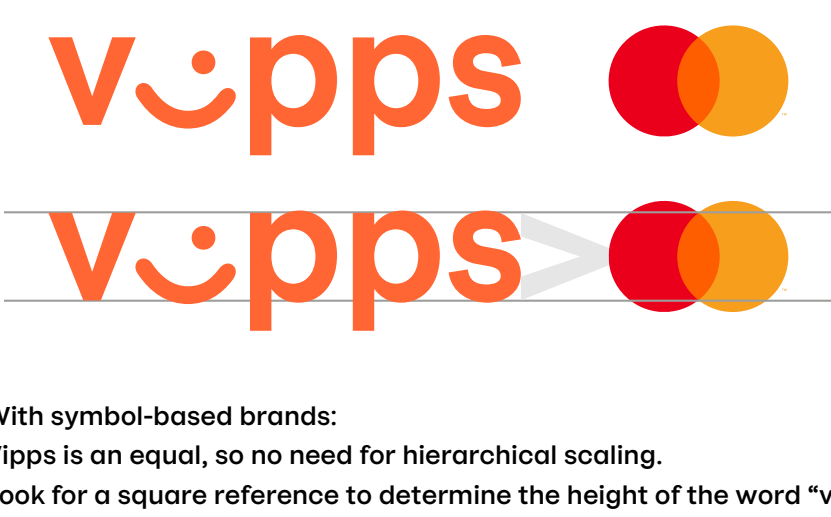
In image-only applications:  
Stay on the corner and avoid busy image areas.

Layout · Signature (together, typographic)



Between typographic brands:  
Vipps is an equal, so no need for hierarchical scaling.  
Look for natural alignment between words. Refer to the protection area.

Layout · Signature (together, symbol-based)



With symbol-based brands:  
Vipps is an equal, so no need for hierarchical scaling.  
Look for a square reference to determine the height of the word “vipps”!

Layout · Patterns



More emojis = More fun!

General Do-s and Don’t-s

- Make sure there’s at least one instance of the primary wordmark.
- The use of emojis is contextual! Therefore it is okay to have a sad emoji on an umbrella because of the rain.
- Prioritize the color orange when creating flat color surfaces.
- Choose the color code relevant to the media in use (Screen / Print)
- Refer to the Vipps Photo Style Image Bank and guidelines when creating new campaigns.
- Do not use the color black unless it’s for long body text.
- Whenever in doubt, consult:  
Hanne Norstr m-Ness ([hanne@vipps.no](mailto:hanne@vipps.no))  
Tonje Foss Kl ve ([tonje@vipps.no](mailto:tonje@vipps.no))