

Print • Download basic assets from: <https://github.com/ScandinavianDesignGroup/VippsBrandKit-full>
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

HexFE5B24
RGB255/91/36
CMYK0/75/100/0
Pantone C1655
Pantone U1655

Hex49367E
RGB73/54/126
CMYK80/100/0/0
Pantone C267
Pantone U267

Hex59CBE8
RGB89/203/232
CMYK60/0/12/0
Pantone C305
Pantone U305

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

Color • Predominance

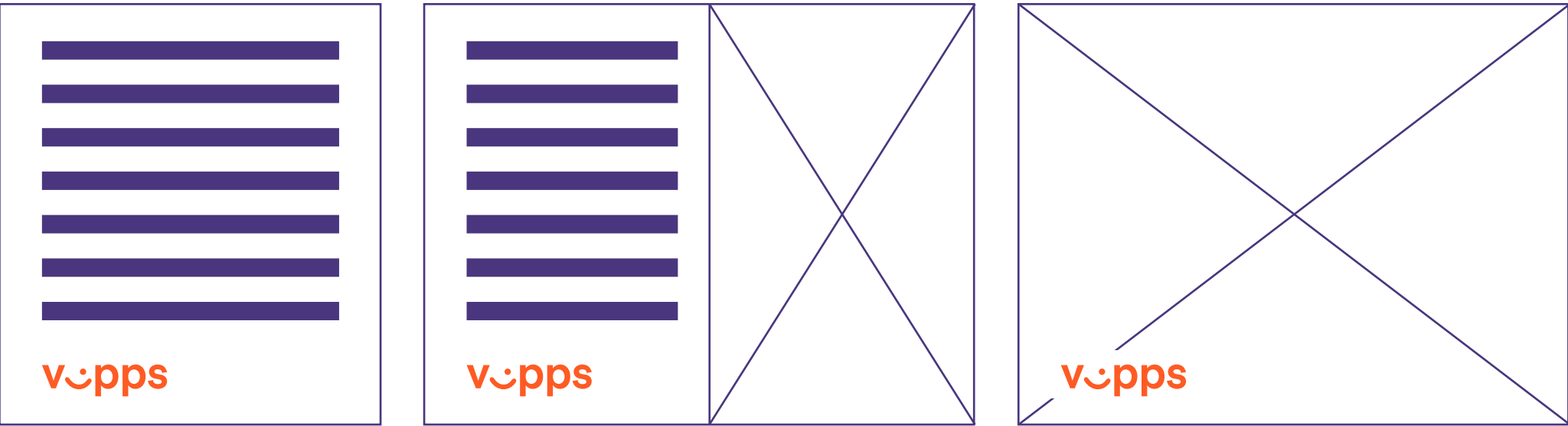


Wordmark • 2 big Don't-s



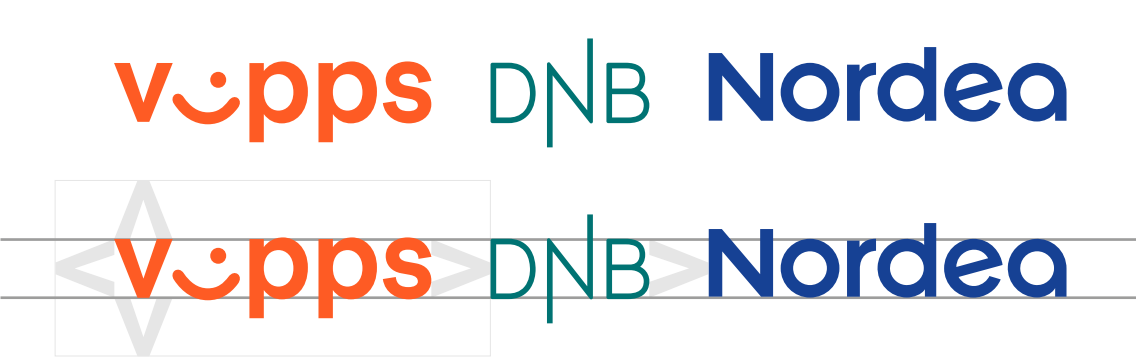
- 1
It's “vipps”, not “Vipps.”
- 2
No wordmark freestyling, let's leave it to the loppemarked!

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)
Tonje Foss Kl ve (tonje@vipps.no)