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 in the logo files, using either the Glyphs palette, or by using Stylistic Set 1 (Automatic Vipps logo). For the wordmark, use Vipps Display.

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.

Wordmark • 2 big Don't-s

❶ It's "vipps", not "Vipps."

❷ No wordmark freestyling – let's leave it to the loppemarked!

Typography • Primary

The Vipps brand typography consists of five fonts: a **display** font for large use, and to type the logo; and **four text fonts**, for body text. In the absence of the Vipps Typography, use **Arial**.

Vipps Display   vipps
Vipps Text   Light   Regular
               Bold   **Black**

The body text fonts feature OpenType fractions and tabular numbers, for more advanced typography with numbers.

Typography • Typing the logo

vi0pps → vipps
vi5pps → vipps
vi8pps → vipps

Examples of how to type the logo with stylistic set 1 enabled. Type: vi + a number from 0-14.

Vipps Display comes with a range of alternative emoji faces for typing the logo. Most design software has a Glyphs palette where you can find the various faces. If that is not possible, it's easiest to use the exported logo files, SVG or PNG.

Color • Palette

The Vipps color palette is simple and distinct. VippsOrange is the primary brand colour, in combination with Vipps Purple and Vipps Blue. Keep it simple and use flat colours. Try to avoid gradients and transparent colours.

Hex **FF5B24**	Hex **49367E**	Hex **59CBE8**
RGB 255/91/36	RGB 73/54/126	RGB 89/203/232
CMYK 0/75/100/0	CMYK 80/100/0/0	CMYK 60/0/12/0
Pantone C 1655	Pantone C 267	Pantone C 305

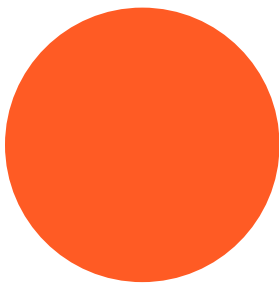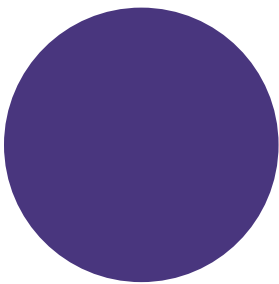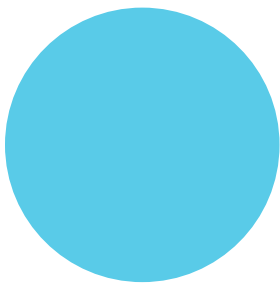## Color • Predominance

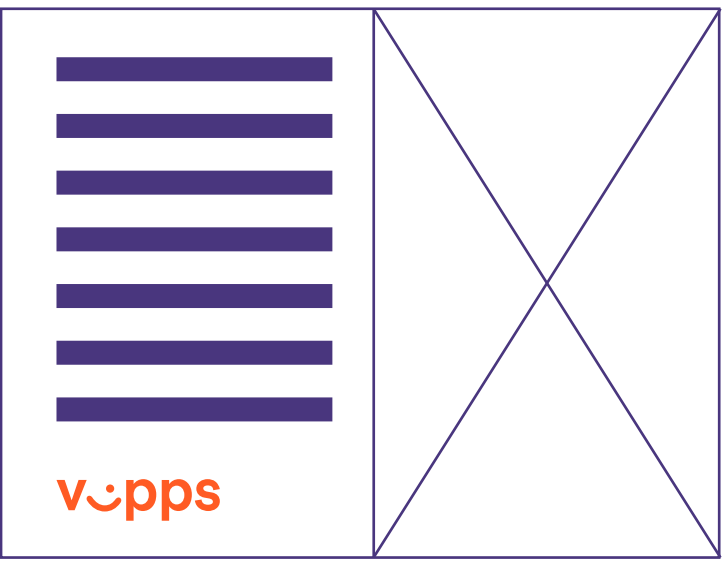| 70%	20%	10%
Primary	Secondary	Tertiary

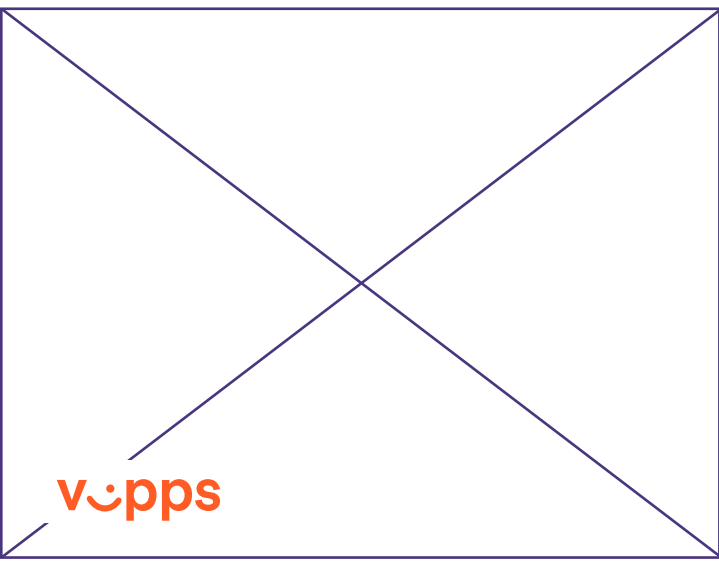## Color • Desired / Undesired combinations

Layout • Signature (alone)

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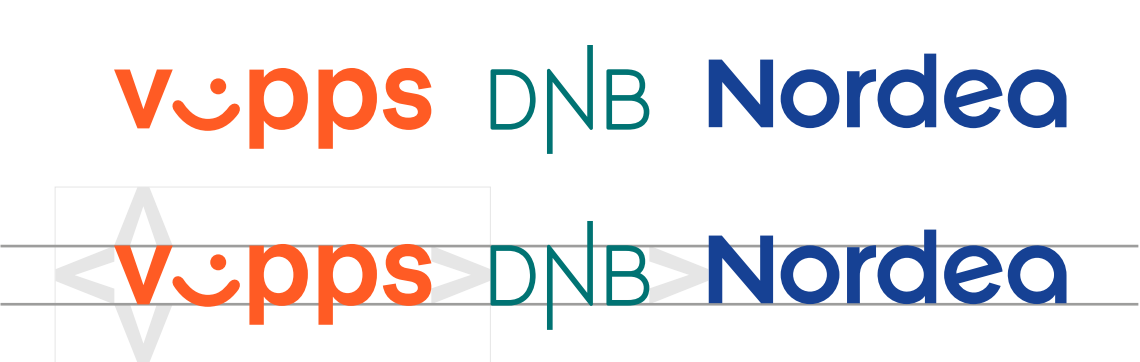Align with the current text flow.

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)

vipps DNB Nordea

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)

vipps

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"!

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 color according to the color predominance
– 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
– Try to avoid use of black color, unless it's for body text
– Whenever in doubt, consult:
   Hanne Norstrøm-Ness (hanne@vipps.no)
   Tonje Foss Kløve (tonje@vipps.no)

Layout • Examples

– Play with the Emojis either in a grid or large scale
– The Vipps speech bubble can be used for highlighting a message
– When it's suitable, use numbers in large scale

Ta betalt med vipps
Alt du trenger å vite for å komme i gang

våre tall 2017

Norges mest brukte valuta

vipps – Norges mest brukte valuta

Norges mest brukte valuta