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.

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

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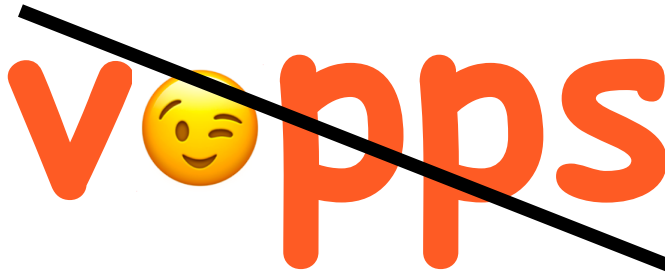
2
No wordmark freestyling, let's leave it to the loppemarked!

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

Typography • Opentype Features (liga)

skriv "vi0pps"
skriv "vi1pps"
skriv "vi2pps"
skriv "vi3pps"
skriv "vi4pps"
skriv "vi5pps"
skriv "vi6pps"
skriv "vi7pps"

skriv "vi8pps"
skriv "vi9pps"
skriv "vi10pps"
skriv "vi11pps"
skriv "vi12pps"
skriv "vi13pps"
skriv "vi14pps"

Layout • Signature (alone)

(remember to refer to desired color combinations for color alternatives when signing)

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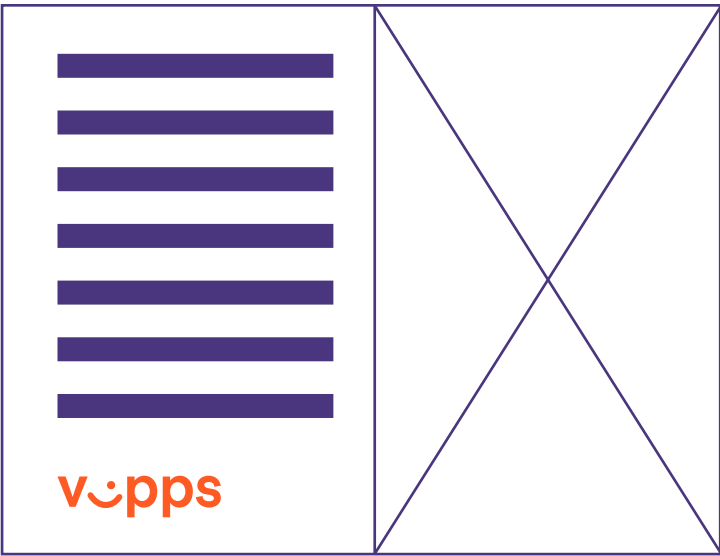
In text + image applications:
Align with the current text flow, too.

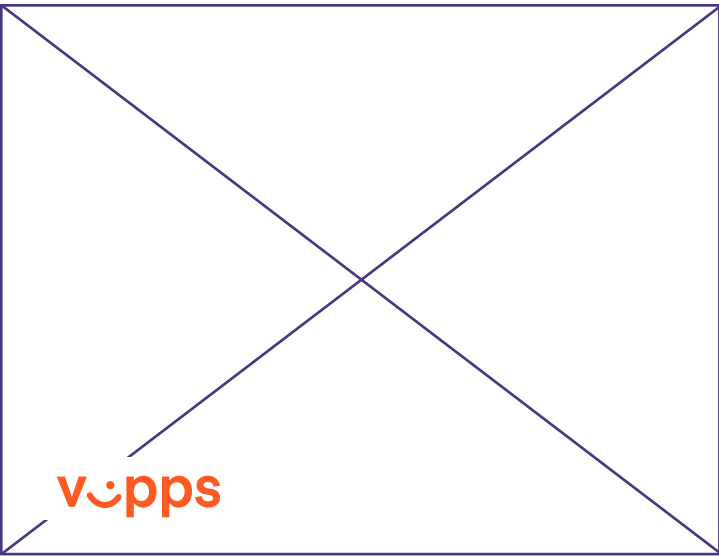In image-only applications:
Stay on the corner and avoid busy image areas.

Color • Palette

	Hex	FE5B24		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
	Pantone U	1655		Pantone U	267		Pantone U	305

Color • Predominance

70
Primary
Color Surfaces

20
Secondary
Accent

10
Tertiary
Optional

Color • Desired / Undesired combinations

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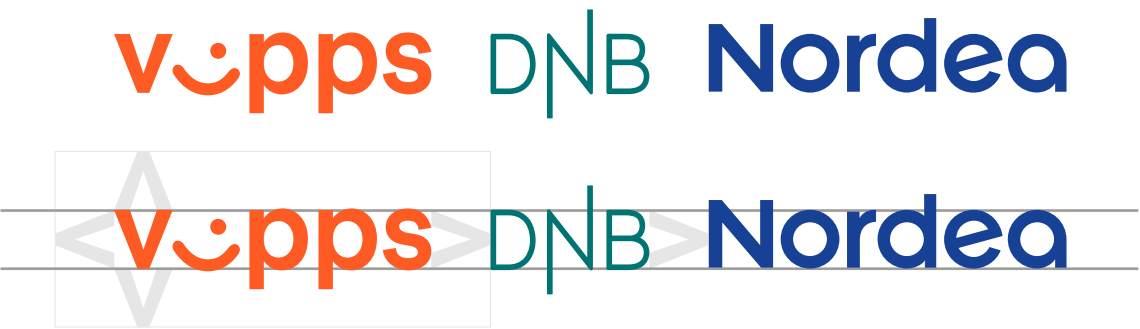
Between typographic brands:
Vipps is an equal, so no need for hierarchical scaling.
Look for natural alignment between words. Refer to the protection area.

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
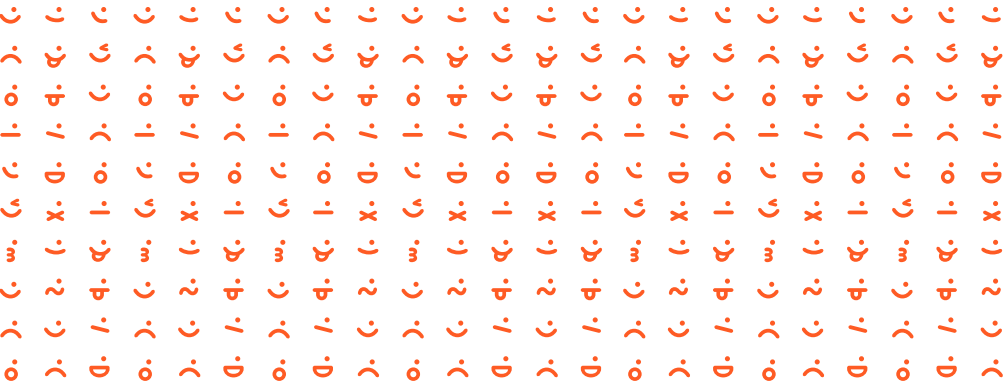
More emojis = More fun!

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 Norstrøm-Ness (hanne@vipps.no)
  Tonje Foss Kløve (tonje@vipps.no)