

Brand Guidelines

VIBE VAULT

"Where Creativity & Sound meet"

An Overview

This document
communicates the brand
identity of Vibe Vault.

01.

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Mission Statement



A place where creativity
and sound meet each
other

03.

Tone of voice and visuals

Friendly & Conversational

A friendly and conversational tone makes the content approachable, while a more formal tone suits educational or professional topics. The key is consistency, matching the tone to the podcast's theme and audience expectations, enhancing the listening experience.

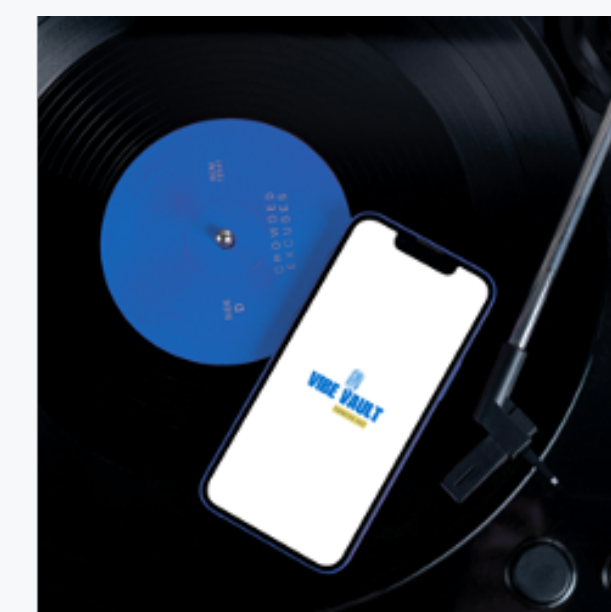
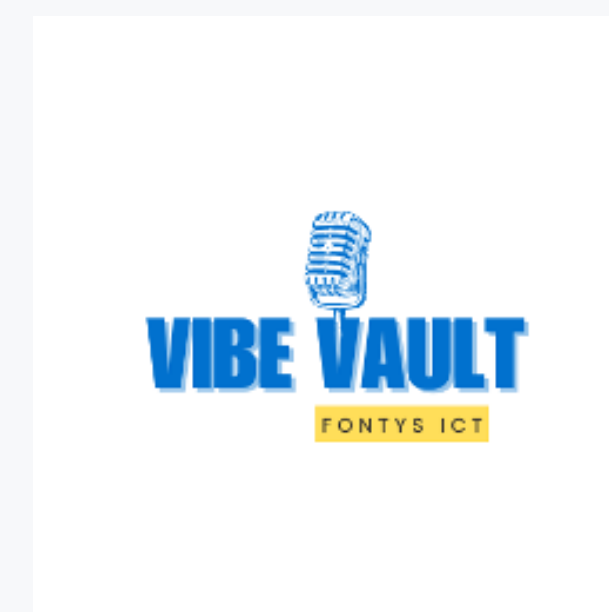


*Instagram
post*

Advertising

Warm & Neutral

A podcast studio's visuals and tone, featuring warm lighting, neutral colours, and personal decor, create a welcoming and engaging atmosphere for listeners and viewers, enhancing the podcast's overall appeal.



04.

Persona

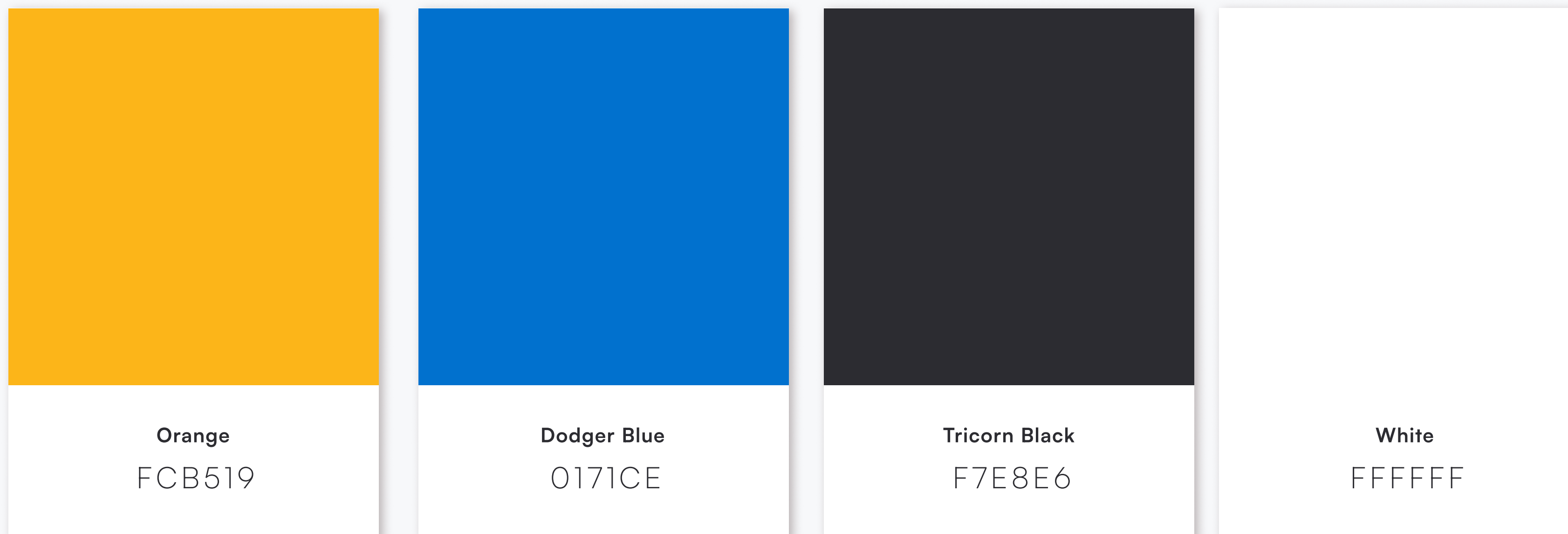
Anna Bakker

Anna Bakker is a second-year student at Fontys, specialising in Front End Developer Media with a passion for user experience design and web development. Actively engaged in her studies, Anna spends her time honing her coding skills and exploring the latest trends in digital design.

05.

Brand Colours

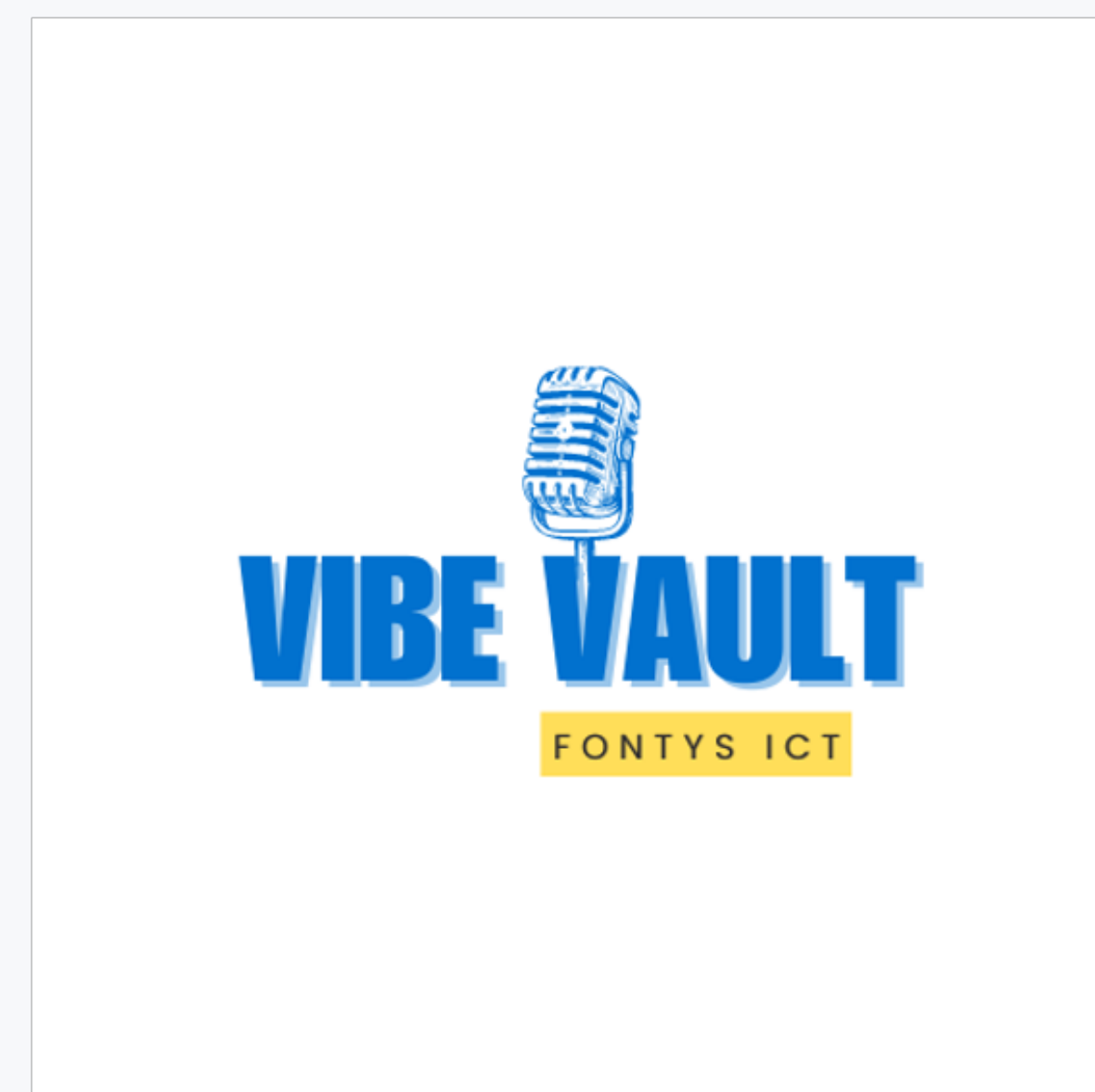
Primary Colours



06.

Logo

The Vibe Vault Logo



07.

Typography

Aa

General sans

Used for headers

Light

Light italic

Medium

Medium italic

Bold

Bold italic

Aa

Nunito Sans

Used for text

Light

Light italic

Medium

Medium italic

Bold

Bold italic