

VULCAN PAD

BUILD YOUR OWN ICO

BRAND MANUAL

Rules and guides for the
design elements of our brand



INDEX

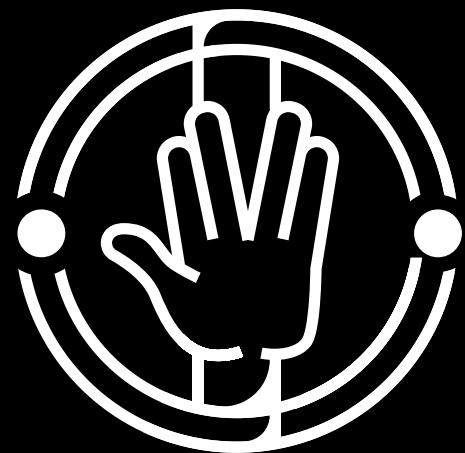
Company Logo	03
Monochrome Versions	04
Color Palette	05
Logo Usage	06
Iconography	07
Logo Don't's	08
Typography	09
Logo Mockup	10
Glossary	11

COMPANY LOGO

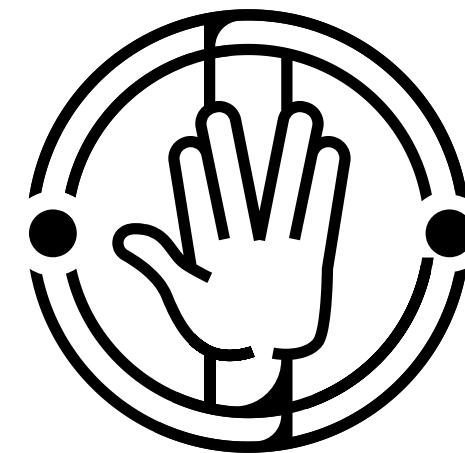


VULCAN PAD
BUILD YOUR OWN ICO

MONOCHROME VERSIONS

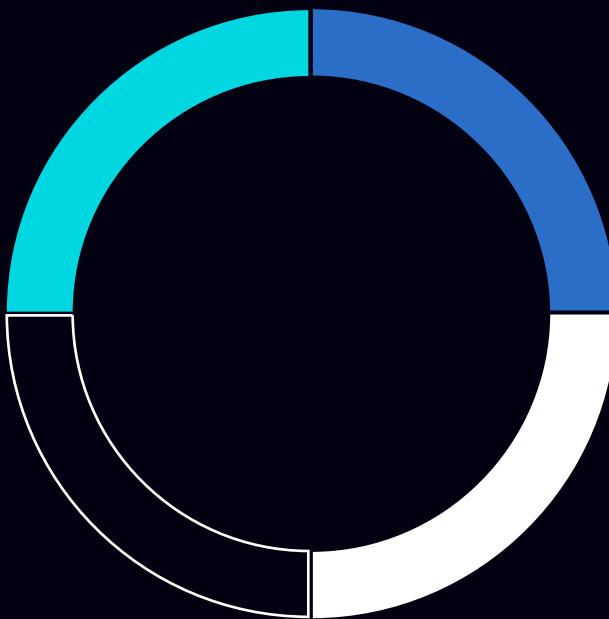


VULCAN PAD
BUILD YOUR OWN ICO



VULCAN PAD
BUILD YOUR OWN ICO

PRIMARY COLOR PALETTE



HEX : #00D7E1
RGB : 0, 215, 225
CMYK : 63, 0, 18, 0

HEX : #2B6EC8
RGB : 43, 110, 200
CMYK : 82, 57, 0, 0

HEX : #FFFFFF
RGB : 255, 255, 255
CMYK : 0, 0, 0, 0

HEX : #020111
RGB : 2, 1, 17
CMYK : 79, 72, 60, 83

LOGO USAGE



Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There are all the rational parts, including proportions, scalability, optical adjustments and reproduction, that have to be thought of in order to create an efficient and well-designed logo. The visual design guidelines will provide this information to ensure that the brand is used correctly.

Here, we want to illustrate the construction or guidelines of our logo.

ICONOGRAPHY



70mm | A2



45mm | A3



30mm | A4/A5



Minimum Size
20mm | 60px



App Icon / Favicon
32 x 32px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.

LOGO DON'T'S



The logo must be used as is and not be altered in any way; this means that you **MUST NOT**:

- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's color.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

TYPOGRAPHY

Primary Typography....1

D A L E K P I N P O I N T - B O L D

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
. , ? ! (@ + = / *) \$ % &

Primary Typography....2

C O P P E R P L A T E G O T H I C - B O L D

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
. , ? ! (@ + = / *) \$ % &

Secondary Typography....1

M o n t s e r r a t - R e g u l a r

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
. , ? ! (@ + = / *) \$ % &

LOGO MOCKUPS



VULKAN PAD
BUILD YOUR OWN ICO

GLOSSARY

Brand Manual

Also Identity Guidelines, Reproduction Guidelines, Style Guide

Physical set of written guidelines detailing acceptable forms of reproduction and use of the company logo, visual identity elements, typography, colors, etc.

Functionality

What a product does for the buyers and users; the utility it offers users; what they can do with it.

Trademark

Any sign, logo, mark capable of being represented graphically which is capable of distinguishing goods or services of one undertaking from those of another undertaking.

Branding

Selecting and blending tangible and intangible attributes to differentiate the product, service or corporation in an attractive, meaningful and compelling way.