VALUE VILLAGES

Branding Style

Logo & typography

Logo typography: Quick sans (in the design it has a manual Kernel between the letters, so please use the logo itself, don't just write value villages)

All the other typography: Nunito (NO nunito sans)

Highlight: Don't used ~~bold~~, use semi-bold.

Colours in CMYK, RGB & HEX

C0 M85 Y82 K19
#CF1F26
R207 G31 B38

C0 M99 Y48 K7
#ED037C
R237 G3 B124

C100 M22 Y0 K18
#00A3D2
R0 G163 B210

C0 M27 Y53 K34
#A97C50
R169 G124 B80

C44 M0 Y19 K31
#63B190
R99 G177 B144

C0 M40 Y65 K76
#3C2415
R60 G36 B21

C0 M40 Y88 K3
#F7941D
R247 G148 B29

CMYK is for printing, RGB is for digital screens and HEX is for developing

Iconography based on the logo

The style of the icons is with the branding colors and lines, and making the shape with lines, avoiding the fillings unless natural implementation. The size of the lines is 5 px.

Iconography based on the logo

For the complex icons that have intersections between different colors and different lines, following the logo style, they should have transparency set to "Multiply".
SVG does not support transparency, so due to this technical limitation this icons can not be exported in SVG, but in png.