



The Logo

The Vins logo reflects myself, as a person that lights the dim corners of friendships or trouble.

A goofy and fun person to be around.
A cartoon/anime avid watcher, designer, artist and illustrator.

Blue and orange are complementary colors, it fits perfectly for my personality. It indicates warmth and passion in orange as for blue it represents authenticity and professionalism



Primary Usage

The primary color option for the logo is Tiger Orange (**Color Code #FD6A02**) and Brilliant Blue (**Color Code #3131FF**).



Primary Usage

Intended for dark/dim background images. To contrast the background and stand out.



Logo Variation



RGB



Grayscale



Black & white

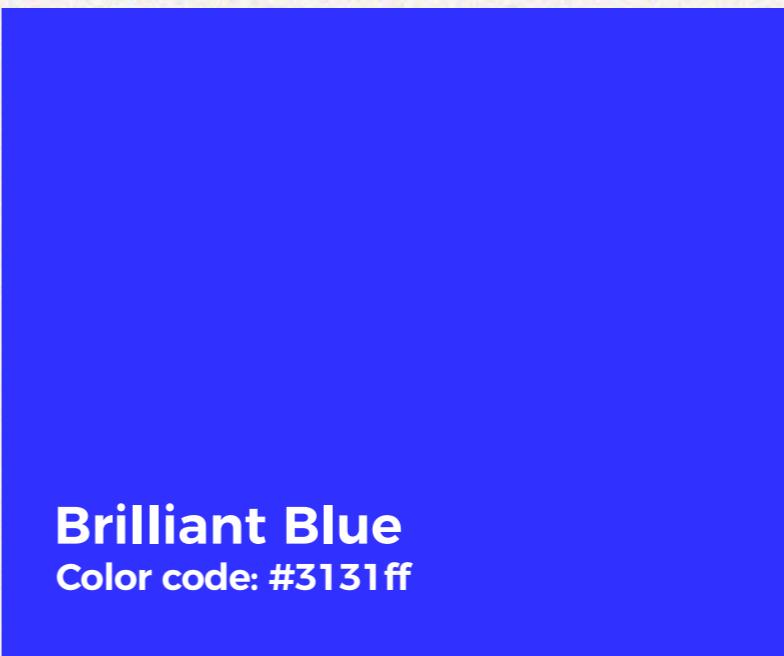
colors colors colors colors colors

palette

The color

These colors are selected to reflect the brand identity. Bold, professional, authentic, passionate and sincere.

Color appropriation is one of the easiest ways to identify a brand immediately.



Primary Palettes

Brilliant Blue

Color Code: #3131ff

C|083 M|074 Y|000 K|000

R|049 G|049 B|255

Tiger Orange

Color Code: #fd6a02

C|000 M|072 Y|100 K|000

R|253 G|106 B|2

typo
gra
phy

typeface

***“Typography is one of the
most powerful tool in a brand”***

it is the one ingredient that perfects the brand.
It gives the visual definition to what is being shown
and communicated.

Montserrat
Montserrat
Montserrat
Montserrat
Montserrat
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Montserrat
Montserrat

Montserrat
Montserrat
Montserrat
Montserrat

“ the *Montserrat Family* is a type
of font that is mondernistic and
presents simplicity at its finest. ”

Montserrat Family

Hamburgers

Aa

Aa

Extra Light

Aa

Aa

Light

Aa

Aa

Thin

Aa

Aa

Regular

Aa

Aa

Medium

NOTE The letter a in italic is different as you observe
because that's the way the font is.

Hamburgers

Aa

Aa

Semi Bold

Aa

Aa

Bold

Aa

Aa

Extra Bold

Aa

Aa

Black

NOTE The letter *a* in italic is different as you observe
because that's the way the font is

UPPERCASE- 80 PT. Supports all uppercase letters.

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

LOWERCASE- 80 PT. Supports all lowercase letters.

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

NUMBERS, PUNCTUATIONS, GLYPHS - 80 PT. Supports almost any symbols.

0 1 2 3 4 5 6 7 8 9 ! @ # \$ % ^
({ : " & * - + = \ " ~ / * - . })

