VENTE

Style Guide

Brand attributes

We do
Speak honestly and directly
Have a light-hearted tone
Sound positive and welcoming
Take what we do seriously
Write for scanners
Love negative space

We don't
Sound corporate
Condescend or patronise
Use confusing terms or jargon

Logo

We protect the Vente logo because it represents who we are. It is important to adhere to the spacing, sizing and color instructions you will find on the following pages. The area around the logos should always be free for competing visual element.

Primary logo
The primary logo should be used on the boarding screen or other background with more than 100px negative space.

VENTE

Secondary logo
The secondary logo should be used whenever there are space constraints. It can also be used as against a white

VENTE

Logo color
Do not change the color of the logo. The color has been thoughtfully chosen. The black and white logo should only be used when color printing is unavailable.

VENTE

Logo

To preserve the integrity of the Vente logo **we don't**

VENTE

Do not use our logo without the «Vente» underneath the Butterfly

Do not place a stroke or add a drop shadow in the logo

VENTE

VENTE

Do not change our logo colors

VENTE

Do not distort our logo in any way

VENTE

VENTE

Do not tilt or angle our logo in anyway

VENTE

Do not use our logo against a pattern or a complex photographic background

Typography

Avenir is a nice, simple font, good for anything from headlines to text. Use Avenir wherever possible.

We recommend setting the body text size within the 16-20px range.

Header 1 Avenir Heavy 30px

Header 2 Avenir Medium 30px

Sub header 1 Avenir Roman 24px

Sub header 2 Avenir Heavy 24px

Body copy 1 Avenir Heavy 20px

Body copy 2 Avenir Medium 20px

Body copy 3 Avenir Roman 20px

Body copy 4 Avenir Heavy 18px

Body copy 5 Avenir Medium 18px

Body copy 6 Avenir Medium 16px

Body copy 7 Avenir Roman 16px

Link 1 Avenir Medium 16

Brand colors

Primary palette
Our primary palette consists of a shade of cyan and brown.
The dominant colors should always be cyan and brown.

#008180 #FC9321

Secondary palette
Our secondary palette is here to add a little color. It is a pink-red color. Turquoise is only used for payment.

#E01539 #8ECFC4

Text color
Reserve 333 («black») and cool grey for text primarily.

#333333 #929292 #D8D8D8

Buttons

Write short and clear CTAs that motivate people to act (for example: Join us or Sign Up). Tell your users exactly what you want them to do, using active language.
Use white space around CTAs. Chose 1, max 2 action colors and use it throughout the app.

Where When Category

Pay £15.00

Create Account

Icons

Icons should add meaning, not decorate. Detail in elements should be minimal.
Use accent colors to draw attention to important interactive areas. Use these colors sparingly.

Imagery

Our photography is always fun and spontaneous. Subjects reflect our member base of all shapes, sizes and colors.

Our happy, joyful brand personality is not stiff or artificial. Images always have unique energy and personality. We want photographs with a caught-in-the-moment feel.

Avoid using dark images, and try using photos taking in natural daylight.

Never use images with only one person, remember we are an event app. We want to enhance the real connections you will make as a member of Vente.

Here are some examples: