



## Brand Guidelines

# WELCOME

Vita Aerospace is a subset of its parent company, Vita Inclinata, which designs and manufactures load stabilization devices. At Vita Aerospace, we provide devices to stabilize, loads, litters, and persons executing rescue missions underneath helicopters. These devices are specifically designed for the courageous men and women who risk their lives to save others.

Our mission is the same as theirs: to bring people home, every time.



# **VITA AEROSPACE BRAND GUIDELINES**

These guidelines provide a framework for working with Vita Aerospace design elements. They are in place to ensure consistency and reflect the values of the company.

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# Logos

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# Logos

Below are all the acceptable presentations of the Vita Aerospace logo and logotype. Note that all are displayed in monochrome. For color variations, see page 6.

## LOGO

The Vita Aerospace logo displayed without the logotype. Avoid using the logo without the logotype.



## LOGOTYPE

The Vita Aerospace logotype.

**VITA**  
**AEROSPACE**

## LOGO WITH LOGOTYPE PRIMARY

The primary display of the logo with the logotype. Always use this display with both the logo and logotype when the design space permits it.



## LOGO WITH LOGOTYPE SECONDARY

If the design space provided does not allow for the primary logotype, the secondary logotype may be used.



# Protecting the Logomarks

Always use the trademarked version on the logo and logotype when using it for the first time in a design. Subsequent uses of the same logomark or logotype in the same document are not required to have the trademarked display.

## LOGO

Place the trademark in the lower right corner of the logomark.



## LOGOTYPE

Place the trademark to the upper right of the word "Vita." The word "Aerospace" does not receive a trademark.



## LOGO WITH LOGOTYPE PRIMARY

Place a trademark in the lower right corner of the logomark, and top right of the logotype.



## LOGO WITH LOGOTYPE SECONDARY

Place a trademark in the lower right corner of the logomark and top right of the logotype.



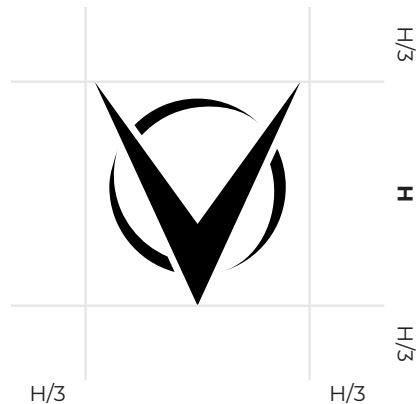


# Clearzones

The logomark and logotype require room to breathing room in order to display correctly. Follow the guidelines below to ensure they all have the minimum required breathing room.

## LOGO

Ensure that the logomark has a distance of at least  $\frac{1}{3}$  of its height from its container.



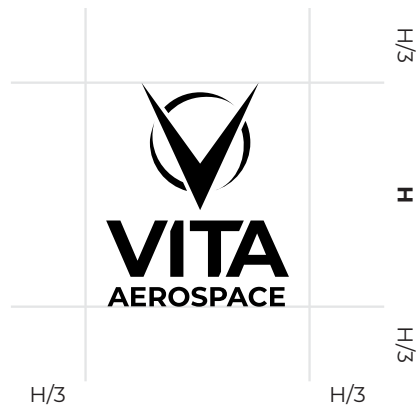
## LOGOTYPE

Give the logotype at least  $\frac{1}{3}$  of its width on either side and  $\frac{2}{5}$  its height on the top and bottom.



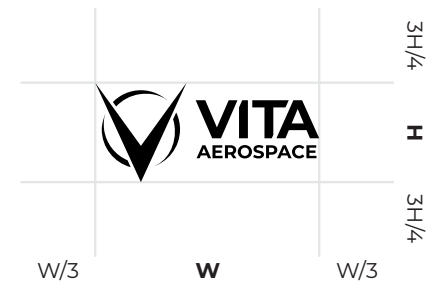
## LOGO WITH LOGOTYPE SECONDARY

The secondary logotype must have at least  $\frac{1}{3}$  of its height on all sides.



## LOGO WITH LOGOTYPE PRIMARY

The secondary logotype must have at least  $\frac{1}{3}$  of its width on its side and  $\frac{3}{4}$  of its height on the top and bottom.



# Minimum Sizes

The minimum sizes for each logo variation are given below in pixels, inches and centimeters. Note that these are the minimum sizes. The size of each logo should always be such that it is legible for the chosen design space.

## LOGO

W	H
32.17 px	35 px
0.45 in	0.49 in
11.35 mm	12.35 mm



## LOGOTYPE

W	H
30 px	63.65 px
0.88 in	0.42 in
22.46 mm	10.58 mm



## LOGO WITH LOGOTYPE PRIMARY

W	H
100 px	44.37 px
1.39 in	0.62 in
35.23 mm	15.65 mm



## LOGO WITH LOGOTYPE SECONDARY

W	H
56 px	68.57 px
0.78 in	0.95 in
19.74 mm	24.19 mm



# Logotype Color Variation

This page displays the acceptable color presentations of the logo and logotype. The letters above the logo correspond to the color of the correct logotype to use. For example, under no circumstance may you use logo B with logotype D. There are special color use cases for the logo on products, but these may not be used anywhere else.

## LOGO

The Vita Aerospace logo displayed without the logotype. Avoid using the logo without the logotype.

A



A



B



C



D



## LOGOTYPE

The Vita Aerospace logo displayed without the logotype. Avoid using the logo without the logotype.

A

**VITA**  
AEROSPACE

B

**VITA**  
AEROSPACE

C

**VITA**  
AEROSPACE

D

**VITA**  
AEROSPACE

# Color Placement

Not all logos can be used on all backgrounds. Follow the guidelines on this page to determine what logo can be used for any given background. Note the area in the middle of the chart that is void of any acceptable logo placement. There are exceptional color use cases for the logo on certain products, but these may not be used anywhere else.

## LOGO

A

B

C

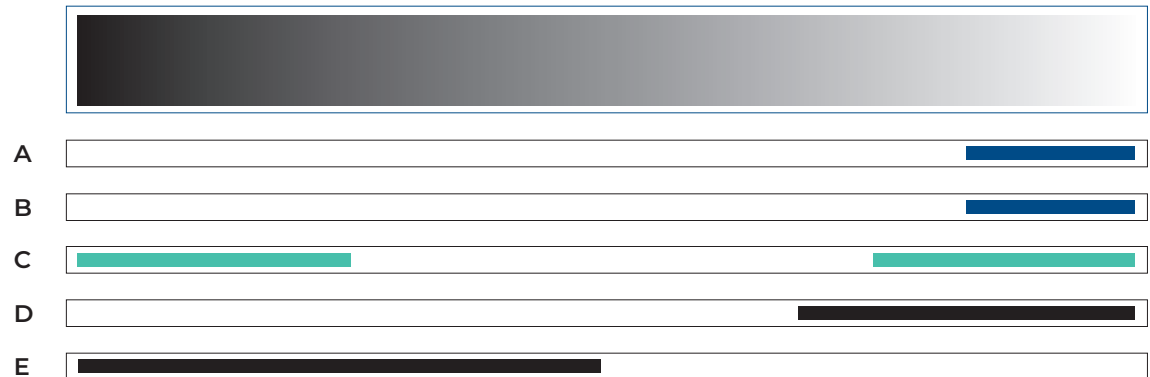
D

E



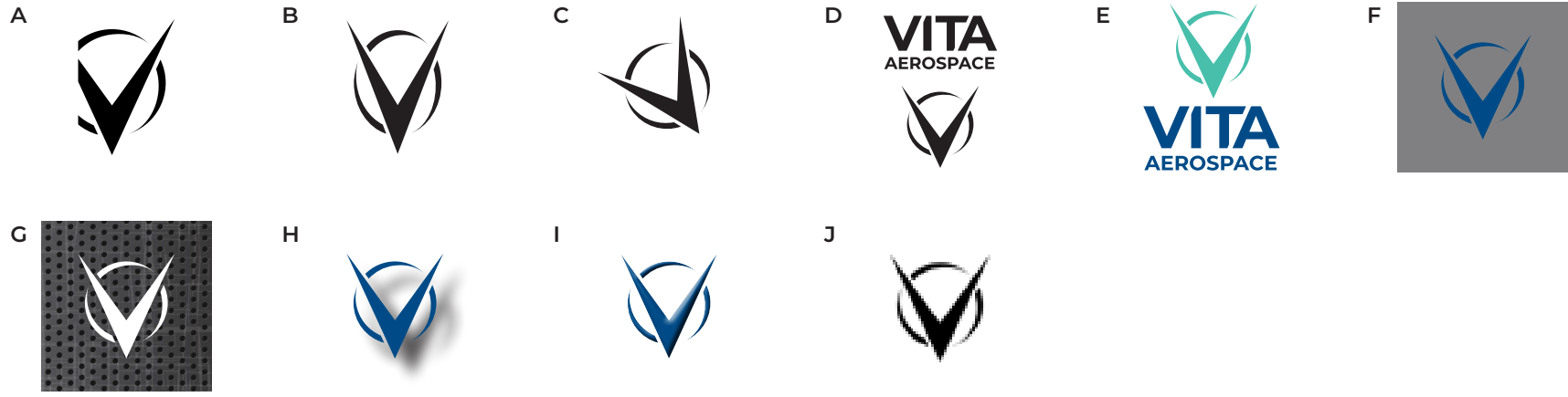
## COLOR PLACEMENT

To determine what logo to use on a specific background, convert the background to a gray scale and use the following chart to determine the appropriate logos.



# Improper Displays

Below are examples of improper displays of the logomark and logotype.



**A** Cropped logo

**B** Stretched logo

**C** Rotated logo

**D** Improper combination of logo and logotype

**E** Improper color combination of logo and logotype

**F** Improper color placed on background

**G** Logotype placed over a texture

**H** Logo with a drop shadow

**I** Beveled logo

**J** Pixelated logo



# Colors and Patterns

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# Color Overview

Vita Aerospace utilizes three colors: Vita Blue, Aerospace Teal, and Grey. Vita Blue is the primary color of Vita Inclinata and all of its children companies and is used to ensure consistency across all companies.

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## PRIMARY



### VITA BLUE

Vita Blue, the primary color of Vita Inclinata and all of its subsidiaries is used to ensure consistency across all companies.

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## SECONDARY



### AEROSPACE TEAL



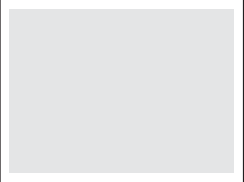
All Vita Inclinata subsidiaries have a unique secondary color. This color is Aerospace Teal for Vita Aerospace. Use this color as an accent to Vita Blue.



### GREY

All Vita Inclinata subsidiaries have a unique secondary color. This color is Aerospace Teal for Vita Aerospace.

# Color Codes

		R	G	B	C	M	Y	K	Hex	Pantone
	Vita Blue	0	75	135	100	53	4	19	#004b87	301
	Aerospace Teal	72	191	73	66	0	40	0	#48bfad	
	Gray	228	229	230	9	6	6	0	#e4e5e6	



## “Swooshing” Pattern

The three elements surrounding the “V” of the logo can be used in compositions. They can be scaled or rotated. Avoid using too many of these on any one page. One or two is often more than sufficient.



These elements can be used to frame and visually separate images from other content.

The swooshes can be colored with any of the three Vita Aerospace colors, along with white and black.

# Hexagon Pattern

The other pattern utilized is the hexagon pattern. Text can be placed in the negative space between hexagons, as the title is here, or over a solid block of color.

The hexagon pattern can be either light or dark, but not displayed in any color.

A solid block of color can be placed over the pattern to type over the pattern. A stroke may also be applied to this block.



# Typography

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# Montserrat

Montserrat is the primary typeface for Vita Aerospace.

---

A B C D E F G H I    a b c d e f g h i j k  
J K L M N O P Q R    l m n o p q r s t u  
S T U V W X Y Z       v w x y z

0 1 2 3 4 5 6  
7 8 9

Regular    ***Bold Italic***

*Italic*       **Black**

Medium

**Bold**

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

0 1 2 3 4  
5 6 7 8 9

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

Regular

**Semibold**

*Italic*

***Semibold Italic***

Light

**Bold**

# Garamond

Garamond is reserved for long bodies of text. Avoid using Garamond at any size less than 10 pt.

---

A B C D E F G H I J K    a b c d e f g h i j k l m n  
L M N O P Q R S T U    o p q r s t u v w x y z  
V W X Y Z

0 1 2 3 4 5 6 7  
8 9

Regular    ***Bold Italic***

*Italic*    **ExtraBold**

Medium

**Bold**

# Hierarchy

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## H1

Primary headings are to be capitalized or set in small caps. They are not to be italicized.

## H2

Secondary headings are to be capitalized or set in small caps. They must be at least 4/5 the size of the titles text. Headlines can be set in Montserrat, Raleway, or Arial and must not be italicized.

### **SUBTITLES**

Subtitles are to be capitalized or set in small caps. They must be at least 1/2 the size of the headline text. Subtitles can be set in Montserrat, Raleway, or Arial. Subtitles are not to be italicized and should be set in bold.

### Body

The body text is to be displayed in mixed case. The body text can be the same size as the subtitles, or smaller. Avoid using bold weights for body text. Any typefaces given in this brand book may be used for body text. Leading should be at least 6/5 the size of the text, but can be equal to the text size if needed.



# Imagery

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# Establishing Context

It is unclear what the Vita Rescue System does if not shown in context. Displaying the Vita Rescue System secured to a rescue litter, attached to a hoist or being carried by a relevant person (for example, a barrel man) helps establish context. Always show the product in use if it is the only image on a document. Accompanying images can be cutouts or closeup shots.

**A**

The system is shown on a hoist during a search and rescue mission.

**A**



**B**

**B**

A barrel man is seen interacting with the system prior to a hoist.



**C**

A person is seen hiking with the Vita Rescue System. A helicopter is seen in the distance.

**C**



**D**

**D**

A barrel man secured to the Vita Rescue System.



# Outdated Systems

Do not display photos of archived products. These are pictured below.

**A**

The original testbed system.

**B**

The stokes-integrated system.

**C**

The hinge model.

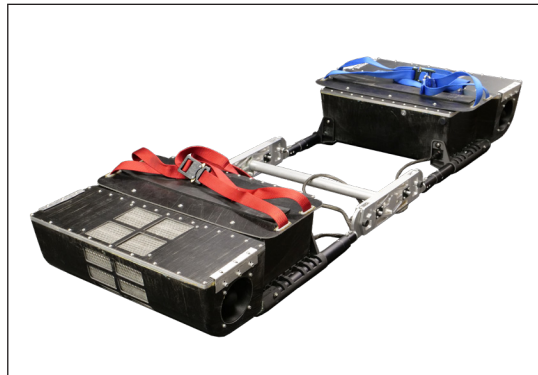
**A**



**B**



**C**



# Product Cut Outs

Products may be cut out and be placed on non-textured backgrounds. When using a product cut out, ensure that the entirety of the product is in the photo. Product cut outs should never be the only imagery on a document.

**A**

The Vita Rescue System, charger and batteries.

**B**

The Vita Rescue System.

**A**



**B**



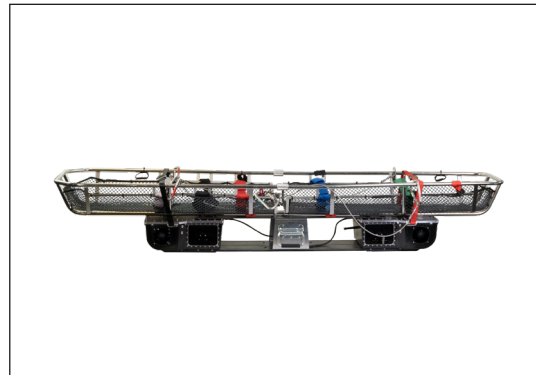
**C**

The Vita Rescue System attached to a Stokes litter.

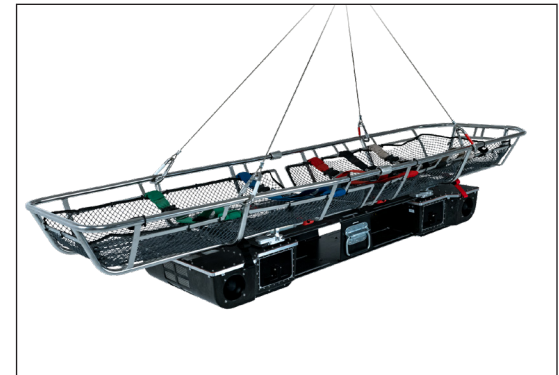
**D**

The Vita Rescue System attached to a Stokes litter and suspended beneath a hoist.

**C**



**D**



# Line Art

Line art is a great way to show the dimensions and functionalities of the system and its accessories. It is the best way to visually demonstrate how to interact with the system.

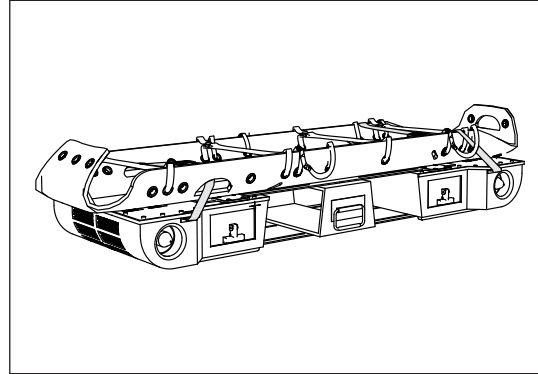
**A**

A Skedco shown attached to the Vita Rescue System.

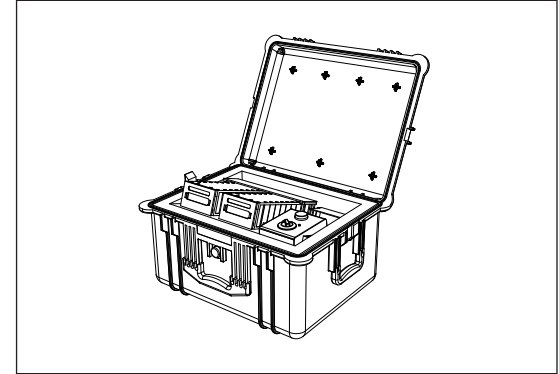
**B**

The charging box, shown with two batteries.

**A**



**B**



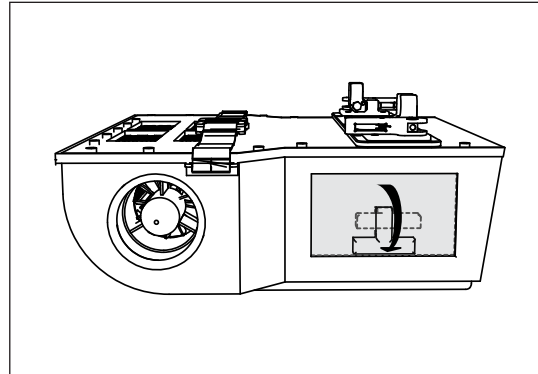
**C**

A graphic depicting a step in how to close the Vita Rescue System door.

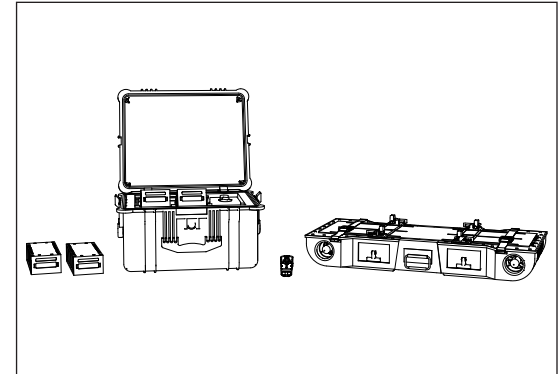
**D**

Vita Rescue System and accessories.

**C**



**D**





# Stationary

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# Business Card

The Vita Aerospace business card, shown here printed on the standard US business card size of 3.5" x 2".

## FRONT

Lauren Ipsum  
**GRAPHIC DESIGNER**

W: (833) 600-8482  
C: (777) 777-7777  
lipsum@vitatech.co

www.vitaaerospace.co  
295 Interlocken Blvd, Suite 100  
Washington, DC 20002

## BACK



# Letterhead

The Vita Aerospace business card, shown here printed on the standard US business card size of 3.5" x 2".



# Email Signature

The standard email signature. All type is to be set in Montserrat, and displayed in the Vita Blue.

**LAUREN IPSUM**

Creative Specialist

(xxx) xxx-xxxx  
vitaaerospace.co  
lipsum@vitatech.co



**LAUREN IPSUM**

Creative Specialist

(xxx) xxx-xxxx  
vitaaerospace.co  
lipsum@vitatech.co



18pt SemiBold

12pt Regular

10pt Regular

For ease of implementation, the spacing between elements and size of the logotype does not have to be exact.