vedubox

Brand Guideline

INTRODUCTION
Welcome

This guideline describes the visual elements that represent Vedubox corporate identity. This includes our name, logo and other elements such as color and typography. The Vedubox brand, including the logo, name, colors, and identifiying elements are valuable company assets. Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Vedubox name and marks.

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Sections

BRAND
Who We Are?

Vedubox is a Collaborative Integrated Learning Platform which offers the most powerful and flexible tools for online courses, trainings, online exams as well as webinar and video conferencing.
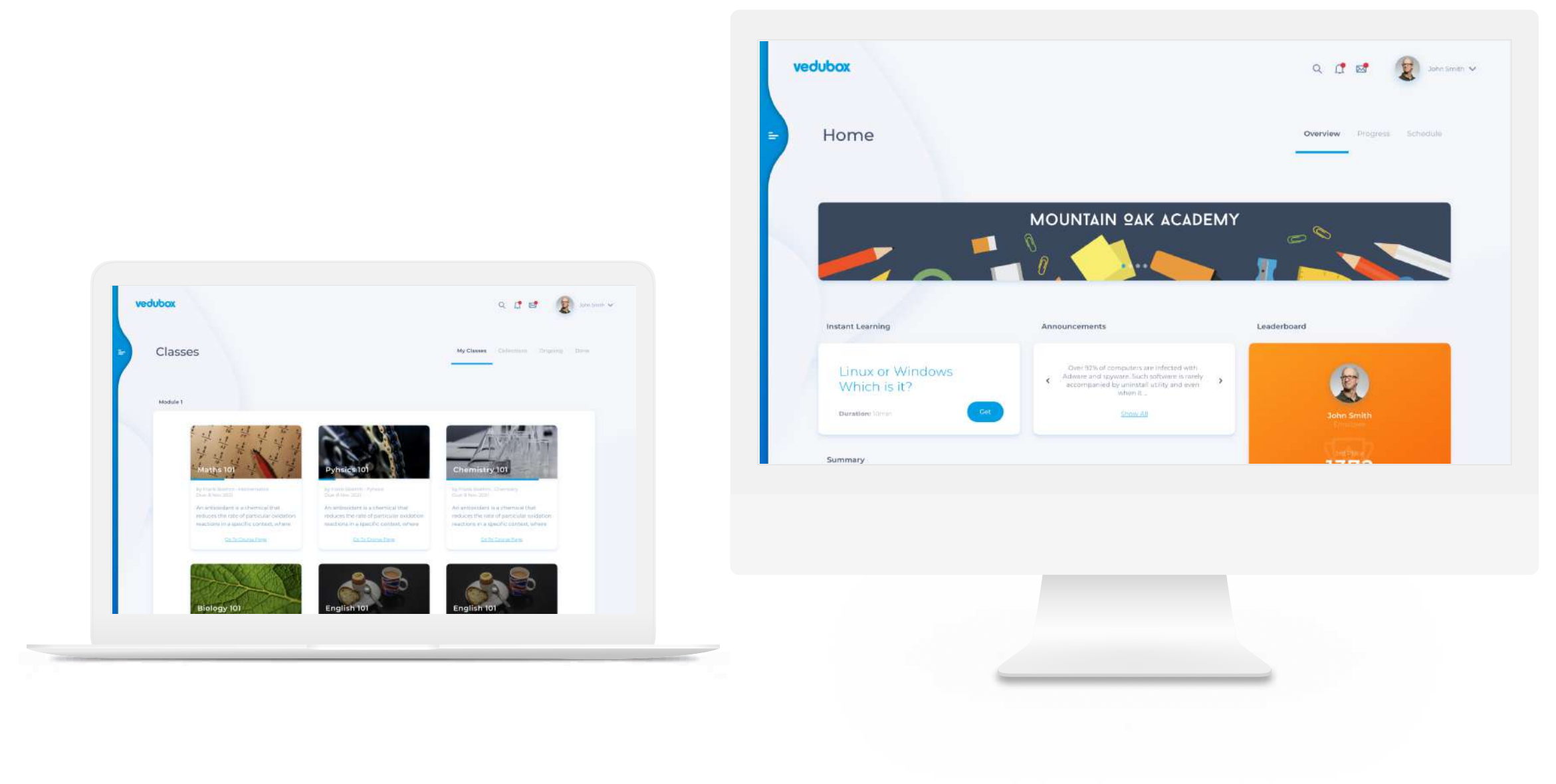
<u>Click here</u> to download Vedubox logoset and fonts

LOGO
Wordmark

Our primary logo is Vedubox wordmark and it should be used in most instances. Avoid using at small sizes, as it can become illegible. Always use the logo files provided. Do not re-create.

Also, Vedubox has secondary logos that are surrounded by the square and hexagon. Do not use previous versions of the logo.
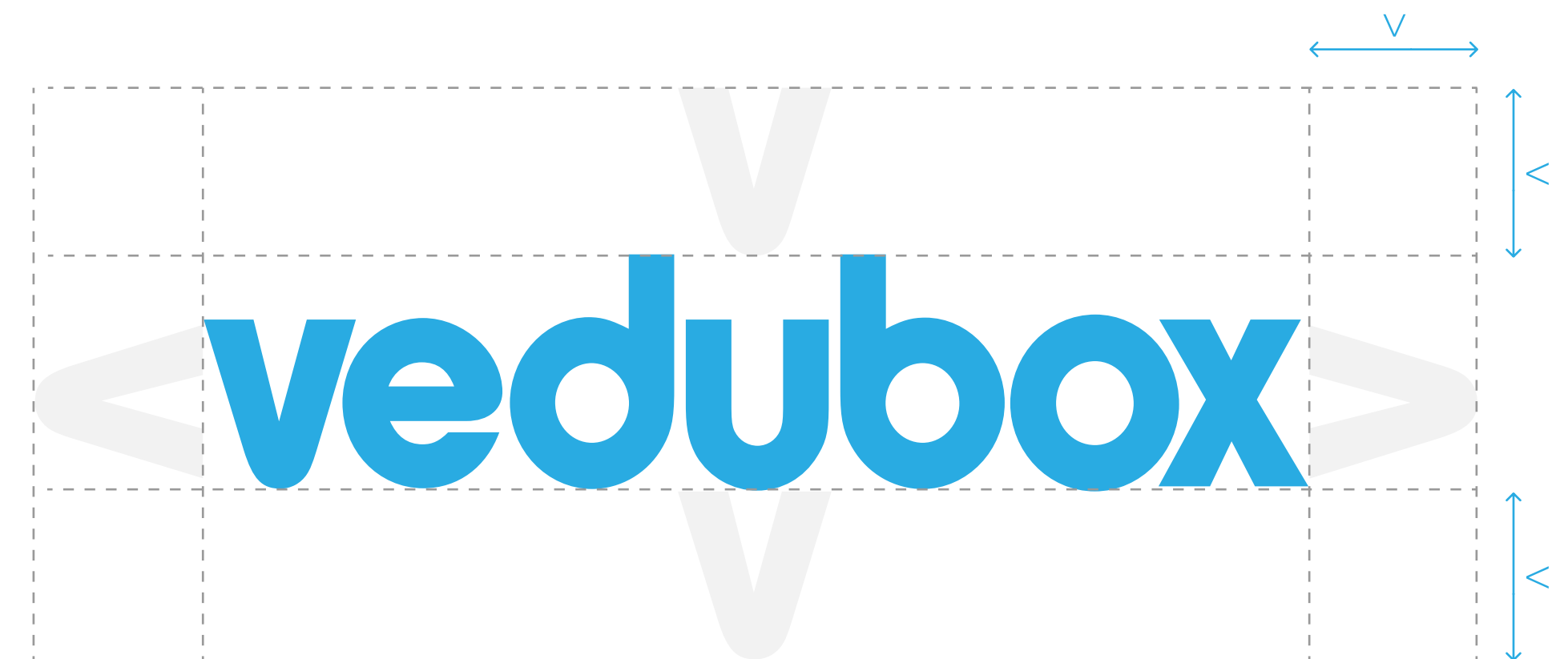
LOGO

Clear Space

When using the logo with other graphic elements, it is necessary to give a clear space around the logo. The reason for clear space is to ensure that a logo maximizes visibility and impact.
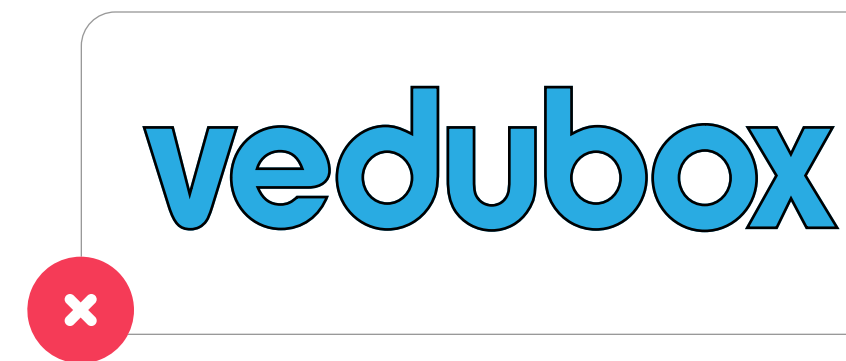
The empty space around the logo should be at least an equal amount of the height. You can use the "v" of Vedubox as a reference.

LOGO
Misuse

The brand should not be altered or modified in any way. Here are few examples of how definitely not to use the logo.

Do not outline

Do not crop the logo

Do not use different colors

Do not change the transparency of the logo

Do not outline logotype

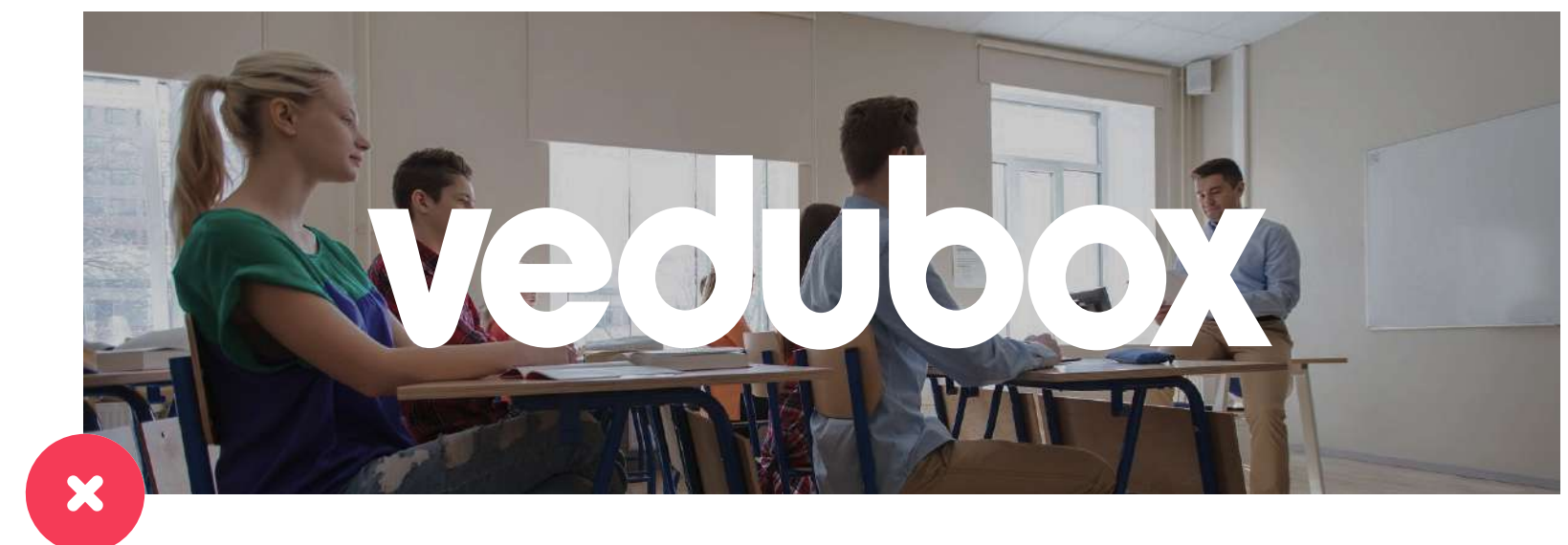Do not rotate any part of the logo

Do not distort the logo

Do not use drop shadows or any other effects

Usage on Backgrounds

The full-color logos should be used only on white, black or blue backgrounds. Avoid using full-color logos on photographs unless the logo sits on a black or white area of the image.
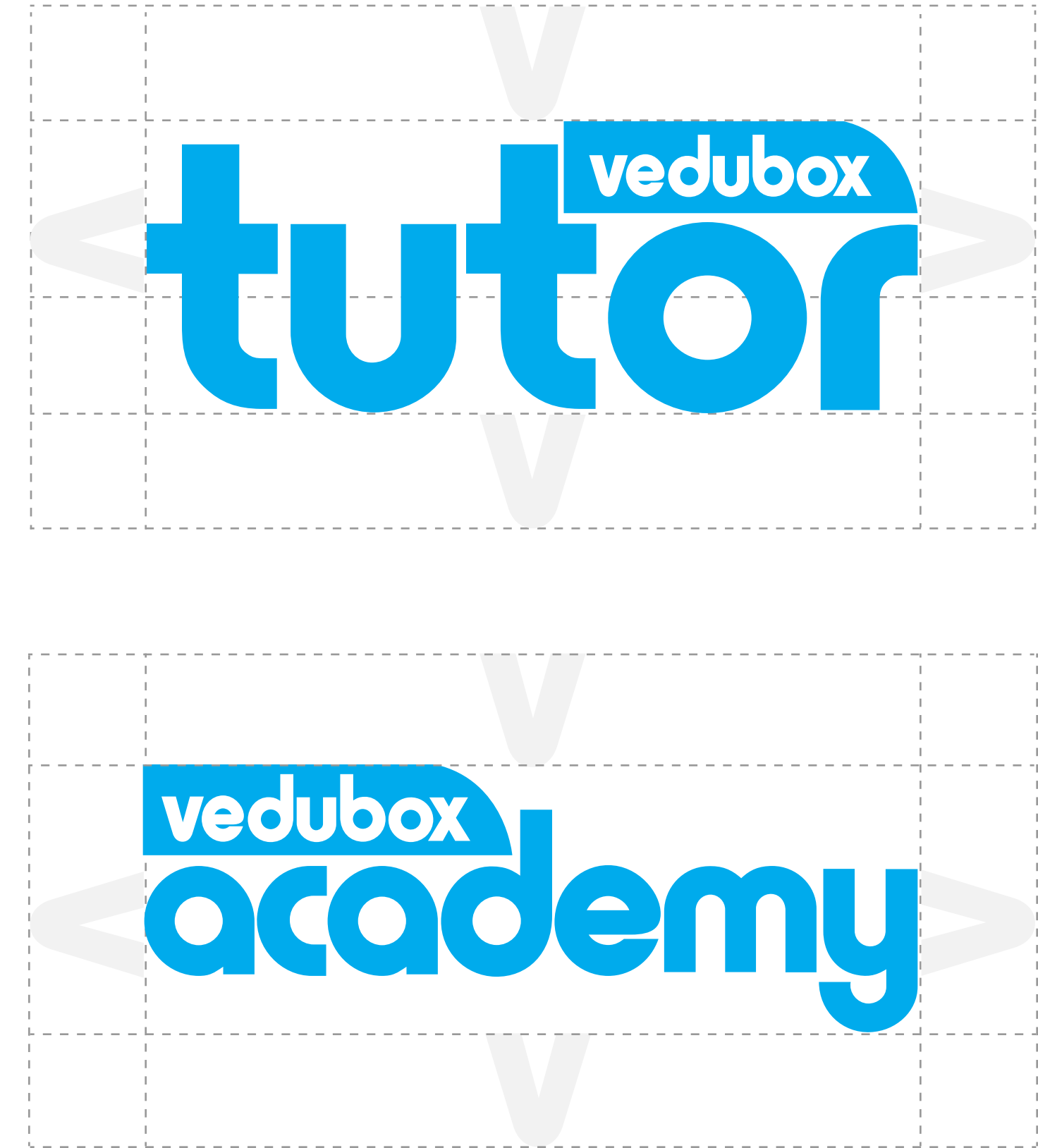
LOCKUPS

Primary lockup

The Vedubox logo is used in a series of logo lockups to represent the various products, services, and partnerships of our organization. Our lockup categories are primary and partnership.

Primary lockups include Vedubox core products. Here is the usage of primary lockups.

*Clear space equals the height of " **v** "

LOCKUPS
Partnership lockup

The partnership lockup is used for communication around approved Vedubox partnerships.

Both logos should feel of equal size. Partner logos should be aligned to the optical baseline of the Vedubox logotype. We add clear space between the logos equal to the size of the " v "of Vedubox logo. Here is the system of how to use the partner lockups.

*Partner logos are aligned to the baseline of the logotype

*The line should end at the bottom point of the upper " v "

*Clear space equals the height of " v "

*The line should end at the middle of the " > "

TYPOGRAPHY

Fonts

Vedubox uses Montserrat font in the system, and Mulish font on the website.

Montserrat Thin
Montserrat Extra Light
Montserrat Light
Montserrat Regular
Montserrat Medium
Montserrat SemiBold
Montserrat Bold
Montserrat ExtraBold
Montserrat Black

Mulish Extra Light
Mulish Light
Mulish Regular
Mulish SemiBold
Mulish Bold
Mulish ExtraBold
Mulish Black

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

COLOR

Vedubox Color Palette

HEX #414042
RGB 65 64 66
Black

HEX #00AEEF
RGB 0 174 239
Vedubox Blue

HEX #FFFFFF
RGB 255 255 255
White

HEX #1B75BC
RGB 27 117 188
Vedubox Dark Blue

VEDUBOX BLUE
+
VEDUBOX DARK BLUE
Vedubox Gradient

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Thank You