



vidalux

Brand Style Guide

brand guidelines

These guidelines are intended to help execute the correct and consistent use of the Vidalux brand. The objective is to ensure proper applications across all communication materials and brand environments.

THESE GUIDELINES ARE NOT
INTENDED TO LIMIT CREATIVITY,
BUT TO STIMULATE IT UNDER
CLEAR AND DEFINED PARAMETERS
THAT PRESERVE THE IDENTITY OF
THE BRAND.



brand overview



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←-----→
1.5"

LOGO MINIMUM SIZE

Do not scale any smaller than 1.5" wide to preserve legibility in digital and print format.



CLEAR SPACE

The minimum clearspace around the logotype on all sides should be equal to 33px for maximum legibility and impact.



ICON MINIMUM SIZE

Do not scale any smaller than 1" wide to preserve legibility in digital and print format.

LOGO USAGE

The full logo is the preferred version and should be used wherever possible. The logo should appear in white, black, beige or charcoal, and should always be one solid color.

The logo can be placed on the brand's primary colors, as well as clean natural imagery.

The word "vidalux" in a lowercase, serif font. The letter 'i' has a small leaf-like flourish above it.The word "vidalux" in a lowercase, serif font. The letter 'i' has a small leaf-like flourish above it.The word "vidalux" in a lowercase, serif font. The letter 'i' has a small leaf-like flourish above it.The word "vidalux" in a lowercase, serif font. The letter 'i' has a small leaf-like flourish above it.

ICON USAGE

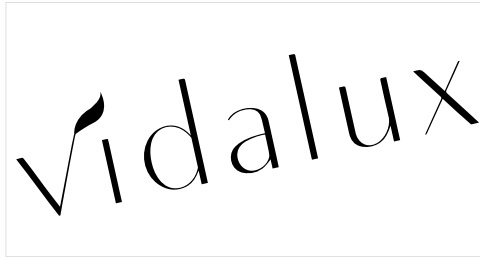
Icon can be used in solid colors, and can be in full opacity or reduced opacity. The icon can overlap with text in instances where a clean background is present.

A stylized icon consisting of a large, light grey, serif letter 'V' with a leaf-like flourish extending from the top right of the 'V'.

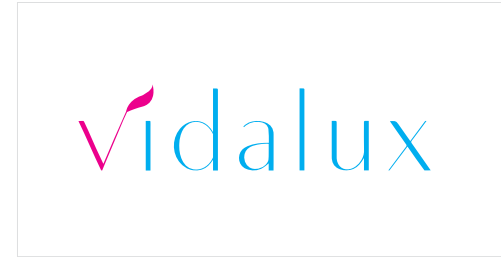
FUSING NATURE AND
SCIENCE FOR A NATURALLY
ENHANCED LIFE.

LOGO USAGE DON'TS

The integrity of the brand relies on the consistent usage of the logo on all mediums of communication. The following are rules delineating how not to use the logo.



Never angle the logo.



Do not use inconsistent colors out of the brand standards.



Do not stretch or squeeze the logo.



Do not scale the logo smaller than the brand standards.



Never place the logo over busy backgrounds or photographs with any image treatment.



Do not shift the position or scale of any of the elements.

Aa123

Abel - Header

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSs
TtUuVvWwXxYyZz1234567890

Aa123

Gotham Medium - Subheader

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

Aa123

Gotham Book - Subheader

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz1234567890

Aa123

Vanitas Bold - Accent

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz1234567890

life is
luxury

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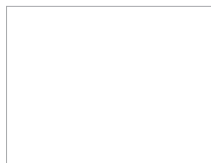
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PRIMARY COLOR PALETTE

WHITE

C 0 M 0 Y 0 K 0
R 255 G 255 B 255



PMS 719 C

C 12 M 28 Y 56 K 0
R 127 G 183 B 127



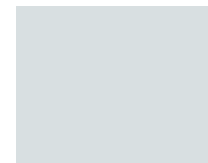
PMS 433 C

C 80 M 69 Y 58 K 67
R 29 G 37 B 44



PMS 7541 C

C 14 M 7 Y 8 K 0
R 216 G 223 B 225



SECONDARY COLOR PALETTE

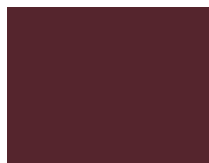
PMS 342 C

C 97 M 34 Y 81 K 27
R 0 G 101 B 72



PMS 7594 C

C 44 M 82 Y 63 K 55
R 85 G 37 B 45



PMS 3035 C

C 100 M 67 Y 48 K 38
R 0 G 62 B 82



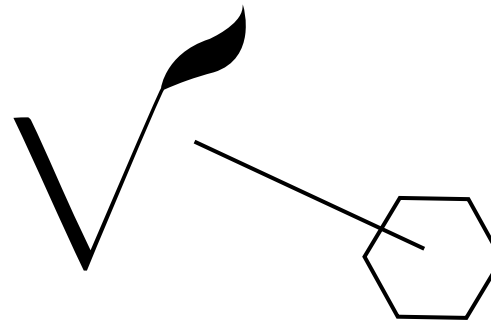
BRAND ELEMENTS

Textures include colorblocking, marble textures, and icon usage, reinforcing the brand throughout the design.

The use of geometric elements and overlapping text provide a layered feel while keeping a clean aesthetic.



COLORBLOCKING



V LEAF, LINEAR &
GEOMETRIC ELEMENTS



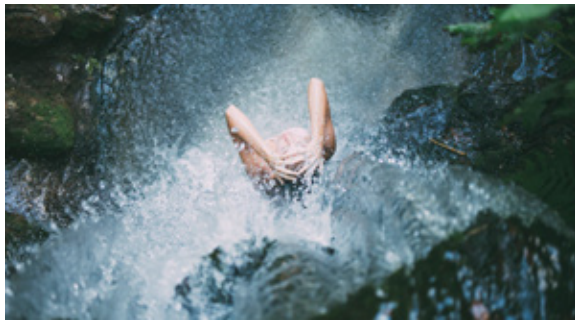
MARBLE TEXTURE



OVERLAPPING TYPOGRAPHY

IMAGERY STYLE

Lifestyle imagery that encompasses the feel of the brand. Beautiful scenery, active subjects, and abstract nature focused imagery are key.





vidalux

life is luxury

VIDALUX.COM