



## Brand Guidelines



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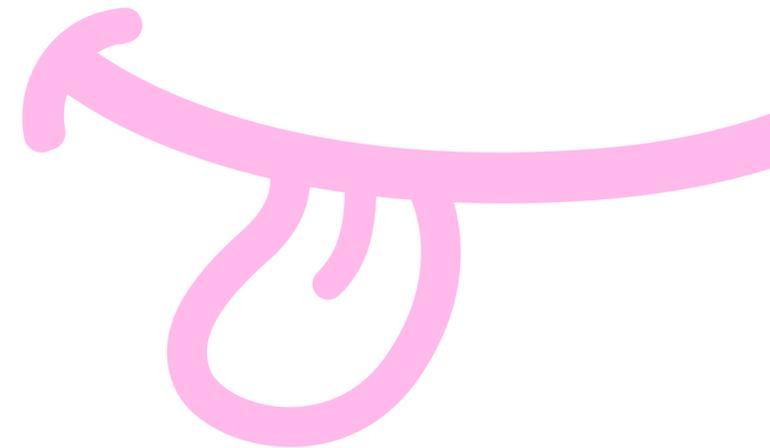
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## Hey!

Welcome to Vinny's Brand Guidelines 🖋️

In this guide, you'll learn about what makes Vinny, Vinny. He's a simple guy on the surface but behind the screens, there's a collection of characteristics, principles and personality which come together to create his unique identity 😊

Read on to know how to apply Vinny's brand consistently across all medias. You'll find out about his structure, his components and the way they relate to each other. In the same way Vinny's cautious about the products which go inside him, we're careful about the details which make up his identity. That's why the way he looks, feels and speaks is a perfect portrait of his brand and his values.





# The Logo

- 1.1 Versions
- 1.2 Usage
- 1.3 Clear space
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## 1.1 Logo Versions

1. Happy Vinny



2. Hungry Vinny



The two logos above make up our core brand identity, and each should be used equally. They can also be alternated with each other to keep our identity fresh.



## 1.1 Logo Versions

1. Happy Vinny



2. Hungry Vinny



Our logos can also be inverted, but the pink background will always be our predominant colour scheme.



## 1.1 Logo Versions

### 3. Chilled Vinny



Chilled Vinny is the third and final version, and is slightly less expressive than the others. This logo is perfect for subtlety e.g. corporate documents or when there's restricted space.



# 1.2 Logo Usage

Hell yeh!



Hell no!



When applying our brand to a white background the Vinny logo should always be blue.

### 1.3 Clear Space



Yep!



Nope!



It's important to remember that our logo sits within a perfect circle (even if it's invisible). To make sure we achieve maximum recognition, always leave enough clear space around the edge of our logo.



## 1.4 Restrictions



Never mix and match colours



Never remove parts of Vinny's appearance  
(If you want subtlety use logo version 3)



Never rotate the logo



# Assets

2.1 Icons

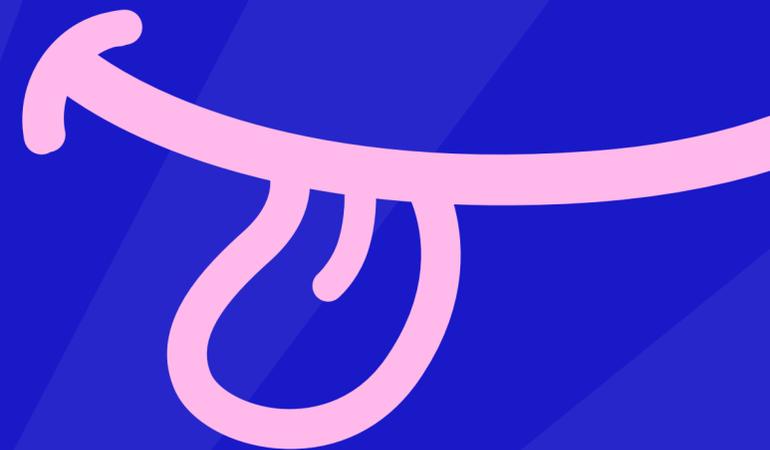
2.2 Icon Usage

2.3 Icon Restrictions

2.4 Patterns

2.5 Pattern Usage

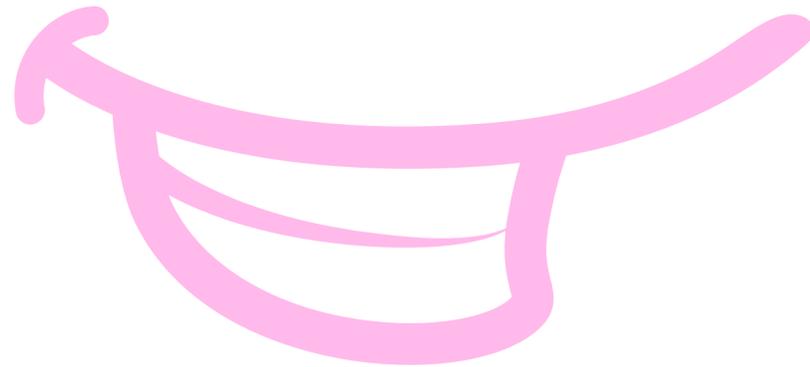
2.6 Pattern Restrictions





## 2.1 Icons

1. Happy Vinny



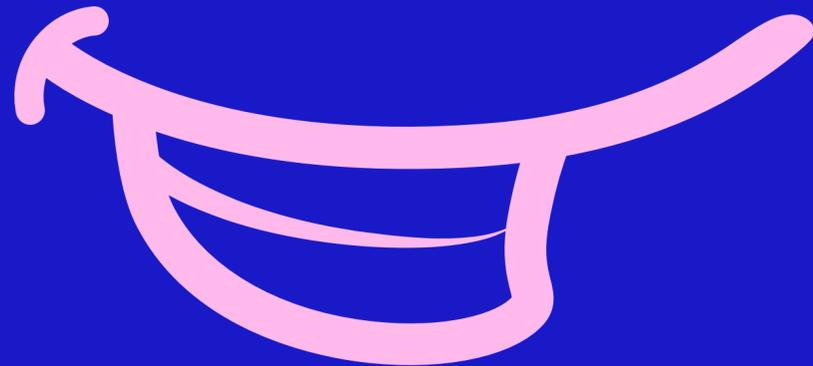
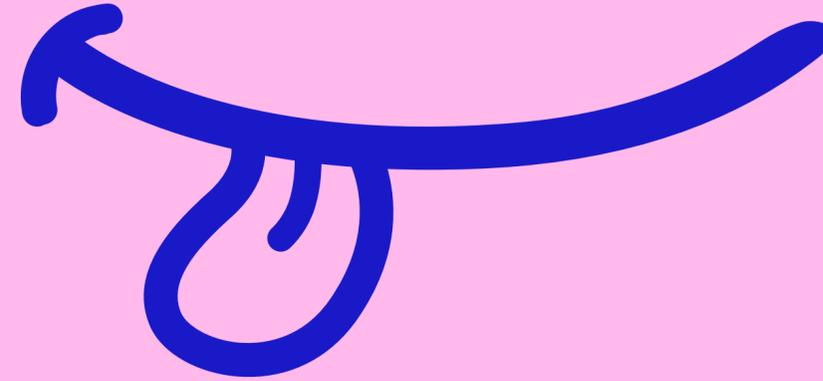
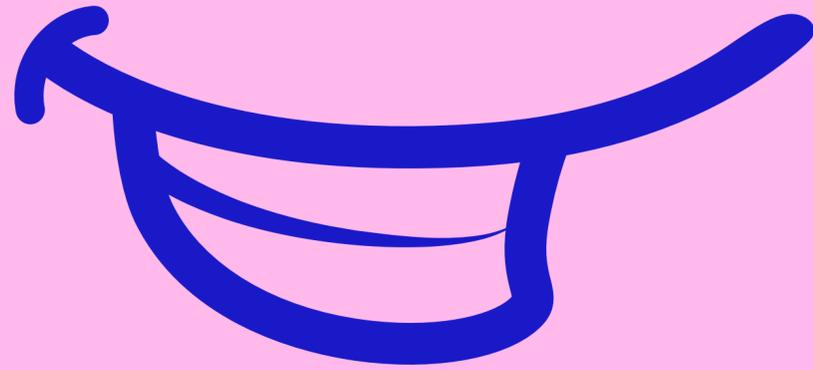
2. Hungry Vinny



The two icons above have been taken from Vinny's face and can be used individually. Each should be used equally, and they can be alternated with each other to keep our identity fresh.



## 2.2 Icon Usage



Like our logo, the colour of our icons can also be inverted.



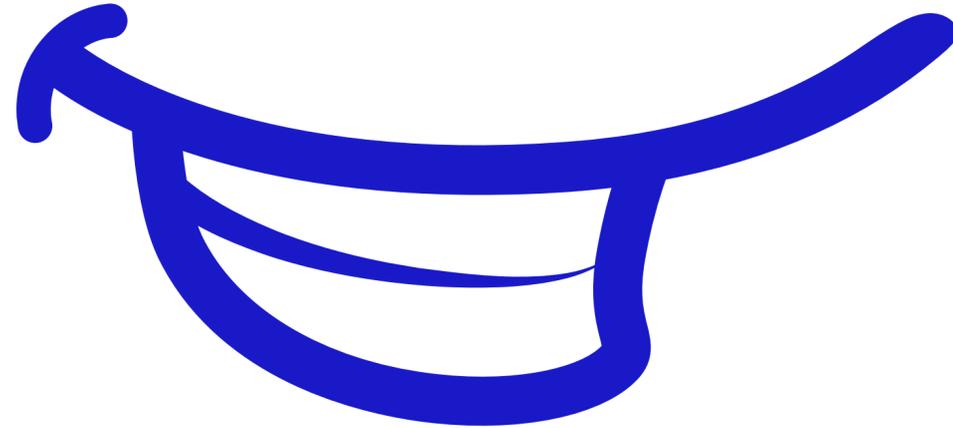
## 2.3 Icon Restrictions



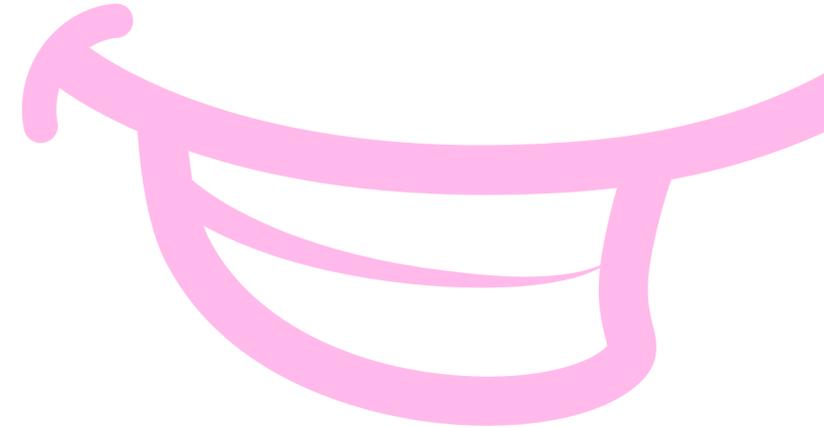
Never cut off the left side of the icon



When applying the icon to a white background, display in pink for subtlety. See right →



Perfect application

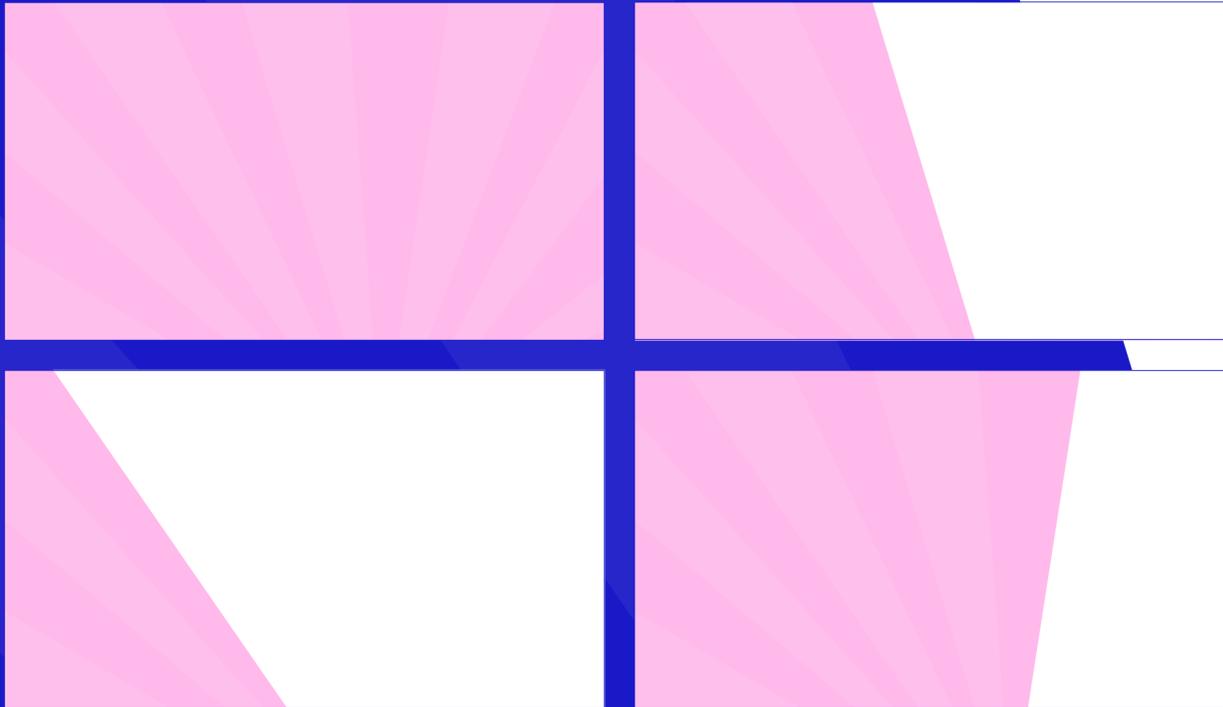




## 2.4 Patterns

### Rays of light

Much like the warm, positive vibes which pour out from Vinny's presence, our signature brand pattern resembles rays of sunshine. We want people to open their eyes to a new dawn, a new day, a new era of healthier vending and happier living.



## 2.5 Pattern Usage

Our patterns are versatile because they can cover the whole page or you can strip rays away to reveal white space for text or graphics. This is great for documents and presentations where you want to combine the emotion of the brand with the information you're delivering.

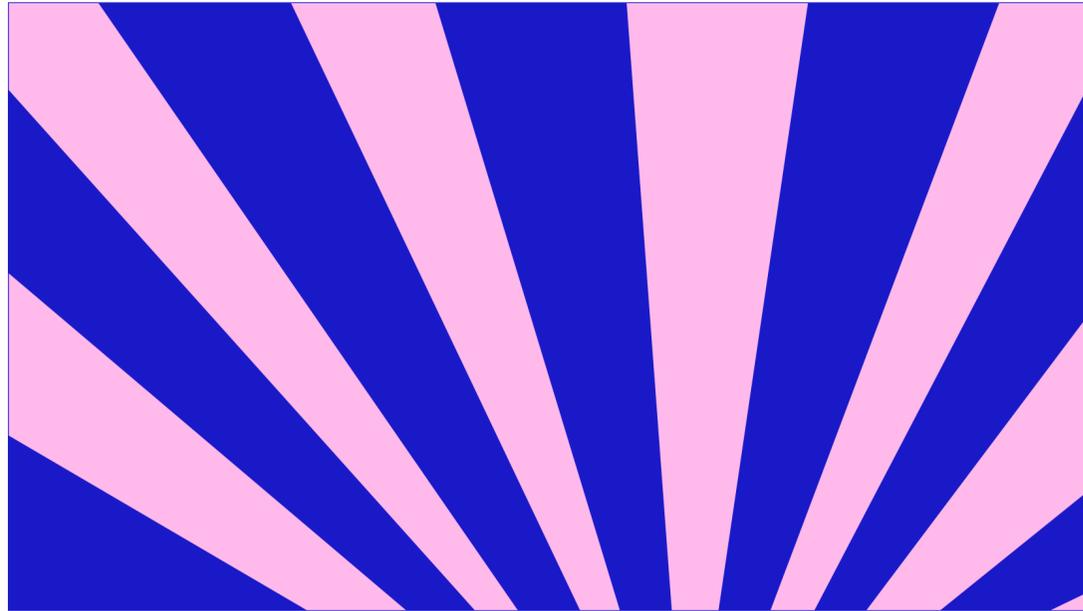
You can remove as many rays as you like to provide more space but when you do, please take care to cut along the lines.

👉 See examples on the left

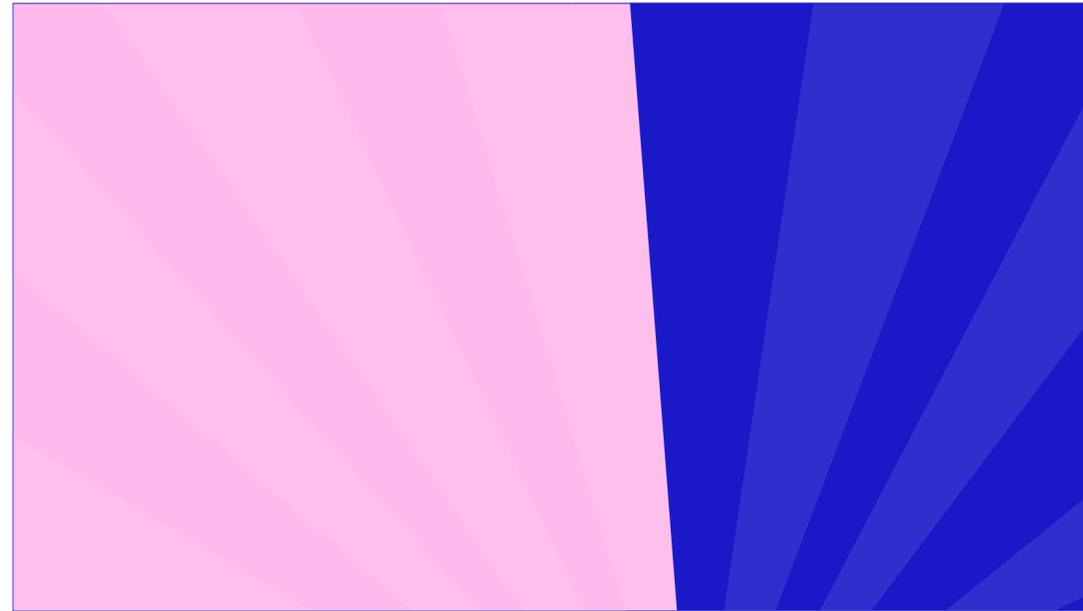
The colour of our patterns can also be inverted.



## 2.6 Pattern Restrictions



Never mix and match the colour of rays



Never apply two coloured patterns to one page



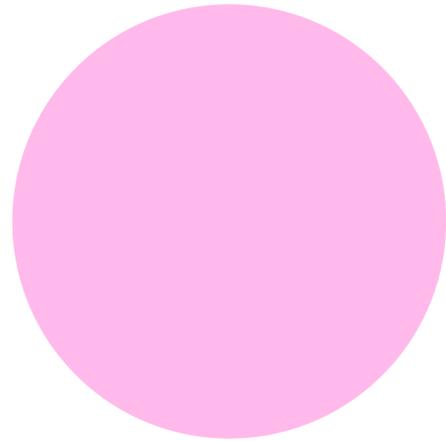
# Colours

## 3.1 Colour Palette



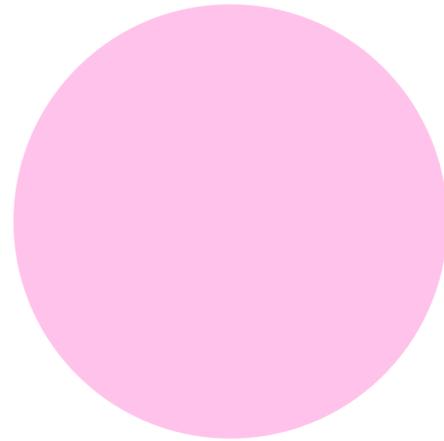


### 3.1 Colour Palette



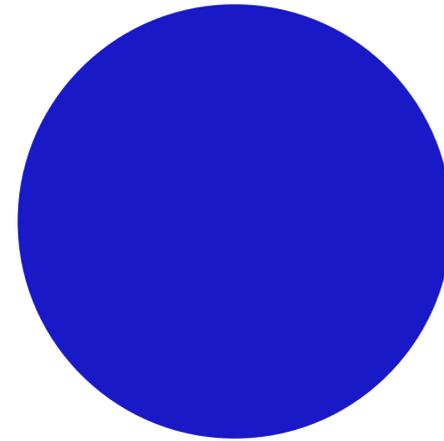
**Pink**

HEX: #FFB9EB  
R:255 G:185 B:235  
C:0 M:40 Y:0 K:0  
Pantone: 2365C



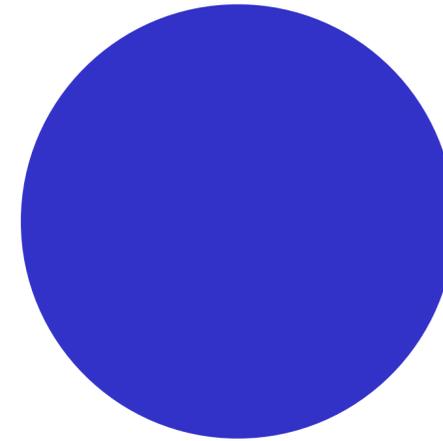
**Lighter Pink**

HEX: #FFC3EB  
R:255 G:195 B:235  
C:0 M:35 Y:0 K:0  
Pantone: (tbc)



**Blue**

HEX: #1919C8  
R:25 G:25 B:200  
C:100 M:80 Y:0 K:10  
Pantone: 293C



**Lighter Blue**

HEX: #3232C8  
R:50 G:50 B:200  
C:95 M:75 Y:0 K:5  
Pantone: (tbc)



# Fonts

4.1 Primary Type

4.2 Secondary Type





## 4.1 Primary Typeface

*Primary Typeface*

'Selfie - Black'

Our primary typeface has been carefully selected to be cheerful, approachable and personal. It is called 'Selfie' and should only be used in the 'Black' typeweight with 0 character spacing.

Selfie acts as our primary font and should be used for headlines and titles.

*Primary Typeface*

Please note we have added highlights to add expression and emotion.



## 4.2 Secondary Typeface

# Secondary Typeface

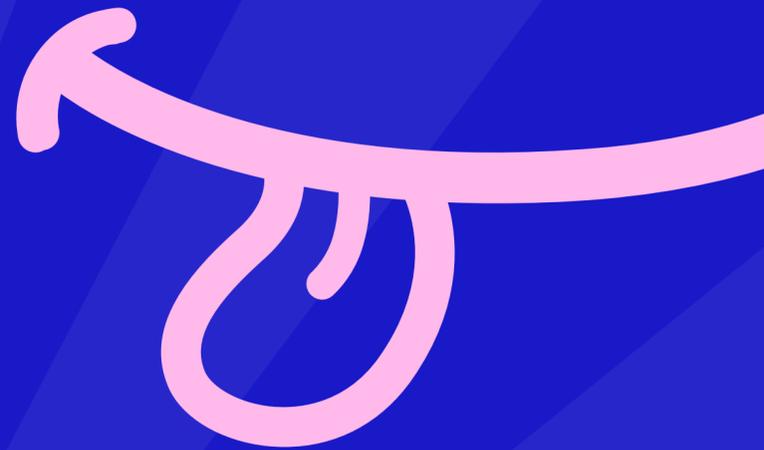
### 'Ubuntu - Regular & Medium'

Our secondary typeface has been carefully selected to be honest, fun, but legible. It is called 'Ubuntu' and should only be used in the 'Regular' or 'Medium' typeweights, with 0 character spacing.

Ubuntu acts as our secondary font and should be used for brand messaging (**medium**) and body text (**regular**).



# *Stationary*



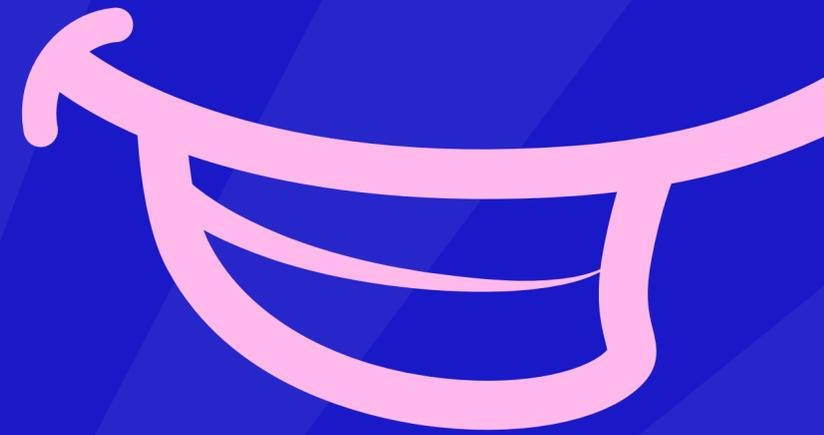


## 5. Stationary Materials





# *Vending Machine*





## 6. Vending Machine





**Play by the rules!**