



Brand Guidelines

Following these guidelines ensures effective communication, strengthening the identity in question and allowing its precise identification.

The the Brand Identity Manual is a document that defines the good use of the image of an entity, organization and a project.

These rules are typically applied to several graphic elements, such as the logo, signatures, letterings, colors, and symbols.

This graphic identity manual is a working tool that aims to define a set of rules and recommendations that guarantee the correct application of the Vinny brand graphic identity.

The several signatures in question were built as a whole, so the set of elements, whether in color, typography, or composition, form a graphic coherence unit that must be respected.



01

Logo

01 | Logo – Principal logo



Horizontal version



Vertical version

01 | logo - Monochromatic



01 | Logo - Dimensions

The minimum dimensions established to ensure good legibility of the logo in the printed version.



Minimum dimensions

02

Colors

02 | Colors



Pantone 7737 C

C: 60 M: 0 Y: 98 K: 7

R: 107 G: 165 B: 57

Web : 6BA539

Pantone 3435 C

C: 93 M: 24 Y: 85 K: 68

R: 21 G: 71 B: 52

Web : 154734

03

Typography

03 | Typography – Main typography

Poppins

Poppins Thin

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Extra Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Extra Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Poppins Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

03 | Typography – Alternative typography

Outfit

Use only when it's not possible to use Poppins

Outfit Thin

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Extra Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Light

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Medium

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Semibold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Extra Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Outfit Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Arial

System alternative typography
for documents

Arial Regular

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Arial Bold

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

Arial Black

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@#%t&*()

