



VIHTAVUORI

GRAPHIC GUIDELINES



LOGO

VERTICAL VERSION

The Vihtavuori brand logo must always be used as originally designed and proportioned and should not be modified under any circumstances other than to scale the image while maintaining its aspect ratio. Great care should be taken to ensure sufficient contrast between the Vihtavuori brand logo and the background. In printed material, depending on the background color, Vihtavuori logo text color varies from 85 % Black to Arctic White*. Same specifics apply for both, the brand color version of the logo as well as the black and white color variation.

The round symbol with "V" and the brand name "VihtaVuori" must not be separated to be used apart from each other.

*Colors are explained later in this guide.



VIHTAVUORI



VIHTAVUORI



VIHTAVUORI



VIHTAVUORI

LOGO

HORIZONTAL VERSION

Alternatively you can use also the horizontal version of Vihtavuori logo. The horizontal logo fits better in narrow spaces. Use always the logo version which renders best possible brand visibility for Vihtavuori powders. Previously described guidelines apply also for this logo version.

*Colors are explained later in this guide.



SAFE AREA & MINIMUM SIZE

The required clear space around the Vihtavuori brand logo is illustrated here. A clear space equal to or greater than the grey marked area is required on all sides surrounding the Vihtavuori logo in order to make it stand apart from the other visual elements – such as text, headlines, photographs, or illustrations. This measurement of the grey area is equal to the height of the letter V of the Vihtavuori logo.

Do not place any elements inside the safe area.

In all applications, the logo should be reproduced at a size that maintains the integrity of the mark and yields clean and legible lettering and art detail. The minimum sizes for the Vihtavuori logo are 30 mm wide (vertical logo) and 45 mm wide (horizontal logo).



Minimum size: 30 mm wide



Minimum size: 45 mm wide

COLORS

Primary Blue represents depth, expertise and stability, describing the Vihtavuori brand products. Sky Blue adds some brightness to the dark palette. Petrol Blue and Ice Gray are used to smoothen out the strong colors.

Brass and Arctic White are used as a contrast colors for different blueish shades, and for highlighting elements in order to create a balanced design.

Dark colors reflect strength and authority. The elegant and prestigious Powder Black, also in 85 % tint, makes the other colors stand out and brings a desired contrast to Vihtavuori brand logo in printed materials. The 85 % black also represents the actual color of the finished powder product.



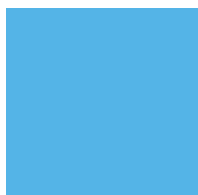
Primary Blue

PMS 295 C
CMYK: 100 / 75 / 45 / 40
RGB: 0 / 40 / 85



Petrol Blue

PMS 647 C
CMYK: 75 / 30 / 0 / 45
RGB: 55 / 95 / 130



Sky Blue

PMS 298 C
CMYK: 65 / 10 / 0 / 0
RGB: 65 / 180 / 230



Ice Gray

PMS 536 C
CMYK: 30 / 15 / 0 / 20
RGB: 150 / 165 / 190



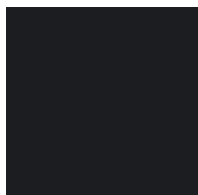
Brass

PMS 143 C
CMYK: 0 / 45 / 90 / 0
RGB: 228 / 156 / 64



Arctic White

CMYK: 0 / 0 / 0 / 0
RGB: 255 / 255 / 255



Powder Black

CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0



85 % Black

CMYK: 0 / 0 / 0 / 85
(or Powder Black with
85 % tint)
RGB: 38 / 38 / 38

TYPOGRAPHY

Typography works together with other design elements to make communications more readable, consistent, and visually appealing. Vihtavuori typography consists of three different typographic styles, which all have their specific purpose.

Different combinations of Vihtavuori brand colors can be used to emphasize selected words in titles and headlines.

These predefined typographic styles should always be used whenever possible. For internal documents, such as PowerPoint presentations, Word documents, and e-mails, these typographic styles can be replaced with the sans serif typeface Arial or Helvetica due to software limitations.

TITLE & HEADLINE FONT KNOCKOUT HTF68

Lead texts, quotes, call-to-actions and other attention drawers use **Gotham Rounded Medium**.

Roboto Regular for a body text. Num everum et esto torem estemqui doluptatur, ut a nosto quiscid quuntiaecae et quatur siminimet pro bla ditem voloridaque voluptat aliti beati unt que consequas con consendit expelic te nullabo. **Emphasized parts can use Roboto Bold.** Cum re veribus as dipidenias alitatum restium ressum dicab ima sum acepudi tibus perum sitatium doluptiandis re ped ut quiducipic tem ipsam aperem quiandi apid ut quatem dolorum alignim et aut quatquae nonsect ibusdae.