VIC

2024 BRAND STYLE GUIDE

TABLE OF CONTENTS

1

WHAT IS VIC

The VIC (Voloridge Information Center) is a intranet site serves as a secure, internal network that acts as the digital backbone for our organization, providing the employees with easy access to essential data, resources, and information. This centralized platform significantly enhances productivity by offering quick retrieval of documents, company policies, and departmental updates, ensuring that employees have the tools they need to perform their tasks efficiently. Whether it's accessing the latest HR policies, downloading project templates, or viewing company-wide announcements, VIC ensures that everything employees need is just a few clicks away.

More importantly, VIC is a vital place for fostering connection and community within the company. It transcends its functional role to become a dynamic social hub where employees can engage with one another, share ideas, and collaborate on projects. Discussion forums and social features allow for the exchange of thoughts and feedback, encouraging a culture of open communication and innovation. Team project spaces facilitate collaboration by enabling group discussions, file sharing, and task management, ensuring everyone is on the same page.

Additionally, VIC integrates tools such as event calendars, which keep employees informed about upcoming company events, training sessions, and important deadlines. Announcement boards provide a platform for leadership to share key messages and updates, ensuring transparency and alignment with the company's goals and vision. Employee directories make it easy to find and connect with colleagues across different departments and locations, promoting networking and camaraderie.

By creating a virtual environment where employees can stay informed, engaged, and connected with their colleagues, VIC plays a crucial role in promoting a cohesive and supportive work culture. It not only streamlines access to information but also enhances the overall employee experience by fostering a sense of belonging and community within the organization.

2

THE LOGO

The logo is composed of two primary elements. The first element is the foundation of the logo, which features the letters "V" and "I." These letters are uniquely crafted, not derived from any existing font but instead meticulously constructed from a combination of geometric shapes. This bespoke design approach ensures that the letters are distinctive and aligned with the brand's identity.

The second element of the logo is "The Hub", represented by the final letter, "C." The Hub is a crucial part of the logo, symbolizing connectivity and centrality. It is intricately detailed, adding depth and significance to the overall design. The breakdown and specifics of the hub's design are thoroughly explained on page 7, providing an in-depth look at the thought process and elements that contribute to its unique structure.

THE HUB

The Hub can be visualized as a circle, symbolizing both a vast library of company information and a community. This circle represents the intranet's role as a central repository where employees can find all the resources they need, from company policies and project templates to departmental updates and training materials. It embodies the idea of a comprehensive library, meticulously organized to facilitate easy access to knowledge and tools essential for employees' daily tasks. Additionally, the circle signifies the sense of community and wholeness within the company, reflecting the inclusive environment where all employees are connected and supported.

Complementing this circle is an icon representing an employee. This icon, depicted as entering the circle, illustrates the act of an employee engaging with the intranet. It conveys the notion of accessing this extensive library of information, stepping into a realm where resources are readily available to enhance productivity and foster growth. The imagery of the employee icon entering the circle underscores the intranet's purpose as a gateway to knowledg.

THE CIRCLE

THE ICON
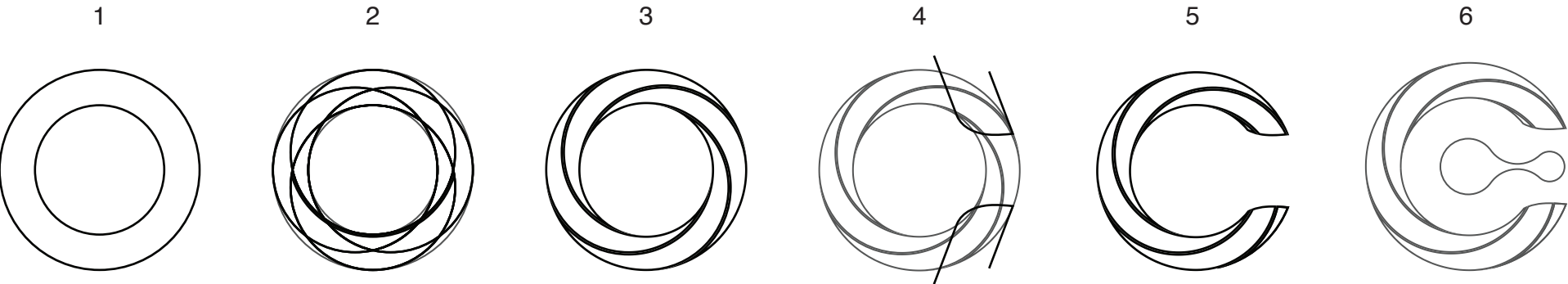
When using the logo, it is essential to adhere to the following guidelines to maintain brand consistency and integrity. There are only two methods for using this logo. The first method is to use the complete logo, displaying the letters "VIC" with the hub positioned horizontally to form the acronym. This orientation ensures that the logo is easily recognizable and maintains its intended visual impact.

The second approved method involves using the hub as a standalone logo. In this case, the hub should be oriented vertically. This vertical alignment preserves the hub's distinct design and emphasizes its role as a central, unifying element of the logo.

The only exception to these usage guidelines is the icon. The icon, derived from the hub, can be oriented and used in any direction. It is versatile and can stand alone as a distinct element of the brand. However, it is crucial that the icon is never distorted in any way. Maintaining the icon's proportions and design integrity is essential to preserving its visual identity.

For more detailed information on improper logo usage, please refer to page 14, which visual examples on what not to do, to ensure the logo is always used correctly.

COMPLETE ACRONYM

THE HUB

THE ICON

The minimum space around the all logos must equal the height of their respective Icon. However, any divisional line or segment used to divide components is acceptable.

Allocating clear space around a logo, known as the 'exclusion zone, is crucial for maintaining visibility and reinforcing the brand's identity. This buffer zone ensures the logo stands out and is free from interference from other elements. The buffer zone enhances legibility and recognition. Respecting this space signals professionalism and preserves the brand's integrity, making the logo a distinct focal point in any visual composition.

THE ICON

THE HUB

COMPLETE ACRONYM

*L*OGO ON *S*OLID *B*ACKGROUNDS

Using logos on solid backgrounds effectively enhances visibility and brand recognition by adhering to the accessibility section on page 23. For clarity, ensure a high contrast between the logo and the background, use background colors that complement the brand's palette, and leave plenty of space around the logo to ensure prominence. The simplicity of a solid background focuses attention on the logo, and selecting contextually relevant colors ensures the logo resonates appropriately across various applications. This ensures the logo stands out distinctly, consistently einforcing the brand's identity across all mediums.

Logo on Gradient Backgrounds

When applying our logo over a gradient background that deviates from the predefined gradients associated with our brand, opt for solid logo designs.

Maintaining high contrast between a logo and its gradient background ensures it remains visible and recognizable, which is crucial for brand recognition and accessibility. Selecting black or white for the logo based on the background's hues guarantees clarity and consistency across various viewing conditions and platforms.

Logo on Photo Backgrounds

Ensuring a high contrast between the logo and a photo background is vital for maintaining the logo's visibility and legibility, which is crucial for effective brand recognition. When using a photo as a background, the complexity and variety of colors and patterns can easily overshadow the logo if it does not stand out sufficiently. Deciding whether to use a black or white version of the logo depends on the dominant colors of the photo; a dark photo requires a white logo to ensure it pops, while a lighter image would benefit from a black logo for the same reason.

When necessary, introduce a transparent gradient to enhance the logo's legibility and boost the contrast between the logo and its background.

Do not change transparency.

Do not change the position of the Icon

Do not crop logo.

Do not change the size of the Icon

Do not add effects. **Only exception is drop shadow.**

Do not create the log with another font.

Do not distort the logo.

Do not rotate the logo.

3

Brand Color Inspiration

The chosen brand colors draw inspiration from the Voloridge brand, incorporating vibrant blues to maintain consistency and trust. Additional teal and golden tones introduce excitement and a high-tech feel, enhancing visual appeal and innovation. Each color has been carefully selected to symbolize our core values and contribute to a cohesive and engaging visual identity.

The deep dark blue (#004BB5) represents stability and trust, conveying professionalism and reliability. The vibrant blue (#006BB6) adds energy and dynamism, symbolizing clarity and intelligence, and reflecting innovation and precision. Teal blue (#026380) introduces growth and balance, complementing the vibrant blues with a refreshing touch. The brighter teal (#1DA4AA) injects creativity and enthusiasm, adding diversity and maintaining a lively brand image. Vibrant orange (#FF7B32) symbolizes enthusiasm and success, providing a dynamic contrast and highlighting high-tech aspects. Lastly, golden yellow (#FFB043) represents optimism and warmth, adding a bright, welcoming tone and promoting engagement.

Together, these colors create a vibrant and cohesive brand identity. By drawing inspiration from the Voloridge brand and adding unique elements of teal and golden tones, we ensure that our brand not only stays true to its roots but also stands out with a high-tech, exciting, and community-focused appeal. Each color has been chosen to reflect and enhance our core values, making our brand visually appealing and emotionally resonant.

PRIMARY BRAND COLORS

HEX

RGB

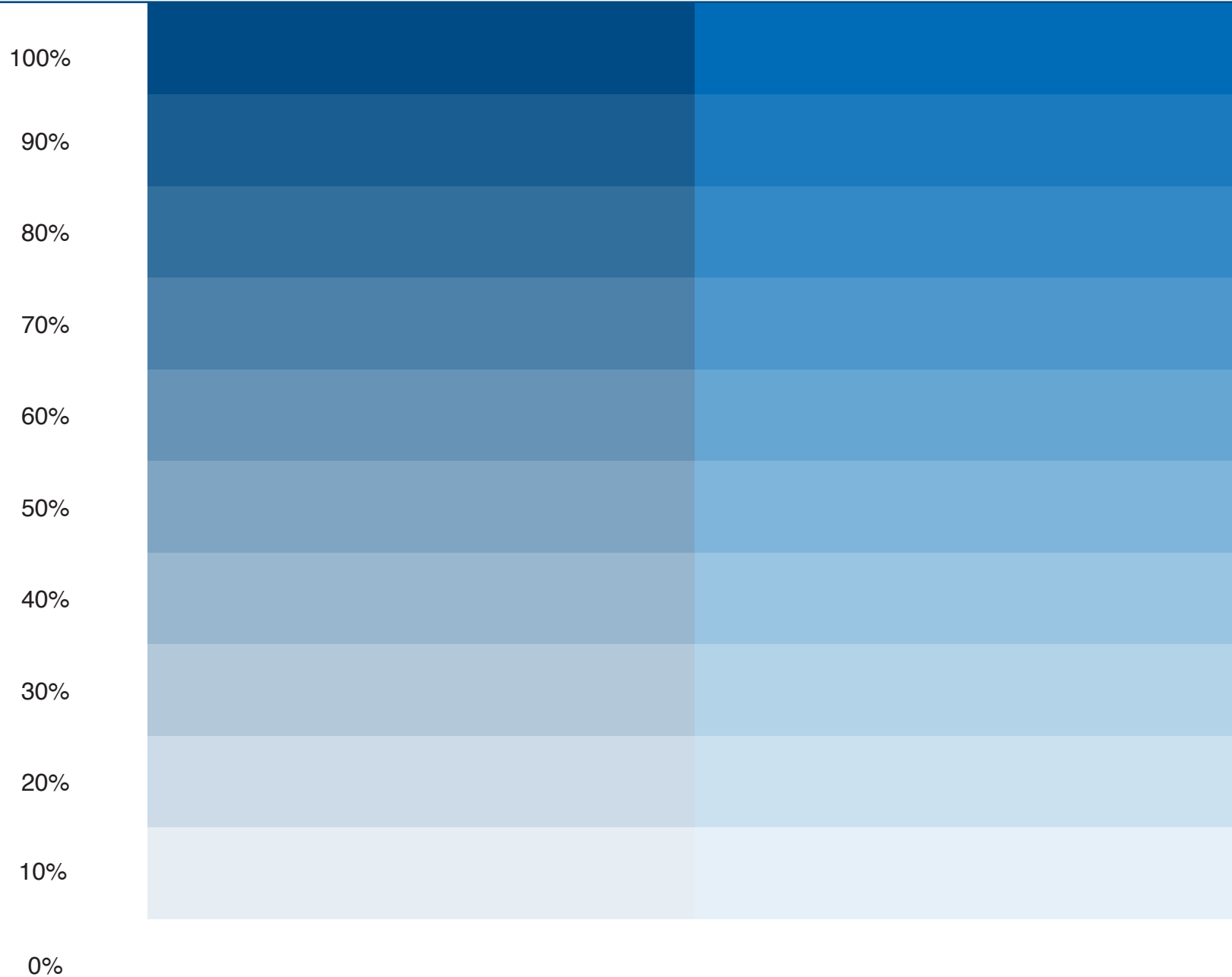CMYK

#004B85

0, 75, 133

100, 58.1, 0, 28.7

#006BB6

0, 107, 182

100, 48.6, 0, 0.2

100%

90%

80%

70%

60%

50%

40%

30%

20%

10%

0%

#026380	#1DA4AA	#FF7B32	#FFB043
2, 9, 182	29, 164, 170	255, 123, 170	255, 176, 67
100, 48.6, 0, 0	95.9, 0, 37.1, 0	0, 62.9, 91.6, 0	0, 35.9, 88.7, 0

HEX

RGB

CMYK
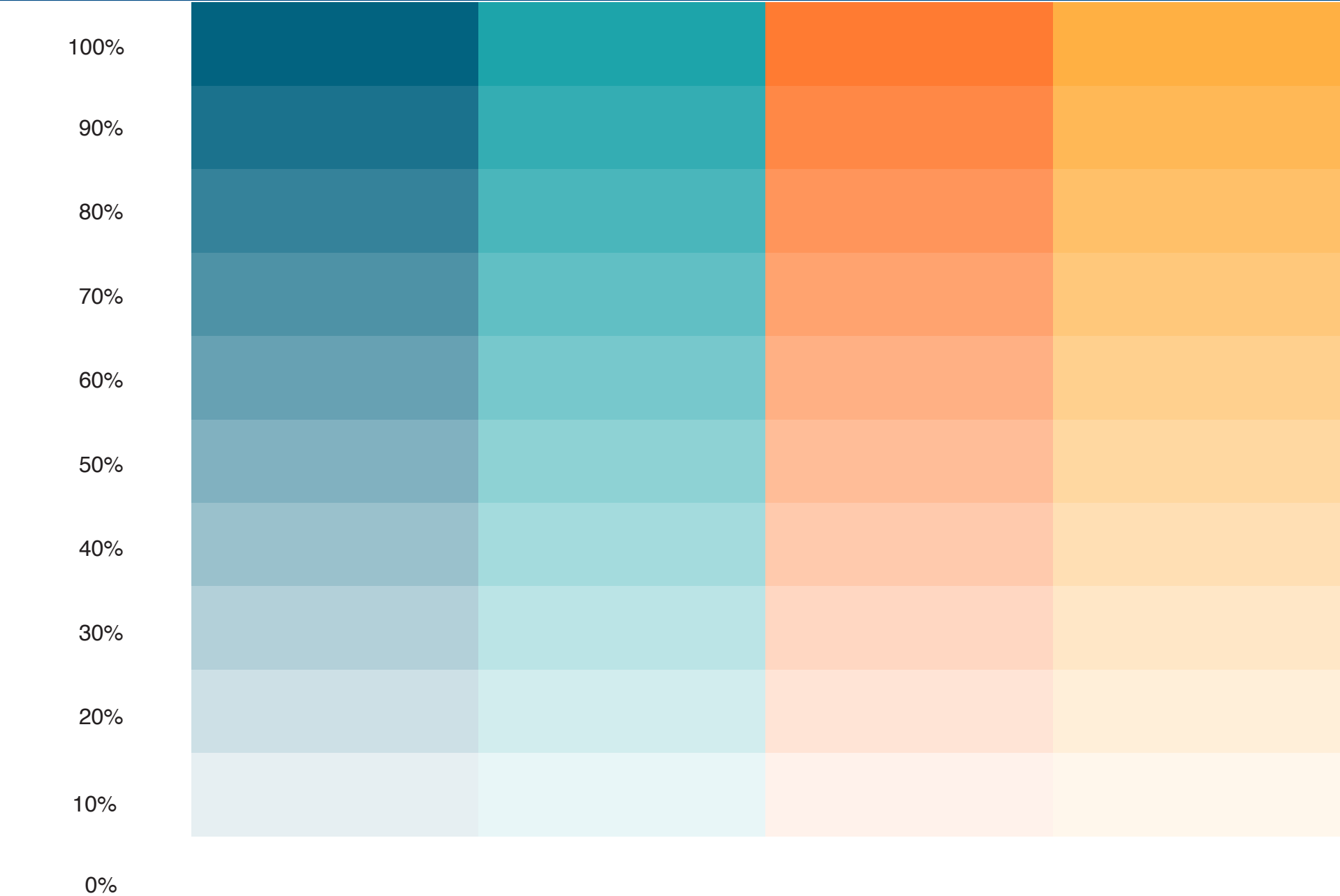
SECONDARY COLOR: SHADES

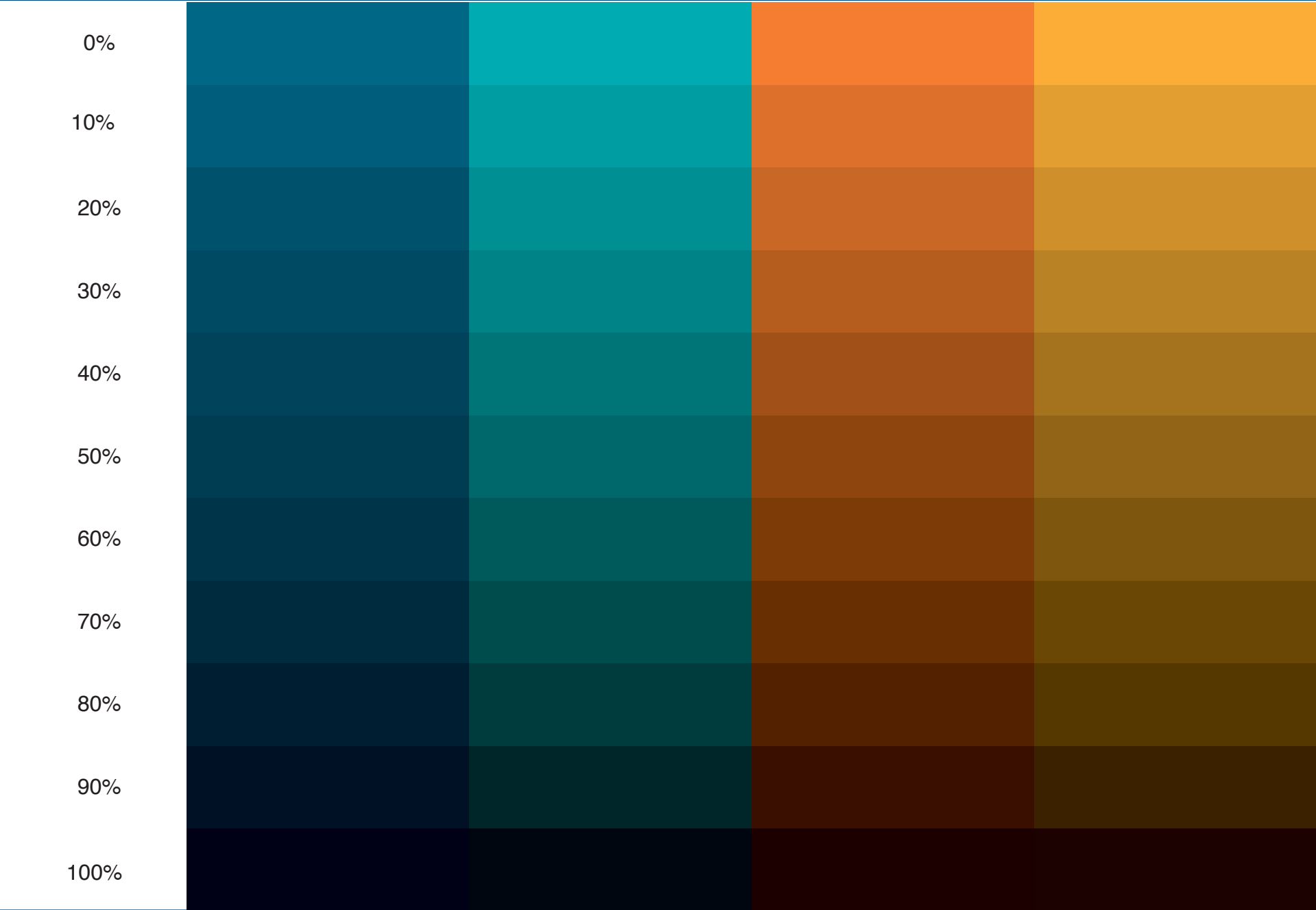Inclusive and user-friendly digital content. This involves meticulously testing the contrast ratio between the text and its background to guarantee that the text is easily readable for all users, including those with visual impairments such as color blindness. A high contrast ratio is essential because it significantly enhances the visibility of the text, making it more accessible to individuals who may struggle with lower contrast settings.

Color accessibility is not merely a technical requirement; it embodies a broader commitment to inclusivity and ensuring that digital environments are welcoming and accessible to everyone, regardless of their visual abilities. By adhering to established accessibility standards, such as the Web Content Accessibility Guidelines (WCAG), designers and content creators can ensure that their work reaches a wider audience, including those with visual impairments.
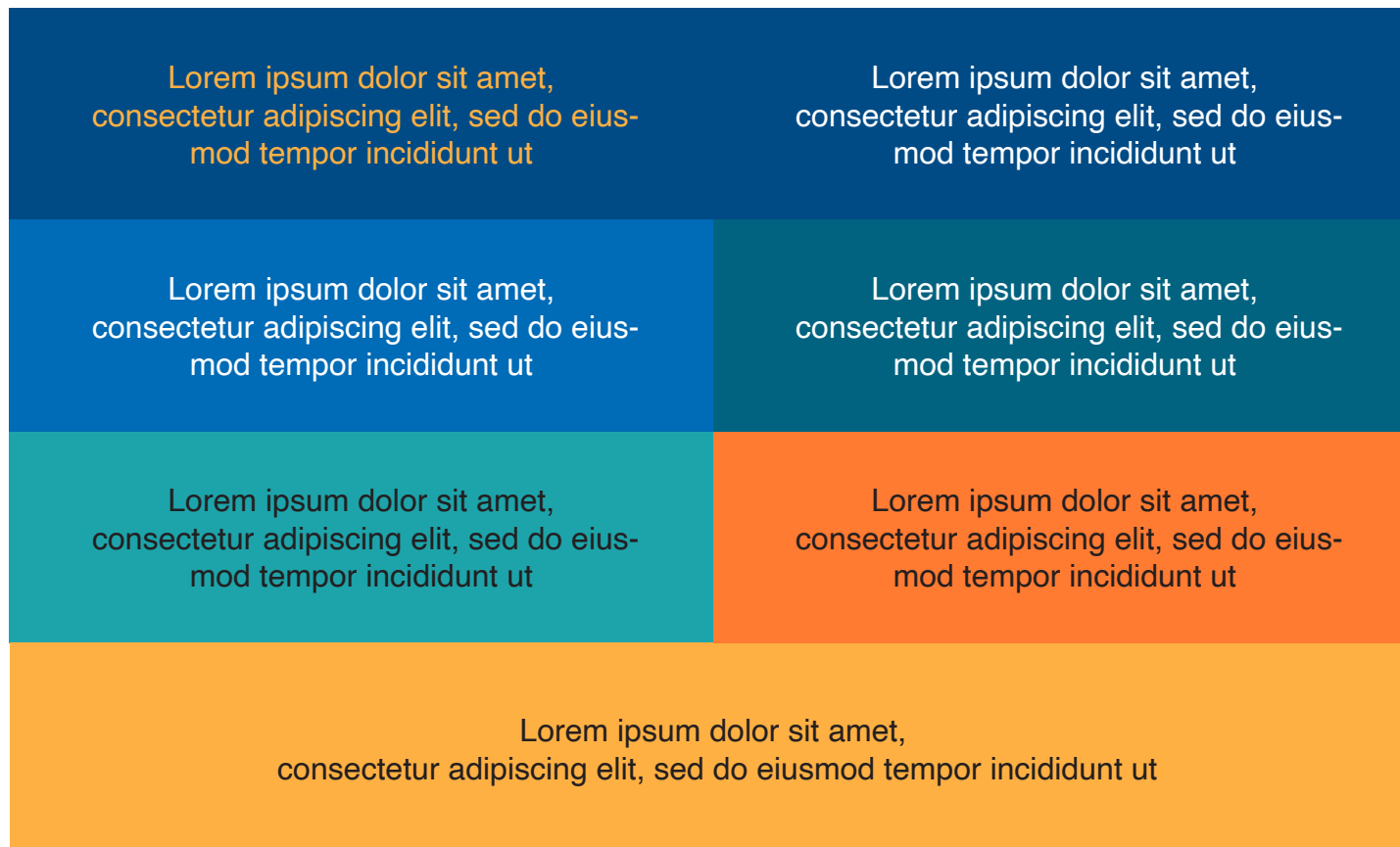
Moreover, focusing on color accessibility and readable contrast ratios is vital for creating an equitable user experience. It allows users with various forms of color vision deficiencies to navigate and interact with digital content more effectively. This approach not only benefits users with specific accessibility needs but also enhances the overall clarity and readability of the content for all users, making the digital space more inclusive.

In practice, ensuring color accessibility involves choosing color combinations that provide sufficient contrast, using tools and guidelines to measure contrast ratios accurately, and designing with a user-centric approach that considers the diverse needs of the audience. By prioritizing readability and inclusivity through adequate contrast ratios, brands, and content creators can demonstrate their commitment to accessibility, improving the user experience for everyone and fostering a more inclusive digital environment.

COLOR ACCESSIBILITY: REGULAR TEXT

All color combinations showcased for regular text comply with the required color contrast ratio standards, ensuring they are suitable for brand representation and accessible to all viewers. This holds true if the roles were reversed. Meaning if the background color changes with the font color, and vice versa.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut

VIC

COLOR ACCESSIBILITY: LARGE TEXT

All color combinations showcased for Large text comply with the required color contrast ratio standards, ensuring they are suitable for brand representation and accessible to all viewers. This holds true if the roles were reversed. Meaning if the background color changes with the font color, and vice versa.

| LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
LOREM IPSUM DOLOR	LOREM IPSUM DOLOR
LOREM IPSUM DOLOR	

VIC

COLOR ACCESSIBILITY: GRAPHIC COMPONENTS

All color combinations showcased for graphic components comply with the required color contrast ratio standards, ensuring they are suitable for brand representation and accessible to all viewers. This holds true if the roles were reversed. Meaning if the background color changes with the font color, and vice versa.
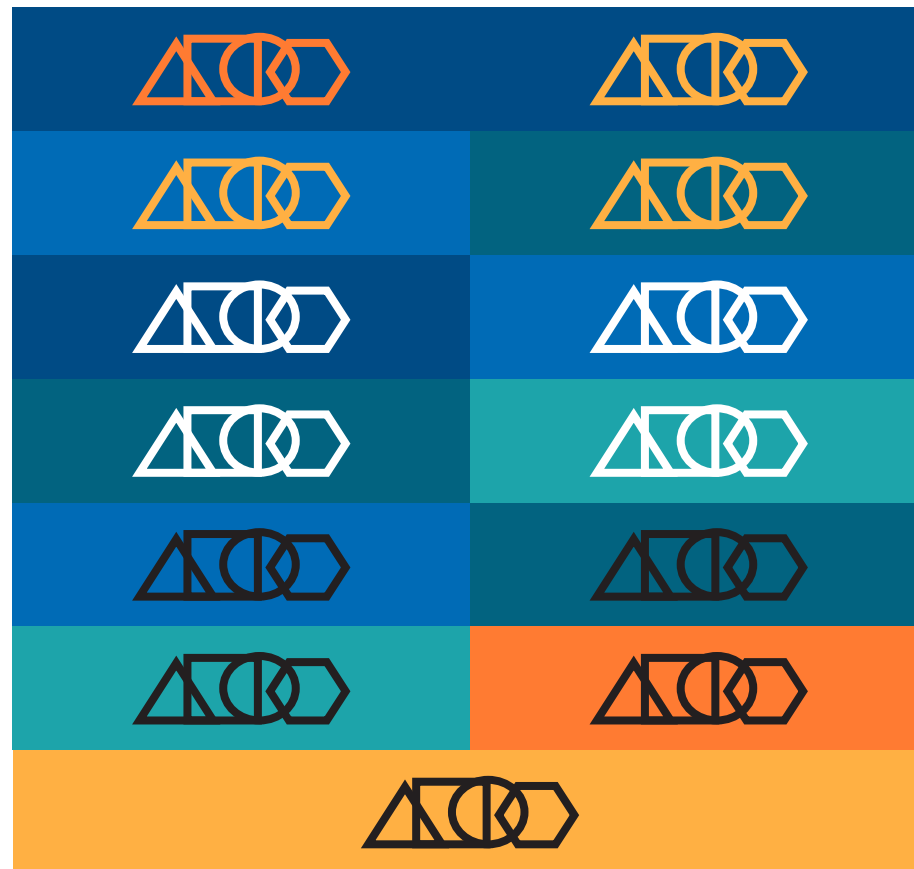
MISUSE OF COLOR COMBINATION

The color combinations shown do not meet the required color contrast ratio standards. Using these combinations in any orientation will present challenges in ensuring they are appropriate for brand representation and accessible to all viewers. This holds true if the roles were reversed. Meaning if the background color changes with the font color, and vice versa.
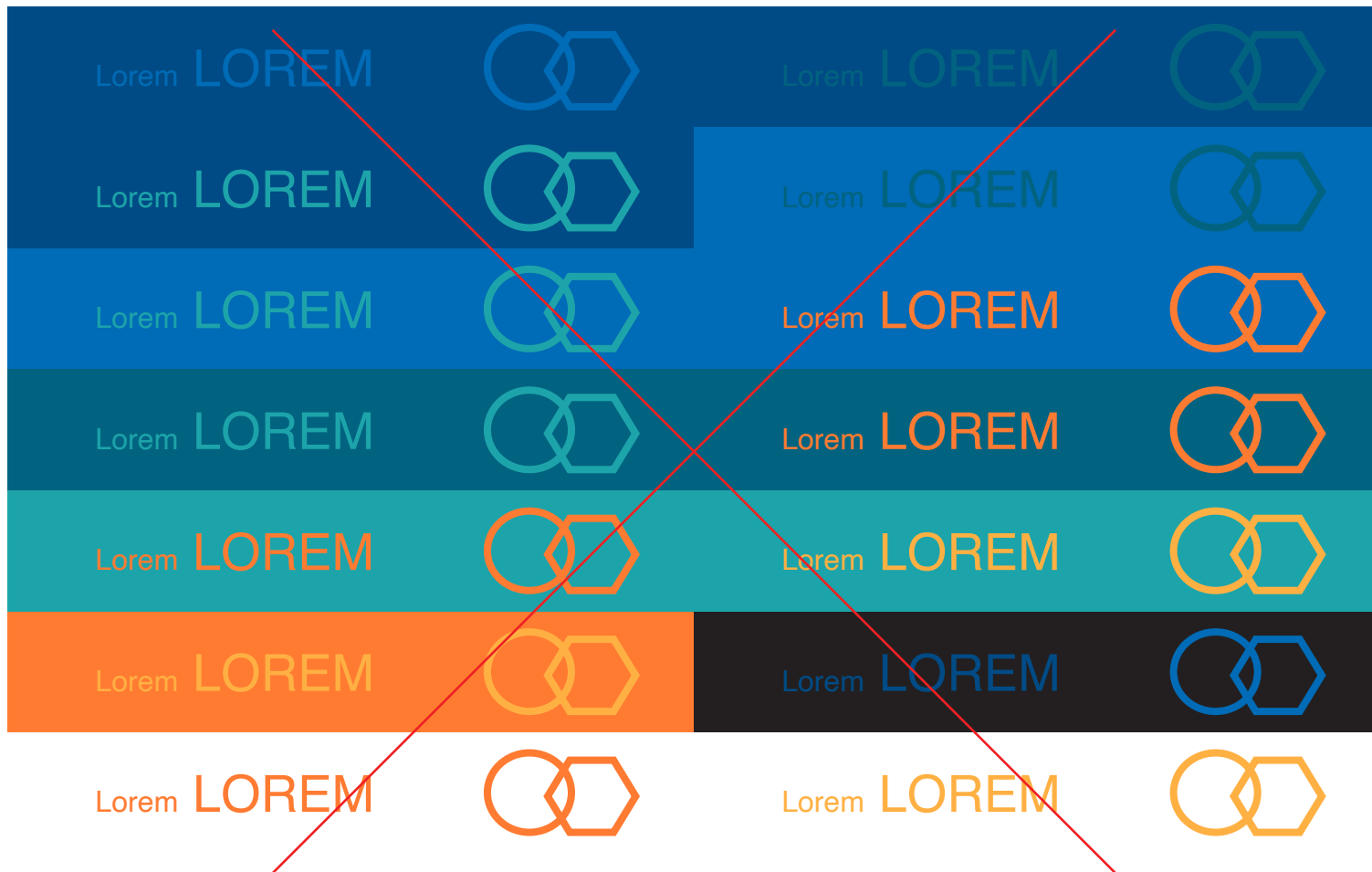
4

Our brand utilizes the Helvetica font, a classic, modern sans-serif that exemplifies the strength and foundation of our identity. Chosen for its clean lines and versatility, Helvetica ensures our communications are impactful and consistent across all platforms. This typography choice reinforces our commitment to a robust and enduring brand presence, making every textual element resonate with confidence and stability.

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#$%^&*()+=-_?/><,.:";'\|

Helvetica Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=-_?/><,.:";'\|

Helvetica Light Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()+=-_?/><,.:";'\|*

Helvetica Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=-_?/><,.:";'\|

Helvetica Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&()+=-_?/><,.:";'\|*

Helvetica Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=-_?/><,.:";'\|

Helvetica Bold Oblique
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()+=-_?/><,.:";'\|

5

Why Mock-ups

The mockups shown here are examples of future design work for the foundation and how the brand can be displayed on various substrates. Mockups are essential, serving as a visual tool to showcase how a final product will appear in a real-world context. They provide a semi-realistic preview of designs, allowing designers, stakeholders, and benefactors to evaluate the aesthetics, functionality, and overall impact of a product before it is fully developed. This preliminary visualization helps in identifying potential issues for necessary adjustments and ensuring that the final outcome is effective and appealing.

The significance of mockups extends beyond mere visualization; they are crucial for communication and decision-making. By presenting a tangible representation of a product, mockups facilitate understanding, feedback, and collaboration among project teams. They help bridge the gap between abstract concepts and concrete executions, making them indispensable for aligning team expectations and achieving consensus on design choices. Additionally, mockups are invaluable for marketing and sales efforts, as they allow potential donors to grasp the product's look and feel, enhancing their confidence in the foundation's purpose.

"QUOTE"

— NAME