VANVERO

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INTRODUCTION

Vanvero creates digital camera accessories to solve problems and help photographers and videographers everywhere capture amazing footage. We help ensure that the only limits to what they can capture is their imagination.

The *Vanvero* brand guidelines exist to ensure visual and brand consistency exist across various print and web materials.

Guidelines within this guide cover treatment of such assets as the company name, brand vision, mission, and essence, logo, company colours, and typography.

Please stick to these guidelines to create a brand image and perception that are consistent no matter where they're seen.

ABOUT US

OUR VISION

Vanvero aims to unshackle the creative potential of photographers and videographers everywhere.

OUR MISSION

Vanvero's mission is to empower photographers and videographers with affordable, flexible, and reliable products. By building innovative tools that assist users in taking better shots and capturing better footage, we seek to bring out the creative brilliance of photographers and videographers everywhere.

OUR ESSENCE

At the core of our identity are **empowerment** and **liberation**. We create opportunities to capture the brilliance of the world through photo and video to everyone. Our products allow photographers and videographers to use their gear and their cameras in the way that they want in order to capture better photo and video.

Users of our products should experience true freedom and should only feel restricted by the bounds of their imagination, not by the limits of their tools.
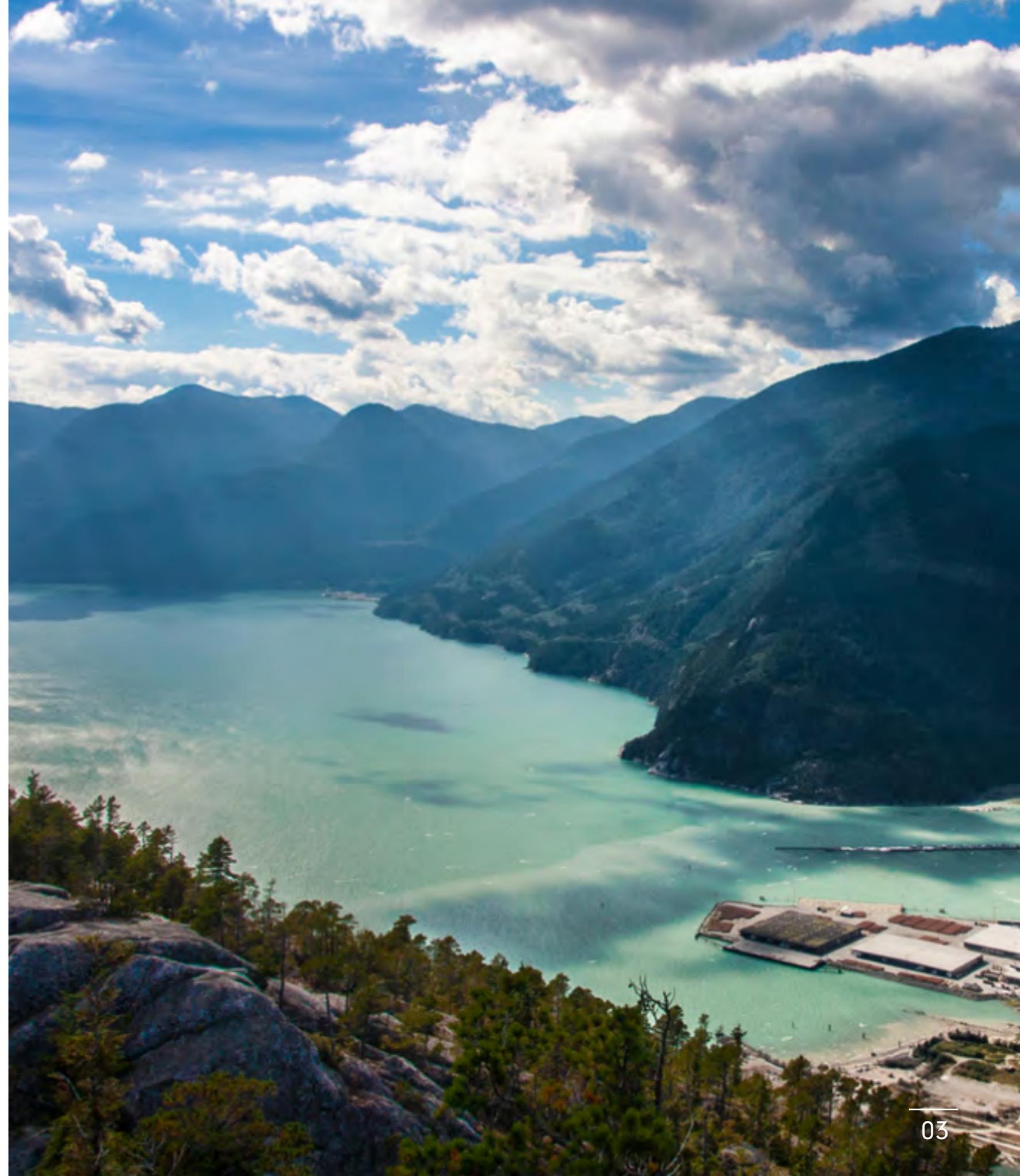
OUR VALUES

RELIABILITY

We are honest, hardworking people that can be counted on, and we wouldn't sell gear that we wouldn't use ourselves. All of our products are of professional quality, made to last and withstand the rigours of even the toughest photo and video shoots.

FLEXIBILITY

We're a small team, but we're able to adjust to changing circumstances and take on all sorts of roles. We believe that your creativity shouldn't be limited by your gear, so our products are made to be flexible and intuitive like us. Our gear molds to your personal style and allows you to capture the brilliant photos and videos we know you're capable of taking.

INCLUSIVITY

Nothing should stand between you and the shots you want to capture. We believe in empowering *everyone* and making great products that can help *everyone* achieve professional-quality footage, so our products are priced competitively. Spending ridiculous amounts of money shouldn't be a prerequisite for capturing astounding footage.
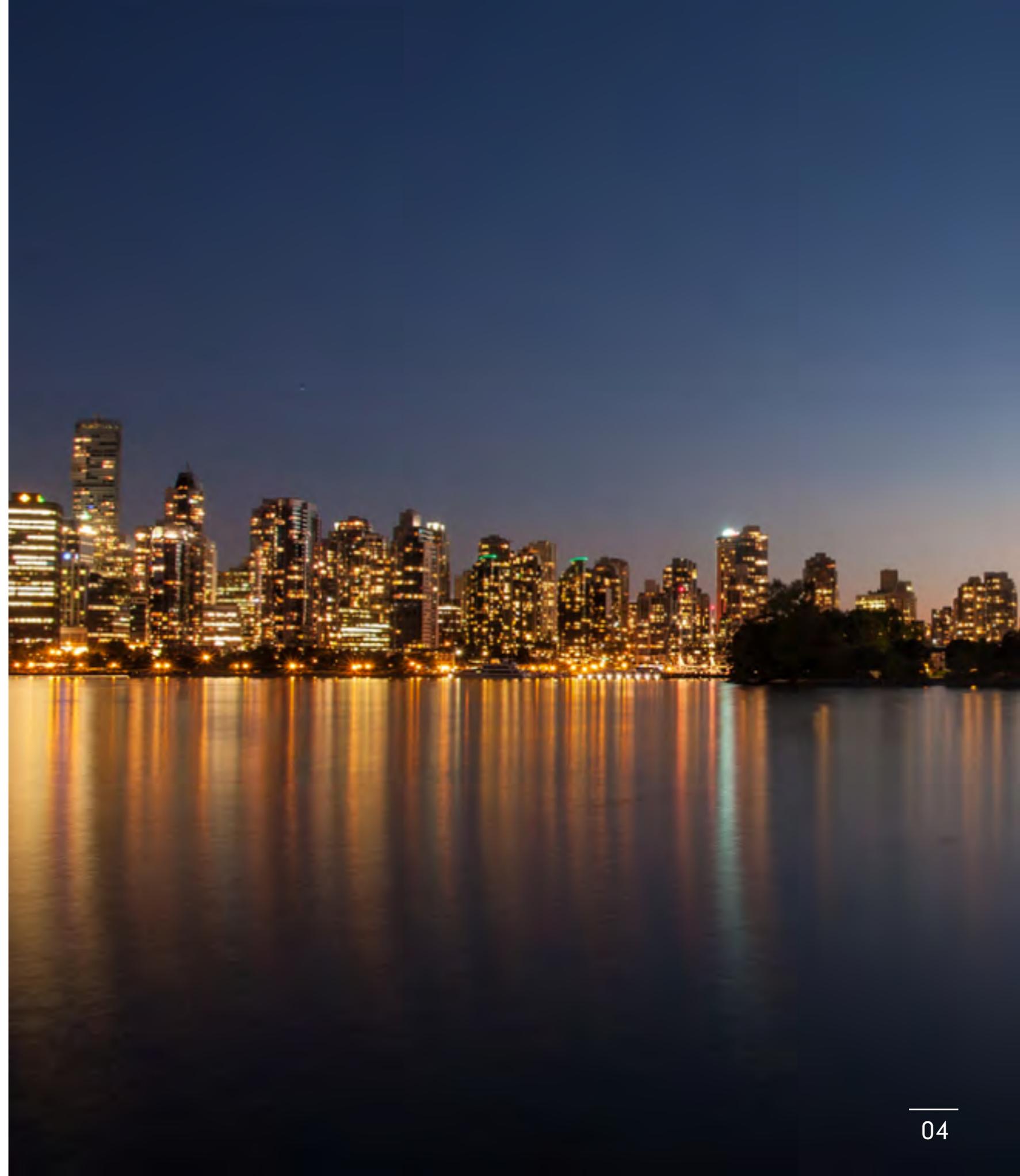
COMPANY NAME

The following guidelines outline the proper use of the company's name and how to properly refer to it in written form.

1 The official company name is *Vanvero Design Inc.*, which should be used only for official and professional documentation.

2 The company is more commonly referred to as *Vanvero*, which is how the company should be named in outward-facing copy.

3 If referenced within regular copy, both forms of the company name should be italicized to show emphasis.

4 The name *Vanvero* can take a possessive form, but *Vanvero Design Inc.* should not.

5 Both names should be written exactly as-is, without any changes in capitalization, spacing, or spelling.

1 **Correct:** Below is the annual earnings report for *Vanvero Design Inc.*

Incorrect: Below is the annual earnings report for *Vanvero.*

Vanvero Design Inc. should be used for an earnings report, because it's official documentation.

2 **Correct:** To find out more, visit the *Vanvero* homepage.

Incorrect: To find out more, visit the *Vanvero Design Inc.* homepage.

Vanvero should be used here, because it's outward-facing copy that a customer might read.

3 **Correct:** Welcome to the *Vanvero* homepage.

Incorrect: Welcome to the Vanvero homepage.

Vanvero should be italicized in order to emphasize the company name.

4 **Correct:** *Vanvero*'s webpage can be found here.

Incorrect: *Vanvero Design Inc.*'s earnings report for Q4 can be found below.

Only the *Vanvero* form of the company name can take a possessive form.

5 **Correct:** Below is the annual earnings report for *Vanvero Design Inc.*

Incorrect: Below is the annual earnings report for *Van vero design inc.*

The company's name should never be altered in capitalization, spacing, or spelling.

COMPANY LOGO

This section deals with the various forms that the *Vanvero* logo can take.

1 The full logo, featuring both the icon and the wordmark. This should be used whenever possible to officially represent the company. This can be used in:

> *Full-colour-on-white*
> *White-on-colour*
> *White-on-black*
> *Black-on-white*

2 The horizontal combination logo. This should be used to substitute the full logo if vertical space is limited. This can be used in:

> *Full-colour-on-white*
> *White-on-colour*
> *White-on-black*
> *Black-on-white*

3 The icon. This can be used in:

> *Full-colour-on-white*
> *White-on-colour*
> *White-on-black*
> *Black-on-white*

4 The wordmark. This can be used in:

> *Black-on-white*
> *White-on-colour*
> *White-on-black*

LOGO CLEAR SPACE

All forms of the *Vanvero* logo must have a designated amount of clear space on all sides unoccupied by other elements. This is to ensure the logo's visual clarity and effectiveness.

1 The full logo.

2 The horizontal combination logo.

3 The icon.

4 The wordmark.
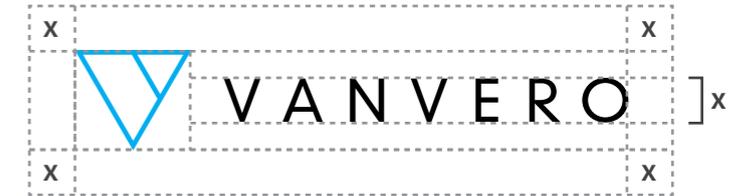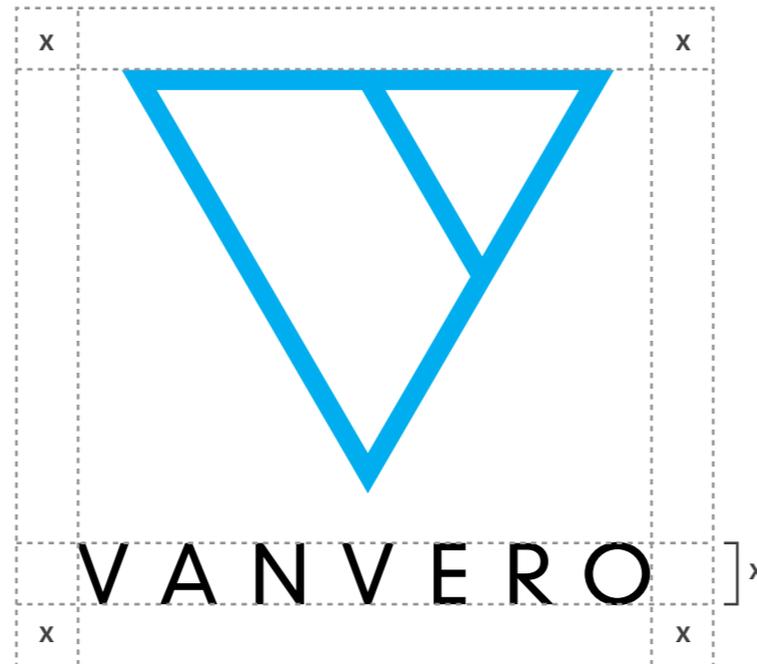
1 | 2

3 | 4
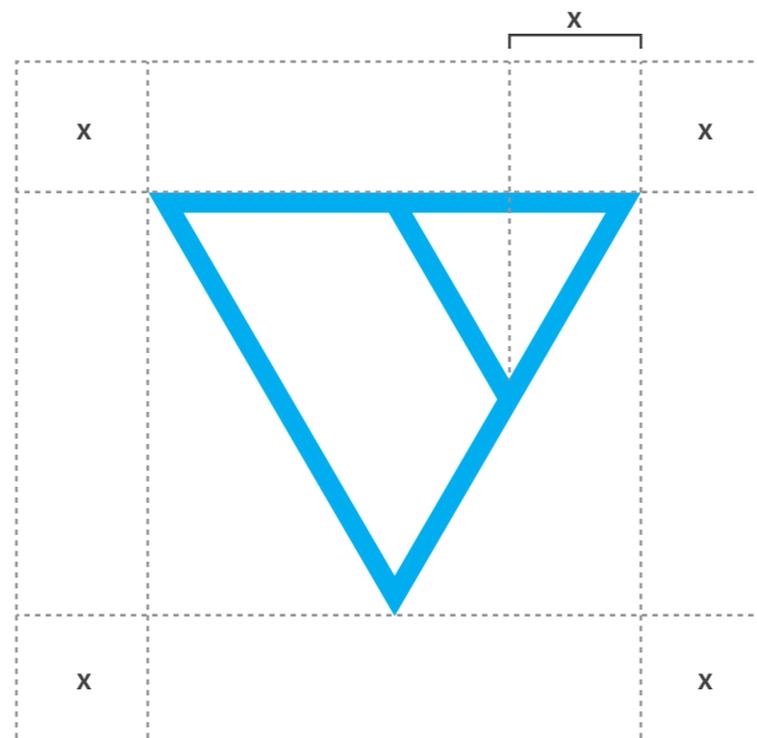
LOGO TREATMENT

The logo must be used as is and not be altered in any way. This means that you must not:

1 Change the logo's orientation or rotation.

2 Disproportionately scale or resize the logo.

3 Change the logo's colors.

4 Display the logo with colour combinations not previously specified.

5 Display the logo in a configuration not previously specified.

6 Attempt to recreate the logo.

7 Make alterations to the logo's text.

8 Add special effects to the logo.

9 Add an outline to the logo or display the logo as an outline.

10 Use the logo on top of busy photography.

11 Display other elements within the logo's designated clear space.

12 Crop the logo in any way.

TYPOGRAPHY

Our primary typeface for any web materials is Source Sans Pro. We use the Light weight for standard copy and the Semibold weight for anything more important than that.

Source Sans Pro is also used for print material, but for main headings, DIN 30640 Neuzeit Grotesk Light is used.

SOURCE SANS PRO SEMIBOLD (WEB HEADINGS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

SOURCE SANS PRO LIGHT (PARAGRAPH TEXT)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

DIN 30640 NEUZEIT GROTESK LIGHT (MAIN PRINT HEADINGS)

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Vv Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0

COLOURS

Our company colours are professional and modern, expressing who we are.

1 Our main logo colour is an active blue, to signify the modern and active nature of our company, as well as the trustworthiness we want to portray.

2 Our main blue is complemented by a more subdued set of colours, including a range of greys, to create our colour palette.

1

VANVERO LOGO BLUE

CMYK 69, 14, 0, 0
RGB 0, 174, 239
HEX #00AEEF

2

BLUE	DARK GREY	LIGHT GREY	RED
CMYK 78, 39, 30, 3	**CMYK** 68, 62, 58, 46	**CMYK** 45, 36, 35, 1	**CMYK** 14, 100, 78, 3
RGB 61, 128, 153	**RGB** 65, 64, 66	**RGB** 147, 149, 152	**RGB** 204, 20, 60
HEX #3D8099	**HEX** #414042	**HEX** #939598	**HEX** #CC143C

OUR VOICE

We use industry-standard language that is sophisticated enough to prove we know what we're talking about, while remaining simple and grounded enough to ensure that our copy is free of unnecessary jargon.

We favour results-oriented explanations that clearly communicate purpose over engineering-focused speak that may sound impressive but confuse novice users. Of course, we'll be as technical as we need to when explaining the finer details of our products, but standard explanations shouldn't be dominated by overly technical terminology.

We are serious but not stodgy – we don't tell jokes, but we are fairly casual with our tone, and we use modern, everyday language that is easy to understand. Contractions are also perfectly acceptable.

We are guided by a vision of empowering others, and as such, our goal should be to communicate everything clearly and honestly.

Do Say: Unlike other stabilizers, Camvertible cleverly uses your existing accessories, such as your monopods, as counterbalance, giving you silky smooth footage as well as the functionality of your other gear.

Don't Say: Camvertible works in a similar way to current stabilizers on the market, based on the principles of inertia and center of gravity, but instead of using weights that serve no other purpose, Camvertible uses accessories like monopods for counterbalance. A fully adjustable gimbal accepts a wide range of accessories with differing sizes and weights.

The second sample is too complex for a standard explanation - references to inertia and center of gravity may scare off users. Leave the technical terms to the technical diagrams if possible.

Do Say: Please don't hesitate to contact us to find out more about the Camvertible.

Don't Say: If you wish to learn more about the Camvertible, you may contact us at the phone number or email address listed below.

Be friendly and casual with the tone of voice, and communicate things clearly and concisely. The second example is a bit too long and convoluted for what it communicates.

Do Say: The Camvertible is a high-quality video camera stabilizer that provides silky smooth footage.

Don't Say: The Camvertible is a camera stabilizer that gives you footage as smooth as your pick-up lines at the bar.

Although we're casual with our tone, we're professional and don't crack jokes in our copy. Refrain from using overly unprofessional language like that found in the second example.