



|| VINDE

DESIGNMANUAL



OUR BRAND

GUIDELINES

We created these guidelines to help communicate our branding guidelines to employees and partners seeking to feature Vinde. Our branding is essential to the Vinde experience. The focus of our identity is the wonderful nature that is our workplace and to be professional.

We need to ensure that our brand maintains a consistent look and feel no matter where in the world it's seen. This requires strict dedication to standards. This guide is provided to keep the brand focused and unique.

CONTACT

If you have any questions please contact:

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LOGO

On white or light backgrounds the standard logo is used.



Towards darker backgrounds the negative logo is used.



Our logo represents the company, and we want to ensure the proper usage off it

TYPEFACE

LATO

Our primary corporate font is Lato and our secondary corporate font is Calibri.

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å
Å a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

Figures

1 2 3 4 5 6 7 8 9

Symbols

! " # ¤ % & / () = ? ` § | @ £ \$ { [] } +

COLORS_o

Our colors are inspired by the natural elements that surround us, and the rustic colors of the north sea platforms.



Hex #F2F2F2
RGB 242, 242, 242

Hex #006EB7
RGB 110, 183, 0

Hex #003F81
RGB 63, 129, 0

Hex: #000538
RGB: 0, 5, 56

Hex: #000221
RGB: 0, 2, 33

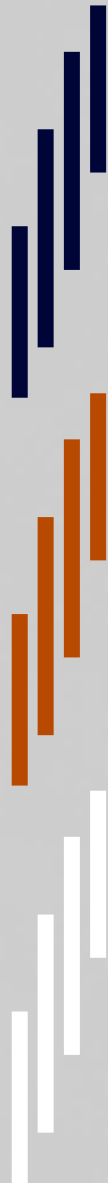
Hex: #B74900
RGB: 183, 73, 0



ELEMENT.

The element represents our most important work tool, ropes.

It is always to be placed in a corner and used in one off the three colors shown.

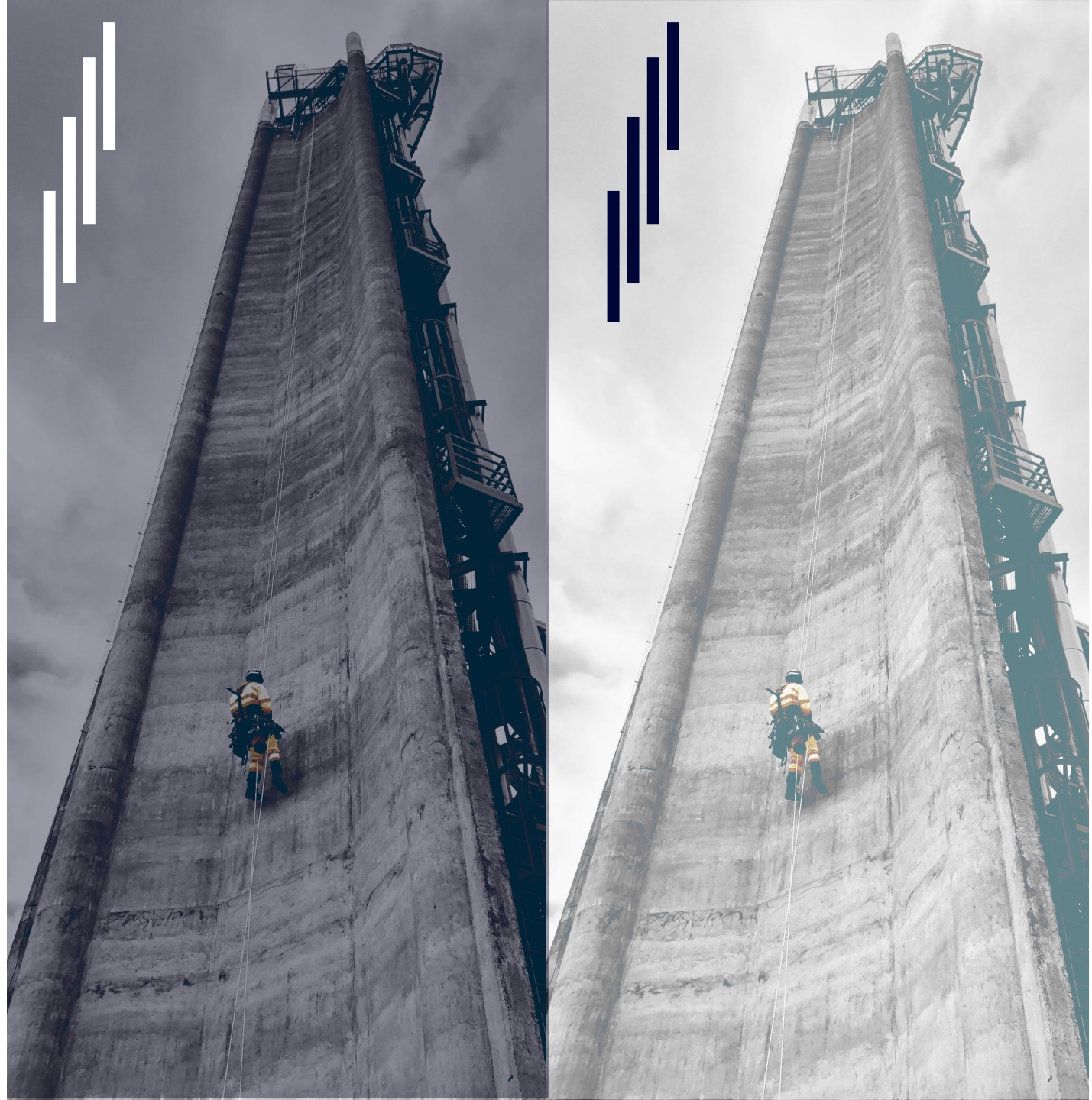


COLOR USAGE

The colors are mainly used as background colors and transparent color over photos.

1) The colors can be added as a transparent color layer over parts or the whole photo to give it a colorswatch. This is done to create life and contrast to the photo.

2) The colors can also be used as backgrounds, either on an entire page or parts of a page.

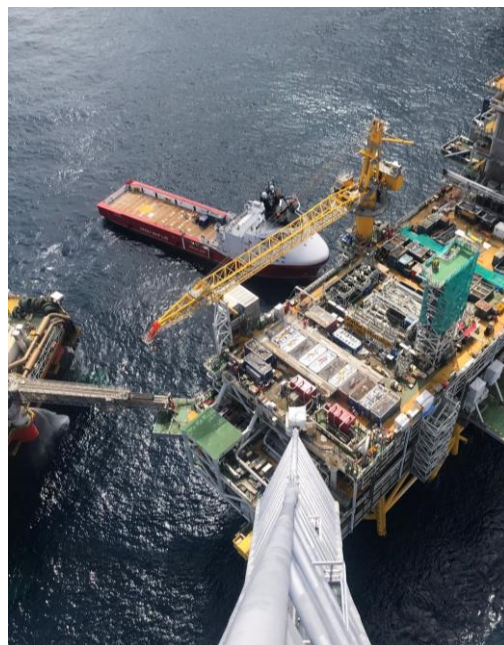
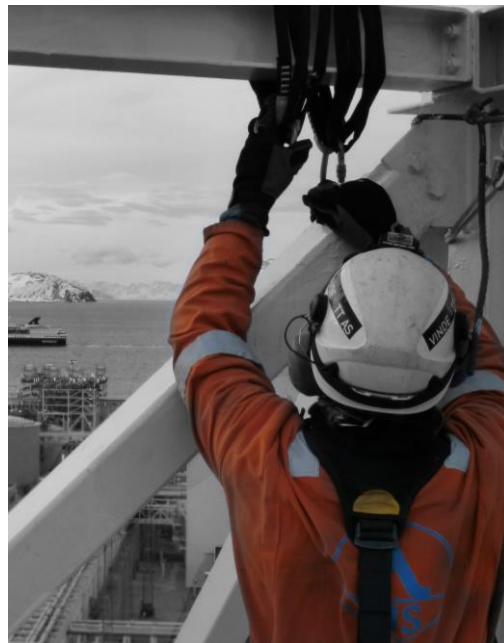


PICTURE STYLE

Vinde strive to only use our own images. This is to ensure that the equipment that is used is correct and secure.

Our photos are either in black and white. If with a splash of color or the color saturation is taken down.

If you need assistance to find suitable pictures for your presentation or your social media posts, feel free to contact the Marketing Department.



PICTURE WITH FILTER

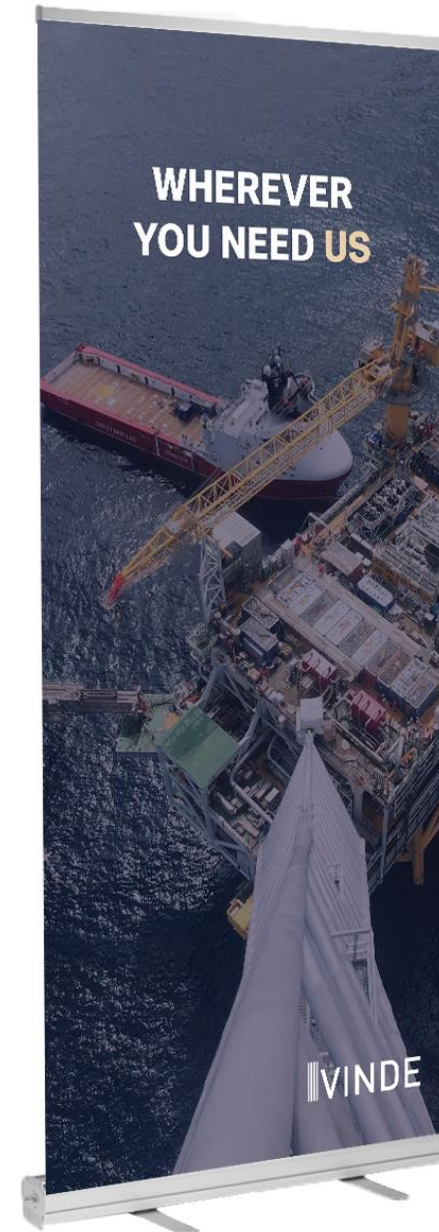
When using color filters over image, we keep grading of the color to 20-40% transparency.

The percentage depends on the original image. If our color filter is used throughout the image, the original image should be in black and white.

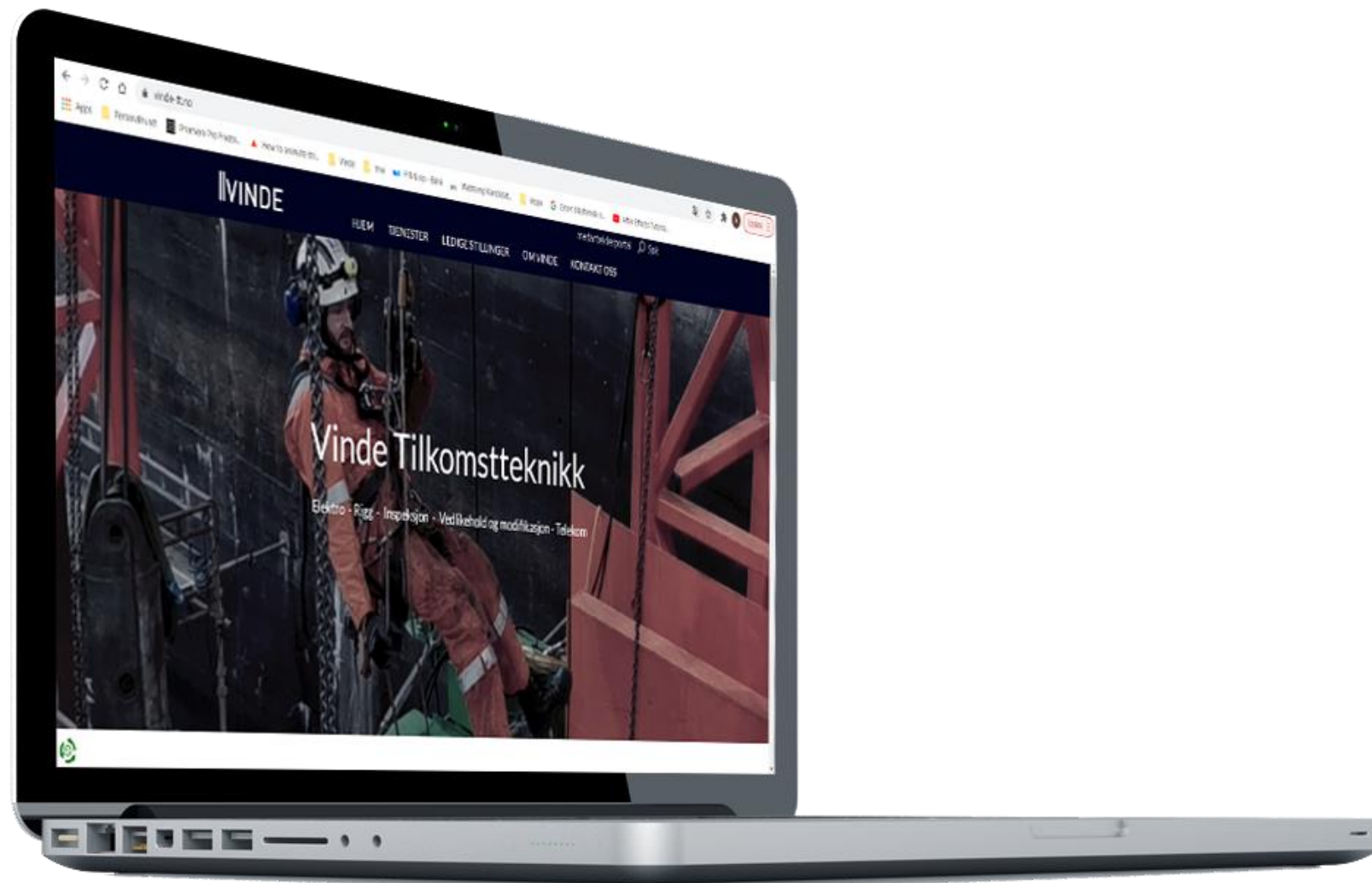


PRINT

ROLL-UPS



WEBSITE



SOCIAL
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