

brand guidelines

the new Brandbook for Vox, a Vox Group branche

VOX S.P.A.

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The Vox logo is rendered in a bold, italicized, blue sans-serif typeface. The letters are thick and closely spaced, with a slight slant to the right. The 'V' and 'X' are particularly prominent due to their height and width.

about the brand

This identity guideline is a tool designed to project the image, values, and aspirations behind the brand.

It is the cornerstone of all communication efforts and must be followed carefully to ensure a consistent style and quality of presentation. Every participating institution is responsible for representing or coordinating the use of the brand along with an individual institution's brand.



*The global leader for guiding solutions
in tourism and culture.*

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the logo design



Our logo is the touchstone of our brand and one of the most valuable assets. We must ensure its proper usage.

1. the logo and its usage / 2. white, black and grayscale / 3. logo construction + clearspace / 4. minimum logo sizes and incorrect uses

01

logo and usage

The Vox logotype is an element that should never be changed. Position, size, and colour, along with the spatial and proportional relationships of the Vox Group logo elements, are predetermined and should not be altered.

Used consistently, they will reinforce public awareness of the company.

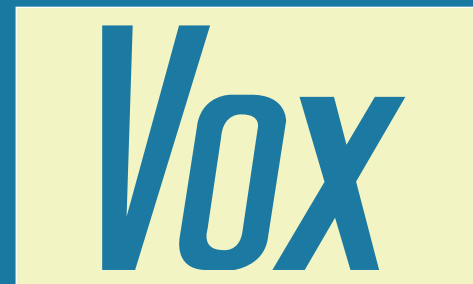
The general logo

The word mark



The corporate logo is presented through the use of colour and typography.

Dark version



A variant of use when the background is light coloured.

Light version



A variant of use when the background is dark coloured.



Vox

100% white



Vox

100% black



Vox

70% black

If necessary, solid coloured and grayscale logos can be used.

white, black and grayscale

Sometimes, often due to production costs, only one colour of ink is available and so the Logo must be reproduced using only one colour. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light colour type on a dark background or in a dark colour type on a light background.

The logotype and the symbol must be clearly distinguishable from the background colour.

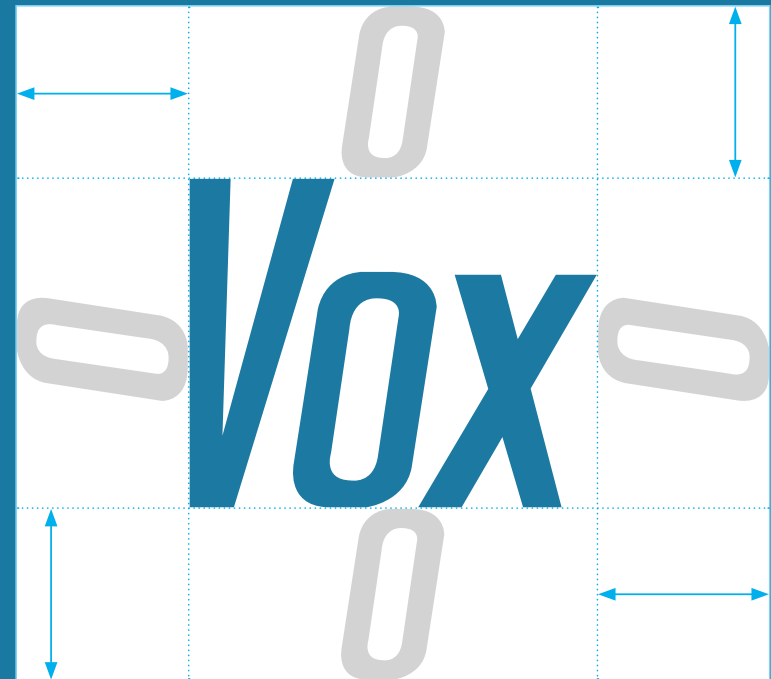
You must honor the Vox Logo palette when possible, using black or white if necessary.

logo construction + clearspace

The Vox Group logo requires separation from the other elements around it. The space required on all sides is roughly equivalent to the height of the "O" from the logo type. It never should be less than that. The logo must always fit into the clearspace area and can not be intervened by other graphical elements which could hinder legibility of the brand.

Please note that text or pictorial figures which have strong impact or impression should not be placed near the logos even though you keep the isolation area blank.

FULL LOGO



Whenever you use the logo, it should be surrounded with clearspace to ensure its visibility.

MINIMUM LOGO SIZES

There are no predetermined sizes for the Vox group logo. Scale and proportion should be determined by the available space, function and visibility. In print the minimum size is 30 mm width.

PRINT

The word "Vox" in a bold, italicized, blue sans-serif font.

30 mm

DIGITAL

The word "Vox" in a bold, italicized, blue sans-serif font.

94 px

ICON

The word "Vox" in a small, bold, italicized, blue sans-serif font.

16 px

For digital uses the minimum size for the standard logo is 94 px. This is the smallest size apart from when using an ICO. The size for the ICOs is 16 px.

LOGO: INCORRECT USE

Please note: The logo cannot be changed! Although creativity is appreciated please do not alter the logo in anyway!



DON'T rotate the logo



DON'T add a drop shadow



DON'T rearrange elements



DON'T stretch the logo



Don't use different colours



DON'T outline the logo



DON'T add gradients



DON'T compress the logo

the typography



*Typography is 95% of design –
it's a driving force in all forms of
communication art*

1. the primary and secondary font

02

primary font lato

DESIGNER: ŁUKASZ DZIEDZIC

Lato Font is a contemporary typeface. Lato has semi-rounded details and a sleek structure, giving it a strong personality while still keeping readability high. The family comprises six styles: eight weights (hairline, light, regular, medium, semibold, bold, heavy, black) with corresponding six italics.

This font should be used in all Vox Group communications to project consistent visual identity. This includes promotional materials, advertising, digital assets and print materials.

Lato

THE QUICK BROWN FOX
JUMPS OVER THE LAZY
the quick brown fox jumps
over the lazy dog
1234567890

Light

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

Italic

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890*

Bold

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890**

Calibri

THE QUICK BROWN FOX
JUMPS OVER THE LAZY

the quick brown fox jumps
over the lazy dog

1234567890

Regular

Italic

Bold

ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890

*ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890*

**ABCDEFGHIJKLMNOP
QRSTUVWXYZ
abcdefghijklmnopqr
stuvwxyz
1234567890**

secondary font calibri

DESIGNER: LUC(AS) DE GROOT

Calibri is a modern sans serif family with subtle roundings on stems and corners. It features real italics, small caps, and multiple numeral sets. Its proportions allow high impact in tightly set lines of big and small text alike. Calibri's many curves and the new rasteriser team up in bigger sizes to reveal a warm and soft character.

This serif font is available in 4 weights. We use 3 of them. The regular, italic and bold versions.

the colour system



With 93% of customers influenced by colours and visual appearance, make sure you pick the right colours for your company.

1. the logo colour palette / 2. secondary/text colour palette

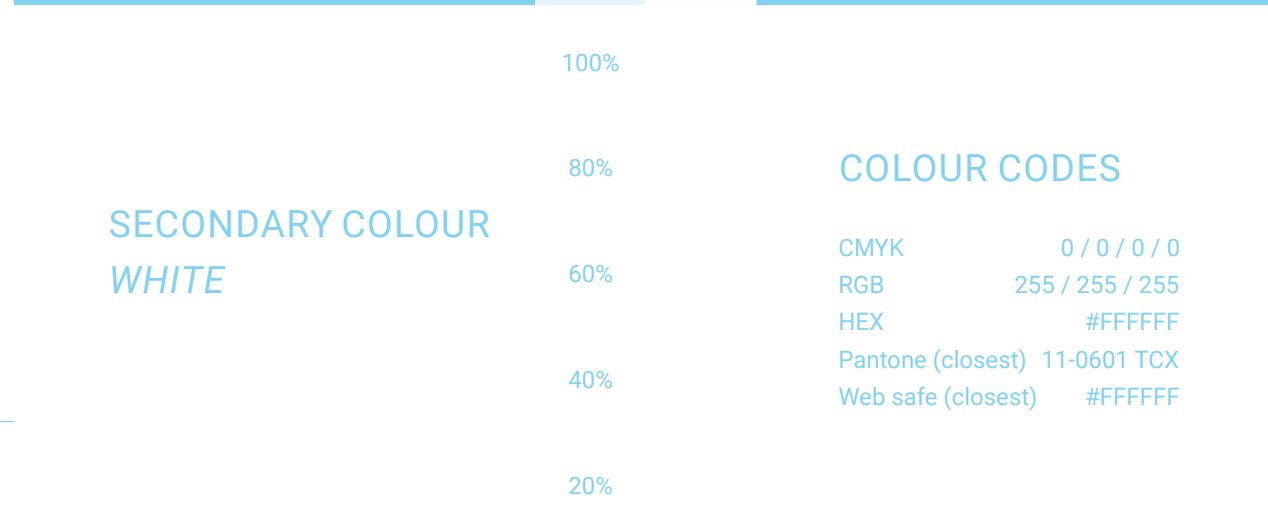
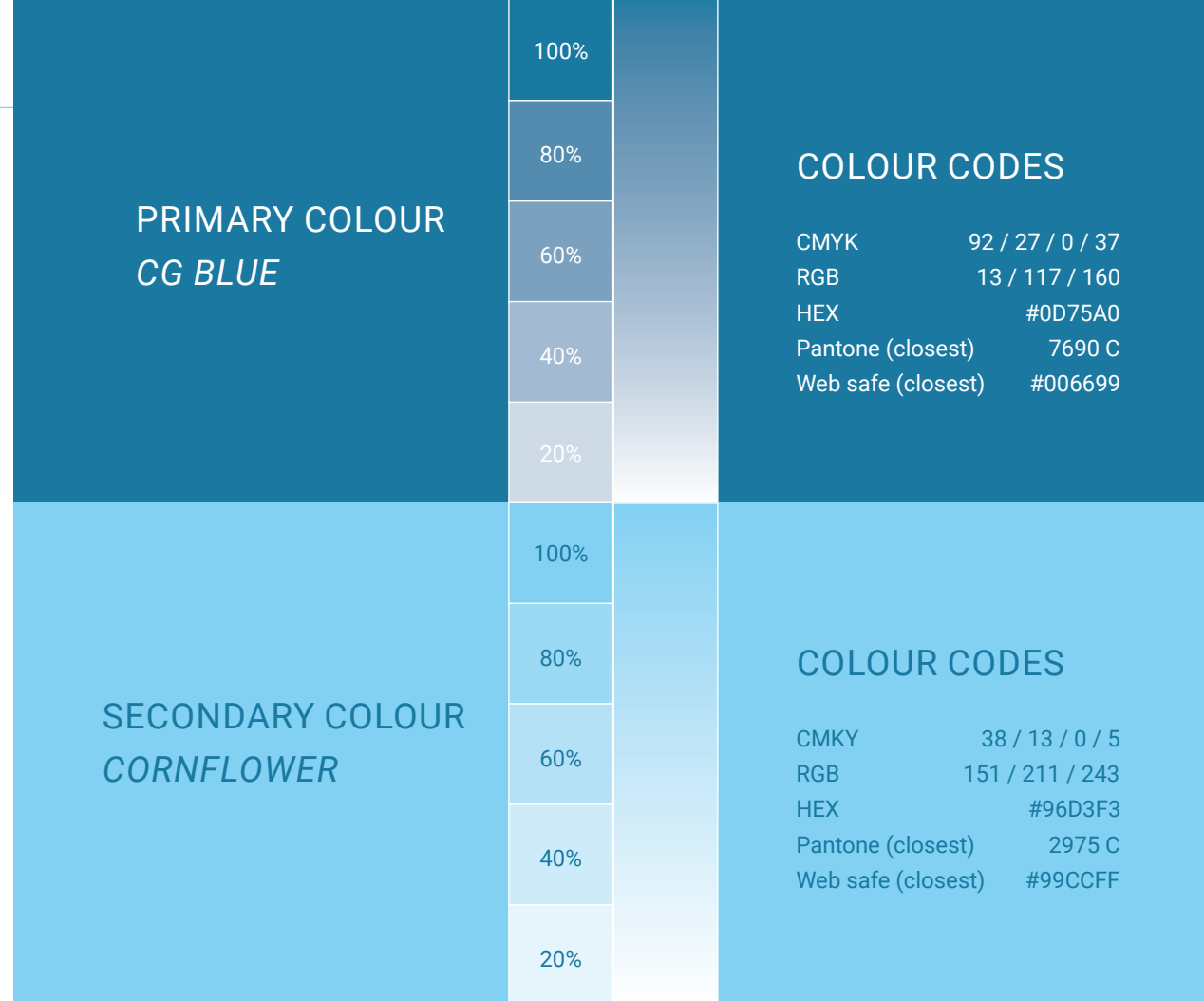
03

the logo colour palette

USE OF COLOUR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in Vox communications. Lighter tints of these colours are also allowed, but the Logotype + background may only be used with a 100% tint.

A comprehensive colour palette has been developed to provide flexibility while creating a unified, recognizable appearance across all communications.



SECONDARY COLOUR
BLACK

100%

80%

60%

40%

20%

COLOUR CODES

CMYK 0 / 0 / 0 / 100
RGB 0 / 0 / 0
HEX #000000
Pantone (closest) Black 6 C
Web safe (closest) #000000

SECONDARY COLOUR
DARK SILVER

100%

80%

60%

40%

20%

COLOUR CODES

CMYK 1 / 0 / 0 / 56
RGB 112 / 111 / 111
HEX #6F7070
Pantone (closest) 424 C
Web safe (closest) #666666

secondary/text colour palette

The secondary colour palette includes specifications for Pantone colours on coated stock (C) and HKS on natural paper (N). When reproduced using the four-colour process (CMYK), and when creating PowerPoint presentations (RGB).

The palette allows the addition of secondary colours to enrich the Vox Group visual identity as a whole. Lighter tints of these colours are also allowed.

These colours are complementary to our official colours, but are not recognizable identifiers for our company. Use the both colours sparingly.

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Vox