

Logo guidelines

Vox Mundi



the logo

The Vox Mundi logo combines two elements: the Vox Mundi logotype and the graphic element, representing the shape of the Basilica of San Pietro, superimposed on three non-uniform rectangles, which represent the Trinity. These elements should never be changed. Position, size, and colour, along with the spatial and proportional relationships of the Vox Mundi logo elements, are predetermined and should not be altered.

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



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 Mundi 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**

logo colour palette

USE OF COLOUR FOR THE PRINTED & DIGITAL LOGO.

The following palette has been selected for use in Vox Mundi 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.

PRIMARY COLOUR CG BLUE

100%

80%

60%

40%

20%

COLOUR CODES

CMYK	85 / 42 / 20 / 5
RGB	13 / 117 / 160
HEX	#0D75A0
Pantone (closest)	7690 C
Web safe (closest)	#006699

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 Mundi 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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