

GRAPHIC
STANDARDS
GUIDE

2021

Vireo

GRAPHIC STANDARDS GUIDE

Main Logo

It is the brand's main official visual identity.

In any case, we highly recommend the use of the main version.

It is essential to follow these guidelines, as a constant use of this main identity will allow a faster and more effective visual recognition to all individuals subjected to it.

However, for harmonization or simplification purposes, the use of the secondary identity or different variants can be adequate alternatives.

Made by **Packsac**

Colors

Vireo

Black

Vireo

Inversed

Vireo

GRAPHIC STANDARDS GUIDE

Secondary Logo

It is the brand's secondary official visual identity.

For harmonization or simplification purposes, we highly recommend the use of the secondary version of the visual identity exclusively when the main identity is not available.

Made by **Packsac**

Colors



Black



Inversed



GRAPHIC STANDARDS GUIDE

Color Palette

It is the one and only color palette used for all brand related visuals.

The use of this palette can vary using lighter or darker shades.

The only other colors allowed are black and white.



HEX	0C9191	C	80	PANTONE
R	12	M	21	7716C
V	145	J	44	
B	145	N	4	



HEX	0C4444	C	89	PANTONE
R	12	M	46	3435C
V	68	J	57	
B	68	N	53	



HEX	115B49	C	88	PANTONE
R	17	M	37	343C
V	91	J	70	
B	73	N	36	



HEX	F9AF15	C	0	PANTONE
R	249	M	36	7409C
V	175	J	93	
B	21	N	0	



HEX	EE7621	C	0	PANTONE
R	238	M	64	158C
V	118	J	92	
B	33	N	0	



HEX	A24817	C	26	PANTONE
R	162	M	76	1675C
V	72	J	100	
B	23	N	22	

GRAPHIC STANDARDS GUIDE

Color Shades

All colors can be used in their different shades, from darkest to lightest.

Shades are very useful for working tone-on-tone, for example when using patterns.

#5EA5A6	#3C5F60	#477364	#FBBF53	#F3944D	#B36838
#8FBABB	#697E80	#759084	#FDD083	#F7B17A	#C58B63
#B8D1D2	#97A4A6	#A1B1A9	#FEE0AF	#FBCCA7	#D8B093
#DCE8E9	#C9CED0	#CFD6D2	#FFF0D8	#FDE6D4	#EBD7C8

GRAPHIC STANDARDS GUIDE

Typographies

Selected typographies are the only ones allowed to be used on all brand related visuals.

The use of other typographies is prohibited, except in the case of thematic graphic creation by the brand.

TITLES

Font: Droid Serif

Font Styles: Capital, Bold

Font Size: 30

Kerning: 10

Subtitles

Font: Droid Serif

Font Styles: Lowercases, Medium

Font Size: 14

Kerning: 50

Common Text

Font: Aperçu

Font Styles: Lowercases, Regular

Font Size: 10

Kerning: 5

GRAPHIC STANDARDS GUIDE

Typographies

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Apercu, Light	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Apercu, Light Italic	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Apercu, Regular	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Apercu, Italic	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Apercu, Medium	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Apercu, Medium Italic	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Apercu, Bold	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
Apercu, Bold Italic	→	abcdefghijklmnopqrstuvwxyz ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890

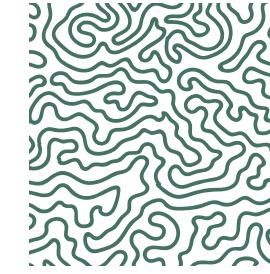
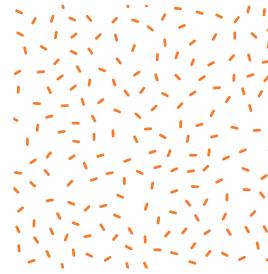
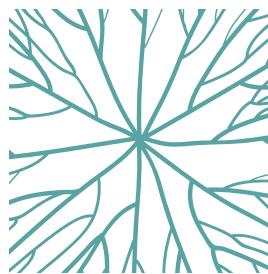
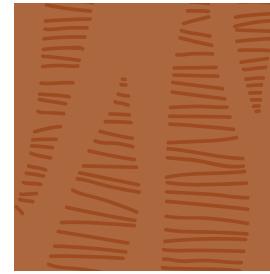
GRAPHIC STANDARDS GUIDE

Patterns

The four patterns designed for the visual identity represent the four elements.

Patterns are an integral part of the visual identity. They must be integrated cautiously and meticulously.

The use of these patterns is allowed for the brand only.



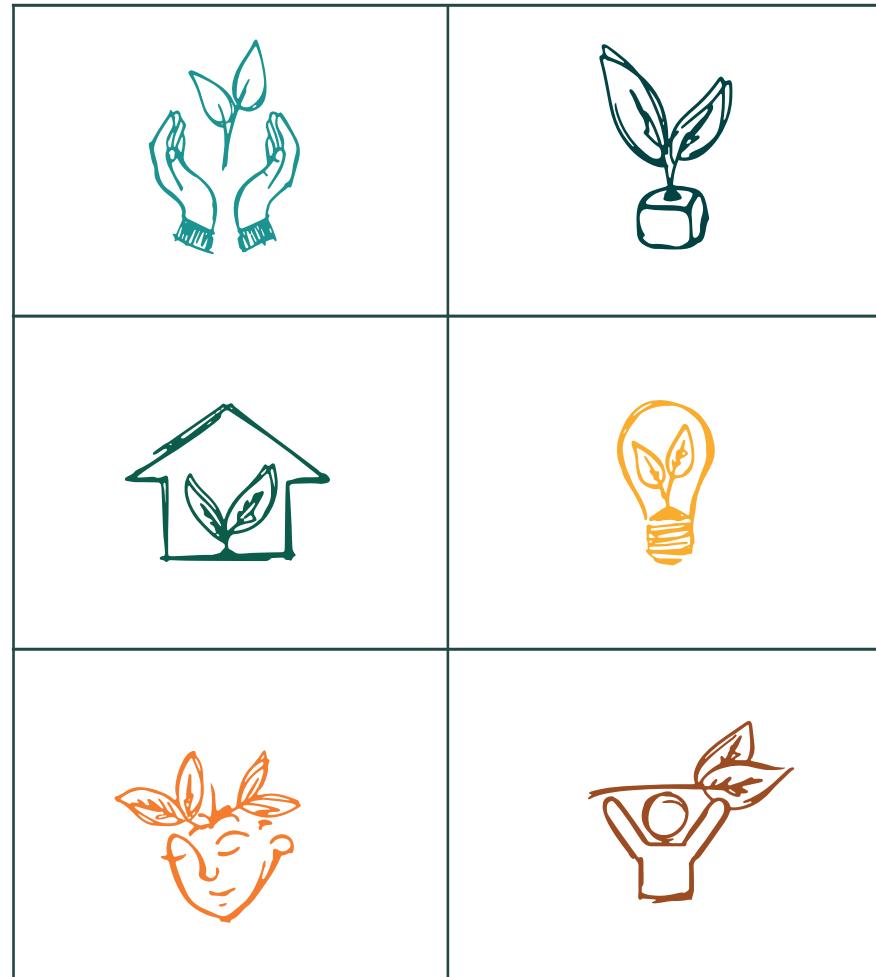
GRAPHIC STANDARDS GUIDE

Pictograms

Pictograms are an integral part of the visual identity. They must be integrated cautiously and meticulously.

The use of pictograms is allowed for the brand only.

**Note that other pictograms not included in the Graphic Standards Guide can be added over time.*



GRAPHIC STANDARDS GUIDE

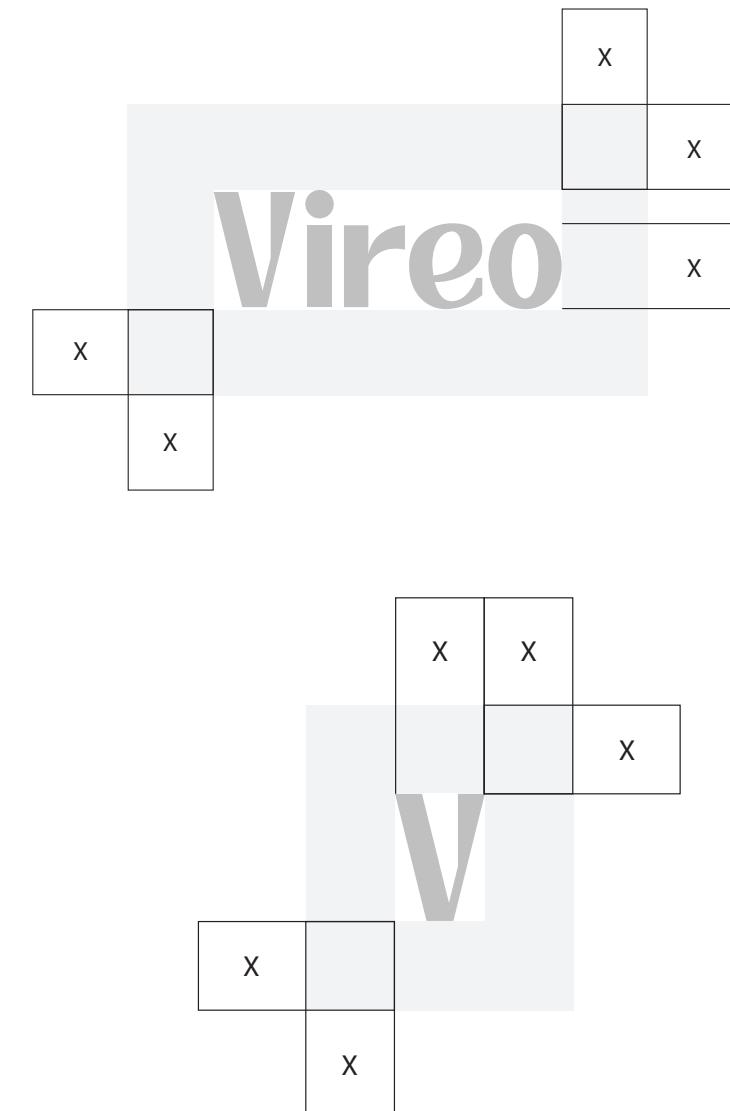
Protection Zone

This protection zone ensures that the identity can coexists with its visual environment.

It is important to respect this established zone, which will avoid conflict between the identity and graphic elements that could likely lessen the visual impact of the identity.

This protection zone is defined by the "X" area, which is represented by the height and width of the letter "o" and to which it will always be proportional.

Made by **Packsac**



GRAPHIC STANDARDS GUIDE

Social Media

For maximum impact, readability, and coherence of the visual identity, here are some examples of profile pictures illustrating the main recommended uses of the logo on social media.



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Visual Context

Here are some of the brand's logo and visual identity variants in context.

