VIPLINE

BE SEEN.

BRAND GUIDELINES

Logo system, colour, typography and applications

VERSION 1.0 / 2026

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BE SEEN.

The brand idea

A print brand built around visibility, craft and layered production.

VIPLINE exists to turn ideas into visible, finished objects.

The identity is deliberately direct: strong black, one distinctive Eco Green and a compact layered symbol. The system should feel precise enough for B2B production and approachable enough for custom products.



BRAND PROMISE

A short promise: the work should help the customer, product or message become visible.

- **VISIBLE**
  Clear, confident output
- **PRACTICAL**
  Production-first thinking
- **FLEXIBLE**
  From one-offs to business runs

Logo anatomy

The three-layer symbol is a direct reference to paper, substrates and layered print production.



01 **IDEA / MATERIAL**

The top sheet represents the starting surface: an idea, design or substrate.

02 **PRINT / PROCESS**

The Eco Green middle layer represents the active production step and transformation.

03 **VISIBLE RESULT**

The lower sheet represents the finished piece - produced, delivered and ready to be seen.

The symbol may be used independently when space is limited, but it must keep the same proportions and colour rules as the primary logo.

Approved logo suite

Use only the supplied master artwork. Do not rebuild or retype the wordmark.



PRIMARY / FULL COLOUR + TAGLINE

Preferred on light backgrounds.



PRIMARY / FULL COLOUR

Use when the tagline is too small.



MONO / BLACK + TAGLINE

For one-colour work on light backgrounds.



MONO / WHITE + TAGLINE

For dark, coloured or busy backgrounds.



SYMBOL / FULL COLOUR

Compact brand mark.



SYMBOL / WHITE

Use on dark/colour.



VPL BADGE

Secondary compact mark.

Colour system

The palette is intentionally small. Eco Green is the only strong brand accent.

ECO GREEN

CMYK 60 / 5 / 95 / 10

RGB 113 / 167 / 60

#71A73C

VIPLINE BLACK

PRINT: C0 M0 Y0 K100

DIGITAL: RGB 35 / 31 / 32

#231F20

WHITE

CMYK 0 / 0 / 0 / 0

RGB 255 / 255 / 255

#FFFFFF

LIGHT GRAY

SUPPORTING NEUTRAL

RGB 237 / 237 / 237

#EDEDED

Light Gray is a supporting neutral. Do not manually recolour the master logo; use only approved artwork variants.

Background rules

Full colour belongs on light surfaces. White is the default on dark, coloured and visually busy surfaces.

VIPLINE

YES Light / white

VIPLINE

YES Light gray

VIPLINE

YES Dark / black

VIPLINE

YES Brand colour



NO Never colour-on-dark

If contrast is uncertain, choose the white logo. Avoid placing the full-colour logo over photography, textures or saturated dark colours.

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Clear space & edge distance

Minimum free space around the logo is 50% of the height of the letter V.

CLEAR SPACE DIAGRAM

The minimum clear space around the logo is 0.5V on all sides.



MEASUREMENT DETAIL

0.5V equals half of the height of the letter V.



V = height of the letter V

0.5V = 50% of the height of the letter V

GUIDELINES

- Keep the protected area free of text, cut lines, folds, photos, other logos and page edges.
- Minimum clear space on all sides is 0.5V (half the height of the letter V).
- Measure the clear space from the visible logo artwork, not from the file canvas.
- Use more space whenever possible, especially for large-format or premium applications.

Typography & tagline

The wordmark is custom artwork. The tagline uses Bahnschrift Regular, Normal.



MASTER LOGO WITH TAGLINE

TAGLINE

Typeface: Bahnschrift Regular / Normal

Use the supplied master artwork whenever possible. Do not recreate the tagline by eye.

RECOMMENDED COMMUNICATION HIERARCHY

HEADLINES / BAHNSCHRIFT BOLD

Subheads / Bahnschrift SemiBold

Body copy / Bahnschrift Regular. Keep layouts clean, direct and easy to scan.

DO NOT RETYPE VIPLINE

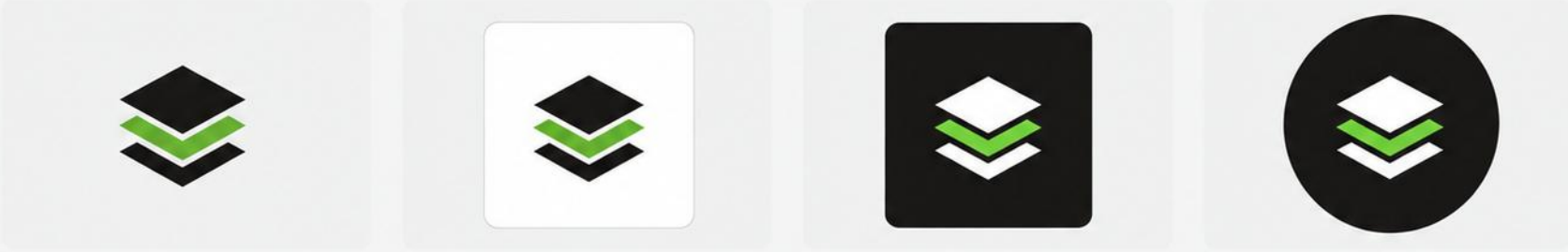
The VIPLINE wordmark is a custom shape. Do not substitute a font, alter letter spacing, rebuild letters or combine it with a different tagline treatment.

Icon, circle & square containers

VIPLINE
BE SEEN.

The symbol or full logo may sit inside a solid square or circle, provided it is centered and keeps clear internal padding.

ICON USAGE



ICON
ON WHITE

ICON IN
WHITE SQUARE

ICON IN
BLACK SQUARE

ICON IN
BLACK CIRCLE

FULL LOGO USAGE



LOGO
ON WHITE

LOGO IN
WHITE SQUARE

LOGO IN
BLACK SQUARE

LOGO IN
BLACK CIRCLE

Containers are backgrounds, not outlines.

Center the artwork and keep at least 0.5V internal padding. No strokes, keylines or rings.

Incorrect usage

Consistency matters more than decoration. The logo should stay simple and recognisable.

NO OUTLINES

Never add a stroke around letters or the icon.

VIPLINE

NO EFFECTS

No shadows, glow, bevel, emboss or 3D styling.



NO DISTORTION

Do not stretch, squash, skew or rotate.



NO NEW COLOURS

Do not recolour the master artwork.



NO LOW CONTRAST

Do not use the full-colour logo on dark or busy surfaces.



NO REBUILDING

Do not retype VIPLINE or redraw the symbol.

VIPLINE

Applications

Examples show the principle: use colour on light surfaces and white on dark or coloured surfaces.



APPAREL
Full colour on light surfaces / white on dark surfaces.



PACKAGING
Full colour on light kraft and natural materials.



MUG
Full colour on light surfaces.



PEN
White mark on dark surfaces.



BROCHURE
Full colour on light or dark backgrounds (use the appropriate version).



BANNER
White mark on brand green.

Production handoff & logo files

Keep one source of truth. Use the supplied PDF masters for production and PNG files for digital use and previews.

APPROVED MASTER FILES

- VIPLINE_Primary_Color_Tagline
- VIPLINE_Primary_Color
- VIPLINE_Icon_Color
- VIPLINE_Primary_Black_Tagline
- VIPLINE_Primary_Black
- VIPLINE_Icon_Black
- VIPLINE_Primary_White_Tagline
- VIPLINE_Primary_White
- VIPLINE_Icon_White
- VIPLINE_VPL_Icon_Black

WHICH FORMAT?

PDF	Professional print, production and placement in layout software.
PNG	Transparent-background digital use and previews.



Rule of thumb: if the logo has to be altered to fit the application, change the application or switch to another approved logo variant instead.