



design : www.scalp.be

GRAPHICAL CHARTER

June 2015

DESCRIPTION

The visual identity of **VETTUBE** must be used with the greatest possible coherence and must follow the strict graphic rules that are described in this charter.

The basic rules of use of the logo and graphic elements must be fully respected in order to avoid any transformation likely to weaken the impact of this identity.

THE SYMBOLISM

The logotype is the first sign of recognition of a trade mark, that which gives it its identity. Therefore it must respect clearly defined rules. The logotype has been developed under the designation **VETTUBE** and can only be used under this name.

The simplicity of the logo is in harmony with a refined graphic environment. It allows a perfect readability and gives the basic pictogram the freedom to exist.



*The vectorial version .eps or .pdf is mandatory for any CMYK creation, Pantone, RAL or vinyl.

THE POSITIVE LOGO

The **VETTUBE** logo possesses a minimum protection zone defined by the height of the main text. It is prohibited to place the logo in a loaded zone that does not ensure the respect of this minimum space. The composition of the colours must follow the values mentioned below, according to the used mode. The logo should preferably be used on a white background, in its positive version.

The present document cannot be used for calibration of the colours. For this, you should encode the values of the colours in the spectrum according to the desired use.

CMYK : For four-colour (CMYK) printing



Black : For a printing in black, photocopying or heavy ink (stamp)



THE NEGATIVE LOGO

The **VETTUBE** logo can be used in negative in certain cases. Two versions are at your disposal.

The logo should preferably be placed on a one-colour background, but can also be placed on photographs as long as the visibility and readability remain sufficient.

When the logo is presented on a blue or light background, only the white version should be used.



PROHIBITED USED OF THE LOGO

It is prohibited to use the main logo in situations that can make it less visible, prevent its recognition, modify its form or/and its colour, or in situations that do not respect its protection zone or remove or introduce new elements.



THE COLOURS

The **VETTUBE** logo is available in two different colorimetric versions, according to its use (for printing or for screens).

The references of the colours below can't be modified or replaced.

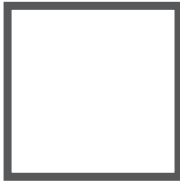
For printing (CMYK):



C73 M25 J0 N0

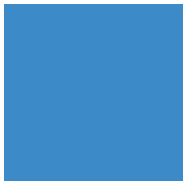


C0 M0 J0 N80

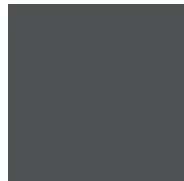


C0 M0 J0 N0

For screen (RGB):



R66 V139 B202
#428BCA



R87 V87 B86
#575756



R255 V255 B255
#FFFFFF

SPOT COLOURS

Two spot colours of the logo are advised in order to maintain a graphic consistency through all communication media.

For printing (CMYK):



C90 M65 J55 N65



C90 M70 J60 N80

For screen (RGB):



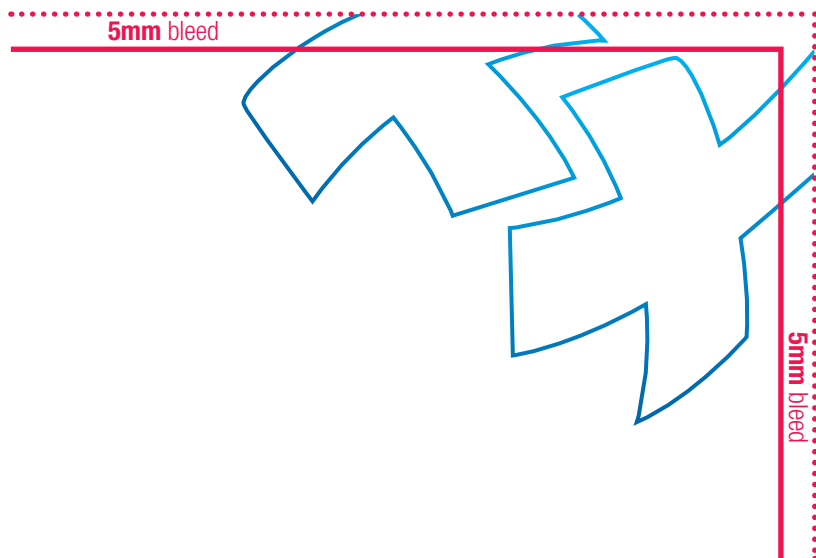
R23 V40 B48
#172830



R14 V25 B30
#0E191E

ADDITIONAL GRAPHICAL ELEMENT (OPTIONAL)

The **VETTUBE** identity disposes of an additional graphical element that can only be used as in the example below:



This visual is mandatorily positioned in the **5mm bleeds** of the upper right corner of the used support and not at the border of the support.

TYPOGRAPHY

The font of the used text for **VETTUBE** in all different media is **ROBOTO**.

Available for download on Google Fonts (www.google.com/fonts).

- ROBOTO Light 300 (title or text without impact)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrst

- ROBOTO Regular 400 (common text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrst

- **ROBOTO Bold 700** (title or text with impact)

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789 abcdefghijklmnopqrst

