videoloco

Logo & Brand Identity Guidelines

0   Contents

0.1   Logo Specifics

Logo Clear Space

Grey stripped area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area.

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'Y'

Logo Construction

The videoloco text is meant to always be one word in lower case. There is to NEVER be "VideoLoco" or "Video Loco" this is completely against brand standard and you will be yelled at. Although the colors divide the kerning and spacing is even.

The icon is based off of a simple play button, and VL. The rounded parts are at a 6mm curve from the point to go with the rounded font, and keep the V inside of the circle. The V turns into a small l inside of the logo unifying videoloco recording and pressing play in 1 single logo.

0.2   Typeface Details

Typeface Families

Only one font style is used for the logo, but for over all branding we use 4 main fonts they are all from the same typeface family: Gotham

The Gotham family consists of 2 typeface types: Normal and Rounded. Each of the 2 type widths contains 8 fonts:
4 Weights and 4 italics.

The huge variety of font weights and widths will ensure immense flexibility, and consistency for the future growth of the eevoz identity.

When to Use:

Gotham Rounded (Medium) is the primary font used for the logotype/logo wording. Gotham Rounded (Book) is used for the all caps tag-line.

It can also be used as the standard when stronger emphasis is needed, such as in: stationery, website design, brochures and all forms of general correspondence.

Gotham Rounded (Medium)
AaBbCcDd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Gotham Rounded (Book)
AaBbCcDd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

When to Use:

Gotham (Bold) is to be used for formal paperwork titles and headings.

Gotham (Light) is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

Gotham (Bold)
AaBbCcDd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

Gotham (Light)
AaBbCcDd1234
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@£$%^&*()

0.3   Color Specifications

Soft Orange

PROCESS   C0 M55 Y77 K0
SCREEN   R255 G140 B72
WEB   HTML #FF8C48

Sunset Orange*

*Accent color only
do not use as orange
Replacement for logo

PROCESS   C0 M80 Y88 K0
SCREEN   R255 G89 B44
WEB   HTML #FF592C

Abismo Grey &
Charcoal Grey*

*Accent color only
do not use as grey
Replacement in logo

PROCESS   C60 M51 Y51 K20
SCREEN   R102 G102 B102
WEB   HTML #666666

PROCESS   C68 M62 Y60 K50
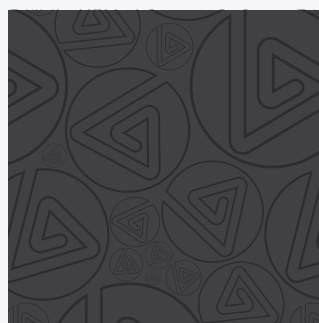SCREEN   R60 G60 B60
WEB   HTML #3C3C3C

Blizzard White

PROCESS   C0 M0 Y0 K0
SCREEN   R255 G255 B255
WEB   HTML #FFFFFF

Sunset Gradient

FADES FROM PEACH TO SUNSET ORANGE. THERE SHOULD ALWAYS BE 7:3 OFF BALANCE
WITH MORE PEACH, AS IT'S THE MAIN VIDEOLOCO ORANGE

Patterns

0.4   Logo Styles

Primary Full Flat Color

This is the flat color version presents a cleaner aesthetic.

Solid

The solid versions have a specific set of rules. The main color to use for all solid single color logos is the orange logo. Grey and Black are only to be used for Fax, and some forms of black/white commercial printing applications, such as local newspapers etc., where course half-tones screens are used. The White is for dark backgrounds and watermarking, and may also be used when having a formal video or to comply with 'white out' branding for client videos like a sponsor spot, where other company logos are to be set to 1 color.

Social Media

There 2 versions of the Social Media profile image. Each are saved with Transparent backgrounds.

The 1st one can be used for all round & square cornered profile destinations, such as: Twitter, Facebook etc., and is placed within a container (shown as cyan & magenta keylines).

The 2nd one is for circular profile destinations, such as: Google+, Instagram etc. and as such does not come inside a container.

0.5   Logo Best Practices

Do Not: Logomark

To ensure your brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

Do Not: Logomark

Do not resize or change the position of the logomark.

Do Not: Fonts

Do not use any other font, no matter how close it might look to Gotham Rounded. Do no change to upper case or ever capitalize 'loco' not even in emails

Do Not: Sizing

Do not squish or squash the logo. Do not change sizes of parts of the logo, and do not adjust rotation or skew. Any resizing must be in proportion. Never reshape the logo.

Do Not: Color

Do not change the colors even if they look similar. Do not re-color the logo. When the icon is alone it should ONLY be white or orange. The only time the icon I allowed to be grey or black is when it is being used as print versions of the logo. NEVER add a glow or drop-shadow to our logo, and do not place on colors where the logo cannot be seen. The only exceptions are the patterns.