



 **VINOVE**

Logo

This sleek, stylized "V" within a circular frame symbolizes both our initials and the infinity loop, embodying boundless potential and enduring quality.

Our modern, minimalist design exudes confidence and sophistication, reflecting **Vinove™** as a forward-thinking brand dedicated to innovation and excellence. The clean lines and seamless flow suggest stability and reliability, reinforcing our commitment to delivering top-tier products and services that stand the test of time.

This logo is more than a visual mark; it's a bold statement of our core values—innovation, reliability, and limitless potential. As we move forward, let this symbol inspire us to push boundaries, explore new horizons, and continue our journey towards a future where possibilities are boundless and excellence is our standard.



Our brand principles

We believe these five brand principles capture the ambition and idealism of Vinove while reflecting our unique personality.

Confident

We love challenges because there's always a solution. You just have to stare at the problem and put in the work. It's not cockiness. It's confidence.

Optimistic

We see every problem as a chance to find an unprecedented, groundbreaking solution. Problems are our partners in the process.

Accessible

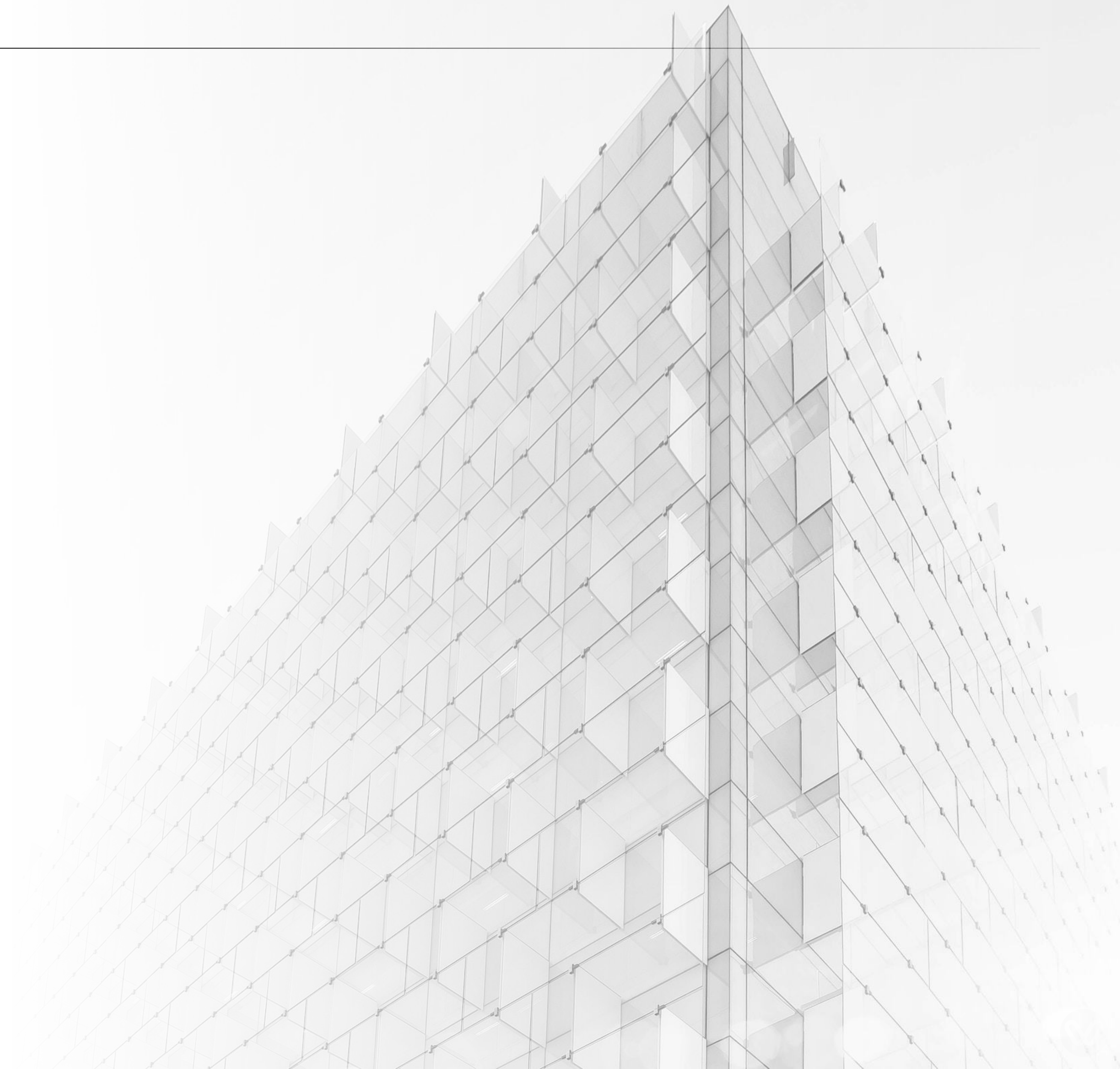
We're anti-jargon. If there's a simple, gettable way to say something, that's how we'll say it. We prove our credibility by what we do.

Curious

We're anything but rule-bound. If there's a way things "have to" be done, we have to wonder if that thinking is outdated.

Human

This stuff isn't academic. It's about making real change in the real lives of people, connecting in powerful new ways to find powerful new ways of making change.



Logo / Variants



LOGO LOCKUP - DEFAULT (VERSION 1)



LOGO LOCKUP - DEFAULT (VERSION 2)



LOGO LOCKUP - REVERSE (VERSION 1)



LOGO LOCKUP - REVERSE (VERSION 2)



LOGO - ICON - DEFAULT



LOGO - ICON - REVERSE

Brand Color

The monochrome color scheme enhances the logo's versatility and elegance, making it a timeless icon that adapts effortlessly across various platforms. The circular shape signifies unity and connection, highlighting our dedication to building strong relationships with our team, customers and partners.

Ink

#0E1320

Terra

#C8553D

Paper

#FAF9F5

Neutral Spine

#21201C

Text-strong

#63635E

Text-body

#82827C

Text-muted

#CFCECA

Border-strong

#D9D9E0

Border-subtle
Borders

#E8E8EC

Surface-3

#F0F0F3

Surface-2

#FCFCFD

Surface-1

#000000

Black

#FFFFFF

White

Logo Typography

Exo 2

Extra Bold

[Download Font](#)

Apercu Pro

Bold

[Download Font](#)

Alle Menschen sind frei und
gleich an Würde und Rechten

Aa

Exo 2 - Extrabold

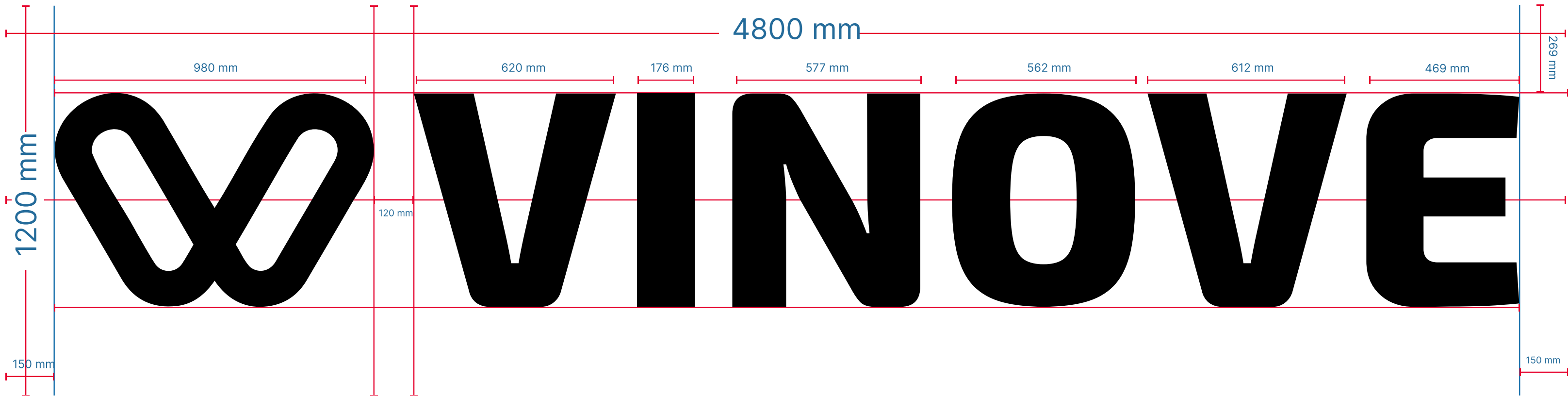
ABCĆDEFGHIJKLMNOPQRSŠTU
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[#] {@} / & \ < - + ÷ × = > ® © \$ € £ ¥ ¢ ; , , . *

Apercu Pro - Bold

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@} / & \ ← + ÷ × = > ® © \$ € £ ¥ ¢ ; , , . *



Symbol & Wordmark Size(s)



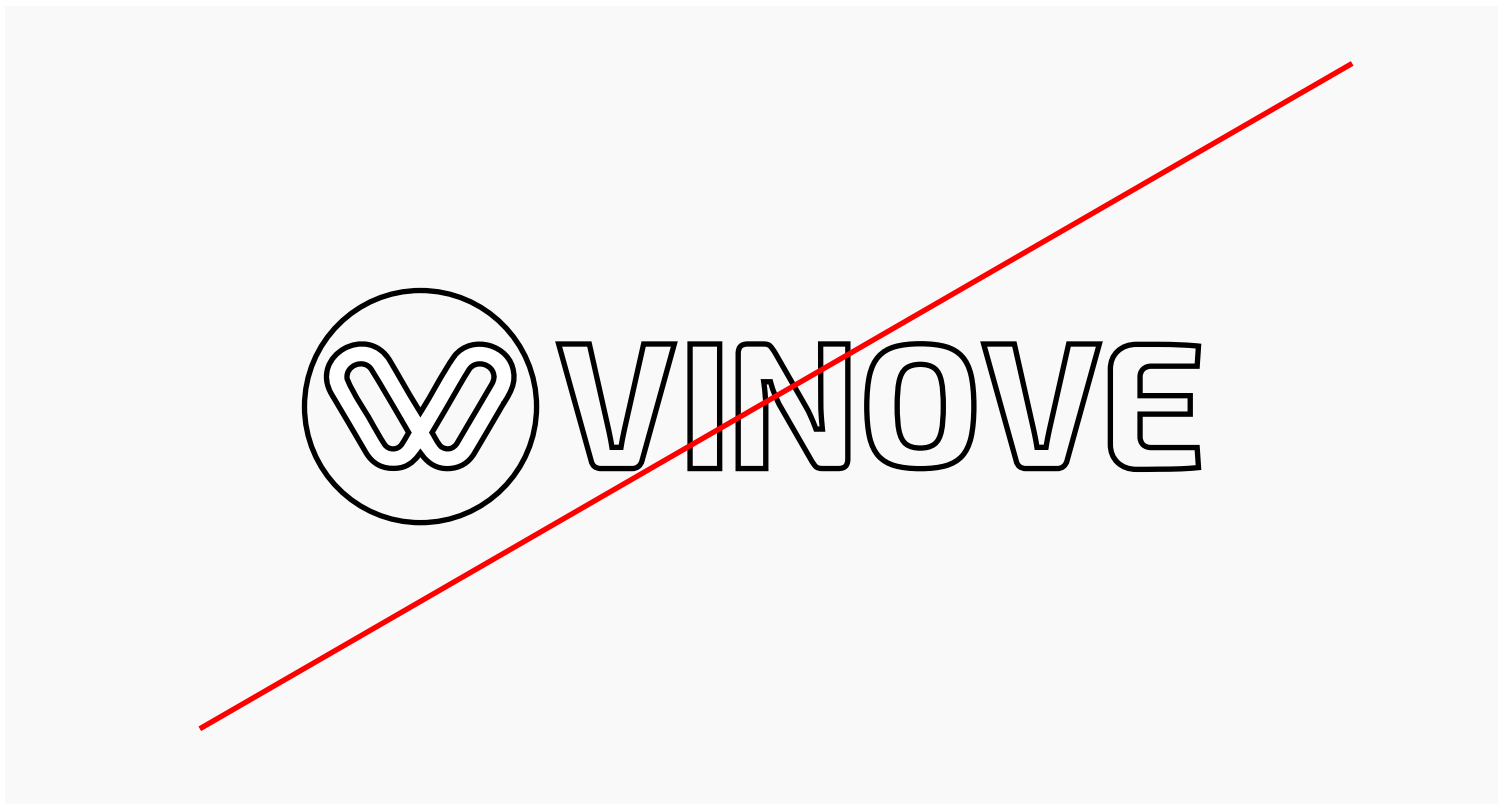
Logo / Best Practices



Don’t use the wordmark by itself.



Don’t use the logo as an outline.



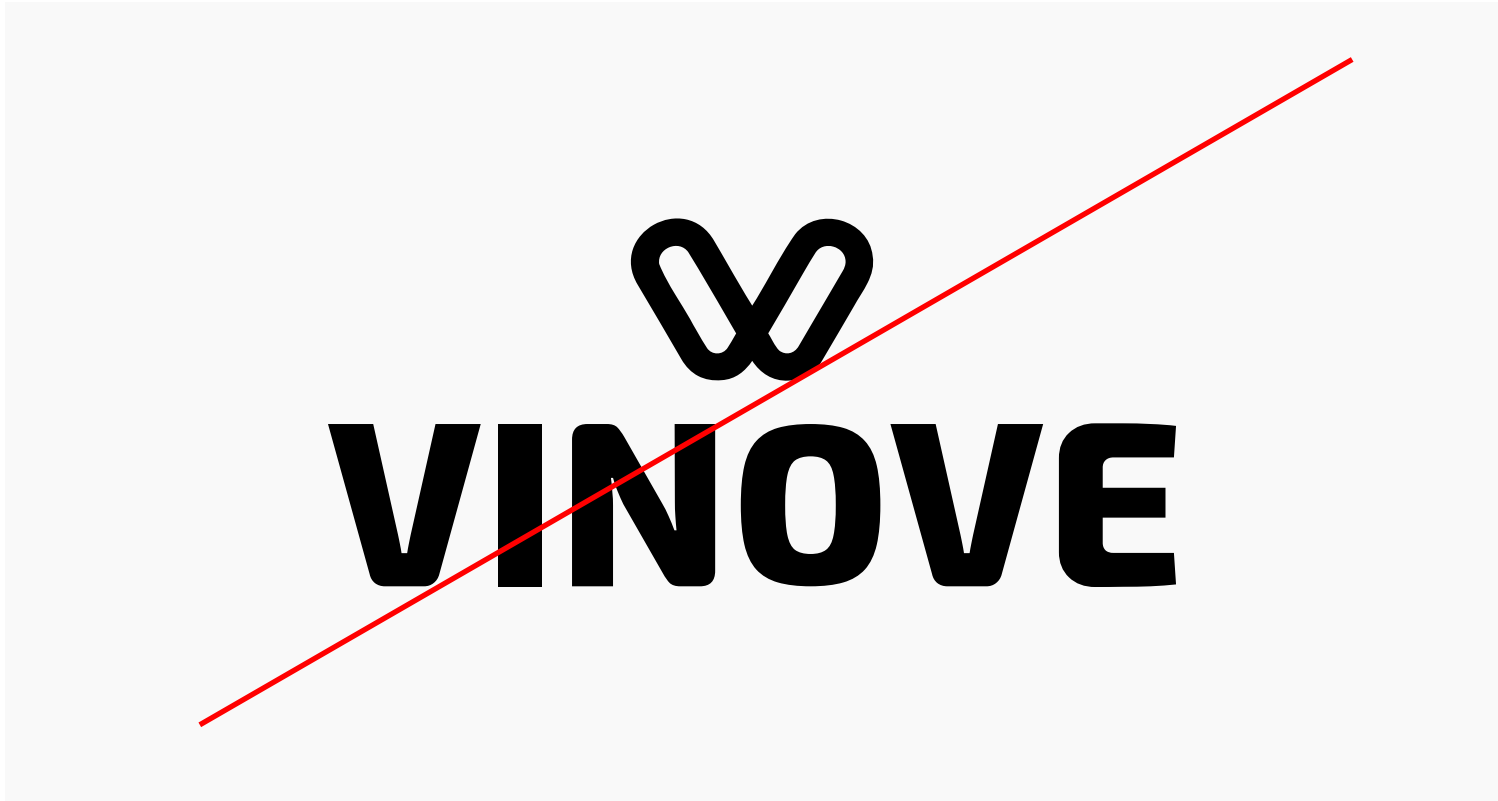
Don’t use the logo as an outline.



Don’t misplace the symbol & wordmark



Don’t misplace the symbol & wordmark



Don’t misplace the symbol & wordmark



Don’t place the logo at an angle.



Don’t change the size of the symbol on any logo variation.



Don’t apply color not approved by Brand.



Don’t apply color not approved by Brand.



Don’t knock out images/patterns into the logo.



Don’t apply a glow effect to the logo.



Don’t add reflections to the logo.



Don’t type out the wordmark.



Don’t use sentence case tagline.



Don’t use lower case tagline.



Don’t use italics.



Don’t translate or modify the tagline.

Document Guidelines

Typography(Inter)

Style Name	Size	Weight	Color	Usage
H1	32px	Bold (700)	Black Core #000000	Page titles, main headers
H2	28px	Bold (700)	Text-strong #21201C	Section headers
H3	24px	Semi-Bold (600)	Text-body #63635E	Subsection headers
H4	20px	Semi-Bold (600)	Text-body #63635E	Minor headers
H5	18px	Medium (500)	Text-body #63635E	Small headings
H6	16px	Regular (400)	Text-body #63635E	Micro headings
Large Body	18px	Regular (400)	Text-body #63635E	Intro paragraphs, important content
Paragraph	16px	Regular (400)	Text-body #63635E	Standard body text, main content
Small Body	14px	Regular (400)	Text-body #63635E	Supporting text, table content
Caption	12px	Regular (400)	Text-muted #82827C	Image captions, notes
Fine Print	11px	Regular (400)	Text-body #63635E	Legal text, disclaimers
Links	16px	Regular (400)	Signal Terra #C8553D	Text links with underline
Button Text	16px	Semi-Bold (600)	White #FFFFFF	Text on navy or amber buttons