

**An essential guide to
strong, influential and
effective brand
implementation.**



Key brand reminders

01 The icon can be used separated from the logo **02** Vita Inu colors are a gradient of light blue (#0078FF) to dark blue (#00004f). **03** Make sure to share these brand guidelines with any third party that will be implementing any part of the brand.



Logotype

The Vita Inu logo in white should be shown on medium-to-dark colored backgrounds and images. The logo in dark should be shown on lighter colored backgrounds. Take care in maintaining the appropriate amount of contrast between the logo and the background especially with images.



Incorrect logo use

These are some examples of incorrect uses and renderings of the Vita Inu logo. a few key things to avoid are rotating the logo, enclosing the logo within a shape, showing the logo in color or outline, and distorting the letterforms (i.e stretching, compressing, etc). Scaling should be proportionate to the original.

#007AFF

rgb(0, 122, 255)

hsl(211, 100%, 50%)

cmyk(100%, 52%, 0%, 0%)

#00004f

rgb(0, 0, 79)

hsl(240, 100%, 15%)

cmyk(100%, 100%, 0%, 69%)

#232628

rgb(35, 38, 40)

hsl(204, 7%, 15%)

cmyk(13%, 5%, 0%, 84%)

#2d3133

rgb(45, 49, 51)

hsl(200, 6%, 19%)

cmyk(12%, 4%, 0%, 80%)

#141516

rgb(20, 21, 22)

hsl(210, 5%, 8%)

cmyk(9%, 5%, 0%, 91%)

Colors

Our colors are an important part of our personality. We are confident, responsible, professional and flexible. use solid colors in print applications and for text. orange is our main color. It helps our clients immediately identify us.

These colors are to be used in tandum.

Acumin Font Family

Body Typography

ABCDEFGHJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@&\$

Acumin variable concept black
Vinu meme coin

Acumin variable concept bold
Vinu meme coin

Acumin variable concept medium
Vinu meme coin

Acumin font description

Acumin is a versatile sans-serif typeface family designed by robert slimbach, intended for a balanced and rational quality. Solidly neo-grotesque, it performs beautifully at display sizes but also maintains an exceptional degree of sensitivity for text sizes.

Jellee Font Family

Header Typography

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
123456789!@&\$

Jellee Roman
Vinu meme coin

Jellee font description

Jellee™ Typeface is a free rounded and soft sans serif typeface for posters, headlines and titles. Great for cool and friendly animations. Designed by: Hanken Design Co.

Vita Inu illustrations

