



Brand Guide

Utilizing our identity

VERSION 1.0

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CHAPTER 1

Our Brand



Brand Communication Policy



In an effort to standardize the VidaPay brand, we ask all employees use the following format with all external communication, including, but not limited to, marketing collateral, email signatures, web pages, social media, etc.

Official branding:

As we implement this standardization, if you are aware of assets or collateral that do not use the all-caps VidaPay format, please contact marketing.

✓ **VidaPay**

✗ **VIDA PAY**

✗ **vidapay**

✗ **VIDAPAY**

Our Brand

Our Mission

Our mission is to provide unparalleled quality products and services to our valued customers, ensuring their satisfaction and success. With a relentless focus on innovation, efficiency, and customer-centricity, we strive to set the standard for excellence in our industry.



Our Brand

Our Vision

To continue to expand our business through constant improvement, excellent customer service, top quality, and growth to become a leading distribution, remanufacturing, and fulfillment company in the telecommunications industry.



Chapter 2

Logo



Logo

Variants

Overview

The primary application for VidaPay is the **Primary Logo**, yet the **Mark** may also find utility in special contexts such as merchandise, digital applications, and idents.



Primary Mark



Primary Logo



Secondary
Mark



Secondary Logo

Use the full color logo on white, light backgrounds. For darker backgrounds, please use the white out logo instead.

Logo

Primary

Usage

This is the primary logo designated for the VidaPay brand.

Navy

Pantone: PMS 282 C

CMYK: 100 86 47 62

RGB: 0 26 53

HEX: #001a35

Electric Orange

Pantone: PMS 021 C

CMYK: 0 78 94 0

RGB: 255 ,80 , 0

HEX: #ff5000



VIDAPAYTM

Logo

Secondary

Usage

This is the secondary logo designated for the VidaPay brand.

Navy

Pantone: PMS 282 C

CMYK: 100 86 47 62

RGB: 0 26 53

HEX: #001a35

Electric Orange

Pantone: PMS 021 C

CMYK: 0 78 94 0

RGB: 255 ,80 , 0

HEX: #ff5000



A large, bold, white secondary logo 'VIDAPAY' with a trademark symbol (TM) to its right. A small orange leaf icon is positioned above the letter 'I'. The logo is set against a dark blue background.

Subsidiary Logo

Monotone

Usage

This logo is intended for single-color usage and should be reproduced exactly as illustrated, without any alterations.

Navy if on light backgrounds and solid **White** if on dark backgrounds.



VÍDAPAY™

Logo

Spacing

Exclusion zone

When placing the logo, use the minimum clear space guide above to ensure the best legibility.

Minimum space

The VidaPay logo should never be displayed smaller than 1 inch in print communication and 75px in digital communication.



Logo Misuse



Guidance

Only use approved artwork and do not create other versions of the VidaPay logo. Creating other versions or modifications to the logo can damage the brand and cause conflict.

Always use a vector-based logo when dealing with print work, (such as an .EPS or .AI file), or SVG for digital use.

If a vector-based logo is not supported digitally, use a high-resolution PNG file.



✗ Do not stretch horizontally



✗ Do not stretch vertically



✗ Do not create new logos by moving the icon



✗ Do not outline the logo



✗ Avoid busy backgrounds



✗ Do not tilt or rotate the logo



✗ Do not change the font



✗ Do not change the color



✗ Do not apply gradients



Typography

Typography

Font Family

Overview

The primary typeface for VidaPay is **Inter**.

This clean, legible font can be used in a variety of weights to create hierarchy.

[Download Font](#)



Inter Bold

Inter Semi Bold

Inter Medium

Inter Regular

Hierarchy



Font family

When formatting copy, please use this hierarchy of fonts at all times.

Ensure to use the font family **Inter**.

Substitute font

If the font family **Inter**, is unavailable then **Arial** font family may be used.

For example in Microsoft Word, or PowerPoint documents.

Inter Regular

Kicker

Kicker Title

Inter Bold

Heading

Heading Title

Inter Semibold

Body subheading (Sentence Case)

Subheading

Inter Regular

Body (Sentence Case)

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Icons

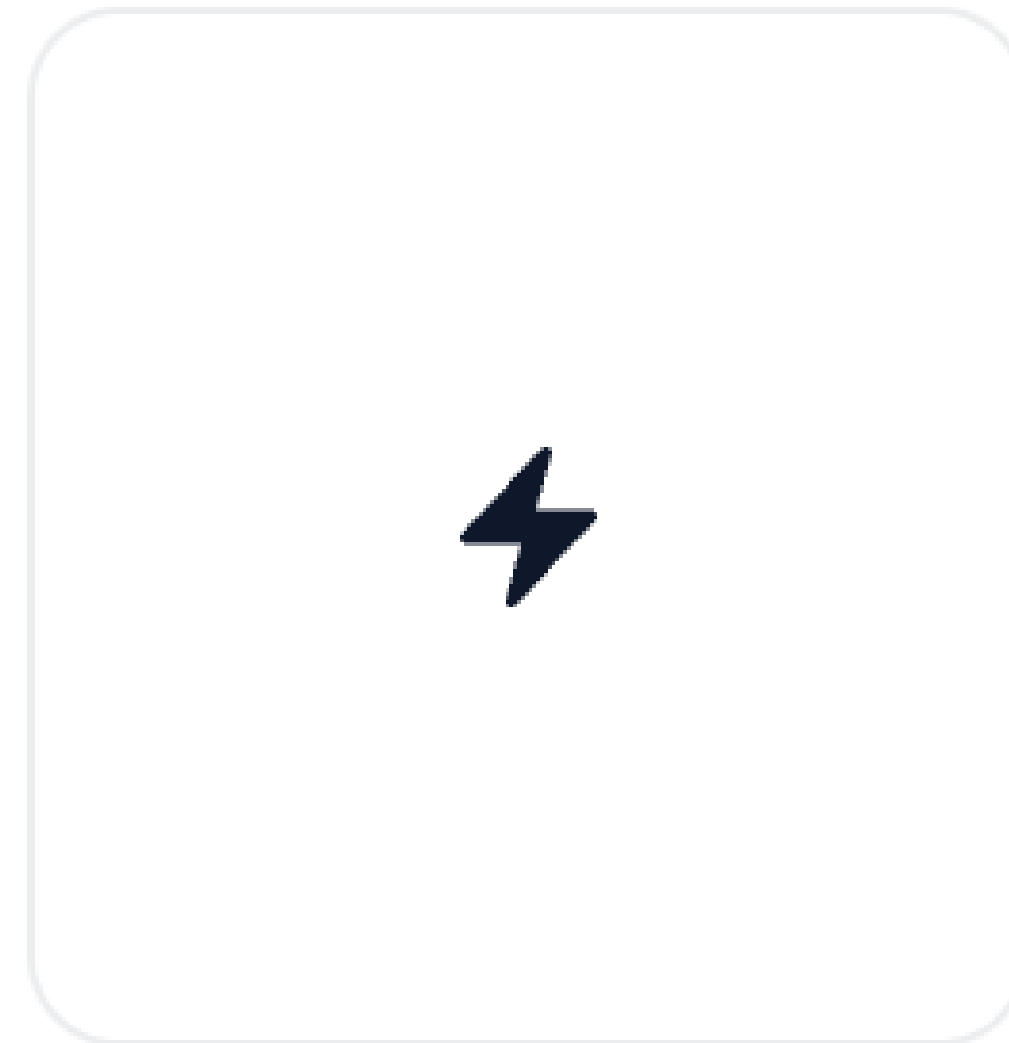


Heroicons Library

Heroicons is an icon toolkit. Icons may be used within the VidaPay brand. These can be downloaded as SVG/JSXs. Icons should be solid fill opposed to outline.

Icons may be used in light and dark versions using the brand colors. See example with a selection of icons.

[Download Heroicons](#)



Chapter 4

Color



Primary



Overview

Color plays a vital and distinguishing role in defining the VidaPay brand. These hues contribute to sustaining the brand's recognition and identity."

For print usage:

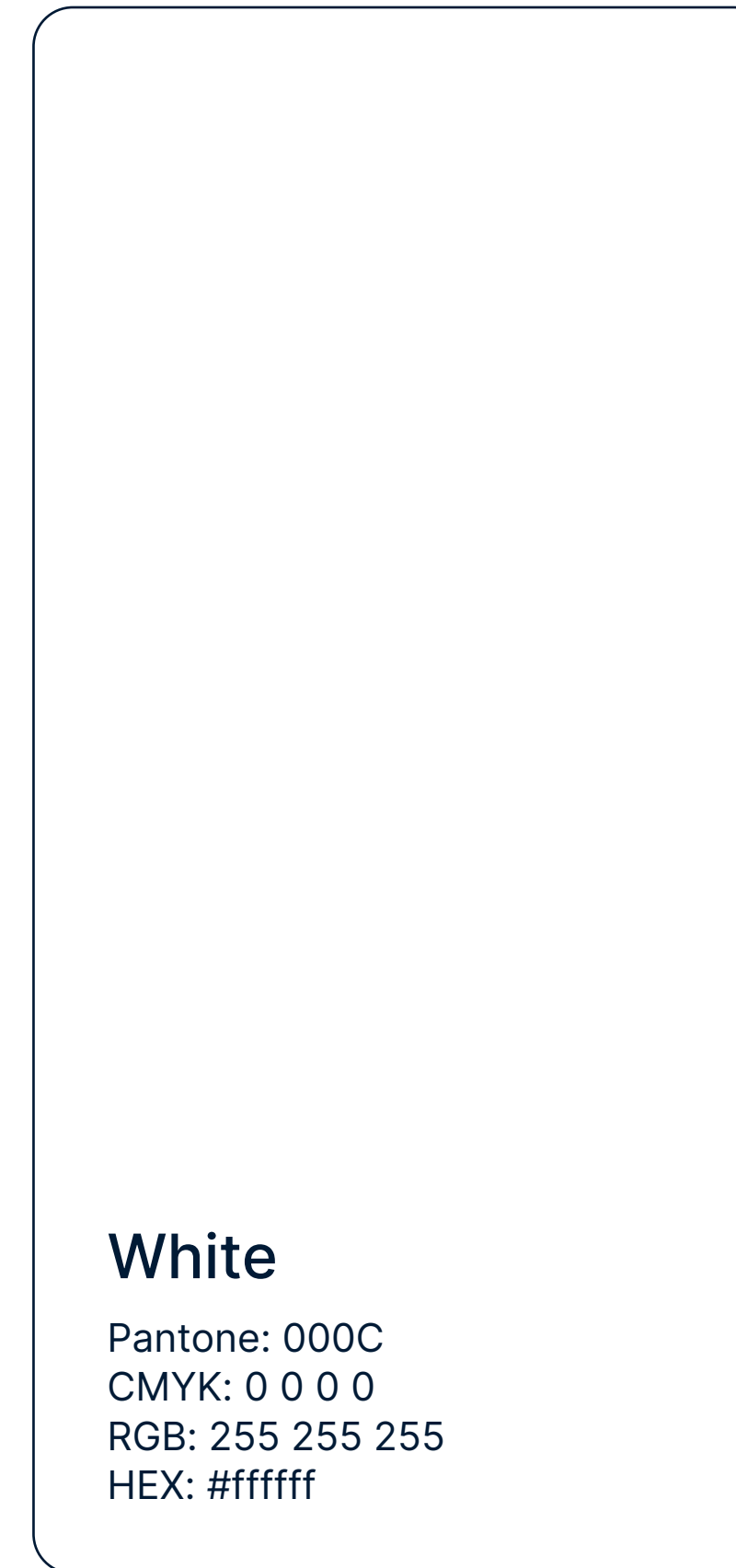
Where possible use PANTONE references. If not possible, revert to CMYK.

For digital usage:

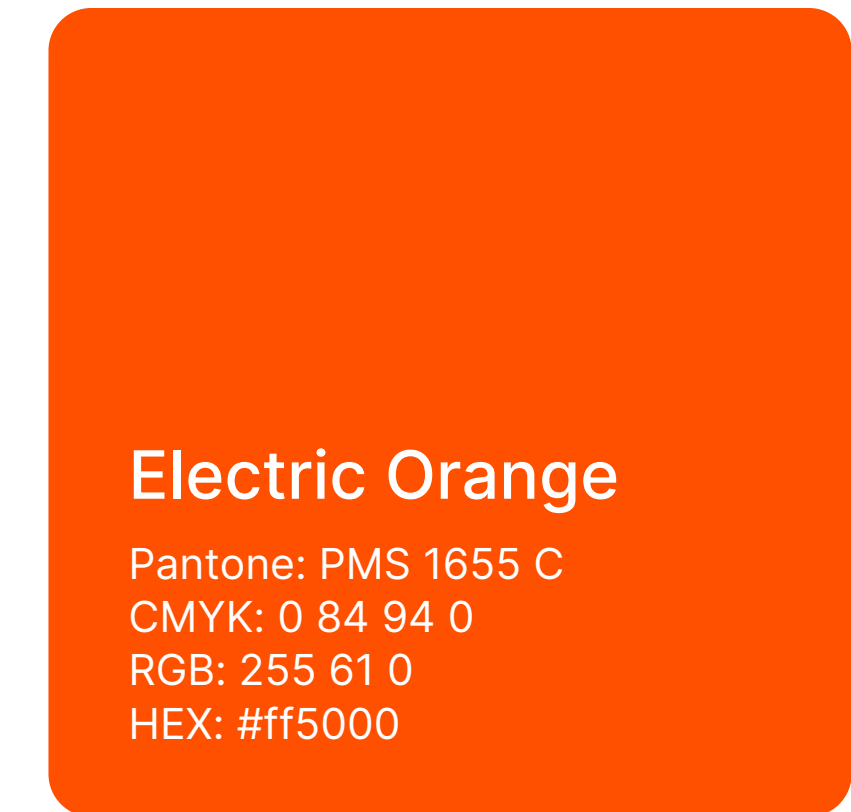
Use Hex (#) values or RGB.




Navy
Pantone: PMS 282 C
CMYK: 100 86 47 62
RGB: 0 26 53
HEX: #001a35



White
Pantone: 000C
CMYK: 0 0 0 0
RGB: 255 255 255
HEX: #ffffff



Electric Orange
Pantone: PMS 1655 C
CMYK: 0 84 94 0
RGB: 255 61 0
HEX: #ff5000



Electric Blue
Pantone: PMS 2736 C
CMYK: 91 74 0 0
RGB: 39 28 255
HEX: #271cff

Secondary



Overview

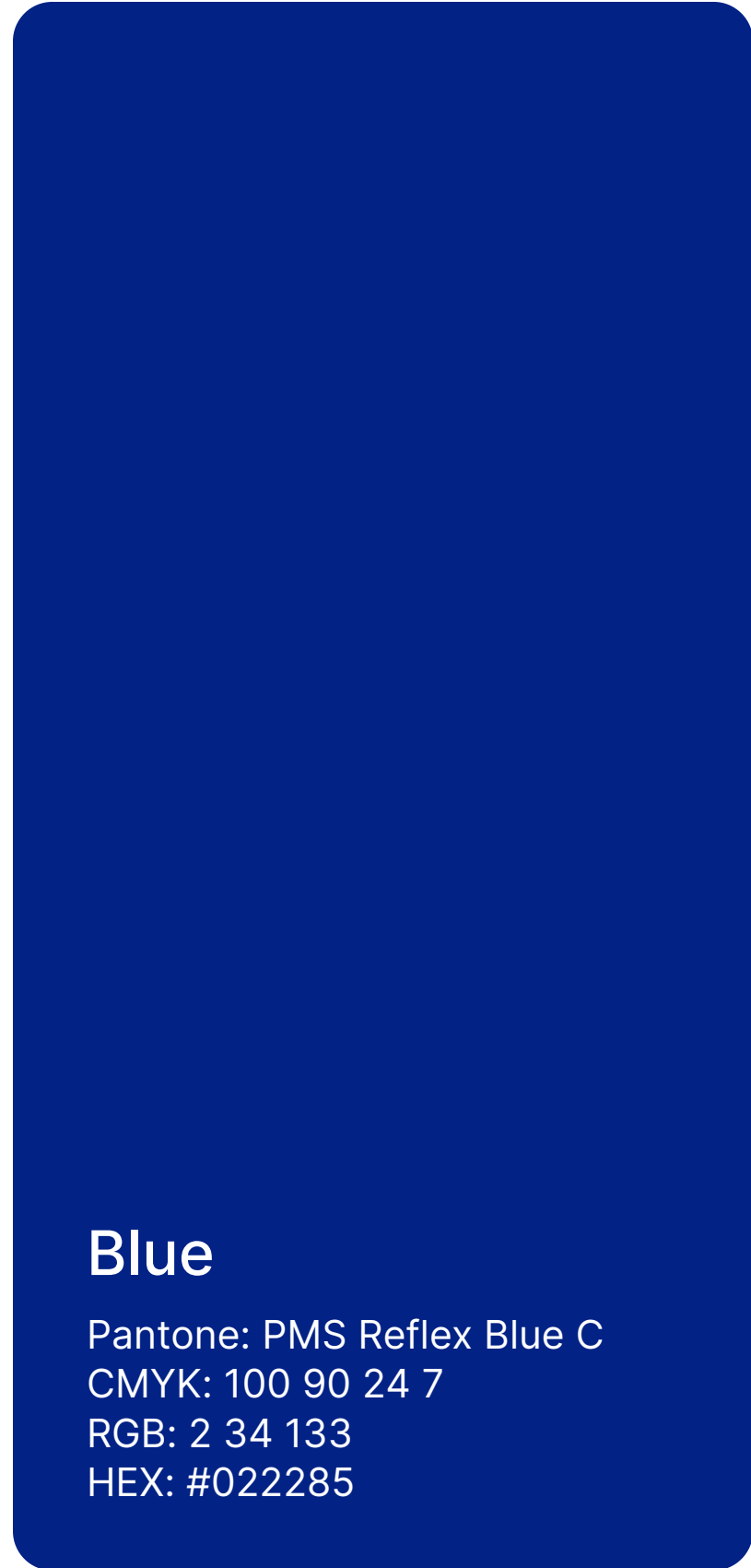
These hues are suitable for accentuating designs and can be utilized when an additional color is needed.”

For print usage:

Where possible use PANTONE references.
If not possible, revert to CMYK.

For digital usage:

Use Hex (#) values or RGB.



Blue
Pantone: PMS Reflex Blue C
CMYK: 100 90 24 7
RGB: 2 34 133
HEX: #022285



Orange
Pantone: PMS 151 C
CMYK: 0 64 94 0
RGB: 255 116 0
HEX: #FF853D



Dark Gray
Pantone: PMS 7543 C
CMYK: 38 28 27 6
RGB: 165 168 172
HEX: #a5a8ac



Light Gray
Pantone: PMS Cool Gray 1 C
CMYK: 8 4 4 0
RGB: 239 241 243
HEX: #eff1f3



Gradients & Abstract Forms

Overview

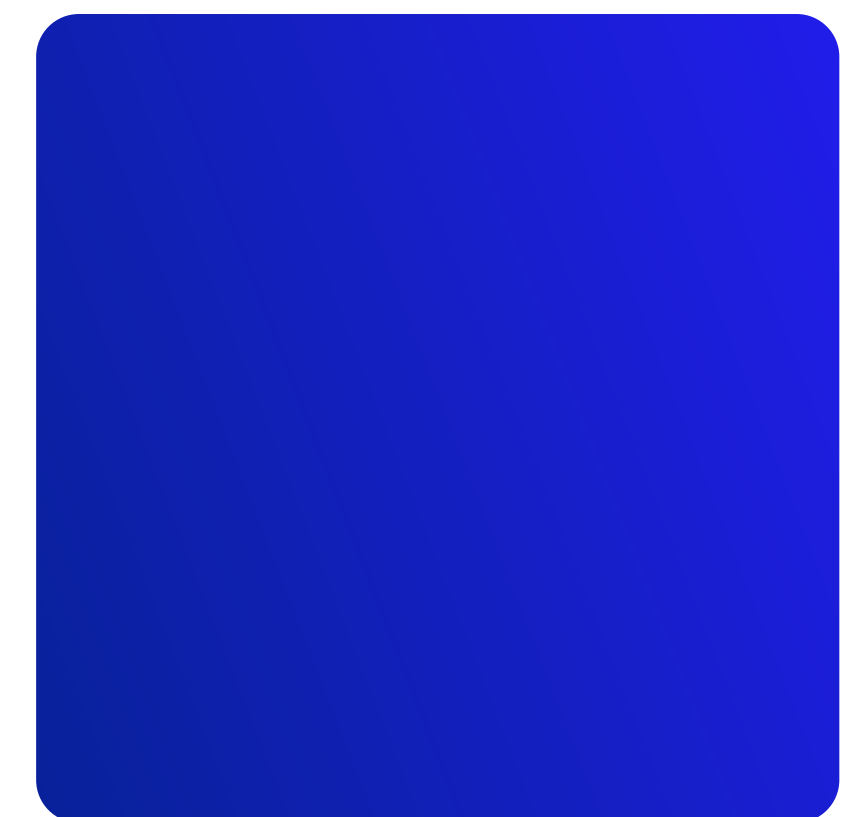
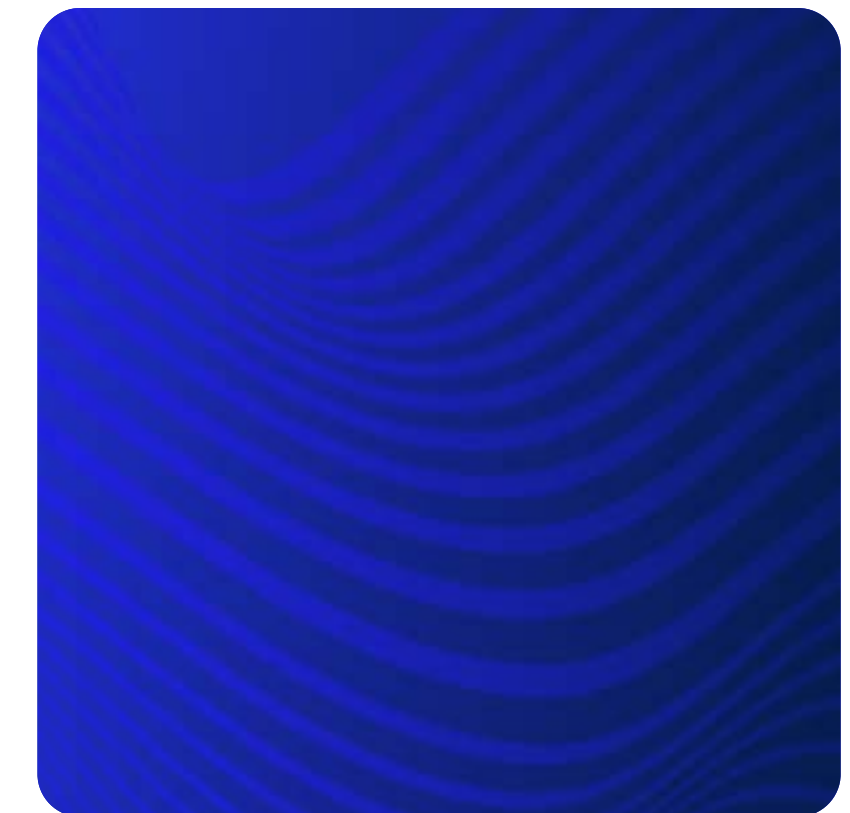
VidaPay offers a variety of abstract shapes to enhance both digital and print materials. These shapes should be used without mixing gradients with extra colors or creating new gradients. It's important to ensure that gradients transition seamlessly, avoiding any sudden blends.

For print usage:

Where possible use PANTONE references. If not possible, revert to CMYK.

For digital usage:

Use Hex (#) values or RGB.



Chapter 5



Imagery

Best Practice

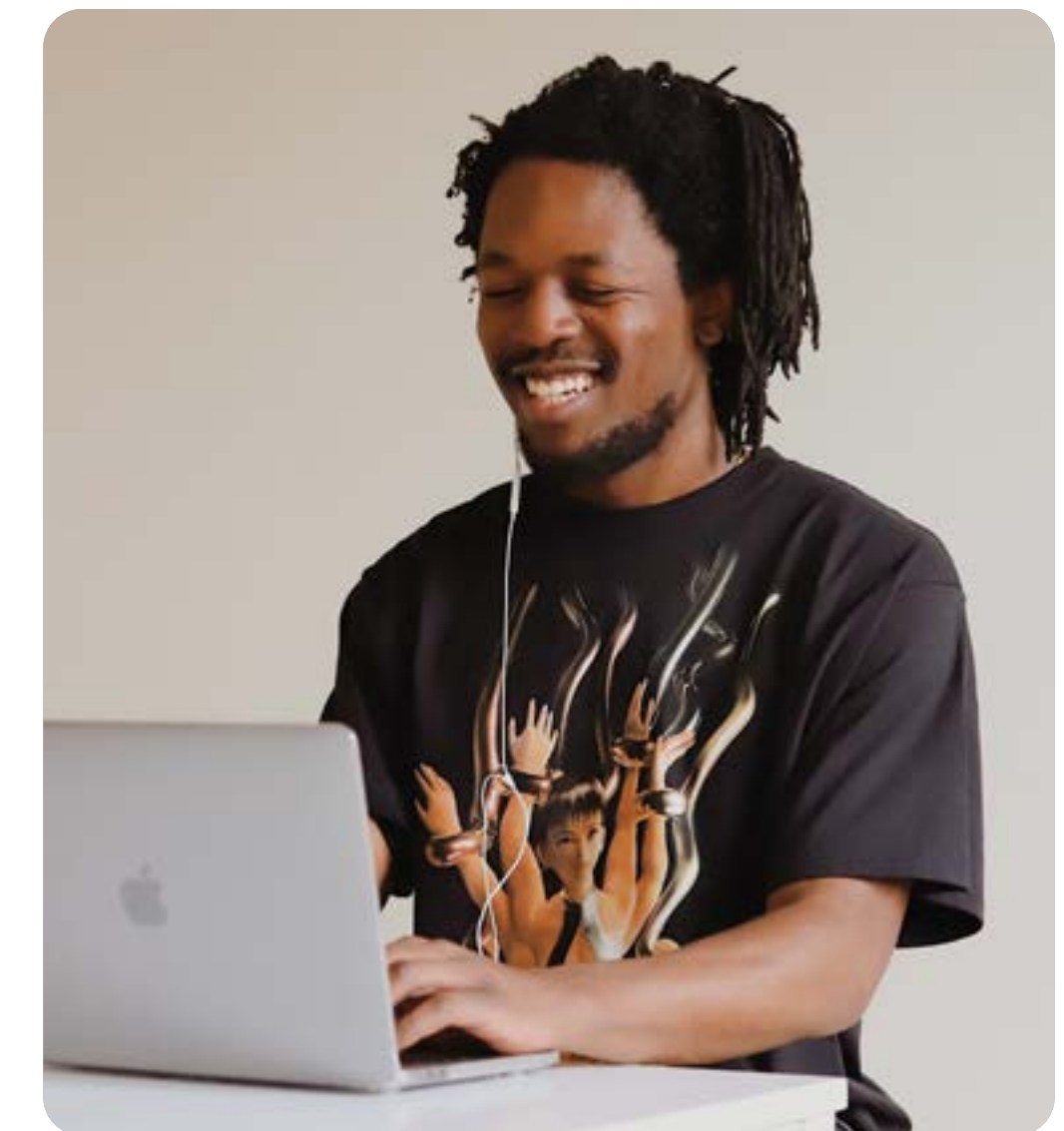
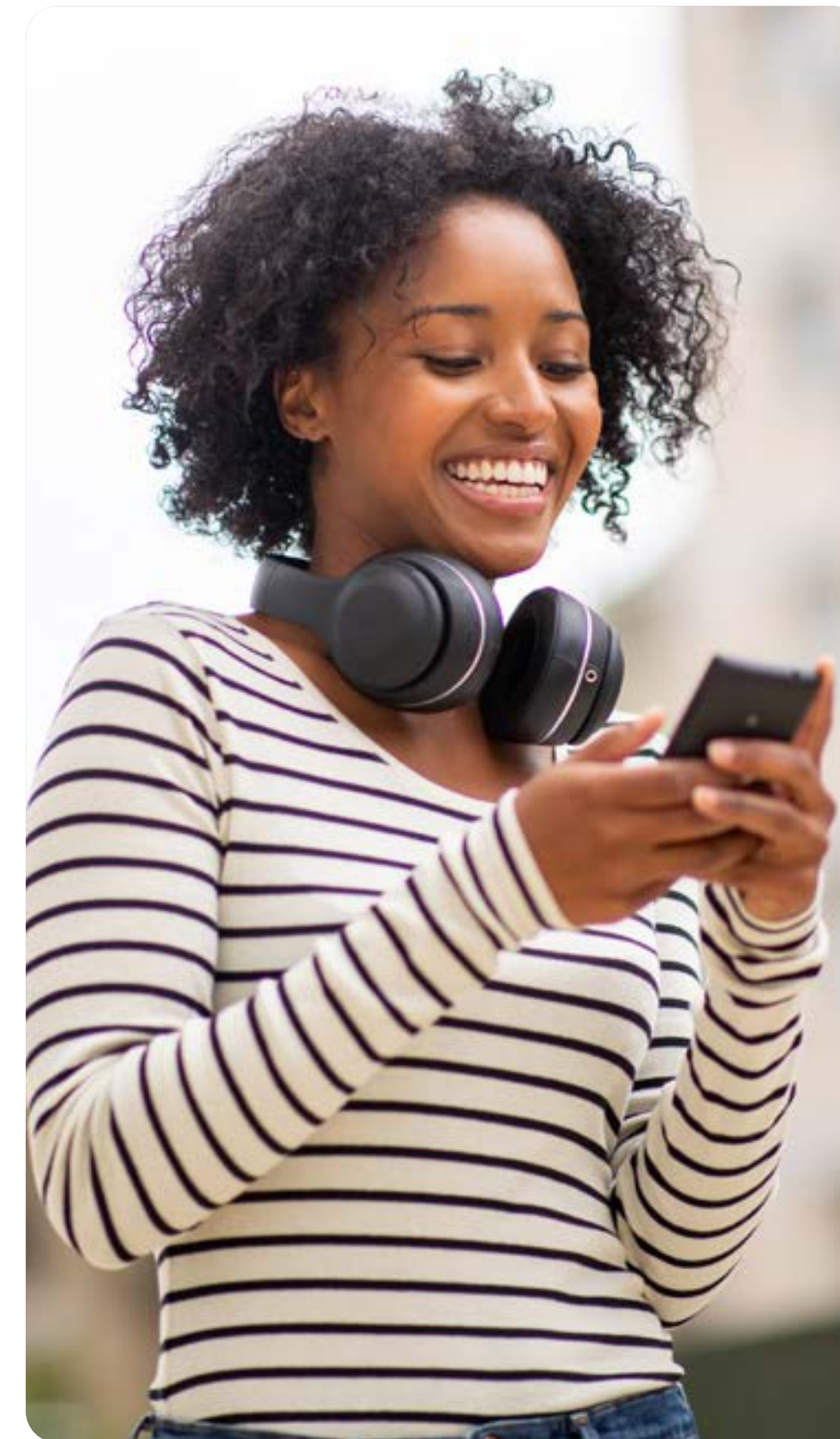


Overview

Photographs should captivate, resonate, and evoke emotion, fostering a meaningful connection with our audience.

Ensure that all images meet superior resolution standards: 300 dpi for print (150 dpi for large-scale prints) and a minimum of 72 dpi for digital applications.

Gradient overlays may also be used to impart a distinctive VidaPay appearance as needed. It's important to utilize them carefully and avoid excessive usage.



Misuse



Overview

Please refrain from selecting photographs that appear excessively staged, featuring forced or insincere smiles.

Avoid opting for images with lens flare, and refrain from including silhouettes in our selections.



✓ Correct usage

✗ Incorrect usage

Have a question?

Please reach out to
marketing@tcetra.com