



VICTAMAX LLC



KEEP IT AWESOME

A lot of work went into creating a meaningful, cohesive brand design, and we want to ensure it stays that way. Following these guidelines will ensure the logo is used in the ways that uphold the aesthetic standards, that our colours will never be questioned, and for our brand to always look professional and consistent.



PRIMARY LOGO

VICTAMAX's primary logo is a wordmark and character icon. The typography has a clean, crisp, modern feel that emphasizes the **strength** of the brand and speaks to our **innovative** way of thinking. The shield icon speaks to the **protection** and **longevity** of our product. It is a key part of making the brand recognizable and memorable.

This is the main logo that will be used across primary brand applications. This trademark helps audiences easily identify VICTAMAX products, web presence, identity, ads, and other materials. It is essential to the success of the brand that the logo always be applied with care and respect in every application according to these guidelines.



MINIMUM SIZE

The smallest the logo should be represented is 0.75" high.

SECONDARY IDENTIFIERS

VICTAMAX's submark can be used in replace of the primary logo but should never be used alongside the primary logo. For instance, don't use any submark in a profile picture if the primary logo is used in the header - this is overly repetitive and isn't a good use of the brand elements.

The BACTOSTAT logo is to be used when refrencing the BACTOSTAT technology used and can be used in conjunction with the VICTAMAX logo. All VICTAMAX brand guidelines should be maintained when utilizing the BACTOSTAT logo.

Secondary Logos

- A) Submark
- B) BACTOSTAT logo

A.



B.

BACTOSTATTM

COLOUR USAGE

The full colour logo should be used first and foremost when utilizing VICTAMAX brand elements. In cases where a full colour cannot be utilized, the inverse logo or black logo may be utilized.

CLEAR SPACE

To ensure legibility, always keep a minimum clear space around the logo. This space isolates the mark from any competing graphic elements like other logos or body copy that might conflict with, overcrowd, and lessen the impact of the mark.

The minimum clear space is defined as the height of the X for VICTAMAX or the height of the O for BACTOSTAT. This minimum space should be maintained as the logo is proportionally resized and has been included in the logo elements provided.





PHOTO BACKGROUND

There are a couple of ways the logo can be used on a photographic background, but each option should be exercised with care, making sure the logo and type aren't obstructed by the image.

Wherever possible, strive to use the full colour logo on a clean, simple image without a lot of detail. Should the image have more items to it, utilize the inverse logo. If necessary, a subtle black gradient could be placed between the image and the logo to improve visibility.

TIPS

1. Photos with shallow depth-of-field work best.
2. Avoid busy images with too much detail.
3. Applying a darker transparent overlay on an image helps make text more readable.



UNACCEPTABLE USAGE

A few rules are necessary for maintaining the integrity of the brand. Don't compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text decorations like drop shadows and outlines. Here are a few examples of some of the ways you should NEVER consider using the logo.

A. Don't rotate the logo



B. Don't squash or stretch



C. Don't place elements in the logo clear space



D. Don't resize any part



E. Don't rearrange parts or create compositions that are not already provided



F. Don't add unofficial graphics to the logo



G. Don't use off-brand colours. Reference the colour use section



H. Don't add dropshadows or other text styles



I. Don't contain the logo in a box when used on a background



TYPOGRAPHY

Consistent and mindful typography use is a powerful tool for a brand. The Gotham font family best represents the **durability and fortitude** of the brand. It also provides great diversity of use options within the family. The Gotham font family should be used across all print and web applications.

Thin

ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ

abcdefg
hijklmno
pqrstuv
wxyz

Extra Light

ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ

abcdefg
hijklmno
pqrstuv
wxyz

Light

ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ

abcdefg
hijklmno
pqrstuv
wxyz

Book

ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ

abcdefg
hijklmno
pqrstuv
wxyz

Medium

**ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ**

**abcdefg
hijklmno
pqrstuv
wxyz**

Bold

**ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ**

**abcdefg
hijklmno
pqrstuv
wxyz**

Black

**ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ**

**abcdefg
hijklmno
pqrstuv
wxyz**

Ultra

**ABCDEFGH
IJKLMNOP
PQRSTU
WXYZ**

**abcdefg
hijklmno
pqrstuv
wxyz**





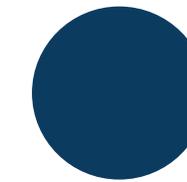
COLOUR PALETTE

Colour plays an important role in your brand identity. Utilizing a consistent colour palette will reinforce your cohesive brand image. It also serves a psychological purpose by communicating certain feelings to your audience. Colour can also be strategically used to help guide your audience through your brand's storytelling strategy.

When you're promising a product that reduces bacteria, you need to have the **trust** of your clients and a brand that represents the strength of your technology. This is perfectly exemplified in the dark blue of the primary palette, psychologically symbolizing trust, loyalty and confidence. To set the Victamax brand apart from other science and tech/health brands who rely heavily on lighter blues and greens, we paired your dark blue with a warm contrasting orange. It **draws the viewer's attention** and instills feelings of excitement and enthusiasm. As one of the key uses of your technology is family focused (ie. kids toys, kitchen products, animal toys), it needs the warmth of this orange to welcome clients while still feeling **mature and reliable**.

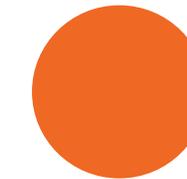
In the secondary palette, two shades of grey recall the strength and protection of silver, while the analogous shade of lighter blue reaffirms the trust and teal symbolizes **balance**. These secondary colours are utilized as accents and can be used in designs to help guide the eye.

PRIMARY PALETTE



DARK BLUE

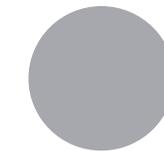
CMYK: 100, 80, 37, 26
RGB: 17, 59, 97
HEX: #103a60



ORANGE

CMYK: 100, 80, 37, 26
RGB: 17, 59, 97
HEX: #ed6923

SECONDARY PALETTE



SILVER

CMYK: 36, 29, 26, 0
RGB: 168, 168, 173
HEX: #a8a8ad



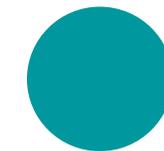
BRIGHT BLUE

CMYK: 46, 6, 0, 0
RGB: 127, 199, 238
HEX: #7fc7ee



SOFT GREY

CMYK: 14, 11, 11, 0
RGB: 216, 216, 216
HEX: #d8d8d8



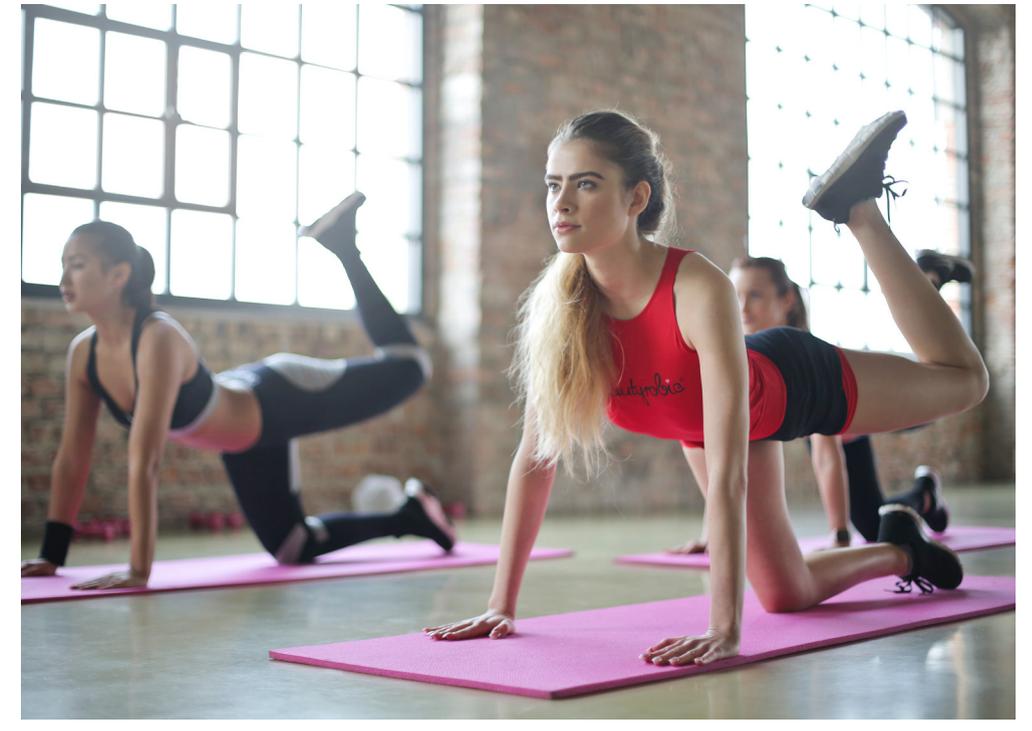
TEAL

CMYK: 82, 20, 39, 1
RGB: 0, 152, 158
HEX: #00989e

PHOTO USAGE

Photos are an important element of VICTAMAX design. They can not only be utilized to showcase the technology in action, but can remind the viewer of why the BACTOSTAT technology is important.

Photos should always be crisp, clear, and with a high resolution. They should have strong contrast, bright lighting, and be bold in colour. Photos used should never be pixilated or blurry.



PARTING WORDS

When in doubt, refer back to this guide for inspiration and guidance. These guidelines are somewhat flexible and should allow for creative freedom while still ensuring the brand makes an impact across all applications.





DESIGN & GUIDELINES BY

Sequoia

Life

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