

A man with glasses and a woman are sitting at a desk, looking at a tablet together. The man is on the left, wearing a dark shirt and glasses. The woman is on the right, wearing a light-colored polka-dot shirt. They are both looking at the tablet with interest. The background is a blurred office environment.

vince

BRAND GUIDE

- WE MAKE ERP BETTER -

Our Brand

The Brief /

Who we are.

Vince was formed in 2010 by former consultants from Infor and Lawson who came together with a single aim in mind: to make ERP better.

Brand Goals /

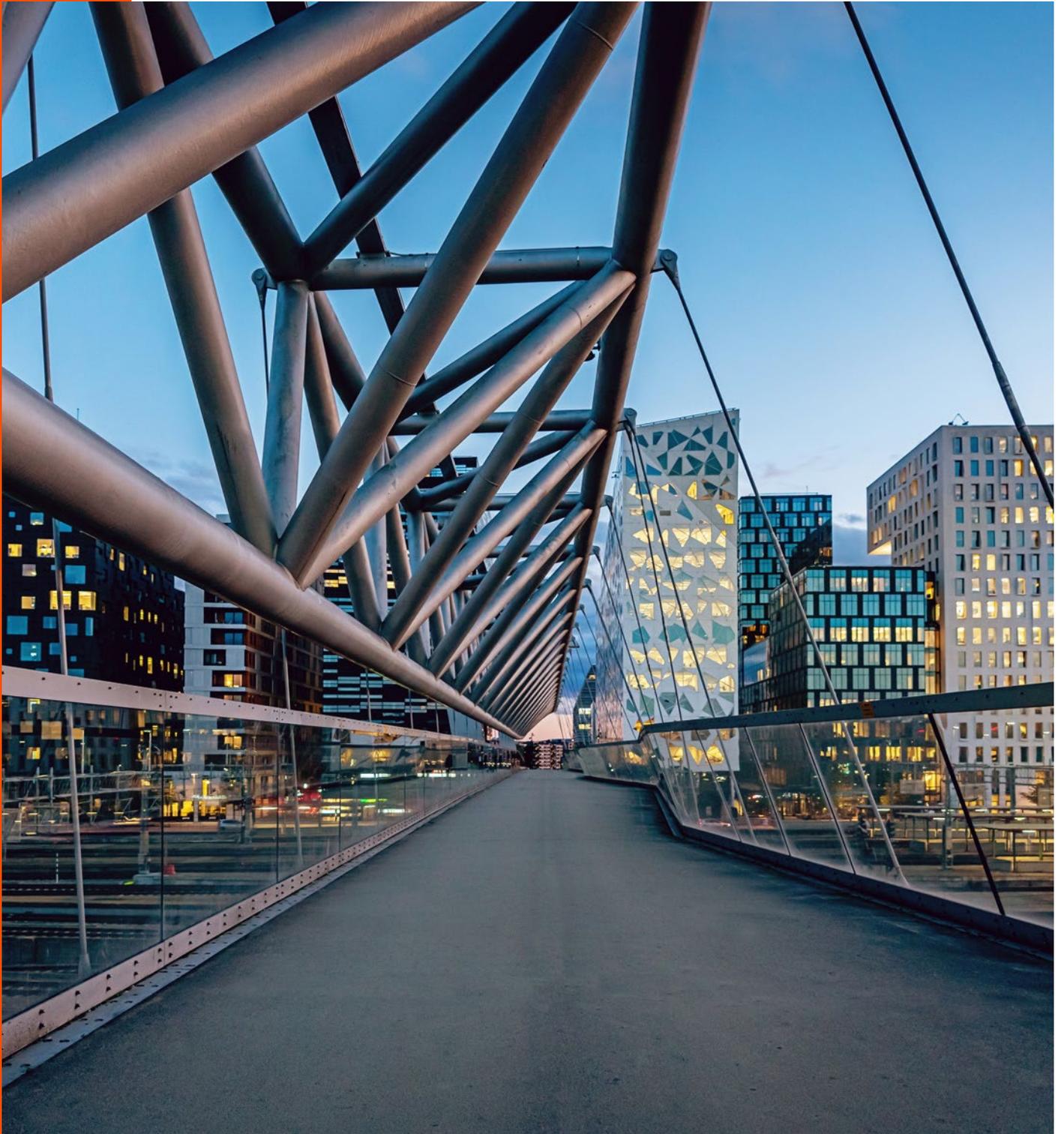
What we do.

Having worked with ERP solutions – particularly Infor M3 – for many years, we recognized the common challenges and pain-points users were facing on a daily basis, as well as several missed opportunities to make M3 even more capable and intuitive.

The Process /

How we get there.

We decided to act, combining our wealth of M3 experience with an unparalleled knowledge of cutting-edge technology to develop a suite of applications designed to transform Infor M3 into the most powerful, flexible and user-friendly ERP solution available anywhere on the market.



Oslo, Norway



INSPIRATION

In a culture obsessed with measuring talent and ability, we often overlook the important role of inspiration. Inspiration awakens us to new possibilities by allowing us to transcend our ordinary experiences and limitations. Our mission is to keep our clients motivated to make the best decisions with their M3 data.

EFFECTIVENESS

Our main goal is to help our clients stay on top of their game and ensure that their effectiveness is being secured by utilizing the right tools for the job. Vince Live ensures great process and cost effective solutions for big data maintenance.

TEAMWORK

We show great trust in both our colleagues, partners and clients. We believe in constant improvement, and teamwork is our main road to success. We will always welcome great ideas and thoughts and always stay future headed.

FLEXIBILITY

Vince is a highly flexible company with dynamic decisions making and fast turn around regarding changes in markets and IT. We are inspired to be a market leader in our industry.

Our Logotype

Making a mark

A logo (abbreviation of logotype, from Greek: λόγος, romanized: logos), is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

PRIMARY LOGO

Our logo is based on the slogan; "simplicity is key".

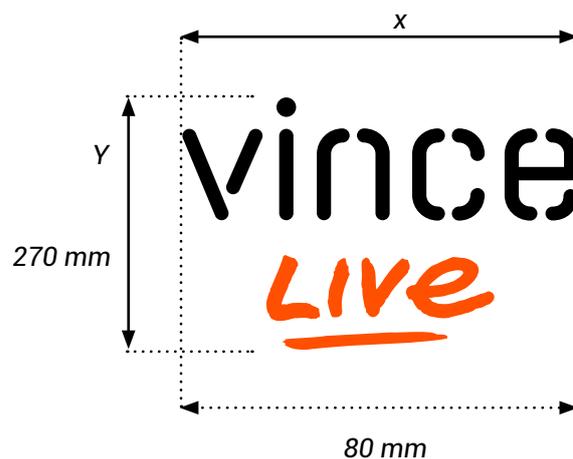
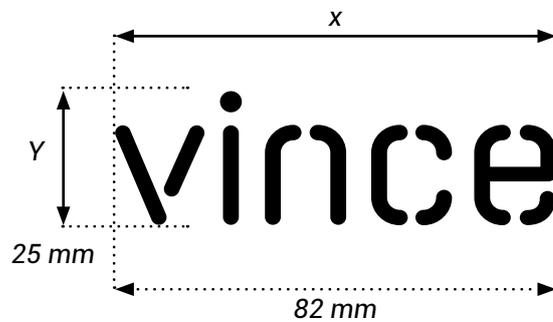
We want our logo to reflect our easy to use software, and simplicity in our Infor M3 solutions.

Logo

A logo is a graphic mark, emblem, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

Brand

A brand is a name, term, design, symbol or any other feature that identifies one seller's good or service as distinct from those of other sellers.



vince

Black logo should be used on white or light backgrounds

HEX: 000000

vince

White logo should be used on dark og colored backgrounds

HEX: ffffff

SIZING

Our logo should only be used in shown ratio. When uploading our logo to a digital asset please use double resolution (retina resolution) and down scale the image size with 50% for maximum image quality.

The Vince logo should only be used by individuals and companies who has permission to use our logo in their article / web surface or any other digital og printed medium.

PRINT

SCREEN



Optimum size

This logo should be at least 55 mm or greater in published medias (print)



Minimal size

Minimum size for publishing is 40 mm.



Optimum size

This logo should be at least 300 px or greater in digital medias (screen)



Minimal size

Minimum size for publishing is 200 px.

Colour Palette

Corporate tones

In color theory, a color scheme is the choice of colors used in various artistic and design contexts. For example, the "Achromatic" use of a white background with black text is an example of a basic and commonly default color scheme in web design. Color schemes are used to create style and appeal.

Blue – The most popular colour used by most of the corporates.

Orange – Associated with fun and happiness.

Green – Gives a feeling of positive growth

PRIMARY COLOURS

Color, or colour, is the characteristic of visual perception described through color categories, with names such as red, orange, yellow, green, blue, or purple. This perception of color derives from the stimulation of photoreceptor cells by electromagnetic radiation.

BRANDS COLOURS



Corporate Blue

Pantone 289 C
CMYK 91 71 46 48
RGB 33 51 71
HEX #213347



Orange

Pantone 021 C
CMYK 0 79 94 0
RGB 255 78 0
HEX #ff4e00



Green

Pantone 7479 C
CMYK 69 0 67 0
RGB 61 194 120
HEX #3dc278

Corporate Blue and Orange will be the main colors for both backgrounds and highlighting elements. Green will only be used for CTA (Call to action) buttons and other elements that require a certain action from the user.



Typeface

Typography usage

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, and adjusting the space between pairs of letters.

PRIMARY FONTS (PRINTS)

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

PRIMARY FONTS (DIGITAL)

Barlow (Regular, Light & Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Alternative font:

Open Sans (Regular, Light & Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

FALLBACK FONTS (PRINTS)

*Fallback fonts are used in basic applications like Microsoft Word, Excel and Outlook. These fonts are standard fonts from Microsoft and can be used in day-to-day operations.

Fallback fonts are used whenever the primary and digital fonts are not available.

Calibre Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibre Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

OR...

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TYPESETTING

-MUST BE ADJUSTED FOR THE RIGHT MEDIA.

Header: 37 pt, 50 px

Ciuntum quo et

Header 2: 26 pt, 35 px

Ciuntum quo et. Non pratur, sitia volorep

Body: 9 pt, 13 px

Ciuntum quo et officindit exerior re id quasinverro doluptas doluptati blatur sit. Habemus, nonvolti, nox me auterniu inem igno. Valinti quodiendeps, consus poeroxVid et aut magnatqui autatint, et omnisquia voluptiis magnat id maios ma velibus ciisquo dignam rae dollab iunt aut

Header 3: 22 pt, 29 px

Ciuntum quo et

Header 3: 18 pt, 24 px

Ciuntum quo et

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List: Left ident: 5mm

Ciuntum quo et

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Body highlight:

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Brand Application

Everyday appearance

Brand application is simply the rollout of your brand on all of your marketing materials and customer touchpoints. Interacting with consumers through a consistent brand voice and aesthetic is a major step towards letting consumers get to know you as an organization.

BUSINESS CARD

Size

85x55 mm

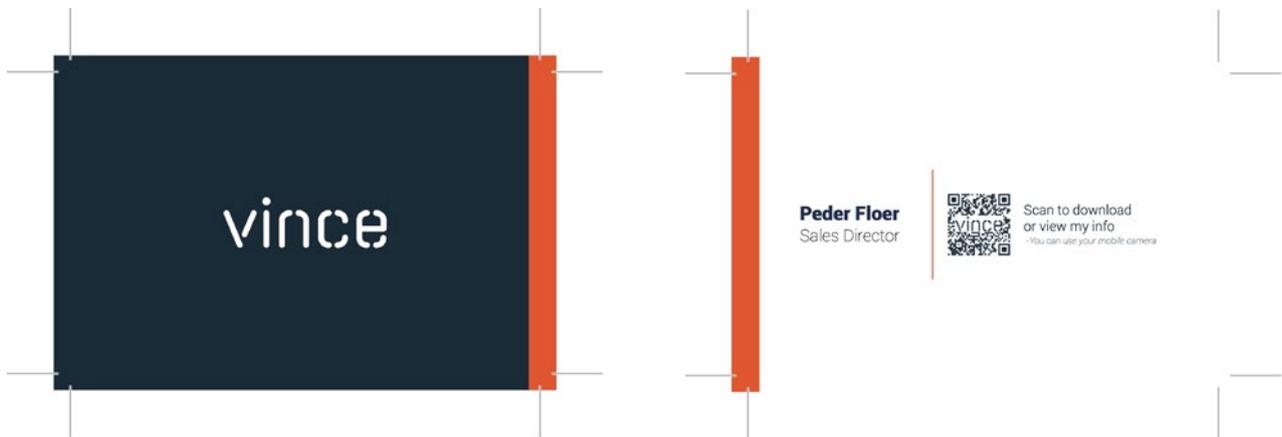
Typography

Name: 10 pt, Roboto Black, sentence case

Title: 8,5 pt, Roboto Thin, sentence case

Additional info: 7 pt, Roboto Thin, sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis odio quis.



ENVELOPE

Size

220x110 mm

Typography

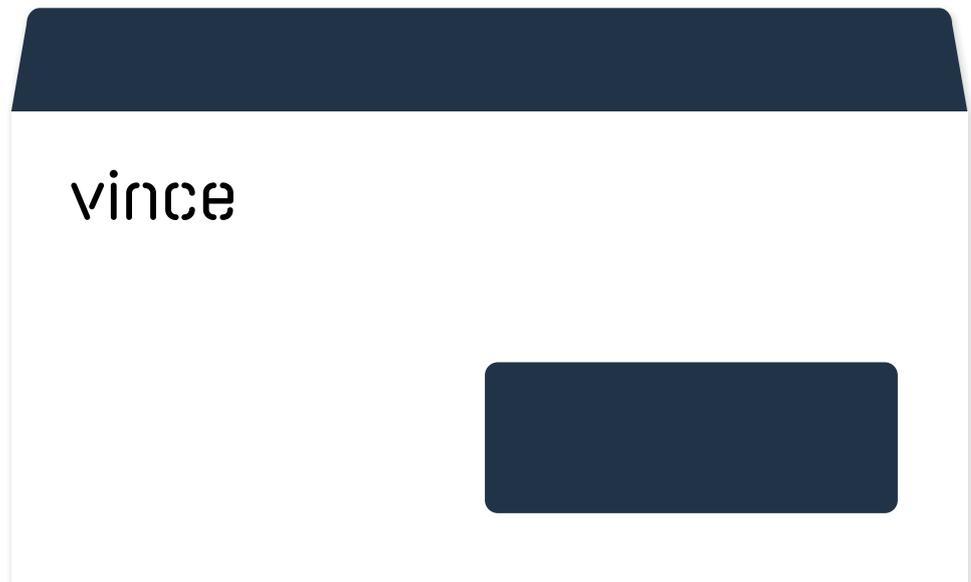
.....
Lorem: 12 pt, Roboto Bold, sentence case

Ipsum: 12 pt, Roboto Bold, sentence case

Dolor: 12 pt, Roboto Bold, sentence case

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur quis odio quis.
.....

Front

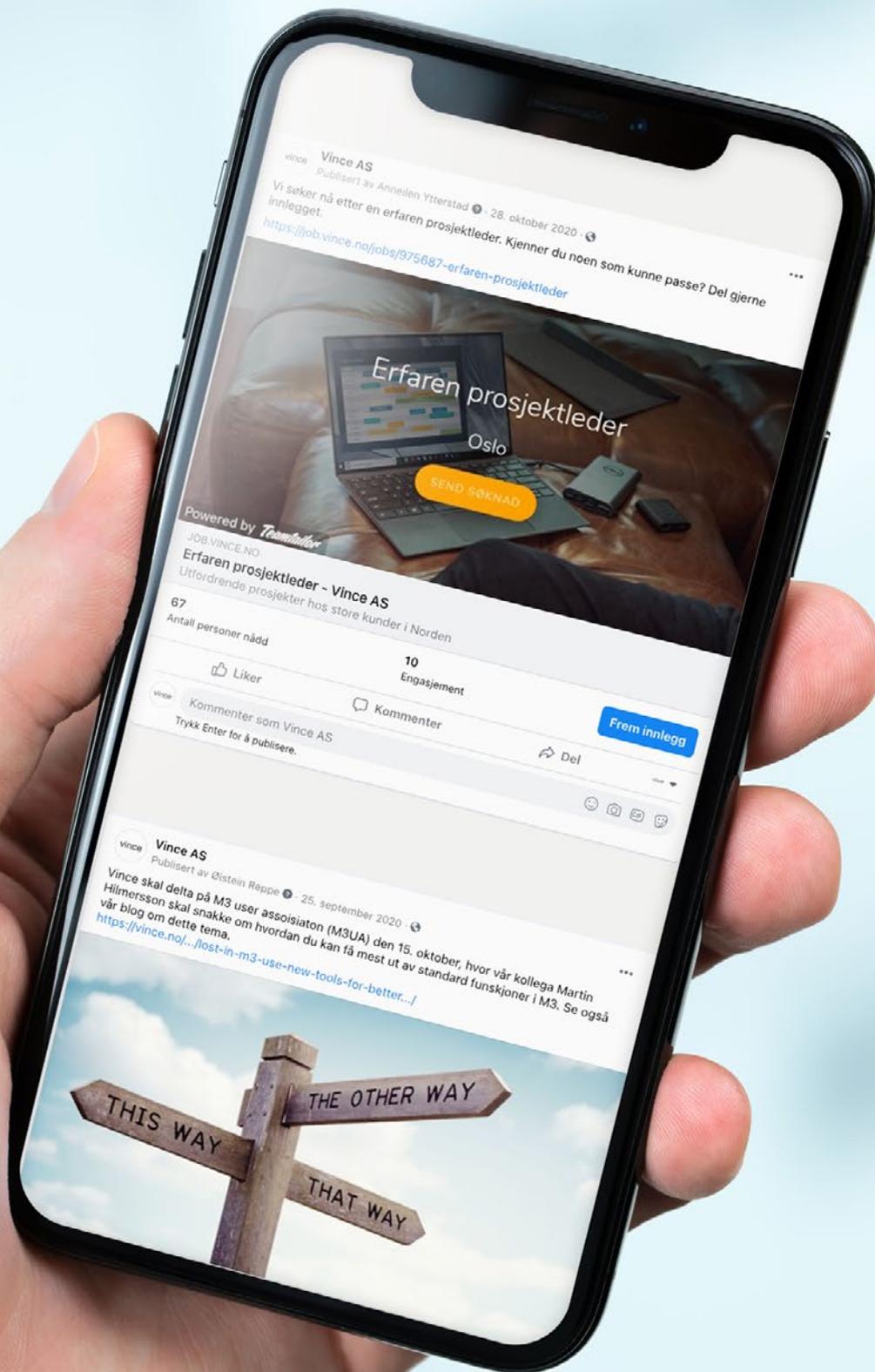


Back



SOCIAL MEDIA POSTS

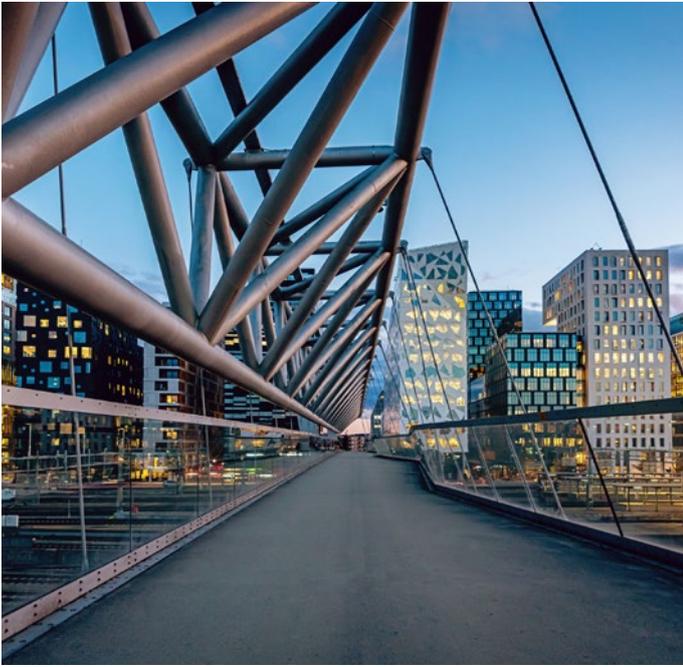




Imagery Examples

Photographs

An image (from Latin: imago) is an artifact that depicts visual perception, such as a photograph or other two-dimensional picture, that resembles a subject—usually a physical object—and thus provides a depiction of it. In the context of signal processing, an image is a distributed amplitude of color(s). A pictorial script is a writing system that employs images as symbols for various semantic entities, rather than the abstract signs used by alphabets.



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