

VIP Rooms Branding Guidelines

A comprehensive guide on using **VIP Rooms** logos



Fonts

Adobe Garamond Pro Regular
Adobe Garamond Pro Semi-bold
Optima Bold
Helvetica Neue

Main headline
Second headline
Sub-headline
Second Sub-headline

Style
For professionally designed material, the corporate typefaces’ are Adobe Garamond Pro and Helvetica. Remember, the weight, style, size and colour of your typeface can really change the mood of your message.

Alternative fonts
If Adobe Garamond Pro is not available, please use Garamond (standard version).

If you’re producing documents using a word processor or if you’re designing websites, use Garamond (or Times).



VIP
ROOMS
The salon you deserve

Main headline

Second headline goes here

Sub-headline

Second Sub-headline

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Theguide

Colour

Full colour logo



The logo consists of the VIP Rooms symbol and VIP Rooms logotype as shown above. All elements have been specially drawn and should not be altered in any way. Please only use it from artwork provided. No other logo(s) should be developed within the VIP Rooms. By maintaining the integrity and exclusivity of the VIP Rooms logo (which represents all our values and principles), the VIP Rooms identity will not be compromised in any way. The logo can only be used once within any page layout.

Mono logo

Where you have print or technical restrictions and need to reproduce the logo as a single colour, ensure it is solid 100% black.



Tints



The tinted versions of the mono logo may only be used single colour artwork where none of the available colours is black.

White logo & coloured Backgrounds



When the logo needs to appear on a coloured background, the logo can be reversed out of its background in white. Wherever possible, use a VIP Rooms Red background as this will ensure our primary corporate colour is represented. If this is not possible, reverse the logo out of black or a dark colour so as to provide sufficient contrast between the VIP Rooms logo and the background. However, try to limit your use of the reversed out logo.

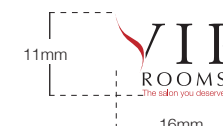
Full colour backgrounds



Never place the full colour logo directly onto a colourful background (e.g. a picture or a pattern). Always ensure that it placed on a white background.

Size & Scale

Minimum size



In order for the logo to be legible at all times, please ensure that the VIP Rooms logo is never reproduced smaller than 11mm x 16mm.

Scaling



Be sure never to stretch or squash the VIP Rooms logo. Please ensure the it is scaled to the correct proportions at all times.