

VOCE  
MODEL MGMT

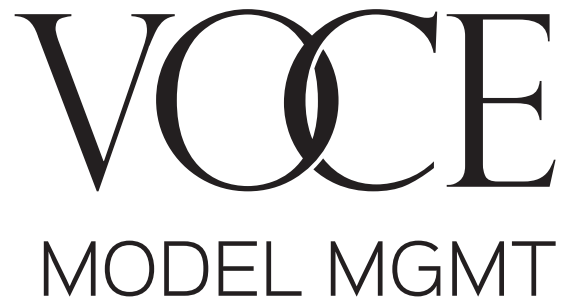
Brand Elements

# I. LOGO

VOCE  
MODEL MGMT

**VOCE Model Management (MGMT)** is an international agency for recruiting, promoting and managing fashion models. **VOCE Model MGMT** logo is a trademark of **VOCE Model MGMT**. In order to protect and grow the brand, we have a distinguishable logo that can be used to mark our businesses and any products developed under the brand around the world. When displaying **VOCE Model MGMT** logo, please follow these guidelines for consistent and recognizable brand presentation.

## 1. The standard logo.



This is the complete **VOCE Model MGMT** logo and should be used whenever the **VOCE Model MGMT** brand is to be included in any content. This instance of the logo reads equally well in all sizes. Nevertheless, the recommended minimal display size of the logo is 20×10 mm. Display size smaller than 20×10 mm is not allowed.

## 2. The alternative logo.



This is the simplified **VOCE Models** logo. It can be used as a full alternative for the main logo. Same minimal size requirements apply to this instance of the logo.

### 3. The colour logo.

VOCE

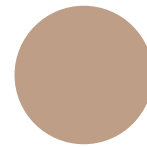
MODEL MGMT

VOCE

MODELS

These are the complete colour versions of the **VOCE Model MGMT / VOCE Models** logo. They use the classic, timeless and elegant colours of Ash Grey and light Sepia.

### 4. The colours.



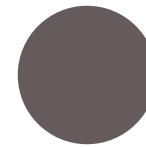
Light Sepia

C - 26  
M - 37  
Y - 47  
K - 1

R - 190  
G - 157  
B - 133

HEX #BE9D85

PANTONE® 4735C



Ash Grey

C - 57  
M - 57  
Y - 53  
K - 25

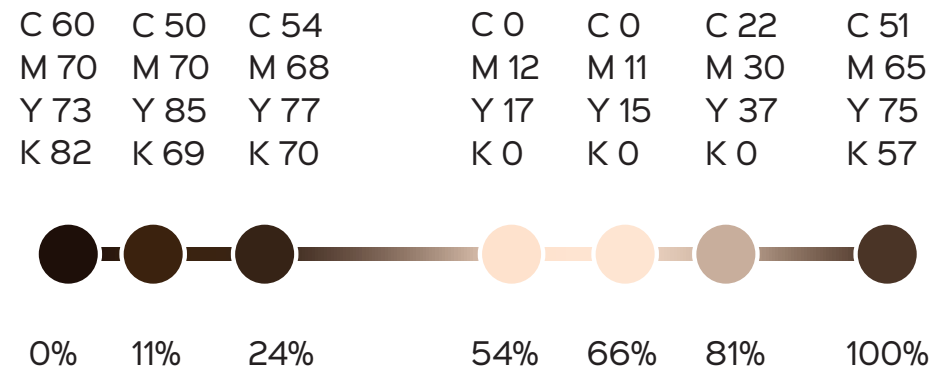
R - 103  
G - 92  
B - 92

HEX #675C5C

PANTONE® Warm Gray 11C

## 5. The gradient.

VOCE  
MODEL MGMT



When printing business cards, envelopes, postcards, brochures or other materials, the foil embossing method can be used to add extra luxuriousness to the logo. When foil embossing is technically impossible, a gradient can be used to mimic the look of shiny metal surface. In order to preserve the consistency with the main logo colour palette, we recommend using this gradient.

## 6. White space.



There should be sufficient white space around the logo. The minimum width of the white space on top, bottom and right sides equals the height of the MODEL MGMT line, on the left side —  $\frac{3}{4}$  of the line.

## 7. Typeface.

We recommend using Sinkin Sans extended font family for the **VOCE Model MGMT** brand style.

Sinkin Sans 100 Thin

*Sinkin Sans 100 Thin Italic*

Sinkin Sans 200 X Light

*Sinkin Sans 200 X Light Italic*

Sinkin Sans 300 Light

*Sinkin Sans 300 Light Italic*

Sinkin Sans 400 Regular

*Sinkin Sans 400 Regular Italic*

**Sinkin Sans 500 Medium**

***Sinkin Sans 500 Medium Italic***

**Sinkin Sans 600 Semi Bold**

***Sinkin Sans 600 Semi Bold Italic***

**Sinkin Sans 700 Bold**

***Sinkin Sans 700 Bold Italic***

**Sinkin Sans 800 Black**

***Sinkin Sans 800 Black Italic***

**Sinkin Sans 900 X Black**

***Sinkin Sans 900 X Black Italic***



## II. BUSINESS CARDS

## 8. Business cards on white / tinted cardstock.



Business cards can be printed on white cardstock using colour, or on tinted cardstock using only black ink.

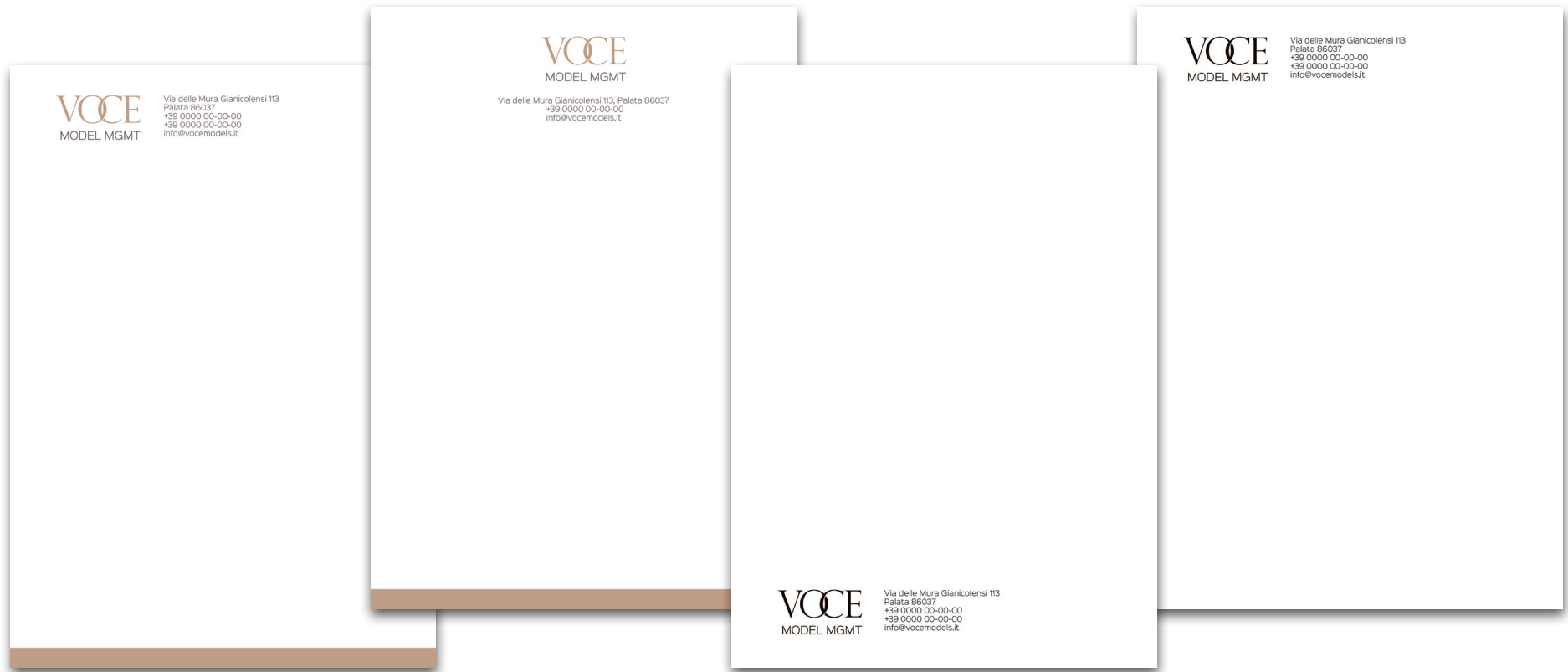
## 9. Business cards on tinted cardstock, foil embossed.



Business cards can be printed on white, fully or partially tinted cardstock using foil embossing.

### III. LETTERDEADS AND ENVELOPES

## 10. Letterheads.



Letterheads can be printed both in colour and black ink.

## 11. C4 envelopes.



C4 envelopes can be printed on white or tinted paper. Non-postal envelopes for corporate usage can also be printed.

## 12. DL envelopes.



DL envelopes can be printed on white or tinted paper. Non-postal envelopes for corporate usage can also be printed.