



Simplifying Visual Communications

Brand Guidelines

[Click here for Assets](#)

www.Vibe.fyi

About Vibe.fyi

Vibe.fyi is a digital signage software for workplace communications. We empower communication teams to breathe life into stagnant messaging to capture attention and influence behaviour.

What sets us apart from traditional digital signage are our extensive template library with built-in animation; our Snackable Learning Framework© that delivers messages in an engaging way that increases long-term message retention and recall.

Tone

We're a company who is passionate about transforming the way organisations inspire their workforce through visual communications. We understand the struggles internal communicators face with getting cut-through. Vibe's voice is proactive, but not needy or pushy.

We offer encouragement and advice. We keep messages clear and concise – provide clear explanations without being redundant. We are plain-spoken, using business casual language, without being too playful or pretentious.

✓
informative
authoritative
clear
concise

✗
pretentious
pushy
inauthentic
confused

Logo Guidelines

When it comes to logos, having the right file to use for a specific purpose—from a business card to a Facebook cover photo to a T-shirt or large scale signage—is important.

FORMATS

A file can be identified by its extension:

Vibe-Logo-White.png, Vibe-Logo-White.eps, etc.

We use the following file formats:

PNG

SVG

EPS

PNG

These are also useful if you need digital images with transparency, such as logos to put on coloured backgrounds or on top of other images. Not for print.

- Websites & Presentations
- Letterheads on Word or Google docs
- Social media profile and cover photos
- Over an image used on web

SVG

Developed for the web using mathematical formulas rather than individually coloured pixels on the page. Vector files will always be crisp and maintain quality.

- Print materials (business cards, posters, stickers, and more)
- Clothing and swag
- Stickers and labels
- Websites

EPS

Graphic format for vector-based images in Adobe Illustrator. They're used for printing and editing purposes.

- Print materials (business cards, posters, brochures, and more)
- Stickers and labels
- Clothing and swag

Primary Logo

Use the Primary Logo in either Red or White. This is often placed above the Website Address.

There is no preference to this or the Logo + Tag Line, use logical judgement as to which is the best logo to fit the space and is readable at the size.



Sizing



The guideline outlined is just a guide. Please use best judgment when the logo will be placed in contexts that are farther away, the minimum will always need to be bigger.

Spacing

It's important to always leave enough clear space around the logo so that it never gets lost in a crowded layout. The more space around the logo, the more it will stand out.

Please leave at least as much space around the logo as big as the height of the “V” within the logo.

Logo + Tag line

Use the Logo + Tag Line in either Red or White. This is often placed above the Website Address.

There is no preference to this of the Primary Logo, use logical judgement as to which is the best logo to fit the space and is readable at the size.



Website Address

The Website Address, must be sit directly underneath and be the same width as the Primary Logo.



50mm / 150px minimum width

Heading Font

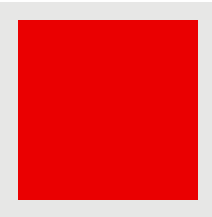
Aa

Poppins Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

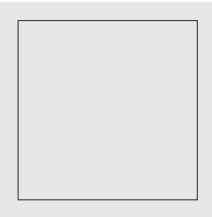
Colour Palette

Our colour palette is an important element in capturing our vibrant appeal. By choosing bold colours, we’re able to add a sense of energy to the brand.

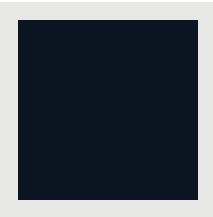
PRIMARY COLOURS




#EA0001



#E7E7E6



#0B1421



#FFFFFF

SECONDARY COLOUR PALETTE



#1E6EB5



#1C4792



#009999



#006666



#A8C23B



#009933



#F2D701



#FA9924



#A0A0A0



#444444

Body Font

Aa

Proxima Nova Bold
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Proxima Nova Light
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!*+(.,)

Proima Nova Light Italic
abcdefghijklmnopqrstuvwxyz
abcdefghijklmnopqrstuvwxyz
1234567890?!+(.,)*

Imagery

Various images have been created to showcase Vibe on screen or a device, and as a client would use of see Vibe. There are some examples on this page.



Device

Use the curved Device as a background, a divider panel or in a linear form to give the brand its own 'vibe'. There are some examples on this page.

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