



**V A P E M E R C H A N T**

**B R A N D G U I D E L I N E S**





VAPE MERCHANT



VAPE MERCHANT



VAPE MERCHANT



VAPE MERCHANT



VAPE MERCHANT  
TAURANGA



VAPE MERCHANT  
TAURANGA



VAPE MERCHANT  
TAURANGA



VAPE MERCHANT  
TAURANGA

# LOGO USAGES

The logo needs to be given clear space at all times, either from the edge of the page or from surrounding type and graphics.

This measurement is derived from using the width of the diagonal stroke in the letters from the logo at 100%.

Always use master artwork when reproducing any Vape Merchant logo design and should never be recreated under any circumstances.



# TYPOGRAPHY

The primary typeface used for heading is Montserrat Semi Bold with a secondary Montserrat Regular used for body copy. These fonts have been carefully selected to best represent the brand image, and must be used to retain consistency.

Replacing fonts with other alternatives should not be done under any circumstances.

## HEADER

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### MONTSERRAT SEMI BOLD

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

## Copy

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### MONTSERRAT REGULAR

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

# COLOUR PALETTE

Accurate reproduction of the brand colour scheme is essential in communicating a clear and consistent message about the company image

Pantone and CMYK colours should be used on all printed materials and RGB colours for all digital materials.



**PANTONE 289C**  
**C 100 M 85 Y 45 K 50**  
**R 10 G 35 B 65**  
**#0a2240**



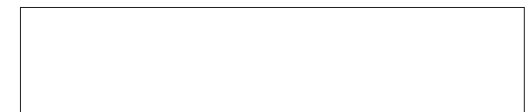
**PANTONE 7407C**  
**C 30 M 35 Y 80 K 0**  
**R 205 G 160 B 85**  
**#cda053**



**PANTONE 7502C**  
**C 20 M 25 Y 50 K 0**  
**R 210 G 185 B 135**  
**#d1b888**



**C 0 M 0 Y 0 K 100**  
**R 0 G 0 B 0**  
**#000000**



**C 0 M 0 Y 0 K 0**  
**R 255 G 255 B 255**  
**#ffffff**

