Brand Guidelines

December 2018 v. 1

VENTE

Overview

Brand Attributes

Vente aims to provide services that are burden-free and empowering. We hope to provide an environment that is motivating and energizing; while stays modern and simple.

Design Principles

To achieve our brand goals, we designed a series of UI elements used across different devices. The listed are the design principles we follow.

- **User-centered**: The design should prioritize users' needs and goals.

- **Be consistent:** Every page or screen of Vente presented should have same feelings about the brand.

- **Stay simple:** Eliminate any noises that would distract the main message.

Logo

The Vente logo is composed of the captalized text "VENTE" and the shape of a person on an escalator.

The vertical bar
Color: #231F20

Logo in the standard form is composed of a vertical bar, an escalator symbol, and the text.

The escalator symbol
Color: Gradient #EE7E4E-#D94826

VENTE

The text
Color: #4A4A4A
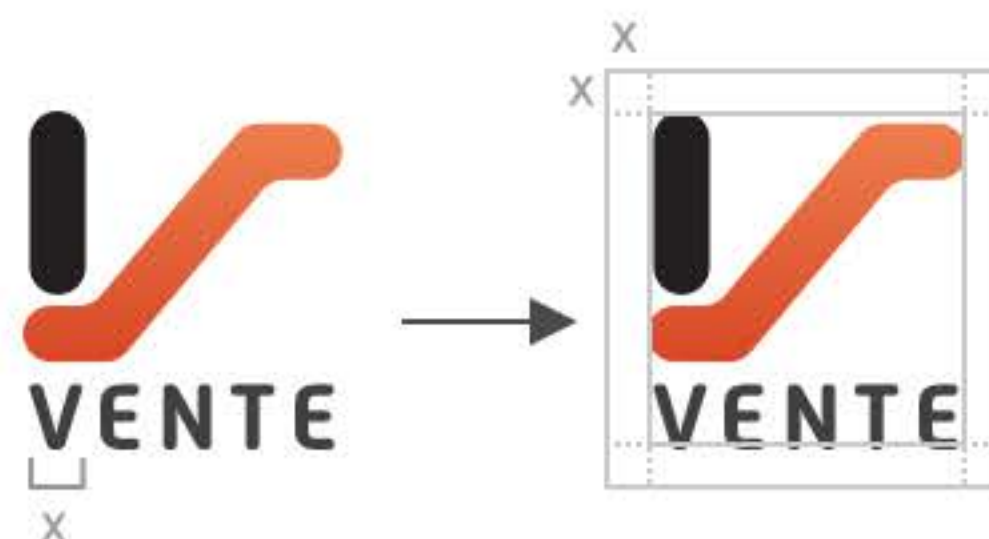Typeface: Alwyn New Rounded-Light

Logo

The Sizing

Developers are free to size up or down the logo; while ensuring the brand name "VENTE" stays readable.
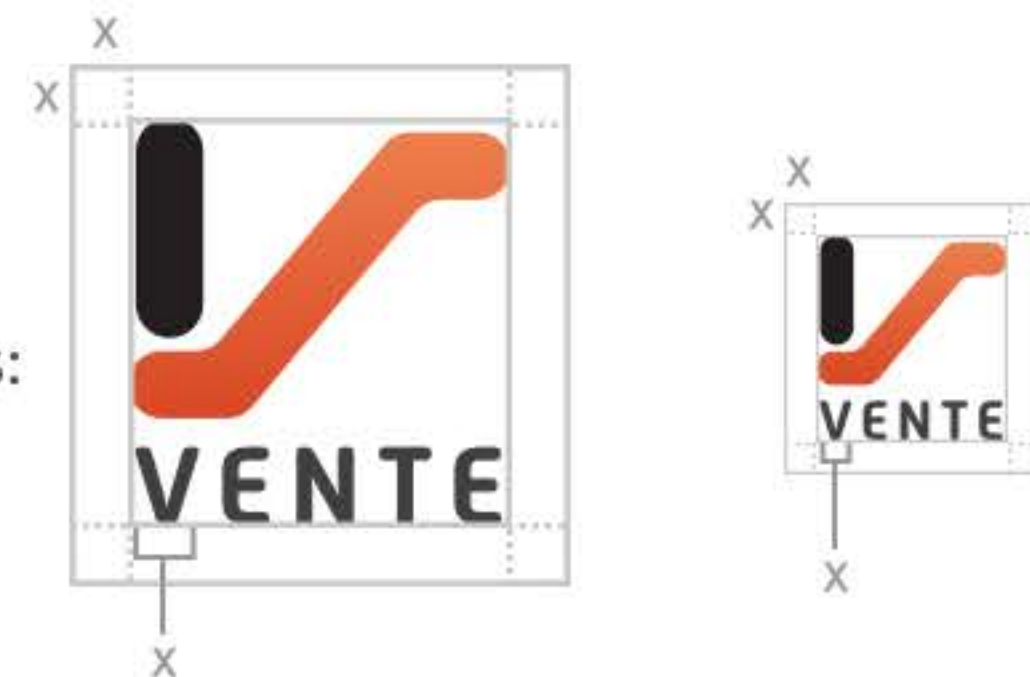
Clear Zone

The space around the logo within the width of the "V" letter from the logo text should be free of any content.

x=the Width of V from the logo text

Examples:

Logo

The logo is limited to be used as the following forms. For other variants, please contact our design team before using.

Full Logo

Standard form	Logo in grayscale	Logo on black	Logo on brand color

Vente Symbol

Standard color	Grayscale	On black	On brand color

Logo

Wordmark

Wordmark can only be used when the full logo or symbol are not aplicable.

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Typeface: Alwyn New Rounded-Bold

Color: Hex-#4A4A4A
RGB-74, 74, 74
CMYK-0, 0, 0, 71

The color of wordmark can be changed based on the conditions. However, the color should match the brand.
Examples:

VENTE **VENTE** **VENTE**

Logo

The logo is limited to be used as the following forms. For other variants, please contact our design team before using.

The Don'ts

DO NOT use off-brand colors or switch colors

DO NOT stretch or distort

DO NOT rotate

DO NOT rearrange or modify the logo

DO NOT place the logo on similarly-colored backgrounds

DO NOT add effects

Typography

Alwyn New Rounded is the only typeface Vente uses for all of the designs. It is available in multiple weights as followed.

|	
Bold	**Heading/Title/CTA**
Medium	**Secondary Heading**
Regular	Subtitle/Tap Bar-Active/Bottom Nav
<u>Regular</u>	Hyperlink
Light	Body Copy/Tap bar-Inactive
Thin	Note

Colors

Color Usage

The colors usage should be consistent. The call-to-action color should NOT be used for more than 5% of the content, in order to minimize distractions from the the content.

Try to avoid using pure white as background, as it may tire users' eyes quickly. Ligh gray (#F7F7F7 or RGB: 247, 247, 247) is suggested as the background color.

Primary Colors
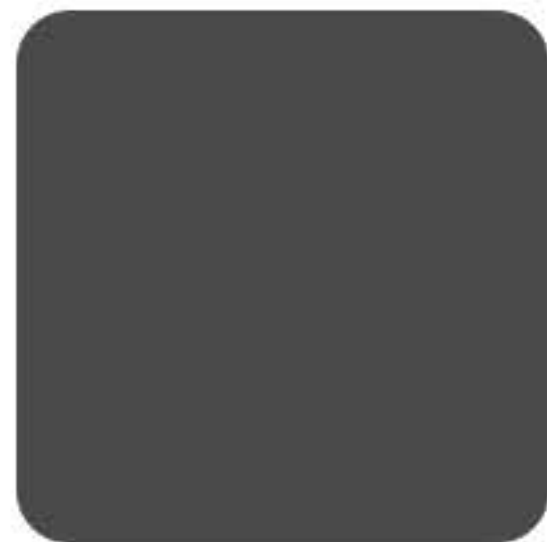
Hex: #4A4A4A
RGB: 74, 74, 74
CMYK: 0, 0, 0, 71
Pantone: Cool Gray 11C

Hex: #DA4602
RGB: 218, 70, 2
CMYK: 0, 58, 85, 15
Pantone: 166C

Colors

Color Palette

	Black	Primary Color		
Hex	#000000	#4A4A4A	#707070	#9B9B9B
RGB	0, 0, 0	74, 74, 74	112, 112, 112	155, 155, 155
CMYK	0, 0, 0, 100	0, 0, 0, 71	0, 0, 0, 56	0, 0, 0, 39
Pantone	Black 6C	Cool Gray 11C	Cool Gray 9C	Cool Gray 6C
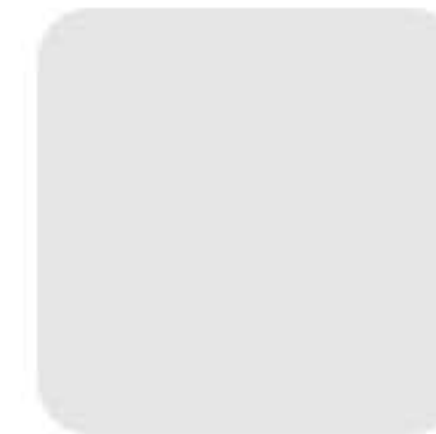
				Backgound color
Hex	#CACACA	#DADADA	#E6E6E6	#F7F7F7
RGB	202, 202, 202	218, 218, 218	230, 230, 230	247, 247, 247
CMYK	0, 0, 0, 21	0, 0, 0, 15	0, 0, 0, 10	0, 0, 0, 3
Pantone	Cool Gray 4C	Cool Gray 3C	Cool Gray 2C	Cool Gray 1C

Colors

Color Palette

	Primary Color		
Hex #822A01	Hex #DA4602	Hex #E16B34	Hex #E57D4E
RGB 130, 42, 1	RGB 218, 70, 2	RGB 225, 107, 52	RGB 229, 125, 78
CMYK 0, 68, 99, 100	CMYK 0, 58, 85, 15	CMYK 0, 52, 77, 12	CMYK 0, 45, 66, 10
Pantone 483C	Pantone 166C	Pantone 7578C	Pantone 7577C

Hex #822A01	Hex #ECA280	Hex #E16B34	Hex #FBECE6
RGB 232, 144, 103	RGB 236, 162, 128	RGB 225, 107, 52	RGB 251, 236, 230
CMYK 0, 38, 56, 9	CMYK 0, 58, 85, 15	CMYK 0, 31, 46, 7	CMYK 0, 6, 8, 2
Pantone 1565C	Pantone 166C	Pantone 162C	Pantone 705C

Icons

Icon Usage

Vente designers created a set of icons for different design needs. Please use these icons for any design or advertisement. If existing icon library cannot fullfill certain conditions, please contact Vente design team to create new icons.

Navigation

Search	Alert	Home	Events	Settings	Inactive state
Search	Alert	Home	Events	Settings	Active state
Menu	Menu (In use)				

Icons

Bookmark

Off State

On State

Accordions

Extendable

Retractable

More-Direct to the right

More-Dropdown

Top Nav Function

Share

Back/Return

Filter

Contact

Phone Number

Email

Location

Icons

Others

ℹ️	Info/About	↓	Download	⚙️	Functions
⏻	Logout	🔔	Notifications	★	Reviews
🕐	Time/Date	🎫	Ticket	🔗	Link Accounts
🔒	Password	👤	Profile	♥	Interests
🔧	Support				

Buttons

Call-to-Action Buttons

Submit
Inactive State: Inactive state CTA is NOT clickable or tappable. It indicates that certain tasks have not been done yet, e.g. incomplete forms, before proceed to next step.

Submit
Active State: Active state CTA is clickable or tappable.

Submit
Hover: Mouse-over on website

Submitted
In-Use State: After completing certain tasks, e.g. submitted the form, the button stays in-use.

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Buttons

Hyperlink Buttons

Hyperlink buttons are used when to importance of the link is less than of CTA buttons. Based on the importance of the content, hyperlink buttons have two different colors: Orange and gray. Orange hyperlinks are more important than gray ones.

Importance: CTA > Orange hyperlink > Gray hyperlink

Create a new account   Skip

Buttons

Tap Bar

Notifications | Message

Inactive State: Light font weight, 0.5 border thickness, and background pure white (#FFFFFF).

Active State: Font weight turned to medium, background filled in #FBECE6, and border color switched to #DD581B

Buttons

Text Box Buttons

Spinning Classes

Unselected State
Border thickness: 1
Border color: #979797
Bg color: #FFFFFF, 70% Opacity

Spinning Classes

Selected State
Border thickness: 2
Border color: #DA4602
Bg color: #FDF5F2, 100% Opacity

Logo

Typography

Colors

Icons

Buttons

Photography

VENTE

Buttons

Photo Buttons

Unselected State
Overlay: #000000
Opacity: 45%

Selected State
Overlay 1: #FFFFFF, 80% Opacity
Overlay 2: #DA4602, 50% Opcacity

Photography

Photo Usage

Vente's goal is to motivate and empowers users through providing personalized events that inspire the lives of users. To achieve the goal, photos shows on our platforms plays an important role in shaping our brand. Photos used for design purpose should follow the rules below:

- Engaging: People/Indivisual show on the photos should look engaging in the activities they were doing.

Photography

- Warm: The color of photos should look warm,   preferably matches Vente's color scheme.

- Representative: The photos used should match the discriptions.

Design Group

Yoga Group