



**BRAND  
GUIDELINES**

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**LOGO**

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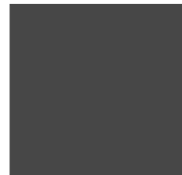
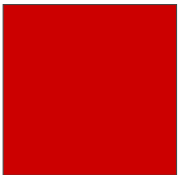
# LOGO

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Our company should only be referred to as **VesselsValue** or **VV**.

Note that we are **never** to be referred to as **Vessels Value** (with a space).



# SIZE

The logo has only two versions, the regular one, and a small one with adjusted kerning for specific usage scenarios.

Each of the versions can be used in one of the three official colours. There is also the option to frame the white version in VV red.

## Small

**MIN** 5mm/14px 

**MAX** 8mm/23px 

## Regular

Any size larger than 8mm/23px 

# SPACING










Regardless of having the VV red frame or not, the logo must always have a safety space around it, so as not to be confused or overpowered by other elements around it.



# HOW NOT TO USE

Please **NEVER** do any of the following.

While we greatly appreciate and celebrate creativity, the representation of our company's logo should be limited to the aforementioned options.

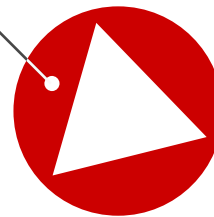
		
		
		

# THE ROUNDEL

The roundel, our most recognisable graphic asset.

As the brand becomes more and more recognizable and VV carves out its own space in the market, our roundel is already a widely known symbol and can be used standalone (without the wordmark) just like the Nike Swoosh.

Importantly, the roundel is **not to be over used**. Using it on footers/headers on repeat across a set of various pages is absolutely detrimental to the brand, as well as multiple occurrences of it on the same page/piece.



# OTHER LOGOS

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As the company expands, the logo can be used to promote and emphasise different services that the company offers.

VV Offshore, VV Broker and VV Appy can be used in marketing materials that offer information for relevant clients.

## Offshore



## Broker



## Appy





# SERVICES

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Our four core modules Value, Search, Map and Trade give you access to real time values, advanced database functionality, vessel tracking and the trades they are involved in.



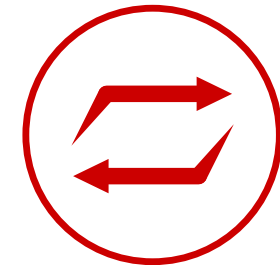
**Value**



**Search**



**Map**



**Trade**

# COLOUR PALETTE

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# PRIMARY COLOURS

11

VV RED

PURE WHITE

GREY71

OFF RED

LIGHT RED

R 204

G 0

B 0

R 255

G 255

B 255

R 71

G 71

B 71

R 250

G 149

B 149

R 250

G 149

B 149

CMYK

5/100/90/0

CMYK

0/0/0/0

CMYK

0/0/0/71

CMYK

0/27/13/0

CMYK

0/7/2/0

HEX

#CC0000

HEX

#FFFFFF

HEX

#474747

HEX

#FAC5C5

HEX

#FAE8E8

# SECONDARY COLOURS

12



**R** 0  
**G** 0  
**B** 0

**R** 109  
**G** 109  
**B** 109

**R** 199  
**G** 199  
**B** 199

**R** 243  
**G** 244  
**B** 245

**R** 33  
**G** 163  
**B** 163

**R** 110  
**G** 196  
**B** 194

**R** 220  
**G** 229  
**B** 231

**CMYK**  
60/40/40/100

**CMYK**  
0/0/0/57

**CMYK**  
0/0/0/22

**CMYK**  
4/4/4/0

**CMYK**  
72/15/54/5

**CMYK**  
51/0/42/0

**CMYK**  
13/5/7/0

**HEX**  
#000000

**HEX**  
#6D6D6D

**HEX**  
#C7C7C7

**HEX**  
#F3F4F5

**HEX**  
#21A3A3

**HEX**  
#6EC4C2

**HEX**  
#DCE5E7

# SECONDARY COLOURS

13



**R** 140  
**G** 25  
**B** 21

**R** 235  
**G** 30  
**B** 45

**R** 239  
**G** 93  
**B** 36

**R** 242  
**G** 174  
**B** 34

**R** 250  
**G** 215  
**B** 160

**R** 170  
**G** 30  
**B** 85

**R** 230  
**G** 40  
**B** 130

**CMYK**  
30/100/80/30

**CMYK**  
0/95/90/0

**CMYK**  
0/80/100/0

**CMYK**  
0/28/85/5

**CMYK**  
0/14/36/2

**CMYK**  
20,100,50,5

**CMYK**  
0/96/2/0

**HEX**  
#8C1915

**HEX**  
#EB1E2D

**HEX**  
#EF5D24

**HEX**  
#F2AE22

**HEX**  
#FAD7A0

**HEX**  
#AA1E55

**HEX**  
#E62882

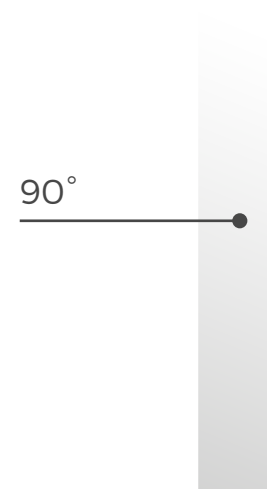
# GRADIENT

14



**VV RED**  
#CC0000

**20% GRADIENT LAYER**  
#1E1E1C - #FFFFFF



# TYPOGRAPHY

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# TYPEFACE

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VesselsValue primary typeface is Montserrat. Modern, geometric and easy to read, Montserrat is suited for a wide range of visual communications.

## WHEN TO USE

Montserrat is almost exclusively used by the Creative Department, for mostly technical reasons. Please use Verdana for all internal and external documents including email, Powerpoint and Excel, as this is the closest match to Monserrat.

**Note:** All text colour should be Grey71 and never pure black.

## MONTSERRAT LIGHT

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ABC123

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## MONTSERRAT SEMI BOLD

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ABC123

1234567890

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**



# ONLINE TYPEFACE

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In order to embrace web standards and to maximize online performance, we use Open Sans as our web font.

## OPEN SANS REGULAR

ABC123

1234567890

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

## OPEN SANS BOLD

ABC123

1234567890

**Lorem ipsum dolor sit amet, consectetur adipiscing elit.**

# HOW TO USE

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ADVISORY BUT NOT MANDATORY

## ON WHITE BACKGROUND

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HEADING - 30pt

SUBHEADING - 18pt

Paragraph - 9pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur enim turpis, aliquet a enim at, ultrices sagittis ipsum. Vivamus ut sodales nibh. Ut ac tempor erat.

Mauris maximus leo tincidunt turpis suscipit suscipit. Proin quis purus quis sapien auctor imperdiet quis a quam. Morbi in nibh arcu. Donec pulvinar nisi a ligula hendrerit aliquet.

## ON RED BACKGROUND

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HEADING - 30pt

SUBHEADING - 18pt

Paragraph - 9pt

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur enim turpis, aliquet a enim at, ultrices sagittis ipsum. Vivamus ut sodales nibh. Ut ac tempor erat.

Mauris maximus leo tincidunt turpis suscipit suscipit. Can't believe you are actually reading this. Morbi in nibh arcu. Donec pulvinar nisi a ligula hendrerit aliquet.