



Vilches  
Brand Guidelines



**VILCHES.**

# Brand Guidelines

November 2019



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Official symbol

**VILCHES.**

# Color versions





# Monochromatic versions



# Safe space



# Positioning variations

The following combinations of the symbol or logotype should be used. Any other combination should be avoided.

The logo consists of the word "VILCHES." in a bold, blue, sans-serif font. The period at the end is a solid blue circle.

Version 1. The entire name of the company combined with a full stop next to it.

The logo consists of the letter "V." in a bold, blue, sans-serif font. The period at the end is a solid blue circle.

Version 3. The first letter of the logotype along with the full stop next to it.

Color  
variations

**VILCHES.**

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# Proper usage

The examples below show possible situations where the symbol is properly used and applied.



1A. A violet and blue symbol can be placed on a white background.



1B. A black symbol can be placed on a white background.



1C. A white symbol can be placed on a black background.



1D. A black symbol can be placed on a light photography background.



2A. All the combinations from the branding colors can be used between the logotype and its background, as explained on the previous page.



2B. A completely white symbol can be placed on a color background that is different from the brand's color palette.



2C. A white symbol can be placed on a dark photography background.



2D. A completely violet symbol can be placed on a light photography background.

# Improper usage

The examples below show possible situations where the symbol is used and applied without following the instructions from the designer, and they must be avoided at any cost.



3A. The color of the logotype should not be changed to any other color.



3B. A violet symbol should not be placed on a black background.



3C. A violet symbol should not be placed on a dark photography background.



4D. A black symbol should not be placed on a dark photography background.



4A. The color of the full stop should not be changed to any other color.



4B. Coloured logotype should not be placed on a color background that is different from the brand's color palette.



4C. Coloured full stop should not be placed on a color background that is different from the brand's color palette.



4D. A white symbol should not be placed on a bright photography background.

# Improper usage



5B. Outlines should not be applied to the symbol.



5C. The proportion of the size of the full stop and the logotype should not be changed.



5D. Shadow effect should not be applied to the symbol.



6B. The symbol should not be rotated.



6C. Bevel, emboss or any other texture effects should not be applied to the symbol.



6D. The transparency of the symbol must be maintained at 100% and should not be changed.

# Colors

## Print color code

C	90
M	96
Y	0
K	0

## Digital color code

R	69
G	54
B	149
#	463894

## Print color code

C	65
M	9
Y	0
K	0

## Digital color code

R	65
G	0
B	153
#	3ab5e8



# Typography

The typeface “CSTM Xprmntl 01” was modified for the purpose of creating this symbol.

CSTM  
Xprmntl 01

# Complementary typeface

The typeface “Montserrat” will be used for all the headlines and body texts as a complementary font to this logotype.

Montserrat extra bold

Montserrat bold

Montserrat semi bold

Montserrat medium

Montserrat italic

Montserrat regular

Montserrat light

Montserrat thin



The symbol is designed, and the guidelines are set by AtelierDavidSanchez, November, 2019.

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