

# VGBND

## Brand Standards Guide

# Table of Contents

## 1. Introduction

- Overview
- Raison d'être
- Values

## 2. Identity

- Logo Usage
- Typeface
- Colors

## 3. Print Application

- Merchandise

## 4. Digital Application

- Email Signatures



# Brand Introduction

- Overview
- Raison d'être
- Values

# Overview

Your brand is more than your logo. It is a design schema comprised of several core elements and guiding principles. When combined, these elements create a distinctive brand that is immediately recognizable as VGBND.

The following guide will help familiarize you with the core brand elements, assisting you in producing dynamic and powerful communications with a degree of flexibility.

# Raison d'être

VGBND is a production network, formed in 2002 by Lorenzo Benedick and Gabriel Carratu, establishing a high-end quality service throughout Central and South America, Portugal and Spain.

VGBND is your production partner in 2 continents, 6 time zones and 10 countries. Our mission is to provide impeccable services with a good dose of fun. We like to be challenged and aim to work with the most inspiring people in the industry.

global, connective, reliable,  
professional, supportive, craft,  
relationships, detail-oriented,  
adaptable, creative, adventurous...

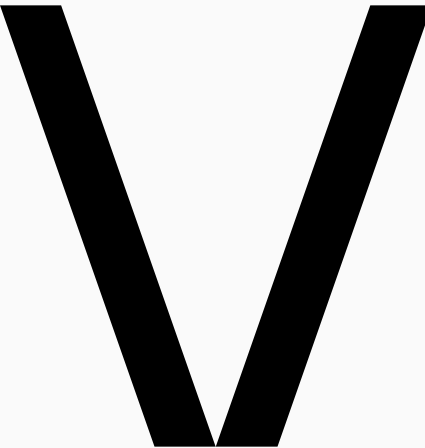
# Identity

→ Logo Usage

→ Typeface

→ Color

VGBND



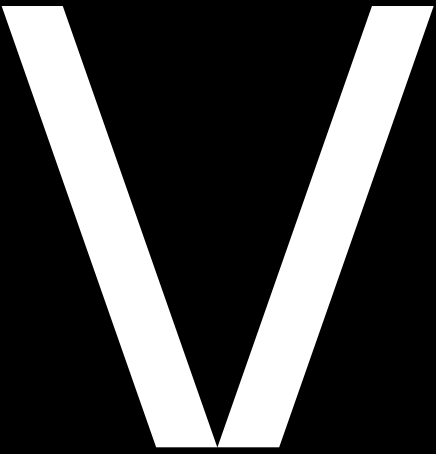
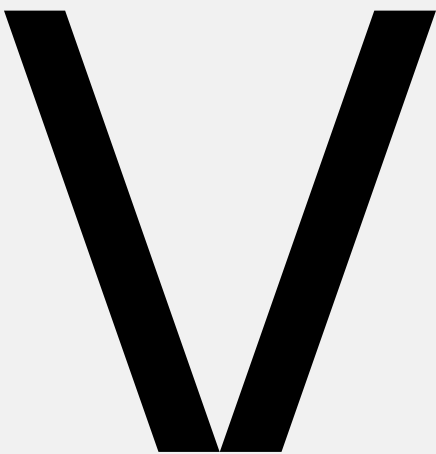
- To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.
- No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured. All logo artwork is provided as Adobe Illustrator, based EPS.
- A minimum clear-space must be maintained on the perimeter surrounding logo artwork as outlined on logo clear-space page. You must use the artwork provided.
- Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.
- Logo artwork should always appear upright.
- EPS files are vector artwork and are infinitely scalable, thus eliminating the need to ensure proper resolution for the purpose of reproduction.
- Logo artwork must be reproduced directly from a digital file. It should never be reproduced from previously printed materials.
- Color should be consistent with the Pantone Colors provided in this guide. When printing on 4 color press, the Pantone colors must be matched by the printer as close as possible.





VGBND

VGBND



VGBND

VGBND

VGBND

VGBND

VGBND

VGBND

VGBND

VGBND

VGBND

VGBND

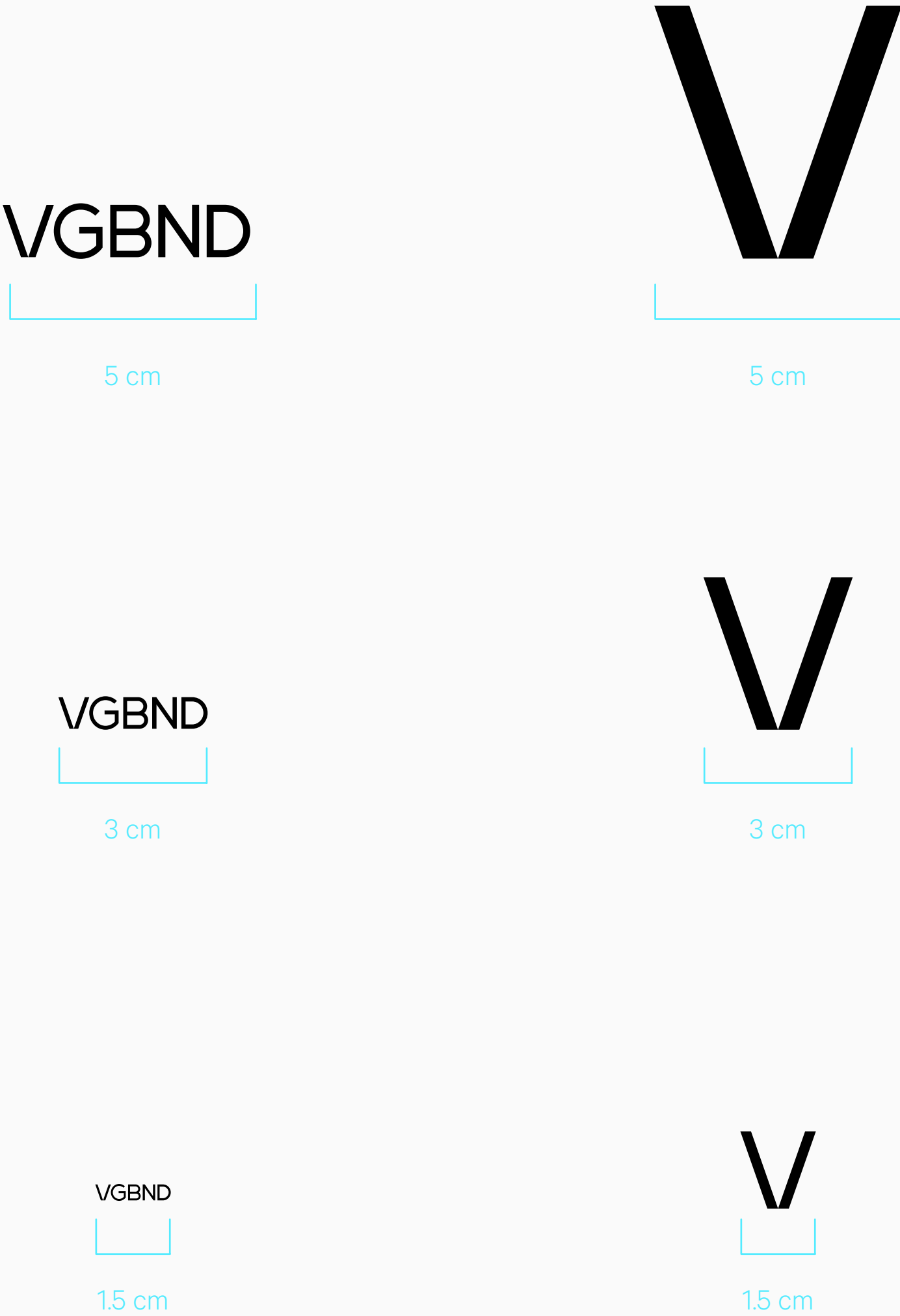
With any logo the negative space is just as crucial as the positive space, so knowing the proper spacing is important. When spacing becomes too tight, shapes begin to look clunky, but when the proper spacing is kept, the mark will maintain its proper look.

Clear space is the area surrounding the mark and must be kept free of all other graphic elements. The minimum required clear space is defined by the measurement, as shown in the illustration to the left. In simple terms, the height of the logo is the determining factor of clear-space.



The logo must always be reproduced at sizes that ensure legibility at all times. The minimum sizes are illustrated on the left.

If you're using the graphic device on its own, the total width must never be less than one inch. If you're using the graphic device & descriptor, to ensure legibility - the total width must never be less than 1.5 cm.

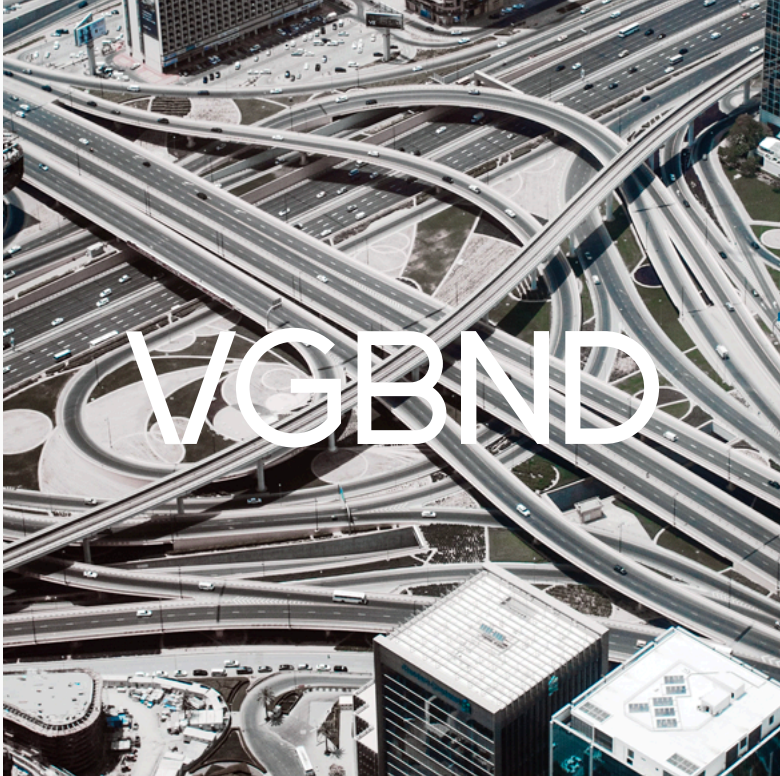




Don't change the logo's orientation.



Don't stretch or squeeze the logo to distort proportions.



Don't place the logo on a busy photograph.



Don't crop the logo in any way.



Don't add “glow”, “bevel” or “emboss” effects to the logo.



Don't present the logo on “vibrating” colored backgrounds.



Don't present the logo in “outline only” fashion.



Don't place the logo on backgrounds that would make it hard to read.



Don't outline the logo in any color.



Don't add “drop shadow” effects to the logo.



Don't reconfigure or change the size or placement of any logo elements.



Don't put a white box around the logo when placed on a dark or busy background.



On the occasion when logo appears over a photograph, special care must be taken to ensure visibility of the identity elements. The logo should be reproduced in black or white when possible.

Remember, visibility is the goal. The key is selecting an image that provides the necessary contrast, adjusting the position of a photograph or retouching the area where the logo resides will help you achieve that goal.









VGBND

VGBND

VGBND

VGBND



When using color with your brand in regards to digital or broadcast, you must use the colors specified on this page. The colors are suitable for web and broadcast, they are based on the web-safe colors and / or RGB gamut values.

When reproducing the identity in monochrome, use 100% black. The logo can also be reversed out 100% Black.

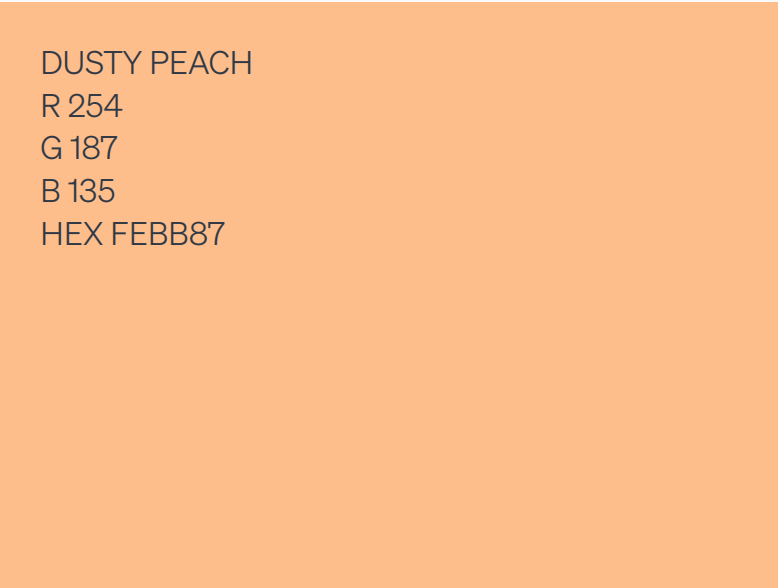
Gradient



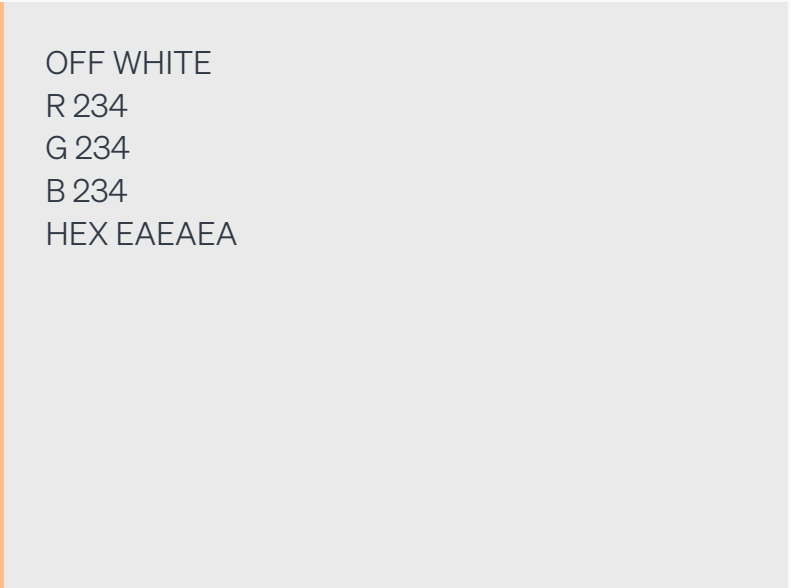
Primary Foreground



Secondary Foreground



Tertiary Foreground



When using color with your brand in regards to print production, you must use the colors specified on this page. We have chosen our colors for print using the Pantone Matching system. If you are using the logo for print, you must use Pantone™ or the CMYK equivalent specified in this guide.

When reproducing the identity in monochrome, use 100% black. The logo can also be reversed out of 100% Black.

\*Note – The colors below are Pantone colors which appear strange in digital format, but appear correct in print.

Gradient

ASH NAVY  
C 91%  
M 82%  
Y 45%  
K 47%  
Pantone 533 C

DUSTY PEACH  
C 0%  
M 39%  
Y 68%  
K 5%  
Pantone 714 C

Primary Foreground

Secondary Foreground

Tertiary Foreground

ASH NAVY  
C 91%  
M 82%  
Y 45%  
K 47%  
  
Pantone 533 C

DUSTY PEACH  
C 0%  
M 39%  
Y 68%  
K 5%  
  
Pantone 714 C

OFF WHITE  
C 14%  
M 11%  
Y 12%  
K 0%  
  
Pantone Cool Gray 1 C

# Söhne

Klim Type Foundry

Söhne is the memory of Akzidenz-Grotesk framed through the reality of Helvetica. It captures the analogue materiality of “Standard Medium” used in Unimark’s legendary wayfinding system for the NYC Subway.

[Visit Website / Type Specimen](#)

Secondary Typeface

## Söhne – Leicht

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890

Gluten-free marfa 3 wolf moon, direct trade VHS flexitarian irony. Authentic banh mi pickled sriracha wayfarers sustainable, art party hoodie. Wayfarers chillwave gentrify bicycle rights, truffaut sartorial carles mixtape hoodie cliché shoreditch fingerstache mustache narwhal.

Primary Typeface

## Söhne – Kräftig

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss  
Tt Uu Vv Ww Xx Yy Zz  
1234567890

Gluten-free marfa 3 wolf moon, direct trade VHS flexitarian irony. Authentic banh mi pickled sriracha wayfarers sustainable, art party hoodie. Wayfarers chillwave gentrify bicycle rights, truffaut sartorial carles mixtape hoodie cliché shoreditch fingerstache mustache narwhal.

Tertiary Typeface

## Söhne Mono – Buch

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz  
1234567890

Gluten-free marfa 3 wolf moon, direct trade VHS flexitarian irony. Authentic banh mi pickled sriracha wayfarers sustainable, art party hoodie. Wayfarers chillwave gentrify bicycle rights, truffaut sartorial carles mixtape hoodie cliché shoreditch fingerstache mustache narwhal.

Main Headline

Steadfast Pioneers in spirit.

Söhne Kräftig - 100pt, Opt Letter Spacing

Steadfast pioneers in spirit.

Söhne Leicht- 100pt, Opt Letter Spacing

Subheadline

Filmmakers by trade,

Söhne Leicht - 50pt, Opt Letter Spacing

*Storytellers at heart*

Söhne Leicht Kursiv - 50pt, Opt Letter Spacing

Quote Callout

It can be a number, a limitation, an equalizer, or an opportunity. It doesn’t matter where you live or how you say hello. We all have the same minutes in a day, and days in a year.

Söhne Mono, Leicht - 18pt, Opt Letter Spacing

*It can be a number, a limitation, an equalizer, or an opportunity. It doesn’t matter where you live or how you say hello. We all have the same minutes in a day, and days in a year.*

Söhne Mono, Leicht Kursiv - 18pt, Opt Letter Spacing

Way-finding

AaBb22:52

Söhne Kräftig - 125pt, Opt Letter Spacing

Body Copy

Your dreams, your choices, your future. We want to create fast, effortless journeys that expand possibilities and eliminate the barriers of distance and time. When hours become minutes everything changes. When we hear ‘it can’t be done.

Söhne Leicht - 16pt, Opt Letter Spacing

*Your dreams, your choices, your future. We want to create fast, effortless journeys that expand possibilities and eliminate the barriers of distance and time. When hours become minutes everything changes. When we hear ‘it can’t be done.*

Söhne Leicht, Kursiv - 16pt, Opt Letter Spacing

Attribution

- Innovate, test, and build – for good
- Driven by challenge
- Safe, reliable, credible

Söhne Mono, Leicht - 13pt, Opt Letter Spacing

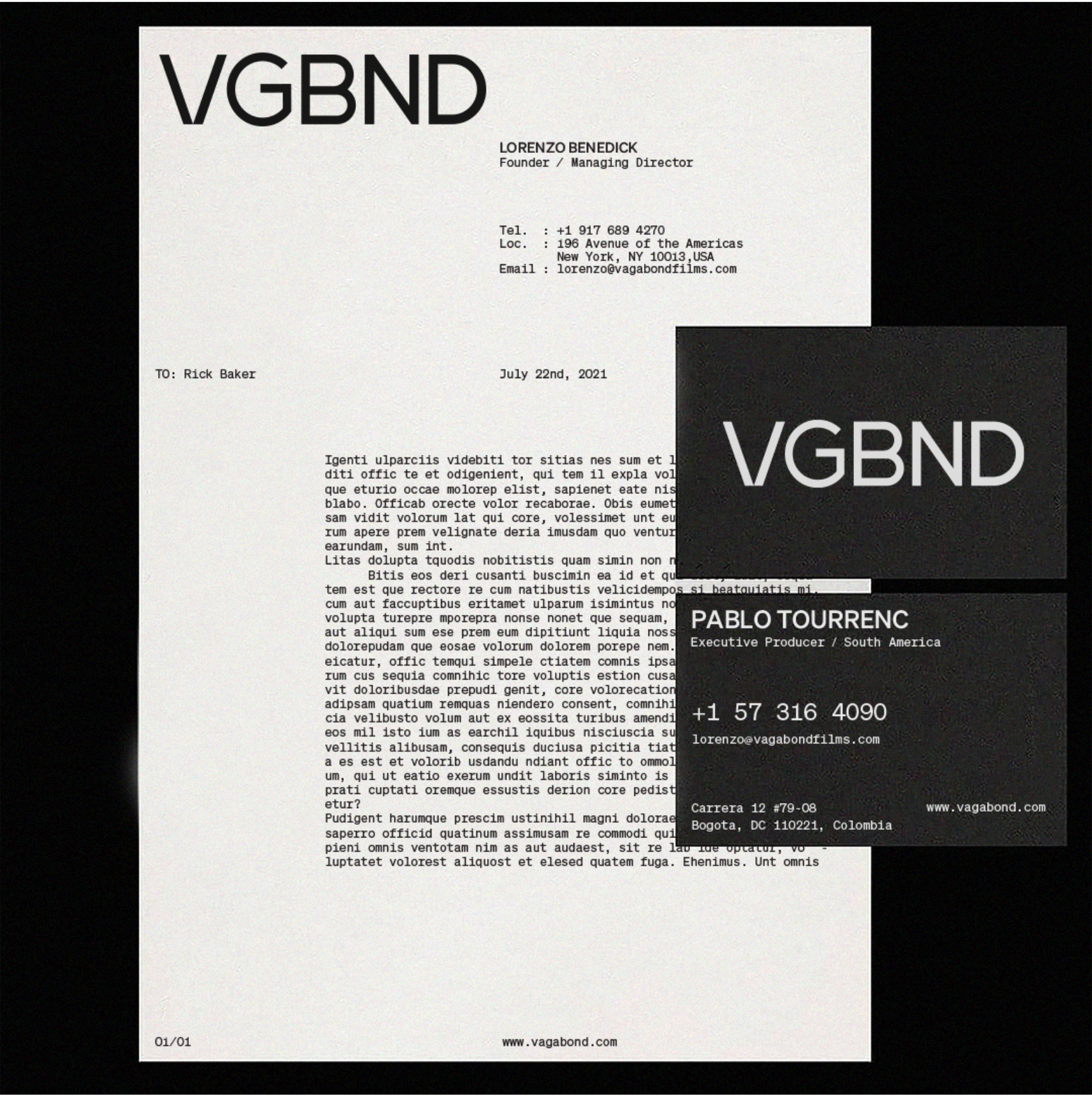
- *Innovate, test, and build – for good*
- *Driven by challenge*
- *Safe, reliable, credible*

Söhne Mono, Leicht Kursiv - 13pt, Opt Letter Spacing

# Print Application

→ Merchandise















# Digital Application

→ Email Signatures

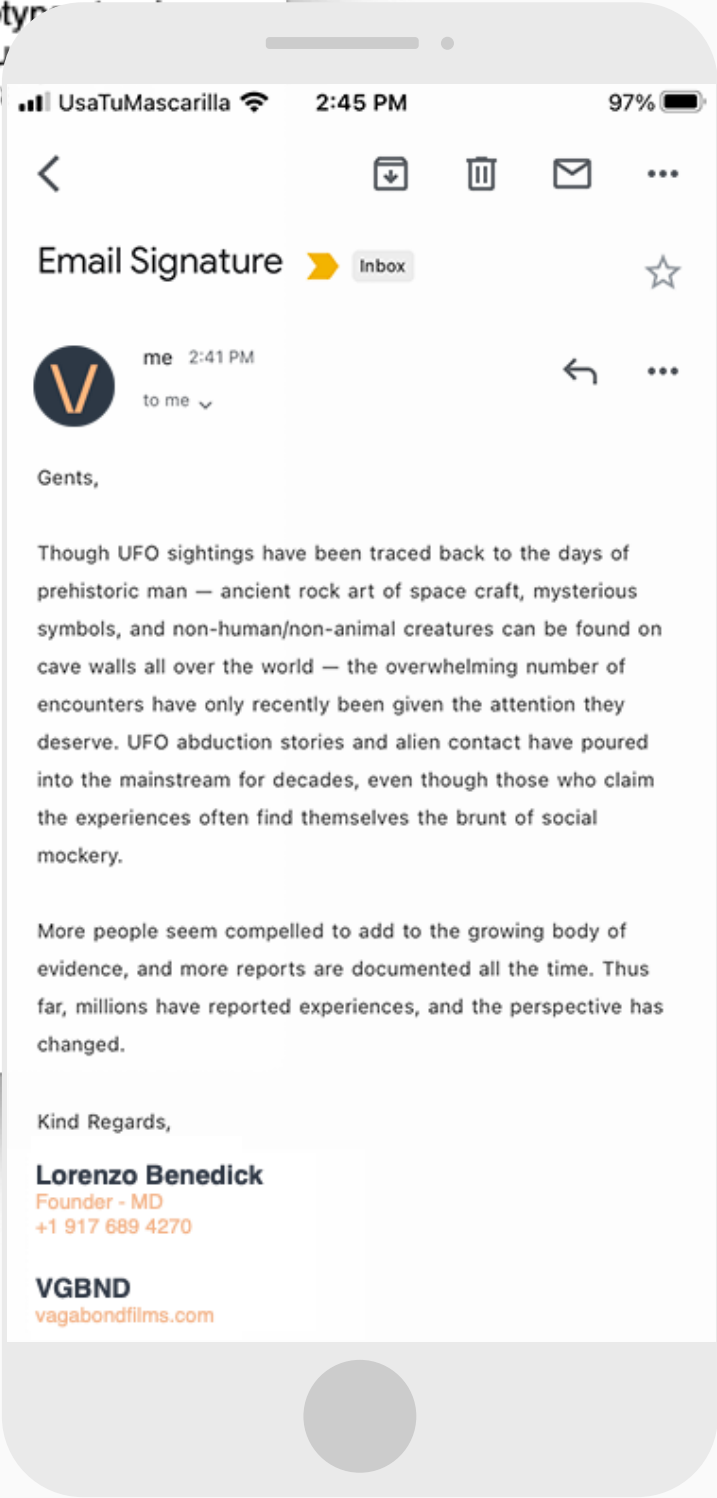
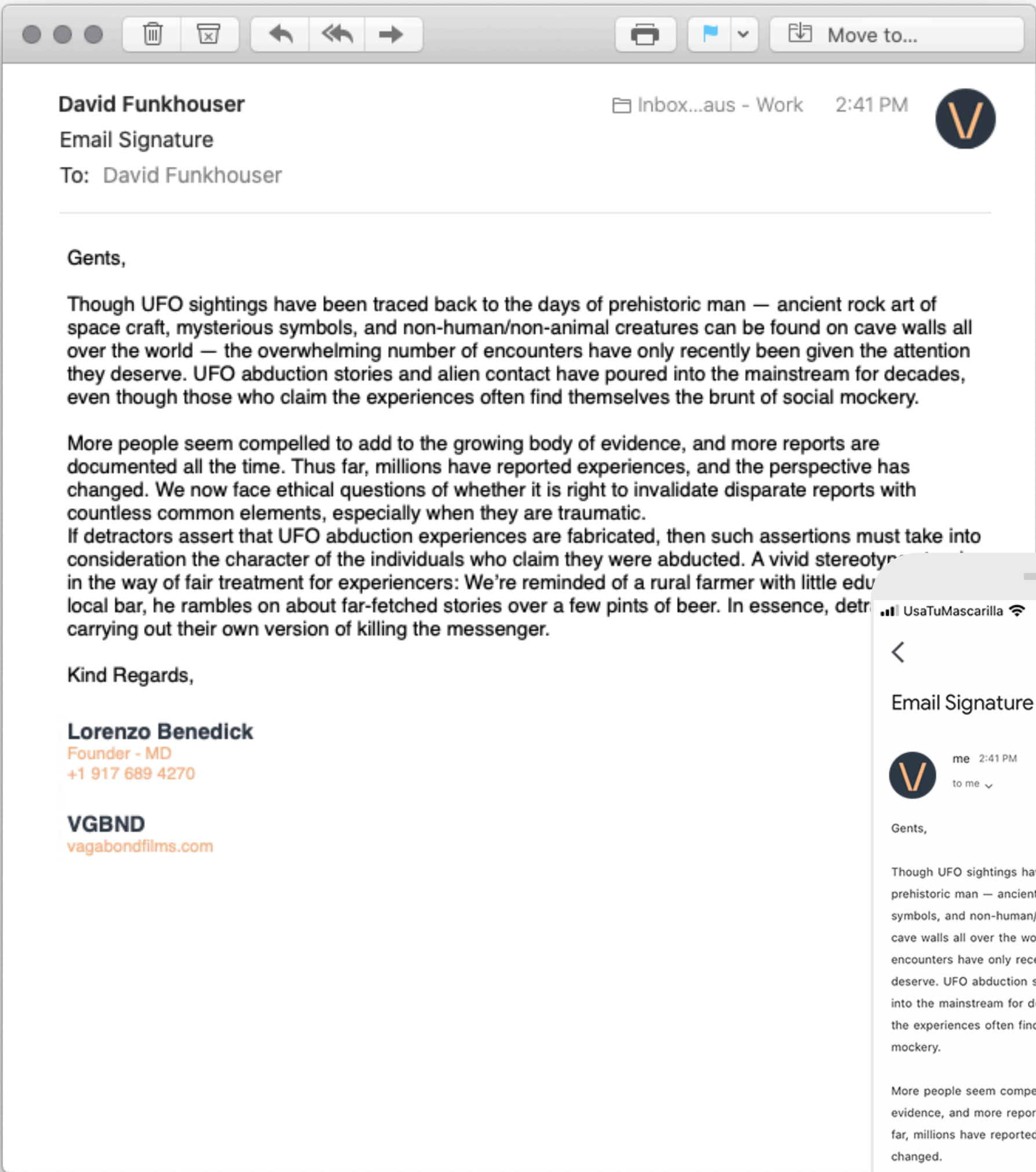
Lorenzo Benedick  
Founder - MD  
+1 917 689 4270

VGBND  
vagabondfilms.com



- 14px Helvetica - Bold #2F3844
- 11px Helvetica - Regular #F4B387
- 11px Helvetica - Regular #F4B387
- 14px Helvetica - Bold #2F3844
- 11px Helvetica - Regular #F4B387

Be sure to use one of the Gmail icons provided in the master file delivery.





# VGBND

Love your brand, and  
it will love you back.

- Download RGB Logo
- Download CMYK Logo
- Download Social Profile Logo
- Download Typeface
- Download Email Signature Assets