



VIN CONNECT

PARTNER KIT

Brand basics for partners

How to use the VINCONNECT logo, colours and type, so our name looks the same everywhere it appears.

Logo versions and where they go

Use the files in this pack exactly as supplied. Pick the version by background: dark files on light backgrounds, white files on dark backgrounds.

Primary



DARK on light

vinconnect-logo-primary-dark / -white

Headers, letterheads, websites: most uses



WHITE on dark

Stacked



DARK on light

vinconnect-logo-stacked-dark / -white

Covers, sign-offs, narrow spaces



WHITE on dark

Arc badge



DARK

Round badge



DARK

Square badge



DARK



WHITE



WHITE



WHITE

vinconnect-logo-badge-arcing-dark / -white

Avatars, vehicle doors, stickers

vinconnect-logo-badge-round-dark / -white

Round spaces, seals, social

vinconnect-logo-badge-square-dark / -white

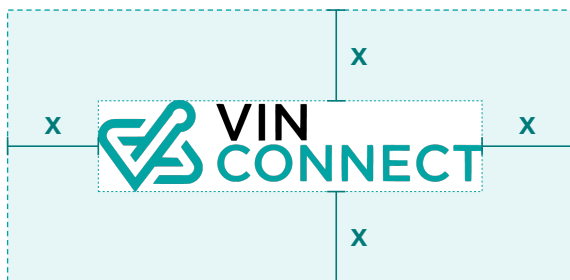
App icons, square tiles

White versions have white VIN, a teal mark and teal CONNECT. There is no all-white version; ask us if your job needs one.

File types: SVG for print, signs and large sizes. PNG (transparent) for screens, Word and PowerPoint.

Clear space

Keep at least X of empty space on every side, where X is the height of the linked-V mark (on the primary logo, the full logo height). Tightest allowed: X/2. Measure from the artwork, not the file edge.



X = height of the linked-V mark

Minimum size

Actual print size. Never go smaller.



Primary

30 mm / 120 px wide



Stacked

25 mm / 90 px wide



All badges

20 mm / 64 px wide

Colours and fonts

Mostly carbon or navy, plenty of white space, and teal as the only accent. Use these exact values.

Teal (brand)

#01A3A3

RGB 1 163 163

Logo teal. Accents, icons, buttons and key lines.

Teal 700

#017A7A

RGB 1 122 122

Teal text and links on white. Use for small text on light backgrounds.

Teal 400

#2BC4C4

RGB 43 196 196

Glow and highlight on dark only.

Navy 900

#0B1F3A

RGB 11 31 58

Twilight sections, covers and overlays.

Carbon 950

#0E1114

RGB 14 17 20

Dark page background.

Carbon 800

#242A31

RGB 36 42 49

Cards on dark.

Carbon 500

#6B7580

RGB 107 117 128

Captions and muted text on light.

Carbon 50

#F4F6F8

RGB 244 246 248

Light page background.

Teal #01A3A3 on white is only about 3:1 contrast, so use it on white for large text and graphics only. For small teal text on white, use Teal 700 #017A7A.

Balance

70% carbon or navy

20% white space

10% teal

Fonts

HEADINGS

Outfit

Aa Bb Cc 0123456789

Connected, end to end

SemiBold 600, Bold 700, ExtraBold 800

BODY TEXT

Source Sans 3

Aa Bb Cc 0123456789

Clear, readable body copy at small sizes.

Regular 400, SemiBold 600

Both are free Google Fonts. If Outfit is not available, use Montserrat (600 to 800) for headings. Keep headings tight; use capitals only for short labels. The logo is artwork, not type: never type out VINCONNECT in a font as a logo.

Keep the logo looking right

Do



Dark version on light

Black VIN with teal reads cleanly on white and pale backgrounds.



White version on dark

White VIN with teal on carbon, navy or dark photos with calm space.

- ✓ Use the supplied files
- ✓ Keep clear space X
- ✓ Respect minimum sizes
- ✓ Scale in proportion

Every time

Lock the proportions when resizing (hold Shift).

Don't



Stretch or squash

Never change the proportions.



Recolour

Teal #01A3A3 with black or white VIN only.



Put it in a box

No boxes, outlines, frames or backing shapes.



Add effects

No shadows, glows, gradients or bevels.



Use busy photos

Keep it off busy photos and patterns.



Use the wrong version

Dark files disappear on dark backgrounds.

Also don't rotate it, rearrange or re-space its parts, redraw it, retype it or generate it with AI.



Need a different file or not sure?

vinconnect.com.au · 0408 559 555