



# VIDA Pass

## Logo Usage Guidelines

PT. Indonesia Digital Identity (VIDA)

[www.vida.id](http://www.vida.id)



# **Our Story**

In this digital era, there are billions of people who want to grow, explore, and seize their priceless opportunities. They believe that with the right tools at their fingertips, they can overcome obstacles and make mobility for their activities extremely simple and safe.

And because of that, VIDA launched a visitor management and access control network to improve public health and safety protocols to protect consumers and workforces, that meet the needs and expectations of our times, and are available everywhere, to everyone.

available  
anywhere  
for everyone

“

**We empower businesses to easily control their visitor management access to improve public health and safety protocols to protect consumers and workforces - while validating them to the highest safety standards.**

”



**Logo**

# Logo Architecture

VIDA Pass logo have the same architecture with the master brand which is consists of two elements, the logogram and the logotype, both of which are a unified reinforcing image as a digital security company with high security standards.

And also keep using the shield and it ornament with some adjustments at certain points including in terms of color. And the negative space in the logotype simplifies the shape of the smartphone to symbolize today's mobility.



# Logotype

Keep retains the size and color of the master logo to confirm product ownership, while maintaining an impression of security, toughness and courage.

Placement of the name of the product / solution being offered to clarify the type of product or solution being offered



**VIDA**  
**Pass**

# Construction

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.





# Clearspace

Clearspace around the logo is equal to half the width of the shield logo



# Exception

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The logo placement depends on the type of communication and use



App Icon



Tradedress



Social icon

# Logo Variation

The logo should be white on a darker background and black on a lighter background.

The color selection is based on the color in the logo



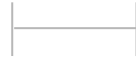
# Minimum Scale

VIDA Pass logo is designed to scale to small sizes on print and screen.

Smallest size:

19 pixels wide/0.2639 inch wide/0.6703 centimeter wide (only shield)

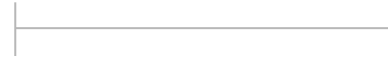
63 pixels wide/0.875 inch wide/2.2225 centimeter wide (logoset)



19 pixels  
0.2639 inch  
0.6703 centimeter



**VIDA**  
Pass



63 pixels  
0.875 inch  
2.2225 centimeter

# Logo Guidance

Several guidelines on using logos, to ensure correct use and to make them instantly recognizable in all sizes and in all contexts.





**Color**

# Color

VIDA Pass primary brand colors are orange, white and black, which are used to provide consistency throughout brand communication.

Our secondary colors pull from the split complimentary colors. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.



**ORANGE**  
RGB - 255 133 0  
CMYK - 0 62 100 0  
HEX - FF8500



**WHITE**  
RGB - 255 255 255  
CMYK - 0 0 0 0  
HEX - FFFFFFFF



**BLACK**  
RGB - 0 0 0  
CMYK - 0 0 0 100  
HEX - 000000



**GRAY**  
RGB - 127 129 132  
CMYK - 52 43 41 7  
HEX - 808184



**LIGHT PURPLE**  
RGB - 142 115 238  
CMYK - 55 59 0 0  
HEX - 8E73EE

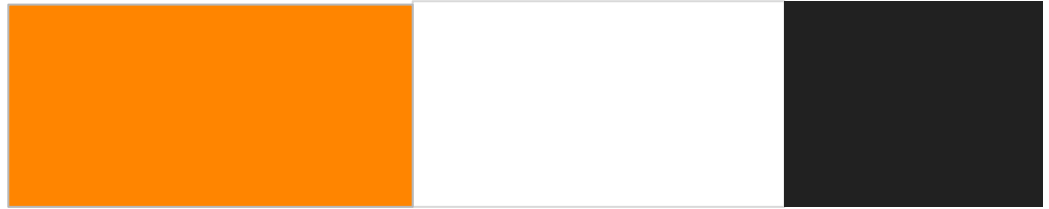


**AQUAMARINE**  
RGB - 0 255 183  
CMYK - 73 0 58 0  
HEX - 00FFB7

# Proportion

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It is important to follow the rules of this proportion when making any brand communication to maintain consistency and accessibility. Orange, white and black plays a basic role in all brand communications.



Primary Color



Secondary Color





# Pronunciation

Writing product branding in the correct sentence or document is **VIDA Pass**, in accordance with the architecture and construction of the logo that has been designed.

**VIDA Pass** 

**VIDAPass** 

**VIDA pass** 

**VIDApass** 

**VIDAPASS** 

**Vida pass** 

**vida pass** 

**VIDA PASS** 



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Verified Identity for All