



VIDA Sign

Logo Usage Guidelines

PT. Indonesia Digital Identity (VIDA)

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 creates digital signature products, that meet the needs and expectations of our times, and are available everywhere, for everyone.

available
anywhere
for everyone

A large crowd of people is shown in a dark, low-key setting, possibly an event or a public gathering. The people are mostly seen from the back or side, creating a sense of a dense group. The lighting is dramatic, with some highlights on faces and clothing, but the overall atmosphere is dark and somewhat somber. A quote is overlaid in the center of the image in a light blue color.

“

We empower people to easily sign documents without losing much of their time and mobility - while validating them with the highest security standards.

”

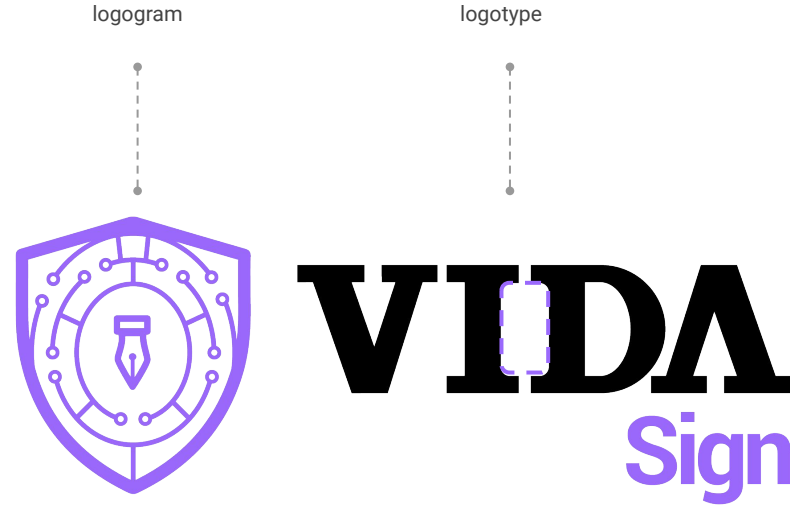


Logo

Logo Architecture

VIDA Sign 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.

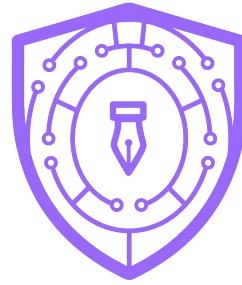


Logotype

VIDA - Verified Identity for All

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
Sign

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

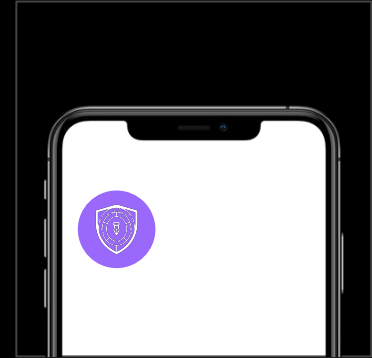
The logo placement depends on the type of communication and use



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



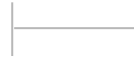
Minimum Scale

VIDA Sign 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)

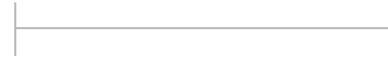
63 pixels wide/0.875 inch wide/2.2225 centimeter wide (logoset)



19 pixels
0.2639 inch
0.6703 centimeter



VIDA
Sign



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 Sign primary brand colors are light purple, white and black, which are used to provide consistency throughout brand communication.



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



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



ORANGE PEEL
RGB - 253 181 21
CMYK - 0 32 100 0
HEX - fdb515

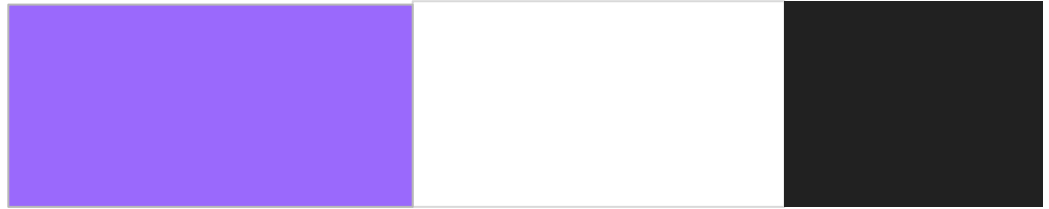


AQUAMARINE
RGB - 0 255 183
CMYK - 73 0 58 0
HEX - 00FFB7

Proportion

VIDA - Verified Identity for All

It is important to follow the rules of this proportion when making any brand communication to maintain consistency and accessibility. Light purple, 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 Sign**, in accordance with the architecture and construction of the logo that has been designed.

VIDA Sign

VIDASign 

VIDA sign 

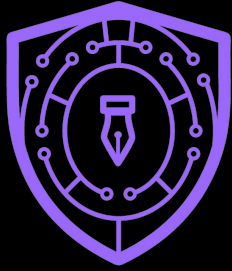
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