



**VINE**  
LAW

# Brand Identity & Style Guide

Version 1.0  
October 2020

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### The Vine Law logo

This is the main Vine Law logo. It should be used in this form whenever possible.

The main logo comprises the lettering and the 'V + leaf' logo mark.



### Exclusion zone

The logo's exclusion zone is equal to the size of the letter 'V' in the name.



### The 'V + leaf' logo mark

This can be used to complement the Vine Law logo, or as a stand-alone motif.

# 04 Logo integrity

The Vine Law logo should not be edited or manipulated in any other way, other than how it's supplied.



Don't ungroup the logo or change the spacing of elements.



Don't stretch or squeeze the logo.



Don't rotate the logo.



Don't change the size of elements.



Don't change the colours of the logo.



Don't use against low-contrast colours.

## Primary colours

These colours should be used as the main colours.

Oxford Blue

80%

60%

40%

20%

10%

HEX: #0b162d  
 CMYK: 76, 51, 0, 82  
 RGB: 11, 22, 45

Light Sea Green

80%

60%

40%

20%

10%

HEX: #01a89e  
 CMYK: 99, 0, 6, 34  
 RGB: 1, 168, 158

Honeydew

80%

60%

40%

20%

10%

HEX: #d8f0e7  
 CMYK: 10, 0, 4, 6  
 RGB: 216, 240, 231

## Secondary colours

These colours should be used to complement the primary colours.

Mint

80%

60%

40%

20%

10%

HEX: #3db389  
 CMYK: 66, 0, 23, 30  
 RGB: 61, 179, 137

Chinese Violet

80%

60%

40%

20%

10%

HEX: #7e6b8f  
 CMYK: 12, 25, 0, 44  
 RGB: 126, 107, 143



The Vine Law logo

This is the main full colour version of the Vine Law logo, and it should be used in these colours whenever possible. It should always be used on a light or white background.



Inverted logo

This version of the logo, with the lettering in white, should be used on dark backgrounds.



White logo

Use this version of the logo on coloured backgrounds.

Primary font

## Josefin Sans

Thin  
Light  
Regular  
Semibold  
Bold

*Thin Italic*  
*Light Italic*  
*Italic*  
*Semibold Italic*  
*Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @£%&(?!)

Download: [fonts.google.com/specimen/Josefin+Sans](https://fonts.google.com/specimen/Josefin+Sans)

System font

## Trebuchet MS

Regular  
Bold

*Italic*  
*Bold Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 @£%&(?!)



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[www.vinelaw.co.uk](http://www.vinelaw.co.uk)