vottekhub

Brand Identity & Manual



content

01- About Brand

About vottekhub
Vottekhub Slogan

02- Visual Identity

Moodboard
Logo sketch & explorations
Logo construction
Logo rationale
Logo typography
Colour palettethe logo

03- Logo Usage

Logo variation
Clearance spacing
Incorrect logo usage

04- Logo Application

01
About the brand



About Vottekhub

Vottekhub is a dynamic and innovative tech company at the forefront of technological advancements and solving problems. We have been dedicated to transforming ideas into cutting-edge products and services that shape the future. With a strong commitment to excellence and a passion for innovation, we have established ourselves as a leader in the technology sector.

Insights

The idea of the brand identity centres around creating a brand that is **Relatable, Simple, Professional, Techie** and **Witty**

Slogan

Shaping the future with technology

02
Visual Identity



Moodboard







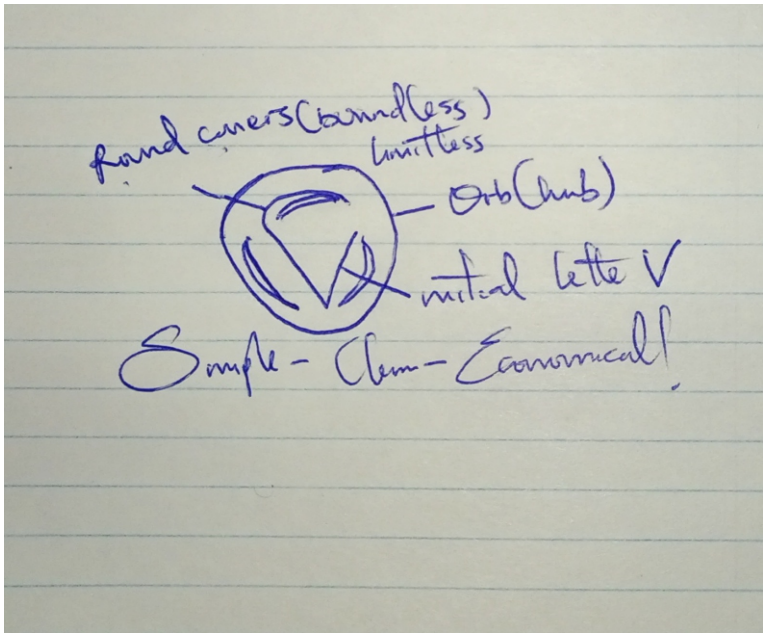




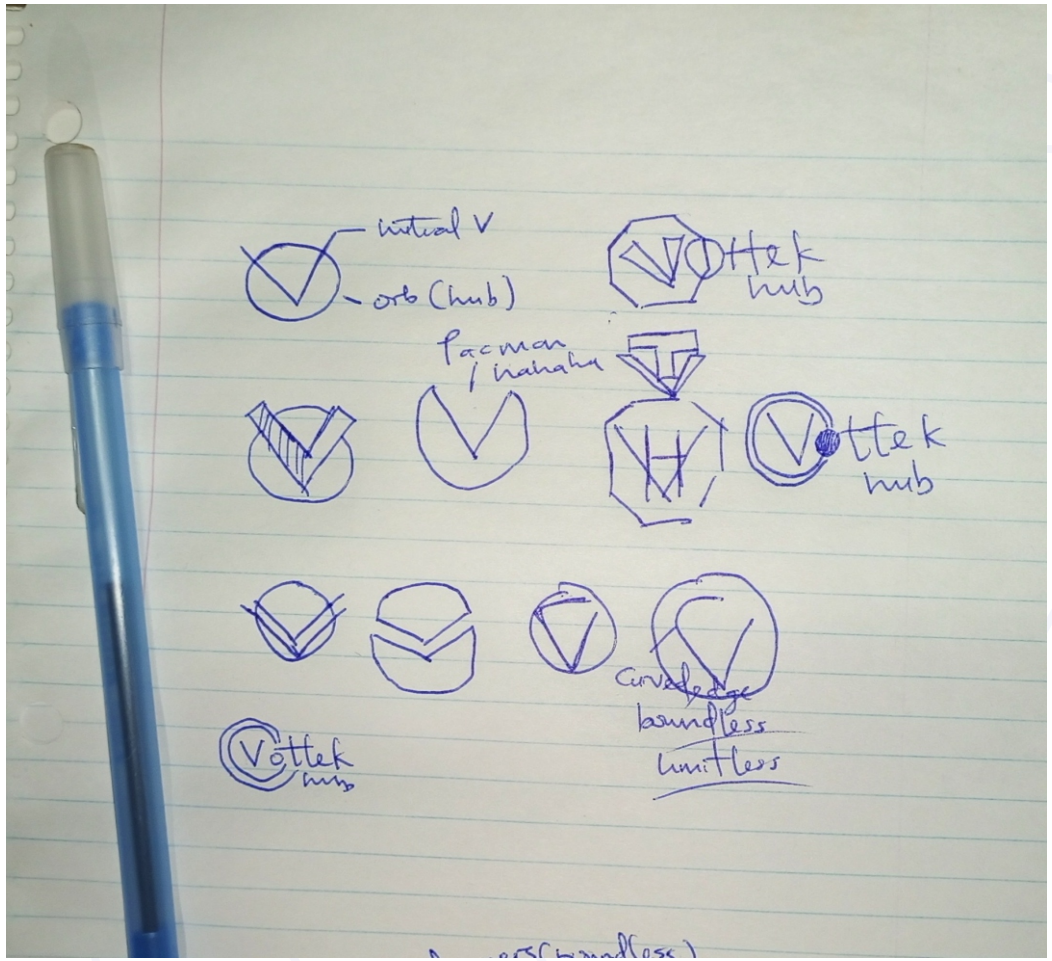




Logo sketch and exploration

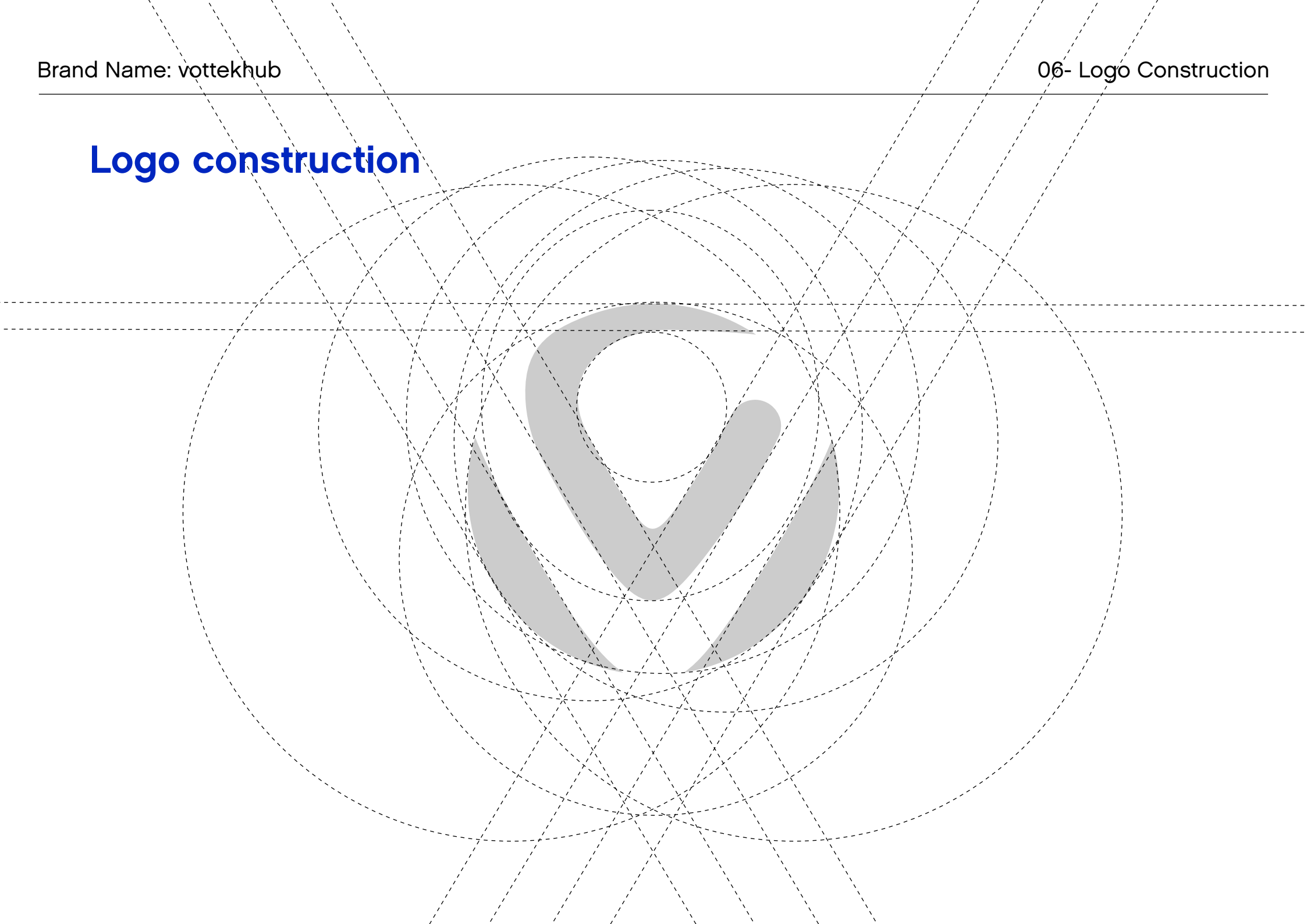


Selected Sketch



Other Explorations

Logo construction



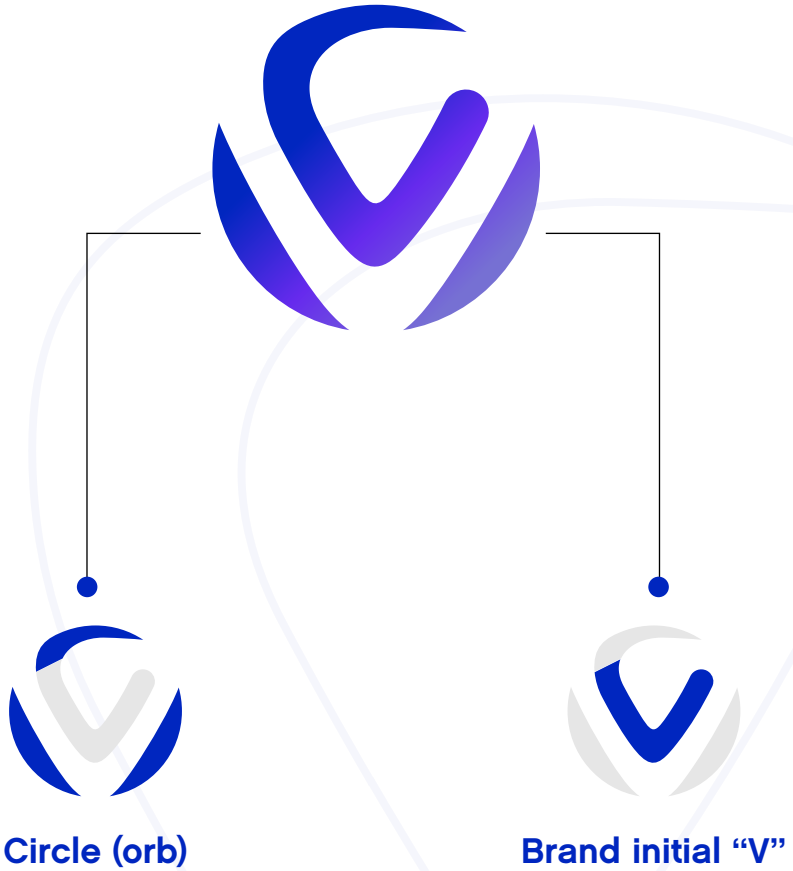
Logo rationale

In order to create a timeless that is **Relatable, Simple, Professional, Techie** and **Witty**

The logomark was made using the combination of:

1. “Circle” The circle is a universal symbol with extensive meaning. It represents the notions of totality, wholeness, original perfection, the Self, the infinite, team, eternity, timelessness, all cyclic movement

2 The brand initial “V” stands for VICTORY, VERSATILITYVALUE, VIBRANT and VIGOROUS



Logo typography

Primary Typography:

Arista 2.0

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.,/+=-)(?/@$#&^*

Light
Regular

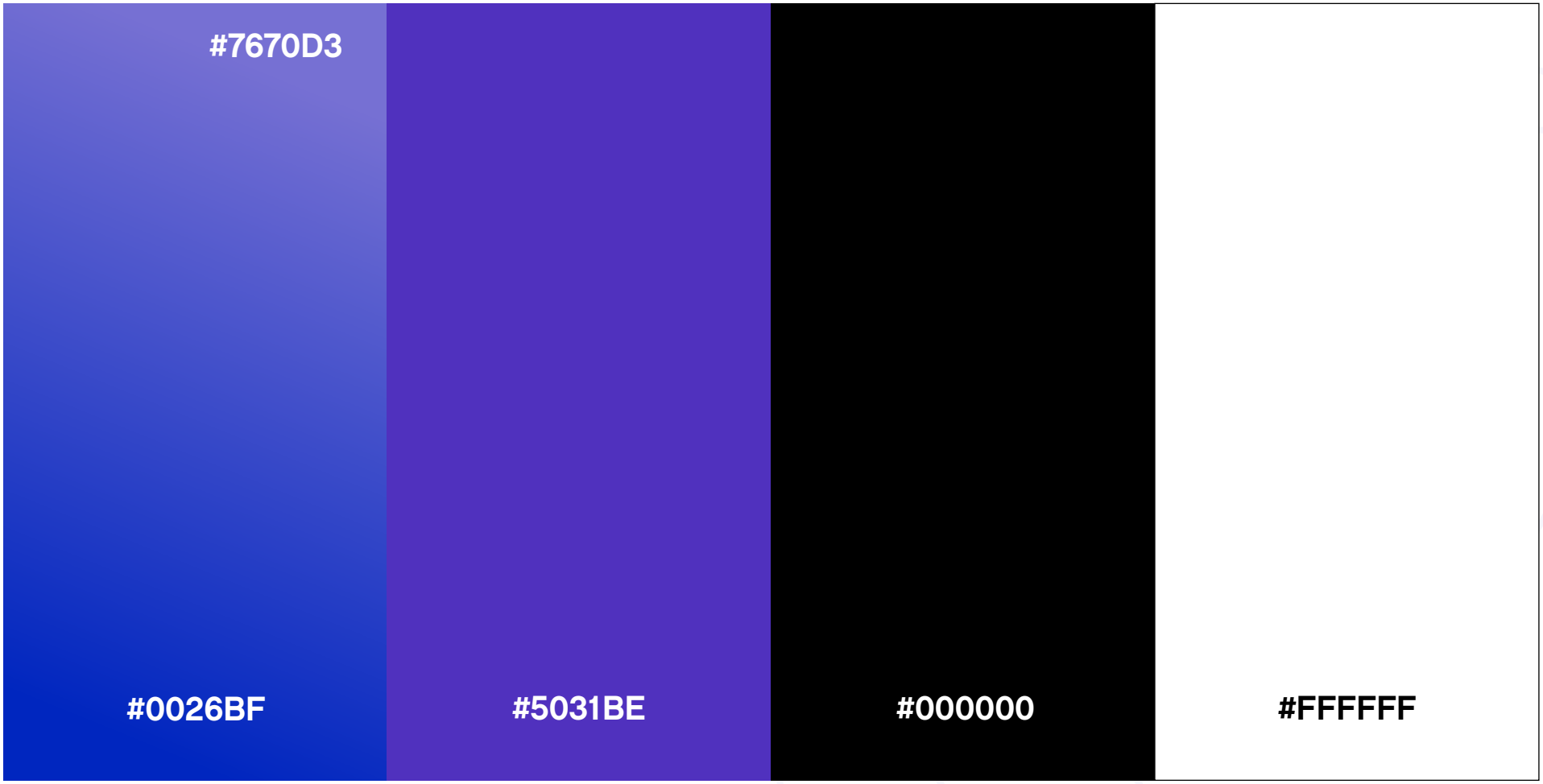
Secondary Typography:

Chalet

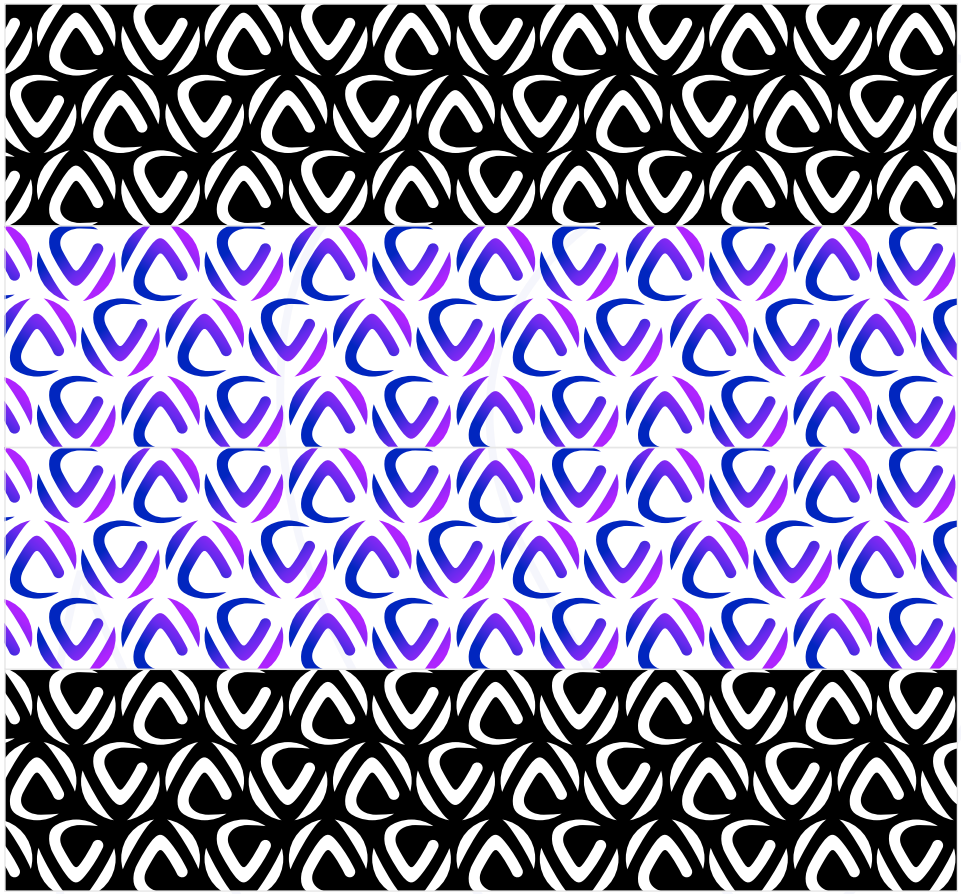
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz
1234567890.,/+=-)(?/@$#&^*

Light
Medium
Regular
Bold

Color Overview



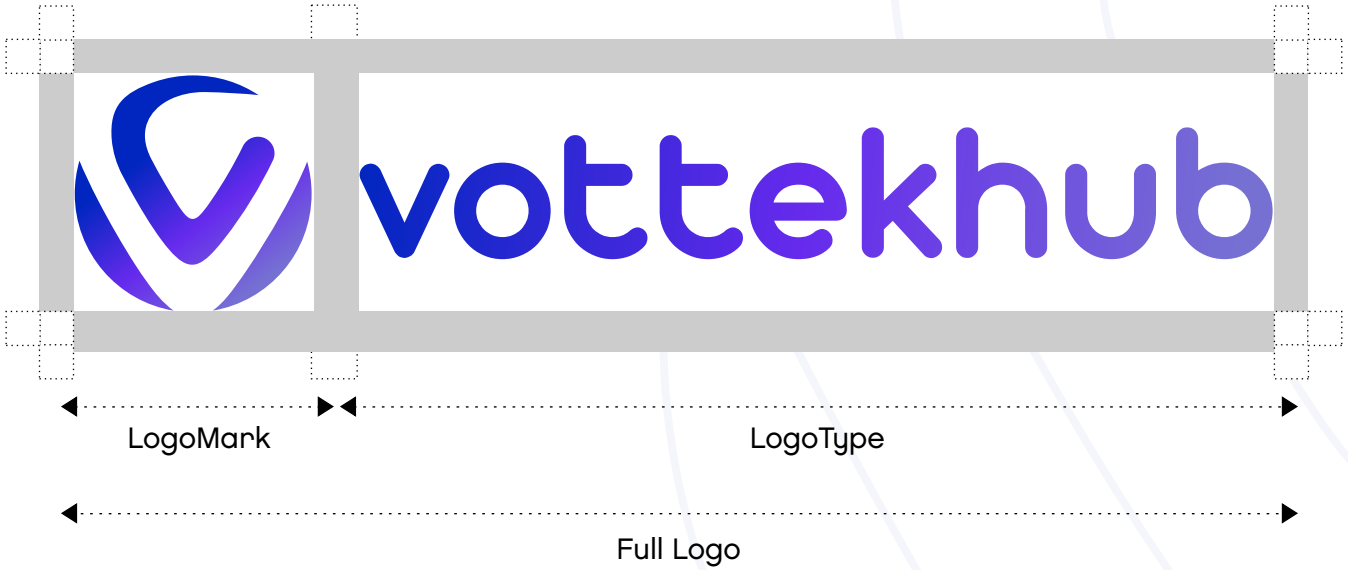
Brand Pattern

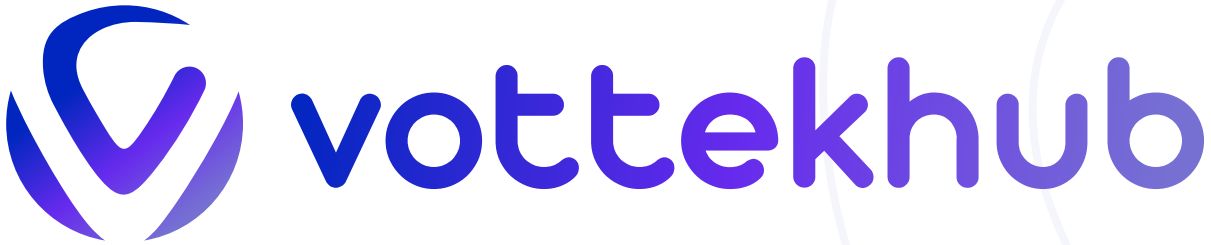


The Logo

The Vottekhub logo comprises of Two(2) major parts.
The Logo Mark and the Logo Type. The ultimate goal of the brand identity is for the target audience to stop identifying with only the logo type but also with the distinctive and unique logo mark.

This indicates that the two separate elements need to coexist with the capacity to exist separately.




vottekhub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03

Logo Usage



Logo Variations

The logo can be used in the following variations:

1. The primary logo is the horizontal version of the logo with the brand name and logomark on a single line

2. The secondary logo is the vertical version of the logo with the brand name and logo mark placed on top of each other.

3. The alternate logo (Badge/Crest) is for specific purposes like stamp



Logo Exclusion

In order for the logo to look its best, it needs space to stand out. Here are the defined parameters to ensure no other element encroaches on this clear space



Minimum Size

For clarity across digital and print applications, the logo should never be reproduced at any size below the adjacent guidance.



120px x 423.6px



65px x 229.45px



Do not attempt to compress
or stretch the logo in any way



Do not attempt to
change the logo colour



Do not skew or rotate
the logo in any way or degree



Do not add shadows
to the logo



Do not transparent
the logo in an way



Do not place on a
contrasting image or colour

04

Logo Application



Stationery


vottekhub
vottekhub
vottekhub
Name Surname
vottekhub
vottekhub
vottekhub

Mugs



Wristband


vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub

Shoes



Flipflop



Signages



Billboards


Hello
future!
Shaping the future with
technology
vottekhub

Shirts





ID card



Lanyard


vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub
vottekhub

Car



Thank you