

BRAND GUIDELINES · SHORT EDITION

Brand Guidelines

The Essentials

Logo, colour and typography — in six pages.

Logo

Lockups & colour variants

FOUR APPROVED LOCKUPS



Horizontal — symbol

Default. Web, documents, decks, email signatures.



Vertical — symbol

Square and portrait spaces, social media, roll-ups.



Horizontal — badge

In-app headers, app store visuals.



Vertical — badge

Splash screens, ad creatives.

THREE COLOUR VERSIONS



Teal / light background

White, Neutral 50, Teal 50.



White / teal background

Teal 500–800.



White / dark background

Neutral 800–900, over photography.

Also available

For single-colour print there is a **single-colour dark** version. Use this file instead of converting to greyscale.



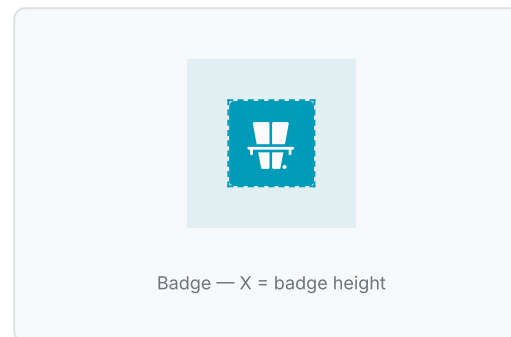
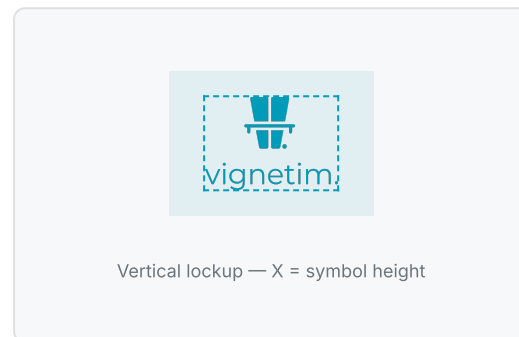
- The wordmark is always lowercase, with the full stop: vignetim. Never capitalise the first letter or add letter-spacing.
- Use the symbol or badge on its own only when the brand name appears elsewhere on the same surface: app icon, favicon, profile picture.

- Never place the teal badge on a teal background — it disappears. On teal, use the white symbol on its own.
- Never assemble lockups by hand. Always use the supplied file; never rearrange the parts.

Clear space & minimum size

Room to breathe, sizes that stay legible

Leave at least **0.5 X** of clear space on every side of the logo. **X** is the height of the symbol (or badge) in that lockup. No text, image, line, other logo or page edge may enter this area.



Minimum sizes

ELEMENT	DIGITAL	PRINT
Horizontal lockup — symbol	140 px	30 mm
Horizontal lockup — badge	160 px	34 mm
Vertical lockup — symbol	72 px	16 mm
Vertical lockup — badge	80 px	18 mm
Symbol (alone)	20 px	5 mm
Badge (alone)	44 px	8 mm

Values are widths. Below these sizes, use the symbol or badge on its own instead of a lockup.

Two exceptions

App icon: the clear-space rule does not apply — the badge fills the frame and the platform rounds the corners.

Favicon (16–32 px): the badge becomes illegible; use the bare teal symbol on a transparent background.

Next to other logos

Keep at least **1 X** between two logos, and balance them to the same optical height.

Colour

One brand colour, one neutral scale

The brand colour is **Teal 500** · #049CB9. There is no secondary brand colour; depth comes from the shades of the teal scale and from neutral greys.

VIGNETIM TEAL

50	100	200	300	400	500 ★	600	700	800	900	950
Teal 50 #EAF8FB	Teal 100 #CBEFF6	Teal 200 #9BE1EE	Teal 300 #5FCEE2	Teal 400 #22B5CE	Teal 500 #049CB9	Teal 600 #03849E	Teal 700 #046B80	Teal 800 #065363	Teal 900 #083B47	Teal 950 #06262E

NEUTRALS

0	50	100	200	300	400	500	600	700	800	900 ★
Neutral 0 #FFFFFF	Neutral 50 #F7F8F9	Neutral 100 #EDEFF1	Neutral 200 #DDE1E4	Neutral 300 #C2C8CC	Neutral 400 #9AA2A8	Neutral 500 #6C757C	Neutral 600 #565E64	Neutral 700 #3E454A	Neutral 800 #282E32	Neutral 900 #161B1E

Technical values

HEX	#049CB9
RGB	4 · 156 · 185
CMYK (ref.)	98 · 16 · 0 · 27
PANTONE (approx.)	313 C – 314 C

CMYK is a calculated reference; convert it with the printer's ICC profile.

Usage ratio

70%		20%	10%
White / Neutral 50	Breathing space		
Neutral 600–900	Text and structure		
Teal	Accent and action		
Each screen has exactly one primary action in teal.			

Button states

Default · Teal 500
Hover · Teal 600
Pressed · Teal 700
Secondary

Three contrast rules

1. Teal 500 is not a text colour (3.25:1 on white). Use **Teal 700** for text and links.
2. White text on Teal 500 must be at least 18 px / 14 pt bold; for smaller text, use a **Teal 700** background.
3. In dark mode the accent is **Teal 300–400**; Teal 500 is not enough on dark backgrounds.

Typography

Inter — one typeface, four weights

Inter is the brand's only typeface. Only the **400, 500, 600 and 700** weights are used. If Inter cannot be loaded, fall back to the system font → Arial.

Aa Bb Cc Çç Ğğ İı İi Şş Öö Üü 0123456789

Aa

Regular · 400

Body copy, long-form text.

Aa

Medium · 500

Labels, table headers, emphasis.

Aa

SemiBold · 600

Headings, buttons, overlines.

Aa

Bold · 700

Campaign headlines only.

H1 32 / 38 px · 600 · -0.020em

Your vignette, ready before the border

H2 24 / 30 px · 600 · -0.016em

How does a digital vignette work?

H3 20 / 26 px · 600 · -0.012em

Enter your vehicle's plate number

Body 16 / 26 px · 400

The app sends you a reminder when you are 30 km from the border.

Body S 14 / 22 px · 400

Prices are based on each country's official vignette tariff.

Overline 11 / 14 px · 600 · +0.11em · CAPS

COUNTRIES · PRICES · FAQ

Line height: 1.10–1.25 for headings, 1.50–1.65 for body copy. Line length 60–75 characters. Always left-aligned.

- Don't set body copy in capitals — capitals are for overlines and short labels only.
- Don't add letter-spacing to body copy, and don't set it in teal.
- Don't stretch or slant text; no faux italics or faux bold.
- Use no more than four levels on a single surface.

The Turkish capitals trap

In automatic conversion, "i" must become İ. Set `lang="tr"` in HTML and use `toLocaleUpperCase('tr')` in code. Otherwise "istanbul" becomes "ISTANBUL".

The reverse also applies: English text needs `lang="en"`, or "Size" turns into "SiZE".

Languages: latin-ext subsets for TR and RO, cyrillic for UA, latin for DE and EN. All are part of Inter — never switch typeface for a different language.

Misuse

What never to do with the logo

This list is not exhaustive: altering the logo in any way other than the supplied file counts as misuse.



Distorting proportions



Rotating



Changing the colour



Applying a gradient



Adding an outline



Shadows and effects



Rearranging the parts



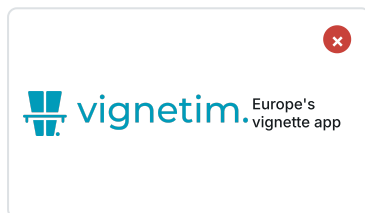
Low-contrast background



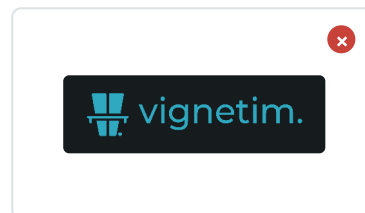
Resetting the wordmark



Changing the badge shape



Violating the clear space



Placing it in an unnecessary box



Applying transparency



Capitals and letter-spacing



Converting to greyscale

When single-colour print is required, use the approved single-colour dark version, not greyscale (page 02).

Quick reference

The whole guide at a glance

COLOUR CARD

	Teal 500 — brand	#049CB9
	Teal 700 — text / links	#046B80
	Teal 300 — dark-mode accent	#5FCEE2
	Neutral 900 — headings	#161B1E
	Neutral 600 — secondary text	#565E64
	Neutral 50 — surface	#F7F8F9

FIVE RULES

- Use the logo from the supplied file.
- Leave 0.5 X clear space on every side.
- Teal 500 is not a text colour — use Teal 700.
- One typeface: Inter, 400 / 500 / 600 / 700.
- No more than 10% of any surface is teal.

FILE LIST

FILE	FORMAT
vignetim-horizontal-teal / white / dark	SVG · PNG
vignetim-vertical-teal / white	SVG · PNG
vignetim-badge-horizontal / vertical	SVG · PNG
vignetim-symbol-teal / white	SVG · PNG
vignetim-appicon-1024	PNG
vignetim-favicon-16/32/48	PNG · ICO

For print and large-format use, always use SVG (or EPS). PNG only where vectors are not supported.

APP ICON

App Store (iOS)	1024 × 1024 px, no transparency
Google Play	512 × 512 px, 32-bit PNG
Play — feature graphic	1024 × 500 px
Social profile	1000 × 1000 px

Upload a full-bleed square with no rounded corners — the operating system rounds them.

CSS VARIABLES

```
:root {
  --brand-500: #049CB9;
  --brand-600: #03849E;
  --brand-700: #046B80;
  --brand-300: #5FCEE2;
  --brand-50: #EAF8FB;
  --ink-900: #161B1E;
  --ink-600: #565E64;
  --ink-200: #DDE1E4;
  --ink-50: #F7F8F9;
  --font-sans: Inter, -apple-system,
    "Segoe UI", Roboto, Arial, sans-serif;
}
```

QUESTIONS & APPROVALS

For any use not covered in this guide, or to request a new asset, contact the brand owner.



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