

# brand guidelines

logotypes • corporate colours • fonts



## brand guidelines | the Vapormatic brand

Our identity is the visual means by which we distinguish our products and services from our competitors. Therefore it is imperative to portray it consistently in all our communications and other important touch points we have with our customers. How we use the Vapormatic name and trademarks says a lot about our pride in our company, in each other, and in the products and the services we offer.

Our corporate identity is the language we use to “visually” speak — the way we are most recognized by our customers. Our identity consists of some key elements that are defined in the following pages.

This document describes our basic visual and verbal identity tools and gives some guidelines on how to use them. Your cooperation is essential in presenting a clear, consistent message about Vapormatic to the global marketplace. All of the trademarks illustrated in this publication are the property of The Vapormatic Co. Ltd.

Questions regarding their use should be forwarded to the Marketing Department at The Vapormatic Co. Ltd.

Any proposed, or already produced uses of the Vapormatic trademarks that do not follow the guidelines in this document should also be referred to the Marketing Department at The Vapormatic Co. Ltd.



### Vapormatic logotype - Horizontal

The preferred logotype. It is presented here in it's full colour, 3D like appearance. This is attained by using various shades of red and black achievable with four colour, two colour and mono printing processes.



Example of four and two colour 3D type logo



Example of mono 3D type logo

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### Vapormatic logotype - Vertical

There are occasions when space does not permit the use of the horizontal logo. The vertical version has been developed for this type of instance. It is presented here in it's full colour, 3D like appearance. This is attained by using various shades of red and black achievable with four colour, two colour and mono printing processes.



Example of four and two colour 3D type logo



Example of four and two colour 3D type logo



# brand guidelines | logo usage and colour specifications

White Space is the area surrounding the signature that should be free of any text, graphics, borders, or other images. This ensures the signature's visibility and impact.

The minimum clear space requirement for the signature is based on the measurement "X," which is equal to the height of the name "Vapormatic" in the logotype.

Minimum Size refers to the smallest size the signature may be reproduced through offset printing with acceptable clarity and legibility.

The minimum size for the Vapormatic signature is when the symbol reaches 10mm in height.



**The Colours** used in our signatures are distinctive and have become extremely powerful identifiers. A company's actual or perceived ownership of colours/colour combinations within the product categories and markets it participates, is a valuable brand asset. To effectively leverage, promote, and protect our global brand, it's essential that we apply our Vapormatic colours consistently and accurately.

Colour matches for printing our trademarks on coated paper stocks:

- Vapormatic Red = PANTONE® PMS199
- Vapormatic Light Grey = PANTONE® PMS429
- Vapormatic Dark Grey = PANTONE® PMS431
- Black



PMS199      PMS429      PMS431      Black

Our colours can also be reproduced for print out of the four colour set (CMYK):

- Vapormatic Red = C: 0, M: 100, Y: 65, K: 0
- Vapormatic Light Grey = C: 3, M: 0, Y: 0, K: 32
- Vapormatic Dark Grey = C: 11, M: 1, Y: 0, K: 64
- Black = C: 0, M: 0, Y: 0, K: 100

And for the web (RGB):

- Vapormatic Red = R: 277, G: 0, B: 64
- Vapormatic Light Grey = R: 189, G: 193, B: 196
- Vapormatic Dark Grey = R: 114, G: 121, B: 127
- Black = R: 0, G: 0, B: 0

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The “Vapormatic” name should be used in full when it is referenced in body copy or text. The full name should always appear with initial capitalization, in the same style and weight as the rest of the copy. Do not use the shortened name “VAP”. The primary or dominant message to readers is that the text is referring to Vapormatic.

## In 1949, Vapormatic started something special

The sun truly never sets on Vapormatic customer support. Every Stockist and Territory Manager is continually trained to become more expert in the use of technology and total repair-cost management. Helping Vapormatic customers...

Example of the Vapormatic name used in a headline and in a text block

### Typography

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A good font family to use in communication pieces is Arial and is available in multiple styles and weights. Arial is clean, legible, and contemporary, it reinforces our reputation for professionalism and clarity. You can use Arial in either headlines or body text.

Arial Regular      **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Arial Regular Italic      ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

Arial Bold      **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

Arial Bold Italic      ***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***abcdefghijklmnopqrstuvwxyz***  
***0123456789***

Arial Black      **ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**





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E. & O. E. Original equipment manufacturers names and part numbers are quoted for reference purposes only and are not intended to suggest that our replacement parts are made by the original equipment manufacturer.

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