

VAIMO BRAND

ACTUAL LOGO



Century Gothic is used
as a font for the Vaimo logo

LOGO BLUEPRINT



The name **VAIMO** is derived from the Sami word for 'heart' - no other word is better at describing our heritage, our drive, our culture and our passion for knowledge sharing and cooperation.

We are all in - with our heart, mind and expertise - working constantly to provide the best full service Commerce journey around.

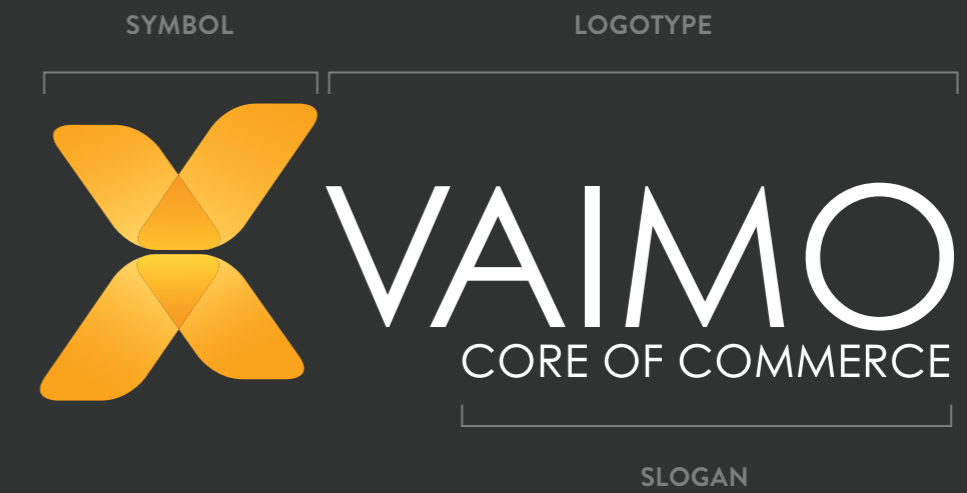
We believe that eCommerce is at a core of most today's businesses and we want to be there as a strategic partner to help brands, merchants and manufacturers to continuously grow online and offline.

VAIMO LOGO



CLEAR SPACE

To preserve the integrity of the Logo, always maintain a minimum clear space of 1/2 of the logo height = a good marginal around the logo. This clear space insulates our Logo from distracting visual elements, such as other logos, copy, illustrations or photography.



VAIMO LOGO ELEMENTS

Full Vaimo logo consists of 3 elements:


- Symbol
- Logotype
- Slogal

LOGO DOWNLOADS



 Download as an .EPS

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LOGO VARIATIONS: DO'S.



The logo is an integral part of the Vaimo brand and should be used thoughtfully and consistently.

Most often the logo will be presented with black letters, but can also be used on dark background with white letters.



HOW TO USE THE VAIMO LOGO

Two versions exist, one for light backgrounds and one for darker backgrounds. Keep a good margin between the logo and other graphic elements such as headlines, images or illustrations. If printed on merchandise, keep a good margin to the edges of the product.

LOGO VARIATIONS: DON'TS



✗ Do not place logo on bright-vivid background



✗ Do not invert the logo



✗ Do not put text on the logo



✗ Do not add funny stuff to the logo




✗ Do not squeeze the logo



✗ Do not turn the logo



✗ Do not use the logo without the 



✗ Do not use the logo without the tagline

LOGO'S ORIENTATION SHOULD ALWAYS BE THE SAME, NO TILTING ALLOWED.

Refrain from using any bright colours for both the background and ensure when using the light coloured background you place the logo with black letters when using a dark background, you place the logo with white letters.