VWSpares.ie

Brand Guidelines

Version 1

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Introduction.

This visual identity represents VWSpares.ie and should be used consistently and with great attention and care.

We request that our agents, and our partners follow this guide for all digital and printed content created for our company.

By adhering to these guidelines and utilising the provided tools, you can ensure that all your work accurately reflects the VWSpares.ie brand.

About the Brand.

VW Spares Limited is a family run business, based in the small town of Castledermot, in South Kildare.

The company started in 2007 with a few product lines and now stock over 5,000 different parts for classic air-cooled and early water-cooled Volkswagens.

VW Spares also has a workshop and service centre catering to the maintenance needs of the Irish classic Volkswagen community.

First launched in 2009 and relaunched in 2024 the VWSpares.ie on-line shop is now well established and proving very popular.

“Your personal brand is a promise to your clients… a promise of quality, consistency, competency, and reliability.” Jason Hartman

VWSpares.ie
ZU-5390

Brand Logo.

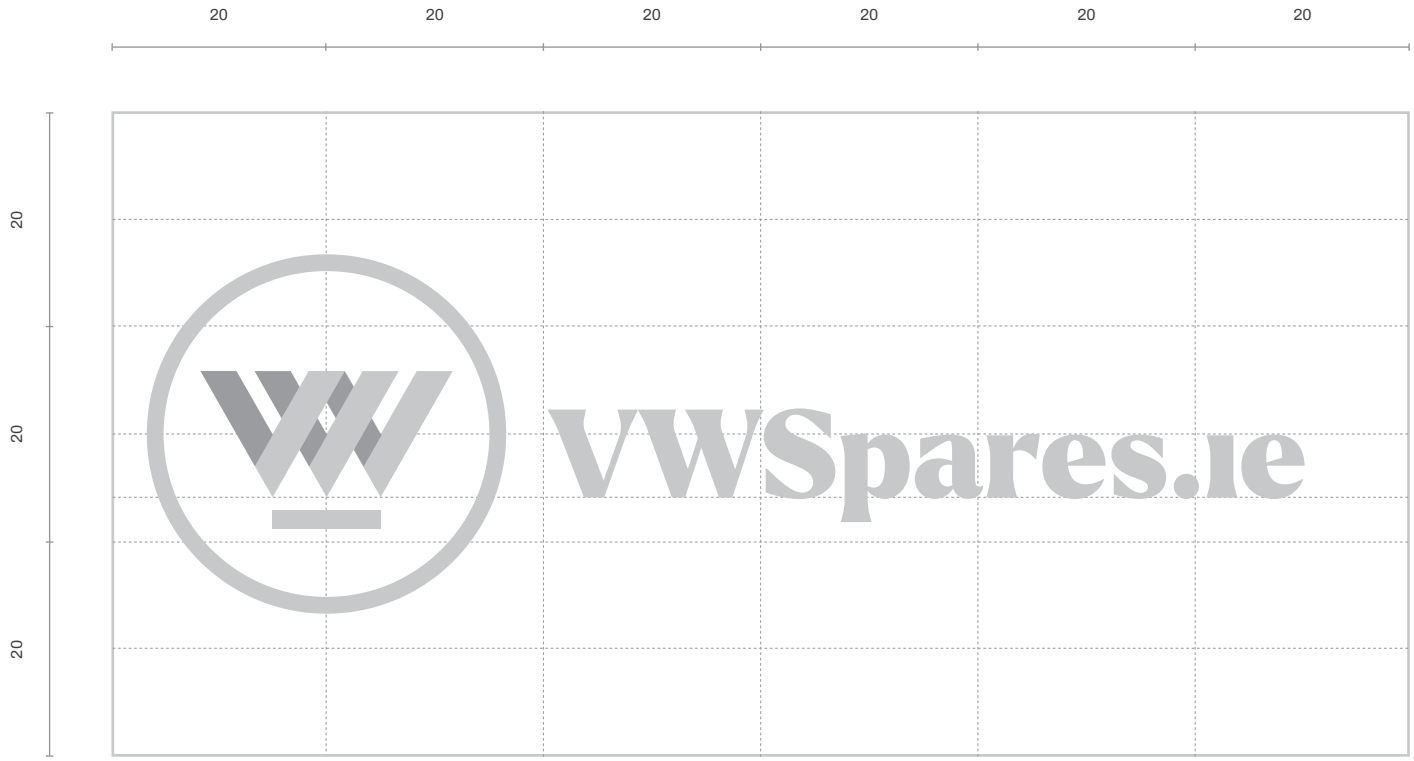
The name, logo, colours, and typeface are the key elements of our company's identity. Together, they form a distinctive and cohesive presence in the market. Our logo plays a central role in how we present our brand. The design is visually appealing, but also reflect our core values.

Our VW logomark is sleek and minimal, representing the essence of our brand. It features an interwoven "V" and "W" design, occasionally placed within a roundel when used alongside the logotype for added emphasis.

The company wordmark is crafted to be simple yet memorable, making it a strong representation of both our company and its products. We use the 'Larken Black' typeface for the name to maintain consistency and recognition. To preserve the integrity of our brand, it's essential to always use the official version of the logo.

Primary Logo

Construction Grid



VWSpares.ie

Exclusion Zone

Logo Variations | Primary Logo

Primary Logo: This is be the preferred choice for all uses.

White Logo: This version is for use on black or very dark backgrounds, or for black and white printing.

Inverted Colors Logo: This version is reserved for special occasions only.

Black Logo: This version is the preferred option for use on white or very light backgrounds.

Exclusion Zone

Stacked Logo

Logo Variations | Stacked Logo

Stacked Logo: This is a secondary logo option and is only to be used in situations where space is limited or constrained.

White Logo: This version is the first choice for use on black or very dark backgrounds, or for black and white printing.

Black Logo: This version is preferred option for use on white or very light backgrounds.

Profile & Other Logos

X

X profile pictures are 400 pixels wide x 400 pixels tall.

Linkedin

Linkedin profile pictures are 400 pixels wide x 400 pixels tall.

TikTok

TikTok profile pictures are 200 pixels wide x 200 pixels tall.

Profile & Other Logos

Facebook

Facebook profile pictures are 170 pixels wide x 170 pixels tall.

Instagram

Instagram profile pictures are 320 pixels wide x 320 pixels tall.

Favicons

16x16

32x32

48x48

Logo Misuse

DO NOT rotate the logo

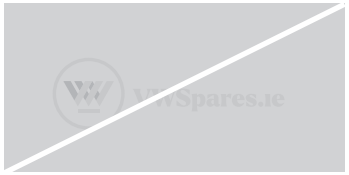
DO NOT distort or warp the logo in any way

DO NOT change the logo's colors

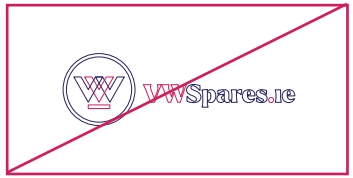
DO NOT change the main typeface

DO NOT move the position of the logo

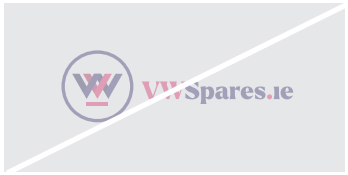
DO NOT add special effects to the logo



DO NOT display the logo with limited legibility



DO NOT display the logo as an outline

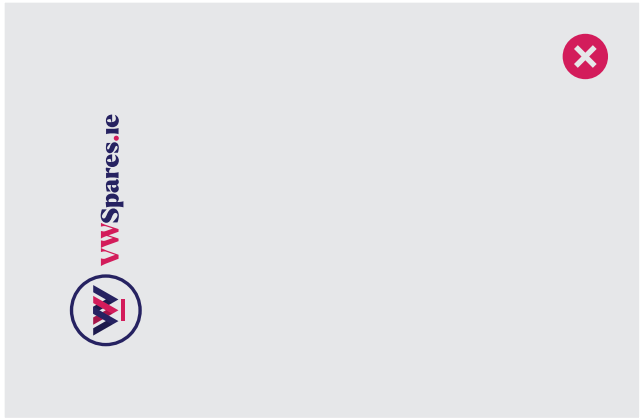


DO NOT lighten or use transparent effects on the logo

Logo Position

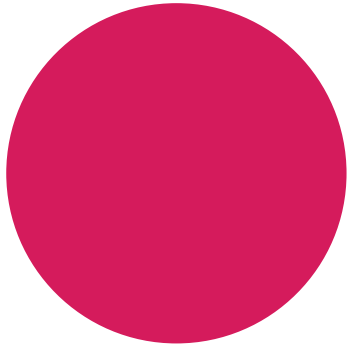
The primary placement for the logo is in the top left hand corner.

The secondary placement for the logo is in the bottom right-hand corner.



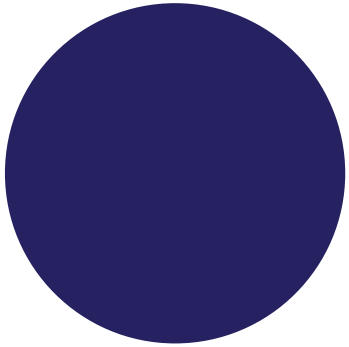
Brand Colors.

Primary Colours



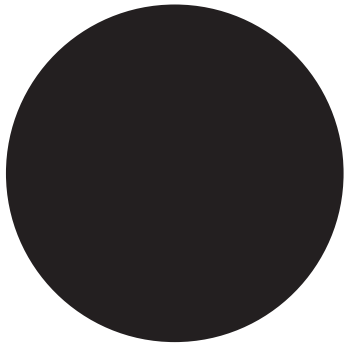
VWSpares Red

CMYK 12 / 100 / 50 / 0
RGB 211 / 28 / 91
HEX #D21C5A



VWSpares Blue

CMYK 100/ 100 / 26 / 24
RGB 27 / 20 / 100
HEX #1C1463



VWSpares Black

CMYK 00 / 00 / 00 / 100
RGB 0 / 0 /0
HEX #000000

VWSpares White

CMYK 00 / 00 / 00 / 00
RGB 255 / 255 / 255
HEX #FFFFFF

Typography.

Typefaces

Larken Black

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

0123456789 ¿ ? ¡ ! &
@ ‘ ’ “ ” « » % * ^ # $ £
€ ¢ / ( ) [ ] { } . , ® ©

Archivo Bold

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

0123456789 ¿ ? ¡ !
& @ ‘ ’ “ ” « » % * ^ #
$ £ € ¢ / ( ) [ ] { } . , ® ©

Archivo Roman

ABCDEFGHIJKLM-
NOPQRSTUVWXYZ

abcdefghijklm-
nopqrstuvwxyz

0123456789 ¿ ? ¡ ! &
@ ‘ ’ “ ” « » % * ^ # $
£ € ¢ / ( ) [ ] { } . , ® ©

The official typefaces for VWSpares.ie are Larken and Archivo, each with a clear and specific use. Larken is reserved for headlines, while Archivo Bold and Archivo Regular are designated for body copy and H2 headings. It’s important to note that Larken should never be used in all-uppercase or in body text, and its usage should remain minimal for maximum impact.

Visual Style.

VWSpares.ie
Classic Volkswagen Parts & Service Experts

VWSpares.ie
Brand Guidelines
Last Update: 07/2024

VWSpares.ie
Classic Volkswagen Parts & Service Experts

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Glossary.

Corporate Identity
Corporate identity is how a company is perceived by various audiences, including customers, partners, suppliers, and employees. It's essential for the company to manage and enhance this identity to align with and support the company's business goals.

Identity Manual
This formal reference document outlines the technical and creative standards for a visual identity system. It typically includes guidelines for reproducing the logo or logotype, specifications for stationery systems, and examples of usage across print, web applications, and merchandise.

Logo
A logo is a graphic mark or emblem used by businesses, organisation, and individuals to promote quick public recognition. Logos can be purely graphic symbols or include the organisation's name as a logotype or wordmark.

Typeface/Font Family
In typography, a typeface—also known as a font family—is a collection of one or more fonts that share common design characteristics. Each font within a typeface has specific attributes such as weight, style, width, slant, and decoration.

Brand
A brand combines both physical and non-physical qualities, represented by a trademark, that can be managed to create value for both the organisation and its customers. It reflects a company's products and values, but also exists in people's minds. This perception is shaped by how individuals compare the brand's promises to their actual experiences and interactions with the company, product, or service.

Graphic Style
A consistent theme of the graphic elements of a brand's overall visual appearance. Graphic style is recognizable by the visual traits of an overall parent brand and can vary slightly but is overall consistent among the sub-brands.

CMYK
In graphic design, "CMYK" stands for Cyan, Magenta, Yellow, and Key (Black). CMYK is commonly used in full-color printing processes, such as offset printing and digital printing, to produce color images and documents. We use a CMYK version of our logo when getting Business Cards or leaflets printed.

RGB
RGB: This stands for red, green, and blue, the primary colors in the additive color model used for electronic displays such as monitors, TVs, and screens. We use a RGB version of our logo when displaying it on our website or social media channels.

Primary Colors
The core selection of identifying colors that are used in a logo.

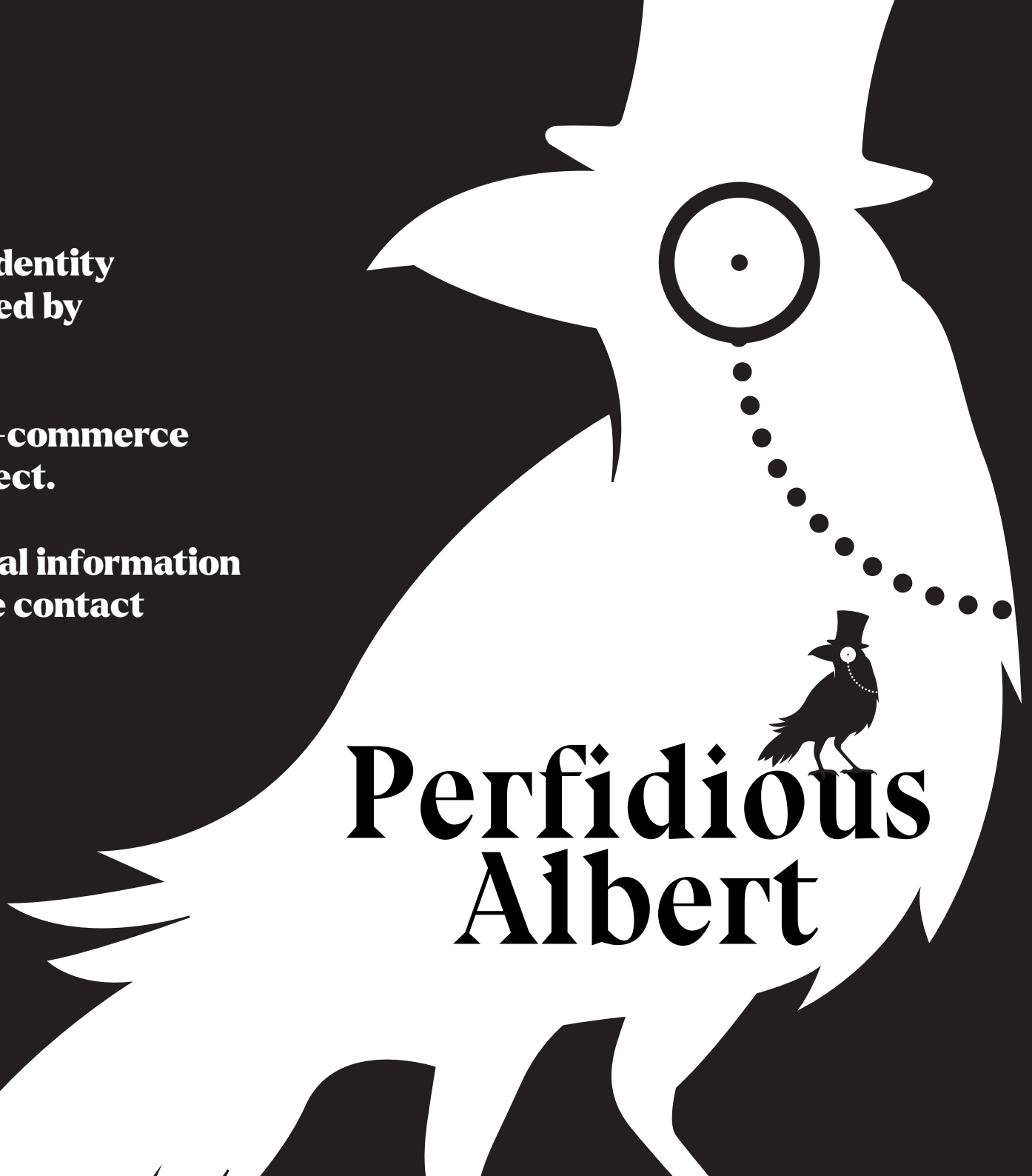
Palette
A given, finite set of colors for the management of digital images.weight, style, condensation, width, slant, italicization, ornamentation, and designer or foundry.

Thank you.

This document and visual identity for VWSpares.ie was created by Perfidious Albert Limited.

It formed part of a wider e-commerce strategy and branding project.

If you need further technical information or extra file formats, please contact us at perfidiousalbert.com



Perfidious Albert

VWSpares.ie