



VETIVER

A R O M A T I C S

A Branding Guide

Logo

The Vetiver logo represents a strong and independent brand, and embodies elegance, artisanship, and sophistication. The Vetiver branding standards are designed to protect the integrity of that brand.

To maintain visibility, in marketing material the logo should be used at a minimum size of 1" wide whenever possible.



To protect the brand visibility in marketing, a space equal to the height of the Vetiver "V" should always be maintained on all four sides of the logo whenever possible.

For items such as labeling, this guideline is flexible, and a space equal to roughly half that mentioned above is acceptable.



Logo Colors

The Vetiver logo can be used in any of the following color configurations, depending on the need.

1) There is the full color version, available in CMYK, PANTONE® Spot color, RGB or Hex configurations.

2) Single color version, in either PANTONE brown or green (when only one approved brand color is available).

3) A greyscale version for black and white applications.

4) A reversed/greyscale version when the logo must be printed on a black background.

NOTE - If the logo must be printed in solid white on a color background *OTHER* than what is listed here, the logo must be printed in *WHITE* and the *SWIRL* element must print 90% of the background color.



Colors

The PANTONE® Color System was used to develop the Vetiver palette. These are the color swatches and corresponding mixes for each, depending on which medium they are being deployed.

Colors appear in order of their primacy, from left to right.

PANTONE® Spot colors



CMYK colors



RGB colors



HEX colors



Fonts

Fonts have been chosen based on the updated branding and readability/accessibility across print and digital platforms. They are listed in their primacy from top to bottom.

NOTE: Whenever possible, body text should publish at 80% black.

PRINT, WEB, & DIGITAL

Spartan Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Spartan Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Spartan Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

SERIF TEXT - PRINT, WEB, & DIGITAL

Libre Baskerville Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Libre Baskerville Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Libre Baskerville Italic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

B u g



The Vetiver logo “bug” is a graphic element designed to serve as a signature or secondary supporting element for branding. As a secondary support element, its use should be governed strictly and never be applied in a manner that supersedes the importance of the primary logo for marketing purposes.

It is designed to be used primarily on packaging such as kits and labels, and as a complementary design element for documentation, correspondence, and the Vetiver website. It should be reserved for these purposes, and rarely if ever used in external marketing.



The Vetiver bug may be applied in several color configurations: the primary brown and teal, 80% black, or solid brown. There is also the possibility of use in a metallic foil or PANTONE Metallic inks as the brand matures.



Rules

This guide establishes fundamental rules for application of the Vetiver logo. These standards are designed to strengthen and protect the Vetiver brand. To that end, there are incorrect applications of the logo that should be avoided.

This isn't a complete list of situations, but represents the majority of issues to avoid.



DON'T stretch or skew the logo.



DON'T change the opacity or blur the logo.



DON'T apply non-brand colors to the logo.



DON'T place the logo inside a shape or box.



DON'T place the logo over busy patterns or shapes.



DON'T apply drop shadows, effects, or patterns to the logo.



As the Vetiver brand continues to grow and gain exposure, amendments and material may be added to this guide. In the meantime, there may be instances where you may require guidance regarding proper application.

If you have any questions, please contact Angie Andriot at aandriot@vetiveraromatics.com, or their agency JP Digital at hello@jpdigitalus.com.