

Brand Guidelines





Section 1: Defining our brand

In this section, we outline the building blocks of the brand, including what we stand for, what sets us apart, why we choose the words we use, and how we've decided to show up in the world.



Who we are

The Vstorm story is simple, yet clear

At Vstorm, we build high-tech software and provide remote teams for top-tier brands. We, as individuals, build empires. Our projects impact hundreds of thousands of people and solve technological challenges. We're focused on helping companies grow their businesses in the digital age and aiding them in doing it correctly with the right people.

Our Mission:

To drive the full potential of the digital world and human lives with place and time independence.

Our vision:

To become a global community that leverages a digital transformation potential and designs human dream lives from any corner of the planet, at any time.



Voice and tone

Do's and Don'ts

Be inspiring, passionate, playful, authentic

We are not afraid to challenge the status quo and be ourselves. We are passionate about changing the way the world works. We aren't lukewarm, wishy-washy nor use passive voice. We don't use too much slang or unclear references nor lose sight of the audience.

Be playful

We take our projects seriously, we do not take ourselves too seriously. We aren't too casual nor use too many obscure pop-culture examples.

Be authentic

We are going to give you tools and insights to make your job better and easier. We avoid marketing jargon nor over selling company possibilities.

Keep it simple

So we should keep communication simple, clear and precise, with humor, but also professional, avoiding memes. Don't use passive voice, don't be lukewarm, too slangy, or use obscure references.



Community

That defines us

In the globalized culture of tomorrow, we believe that only belonging to a resourceful and energetic Community gives its members more power to achieve their goals. It keeps us all more effective and motivated. Peer support, the possibility of knowledge exchange, and a focus on the balance of work and life are a clue to personal and professional development and wellness. We focus on diversity and inclusion, and we do our best to make access to our community fair and 100 % talent-based.





Workspace

Workplace 4.0

Workplace 4.0 soon will become a standard, and Vstorm plans to be ahead of changes. Remote and flexible — the ability to work whenever and wherever you want — will be the new future of work. Work is no longer chained to the desk, but rather to a series of technologies associated with digital transformation.





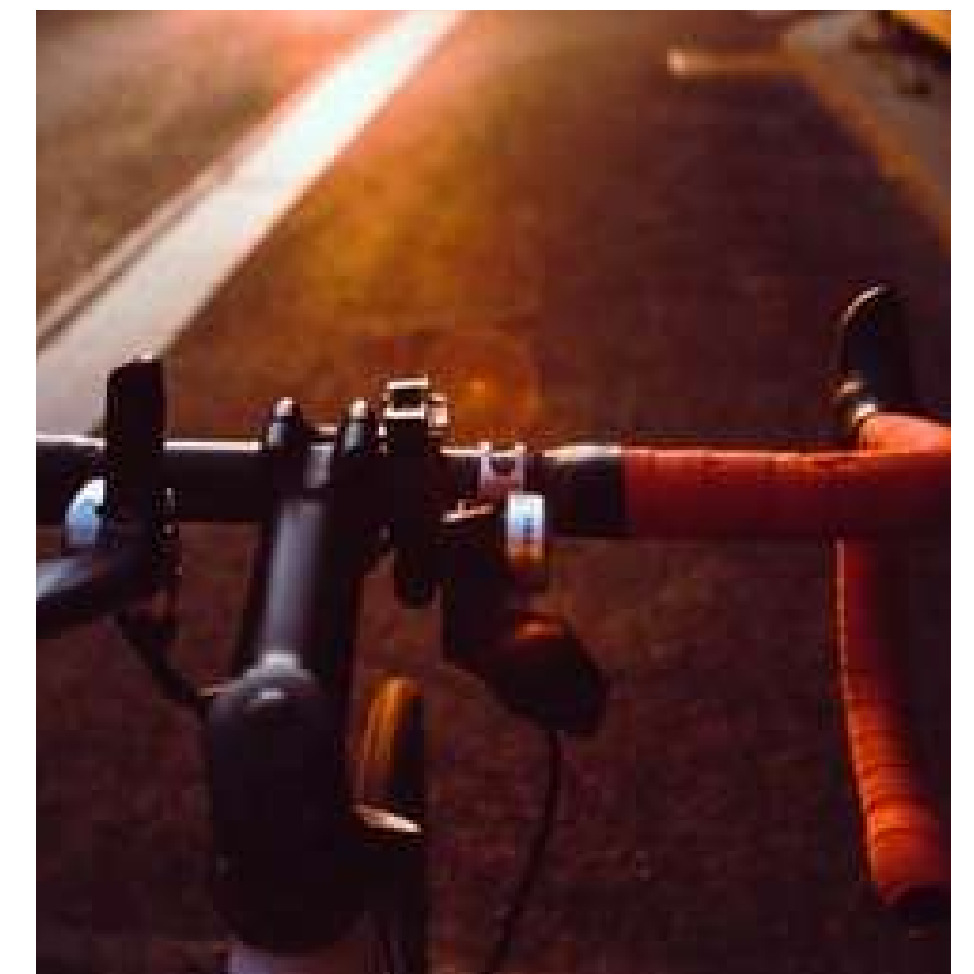
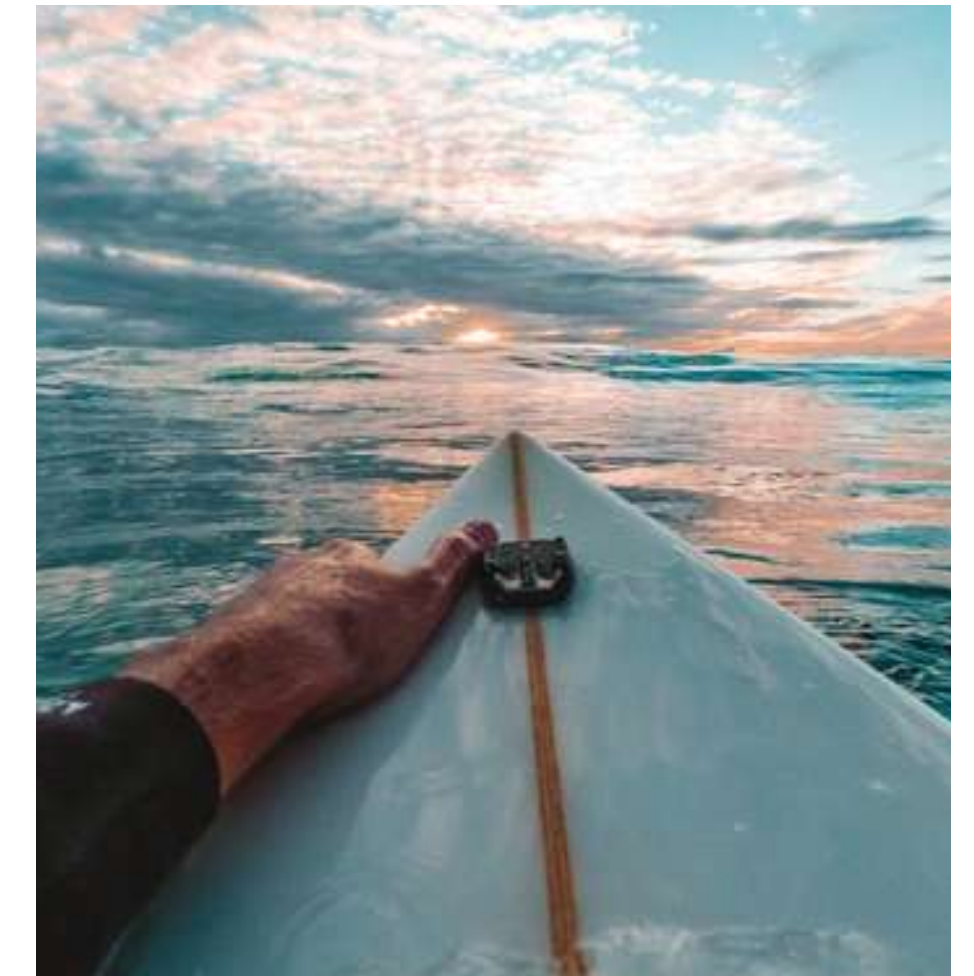
Lifestyle

We are different, we are unique

We have defined two personas to whom we direct our communication:

Digital nomads, those modern explorers, are location-independent people who can work anywhere with a technological connection. While working with innovative technologies, they take the world by storm, not forgetting their impact on the local community.

Digital familists emphasize different aspects of their lives. As a result of the technological revolution, and thanks to flextime and fully remote work, digital familists can enjoy family life and develop their passions.





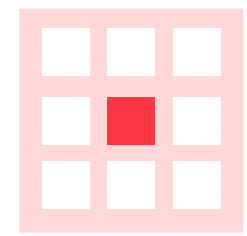
Section 2: Design elements

In this section, we outline best practices for the use of our brand assets and offer useful examples.

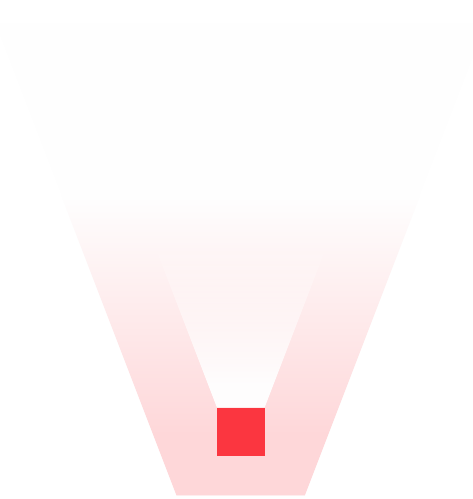
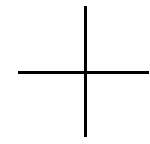


Stand-alone logo

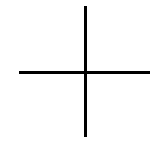
The Vstorm logo consists of a signet and a logotype. The horizontal logo is the primary logo and should be used for most purposes. Avoid using it in small sizes as it may become unreadable. Always use the logo files provided. Do not re-create them.



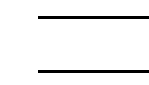
Common unit (community)



Potential and perspective (V)



Dynamics and drives



Logo

The plot of logo design

On this slide, we present a storyline diagram of the logo's construction. We present the idea behind the creation of the logo.



Logotype grid

The grid illustrates the construction of the logo. It shows in detail the sizes and spacing, the angles of the parts, and the geometry of the logo.



Logotype protection areas

This is the area that provides proper exposure and readability of the logo. This area must not contain any other marks, elements or content.



Partnership logo distance

Alignment of partner logos should follow clean space principles. A line separating the logos may be created using a logo signet. The font height of partner logos should extend to the red dotted lines that extend to the top of the signet.



Primary and secondary (complete) logo

On this slide we present the official primary logo and the extended logo (secondary). The extended version reads "Community that drives your full potential". If necessary in some cases, this can be changed and the text "community..." can be changed to e.g. "conference for developers".



124 px



64 px



32 px



16 px



Logotype scaling

Our logo is designed to scale to small sizes on print and screen. These sizes are specific to mobile and desktop applications.
Minimum logo height for digital use 16px. Below this size the logo is not used at all.



Do not Use the reserve font in other weights/typefaces



Do not stretch or manipulate the logo



Do not add shadow or glowing effects to the logo



Restricting the use of only branded colors gives us the highest contrast ratio, supporting accessibility.



Do not use a line border of any thickness for the logo

Unacceptable modifications to the logo

The above exhibits are examples of ways in which you should not use varieties of corporate identity. This is by no means an exhaustive list, but it illustrates some of the most common problems.



Monochrome logo

The grayscale and monochrome versions are specially designed to cover all logo display requirements in different contexts.



Smart black

RGB - 1 / 13 / 28

HEX - 010D1C

Infinite white

RGB - 255 / 255 / 255

HEX - FFFFFFFF

Coral Red

RGB - 251 / 54 / 64

HEX - FB3640

Whisper Grey

RGB - 241 / 241 / 248

HEX - F1F1F8

Color range

Use these color proportions in any layout or collateral design. Smart black, Coral red, Whisper grey and Infinite white can be used as accent colors in the proportions shown above.



Percentage color combination in the layout

A proposal for color coding a layout for a presentation or promotional material.



Usage on backgrounds

Full color logos should only be used on white and gray backgrounds. Please avoid using full color logos on images and colors that are not listed above unless the logo sits on a white area of the image.

The Vstorm logo, consisting of a red icon of three slanted parallel lines followed by the word "vstorm" in a dark, lowercase sans-serif font, is centered on a light, bright background of a mountain landscape with a lake and a hiker in a red jacket.The Vstorm logo is centered on a light background, but the background image is too complex and busy, making the logo difficult to read. A red X icon is in the top left corner.The Vstorm logo, consisting of a white icon of three slanted parallel lines followed by the word "vstorm" in a white, lowercase sans-serif font, is centered on a dark background of a mountain landscape at sunset with a hiker's silhouette on a rock.The Vstorm logo is centered on a dark background, but the background image is too complex and busy, making the logo difficult to read. A red X icon is in the top left corner.

Background images

Use the main (color) version on light backgrounds.

Use the negative version on dark backgrounds that do not contrast with the logo.

If the background image is too complex and the logo is difficult to read, we strongly recommend using another image.



Montserrat

Headlines (primary font)

Light headline

Regular headline

Medium headline

Bold headline

Source Sans Pro

Generic content (secondary font)

We build high-performing teams of developers for the world's leading brands.
Join Vstorm community to gain access to job offers working on long-term projects.

We build high-performing teams of developers for the world's leading brands.
Join Vstorm community to gain access to job offers working on long-term projects.

**We build high-performing teams of developers for the world's leading brands.
Join Vstorm community to gain access to job offers working on long-term projects.**

Typography

The main font is Montserrat.
We use it to display all information in headings and main texts.

The secondary font is Source Sans Pro and is used to display content and large text for reading.



H1
Montserrat Bold, 48/40

A better way to work

H2
Montserrat Bold, 32

Simpler, more pleasant and more productive

H3
Montserrat Bold, 24

The kind of thing you don't know you need, but once you have it, you can't live without it. It feels like the natural evolution of work

H4
Montserrat Bold, 16

After all, every organization needs a little break

P
Source Sance Pro, 24/16

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Type specimen: Ideal stack

Below are recommendations for using heading sizes and font sizes for text in paragraphs. We recommend using standard letter and line spacing (*using font size 48 interline 60; 40-50; at 32-40; at 24-30; at 16-20*).

In special cases, we may use larger line spacing with larger font sizes, but without compromising the readability of the text.



Section 3: Management

In this section you will find all additional information about the brand and the contacts you need in case of questions.



Use requirements and terms

In case of any questions

All use of Vstorm branded resources must comply with these guidelines.

Reservation of Rights: Vstorm owns all rights to the marks and reserves all rights.

Photos used in this presentation are for preview only, no copyrights are provided by Vstorm. In the case of conflicts due to the use of any picture please contact support.

Please contact us (at info@vstorm.co) if you wish to use the Brand Resources in a manner that does not comply with the guidelines or if you have any questions.



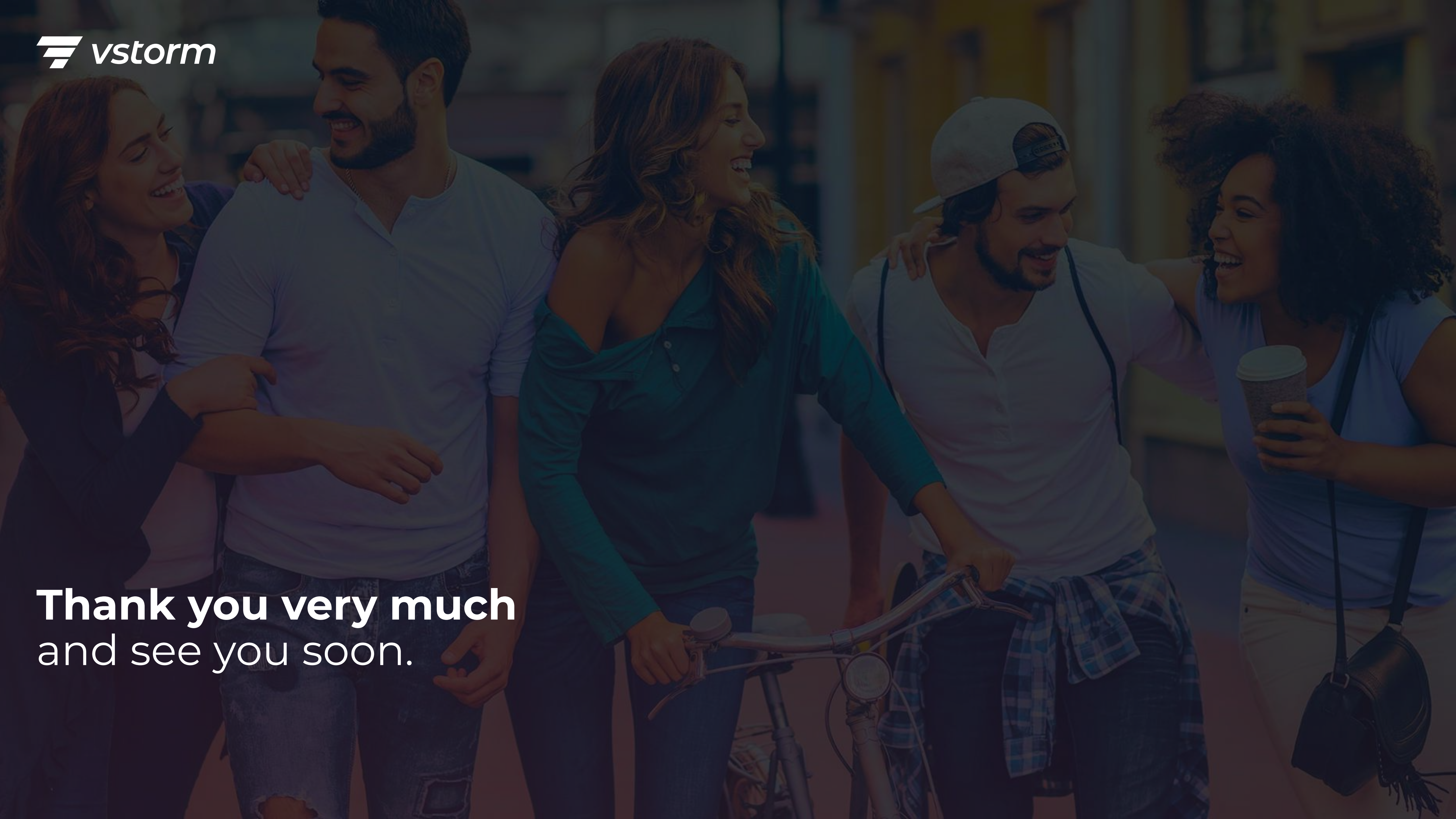
Contact

In case of any questions

For more information about our brand or if you have any questions, please contact with our marketing department.

Jagoda Malanin - Marketing Specialist

jagoda.malanin@vstorm.co

A group of five young adults (three women and two men) are walking together outdoors, smiling and laughing. One man is riding a bicycle. The scene is overlaid with a semi-transparent dark blue filter. The text 'Thank you very much and see you soon.' is written in white in the bottom left corner.

Thank you very much
and see you soon.