STUDIO

Visual Identity Package

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Table of Content

INTRODUCTION

V1's Mission

It defines why we do the things that we do. It is essentials in understanding the scope of the brand and its goals.

Empower scientific entrepreneurship in order to bring research from lab to market.

V1's Core Values*

What are the fundations of the organisation? What is leading V1 through every decisions that it takes?

*definitions taken from the Oxford Learner's Dictionaries

Entrepreneurship

The activity of making money by starting or running businesses, especially when this involves taking financial risks; the ability to do this.

Innovation

The introduction of new things, ideas or ways of doing something.

Community

All the people who live in a particular area, country, etc. when talked about as a group.

Audience

1 **PhD Recipients**

2 **Donators**

Audience

1 PhD Recipients

- Looking to put their research to market
- Might be more limited in term of marketing/ business-related knowledge
- Looking for support in order to bring their research to fruition in the world.

Audience

2 Donators

- Could be a private organisation or the government
- Looking to give funding to companies to support their business/programs

VISUAL IDENTITY

Complete Logo

Combining soft outlines with bolder lettering, the design of this logo embodies both "V1" and "studio" into a single entity.

This logo represents V1's presence and support throughout the whole process of the entrepreneurship program that they offer. The letters, as building blocks, showcases their effort in bringing together scientific start-ups to fruition. The "V1" lettering is an integral part of this logo, as you are an integral part of the Scientfic Venture Program.

It is to be used in all communications with the exception of those whose size limit its legibility.

Shorterned Logo

The "shorterned" version of
the logo being reserved for
cases where the legibility of the
"complete" logo is at risk.

1. Don't rotate the logo
2. Don't add effects to the logo
3. Don't switch the logo's outlines
4. Don't put the logo in color other than the one selected in the color palette
5. Don't distort the logo
6. Don't change the size of the elements in the logo

1.

2.

3.

4.

5.

6.
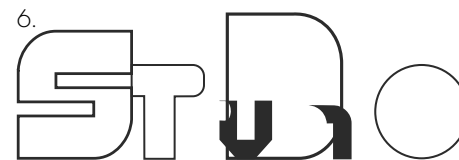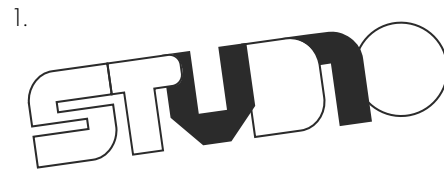
The color palette is vibrant and energetic. The electric blue brings a very modern look to the visual identity. It is to be paired with an off-white and off-black for better contrast when creating visuals.

These colors can and should be used for text, background, media and similar kind of usage.
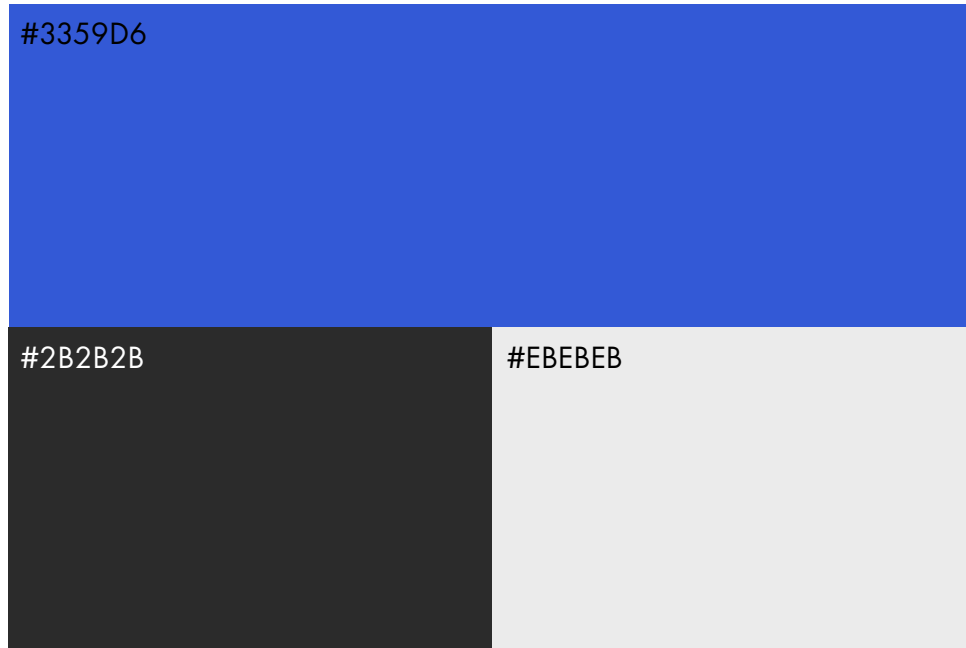
#3359D6

#2B2B2B

#EBEBEB

STUDIO

Solving the
problems that
matter.

STUDIO

V1

Primary Display Type
Amaranth

Amaranth to be used
for titles and headlines.
Typography should be
limited to no more than
ten words. Used as a
design enhancer and not a
PRIMARY text.

Recommended use at bold
weight, 38pt, 41pt line
height.

It is available for free via
Google Fonts.

Amaranth

Amaranth Bold
aA bB cC dD eE fF gG
hH iI jJ kK lL mM nN
oO pP qQ rR sS tT uU
vV wW xX yY zZ

Primary Text Type
Futura PT

Futura PT

All website and social media use. Main body texts recommended use at medium or book weight, 25pt, 30pt line height.

It is available for free via Adobe Fonts

Futura PT Light
aA bB cC dD eE fF gG hH iI
jJ kK lL mM nN oO pP qQ rR
sS tT uU vV wW xX yY zZ

Futura PT Book Oblique
aA bB cC dD eE fF gG hH
iI jJ kK lL mM nN oO pP qQ
rR sS tT uU vV wW xX yY zZ

Futura PT Book
aA bB cC dD eE fF gG hH
iI jJ kK lL mM nN oO pP qQ
rR sS tT uU vV wW xX yY zZ

Futura PT Medium
aA bB cC dD eE fF gG hH iI
jJ kK lL mM nN oO pP qQ
rR sS tT uU vV wW xX yY
zZ

Logo Type
Trip Trap

Trip Trap is the type used for the S,V, and 1 in the Logo.

It is available for free for personal use, and needs to be licensed for 200$ for business use.

TRIP TRAP
S V 1

Gradient are to be used for
visuals and are limited to
the new V1 color palette.

Use as a color enhancer
and to elevate posts and
communications made by
V1, online or print.

Examples of the soft
gradients in use, paired with
the display font Amaranth.

solving the
problems that
matter.

**Questions about
the Scientifc
Venture Program?**

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Venture Program?**

Masks to be used as display for V1 subbranches and startup organizations.

They are to be used to compliment V1's new visual language through their natural dynamism.

The Bottom-Right example is built from the V1 "shorterned logo". The two elements were brought together into one continuous shape.

Important: The spacing inside the "V" and the space between the side of the "V" and the "1" needs to be the same for this mask.

Example of visuals making
use of the soft gradient and
a picture.
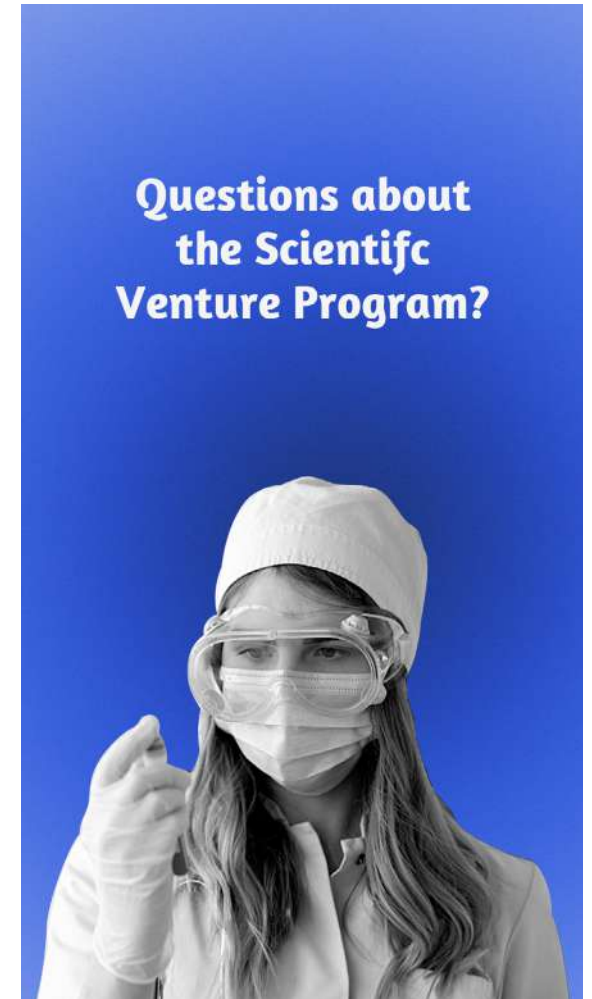
Examples of possible space design following our visual identity.

Examples of social media and web usage for the logo. The complete version is used in all profile picture while the shorterned version is limited to the very small exceptions such as the favicon on your website.

1. Desktop Social Media
2. Mobile Social Media
3. Website's favicon

1.

2.

3. V1 https://www.v1.studio   ✕