



This is the official Brand Book of the brand, Visit Velidhoo, a brand of Secretariat of the Velidhoo Council, Noonu Atoll, Republic of Maldives

For consistency of all marketing and corporate materials this book is put together as guide/assist for necessary or required creative decisions made in the future. An overall introduction into the brand and how it came about.

This book is not to be distributed.
(Available at, www.visitvelidhoo.com/press)
Consider it and use it as a guide for the sole purpose of consistency within the brand materials.

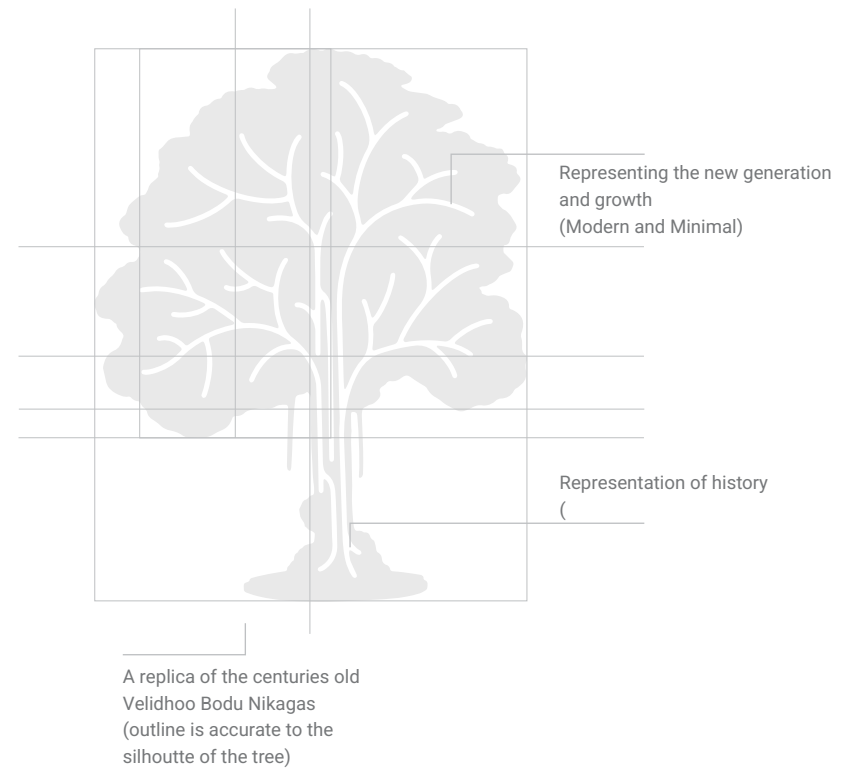
Brand

Book

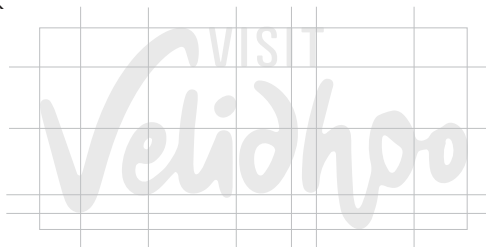
Logo Construction

Logo is the key for a successful brand.
As it is what visually represents all of the brand values and strategy.
For consistency, it is important to see and understand the details.

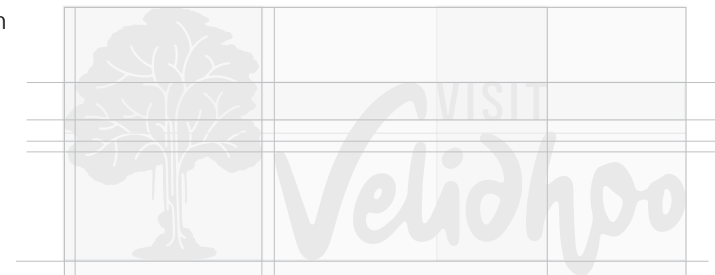
The essence of the brand must be intact with flexibility and relevant creative decisions.



Wordmark



Logo Design



Brand Logo

Every element of our brand identity is an important part of a larger picture. Our logo is the key element of that identity, and therefore it is essential that it is always reproduced correctly and accurately.

The formal version of the logo should always have our icon to the left of our wordmark. Never to the right or stacked.

The other version should always have our icon stand alone, OR our wordmark only. Never together left or right, or stacked.

Logo files can be acquired at visitvelidhoo.com/press

Formal use



All mediums use



Reversed & Mono Logos

Reversed Logo

The reversed logo should be used when applying the logo to a dark background. If possible, the reversed logo should always sit on a Ocean Blue background color.

Mono Logo

The mono logo should be used if print colors are limited or you've been asked for single color logo.

Where possible, use the white logo on a coloured background.

Avoid using a solid Ocean Blue logo, in favour of using the reversed logo.



Responsive Logo

Our full brand logo should be used until it reaches the minimum sizes.

If the logo you're using drops below 20mm in print form, or 130px on the web, you should replace it with the standalone icon.

Formal use only



Print: 20mm Web:130px
Minimum Logo Width



Print: 12mm Web:50px
Minimum Logo Width

All mediums use



Print: 12mm Web:50px
Minimum Logo Width



Print: 12mm Web:30px
Minimum Logo Width

Logo reconstruction according to visual



Logo Spacing

In order to maintain clarity of our logo, it must always be surrounded by a minimum clear space.

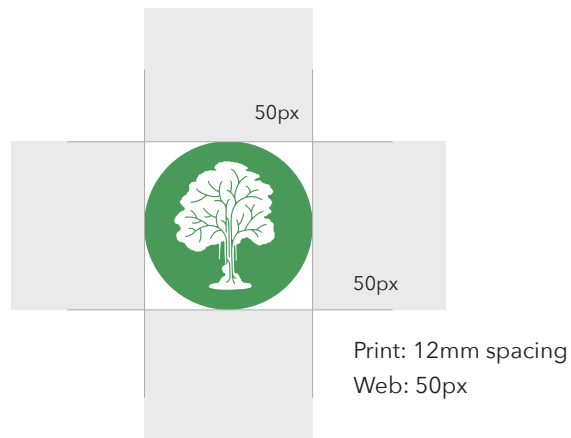
Full Logo

The minimum space surrounding the full logo is equal to the height or width of 50px.

Full Logo



Icon



Wordmark












Logo Application

While what can be done is limitless, what cannot be done is vital and strict for a successful branding.

This is a guide for what to avoid when using logo considering all mediums.

Overall Logo, Logo Icon, Logo Wordmark must not be changed/edited in anyway.

<p>DO NOT Stretch</p> 	<p>DO NOT change font of wordmark</p> 	<p>DO NOT Switch/Mix colours</p> 
<p>DO NOT Fill negative space with colors [only applicable to use white]</p> 	<p>DO NOT Use color icon in black background</p> 	<p>DO NOT Move/Edit wordmark</p> 
<p>DO NOT change the tree color</p> 	<p>DO NOT Change the alignment</p> 	<p>DO NOT Outline</p> 

Brand Typography

Our brand identity revolves around a consistent approach to use of typography.

Our headings and titles are usually set in lowercase.

SF Pro Rounded

Used for headings across all mediums, print and web. And if needed to highlight a preferred sentence/body text as well.

Avenir Next

Used for body text within documentations and across all mediums, print and web.

Typefaces

SF Pro Rounded

SF Pro Rounded Light
SF Pro Rounded Regular
SF Pro Rounded Medium
SF Pro Rounded SemiBold
SF Pro Rounded Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@#\$%^&*(),.,:;'"'?"{}[]

Avenir Next

Avenir Next Regular
Avenir Next Medium
Avenir Next Demi Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz

1234567890!@#\$%^&*(),.,:;'"'?"{}[]

Brand Colors

Our brand revolves around the core set of brand colors. It is important our colors are used consistently and correctly for both print and web.

We have must to have colors and colors never to mix and match together.
By that, Green must be used as it is our signature color but never be combined together with Blue.

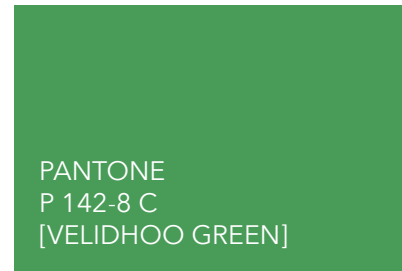
PANTONE: Paint & Print
CMYK: Vector & Design
HEX: Web & Digital

Color Combinations



Use the above heirarchy in all visuals print and digital.
Main colour, 2/3: "Velidhoo Green" "Velidhoo Blue" or White
Maximum use of color is three options.
"Velidhoo Green" Must be prominent to represent as main brand color.

Main Colors



PANTONE P 142-8 C
C:83 M:6 Y:97 K:0
HEX: #00A64E



PANTONE P 111-16 C
C:100 M:35 Y:0 K:60
HEX: #00416B

Secondary Colors



PANTONE P 10-7 C
C:0 M:23 Y:86 K:0
HEX: #FFC63E



PANTONE 124-4 C]
C:46 M:0 Y:19 K:0
HEX: #84D0D3

Brand Imagery

Our brand imagery is warm and familiar.

We use detailed shots and closeup stills. To refine and build a sense of curiosity. Combined with our pattern design element to represent our logo and the destination itself.

Stock photography can never be used as long as it is misguiding the audience or create confusion.

Illustrative image must be minimal. Main colour must be Velidhoo Green and rest of visual heirachy must remain as per Brand Color Combinations.

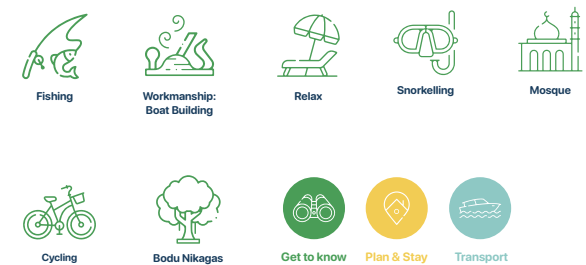
Photography



Illustrative Pattern Style



Illustrative Icon Style



Design Element file can be acquired by contacting our team with purpose of use. Fill the form, select "Brand Materials Request" at visitvelidhoo.com/aboutvisitvelidhoo

Brand Stationery

It is important make sure all communications are consistent.
Sole purpose of branding is to make marketing create better results and growth.
Communication is the key to growth and a consistent communication can make a big impact and establish the brand.

Refer to Brand Materials Guide for more details.



Social Media Applications

We have range of icons and imagery for social media, which changes depending on the platform or campaign we're running

Profile Images

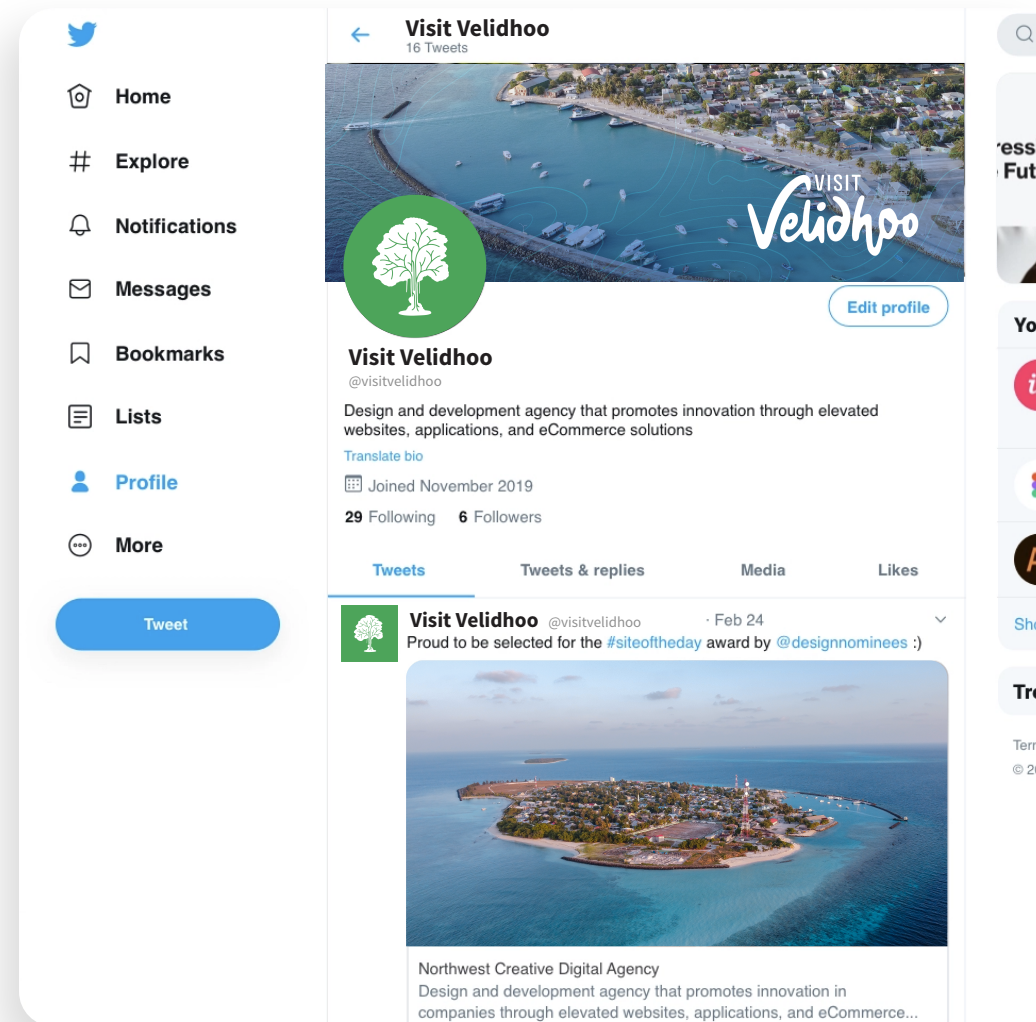
Must be consistent across all mediums.

Toning

Brand toning is vital for growth in social media. It is important every messaging and imagery be consistent representing the brand.

Platforms

Its important to understand that different platforms functions in different ways and different algorithms. Most importantly, audiences differs as well. Therefore, imagery and brand elements must be consistent and toning/messaging must align with the audience.





Brand Materials Guideline Summary

LETTERHEAD A4
Size:8.26x11.69in

ENVELOPE DL
Size:220x110mm

C4
Size:229x324mm

BUSINESS CARD DEFAULT
Size:3.5x2.3inch

EMAIL SIGNATURE DEFAULT
Size:300x100px
Name Signature: Black Colour

PNG file shared to be used as footer for email
Do Not Attach/Add any text/doc after the Signature

DESIGN ELEMENTS LOGO ICON
50px negative space around the icon

LOGO WORDMARK
No changes to colour or typeface

SUB LOGO WORDMARKS
Refer to pages 02-05

COLOUR
Main Colour: Velidhoo Green
[PANTONE 142-8 C]
[C=83 M=6 Y=97 K=0]
[HEX:#00A64E]

Main Colour: Ocean Blue
[PANTONE 111-16 C]
[C=100 M=35 Y=0 K=60]
[HEX:#00416B]

Highlight Colour: Tuscan Yellow
[P 10-7 C]
[C=0 M=23 Y=86 K0]
[HEX:#FFC63E]

Sub Colour: Velidhoo Blue
[P 124-4 C]
[C=46 M=0 Y=19 K=0]
[HEX:#84D0D3]

Refer to Page 08
ICON
Use vector Line icons only [p09]
[Refer to Design Elements]

BACKGROUND PATTERN
Use mentioned colours only [p09]
[Refer to Design Elements]

APPAREL T-SHIRT & CAP
Refer to Brand Materials Guide,p03

TYPOGRAPHY HEADING
SF Pro Rounded
bold/bold italic
35-60pt

SUBHEADING
Avenir Next
regular/medium/bold
25-35pt

BODY TEXT
Avenir Next
regular/medium
9.5-11pt

HIGHLIGHTS
Avenir Next
medium/bold
9.5-11pt

LINKS
Avenir Next
underline
9.5-11pt

QUOTE
Autography Regular
bold/extrabold
15-22pt