Vigilante Marketing

Brand Guide

Company Background

- Trying to build a better agency and company that treated people well, as well as being transparent with our clients.

- Began April 2021

- After leaving other agencies we wanted to give clients a place to trust with unmatched quality

- Foster growth to employees for creativity and passion.   Breaking the trend of employee mistreatment.

- Very flexible with what is offered to clients

- Building a trust with our clients to help their business and showing our knowledge.

- Started from the need to be run by the techs and designers as opposed to business personalities.

"

Vigilante Marketing provides *brand, web, marketing services* to *established businesses* in a *knowledgeable* environment with a *fun* voice, making them feel *excited* as we provide them with *an improved process for running their business* with *technical creative solutions to solve nearly any problems.*

"

Philosophy & Mission

Give a little explanation about what the brand's philosophy and mission or goals are. Give a little explanation about what the brand's philosophy and mission or goals are.

Our technical creative solutions to solve nearly any problem.

Strong client partnerships with collaborative passionate team members

We provide a human approach.

Core Values

Fun

AI tried to play director and turned our simple image into a strange blockbuster poster — plot twist, we just wanted more blue! Good thing the Vigilante Marketing Team knows there's no 'I' in team, but there is one in 'AI fail'.

Knowledgeable

2024 Web Design Trends: Staying Ahead of the Curve! Discover key elements to look out for in web design this year: Skeuomorphism, data privacy, AI-generated designs, and dark mode standardization.

Passionate

Exciting news! We're proud to unveil the newly revamped website for Waycon Manufacturing! Dive into a seamless experience with our modern design, interactive 3D models, and detailed insights into their world-class manufacturing capabilities. Check it out and see how we're redefining online presence in the manufacturing industry.

Tone of Voice

Logo Usage

Clear Space

There should never be other visual elements that come within one X-height around the logo. This is to ensure that the logo stands out clearly no matter where it is used. This logo requires the length of two "E"s from the VIGILANTE, but be sure to adjust this to your logo.

Sizing for Print

Sizing for Web

VM

VIGILANTE
MARKETING

|————————|
1 inch

VM

VIGILANTE
MARKETING

|————————|
72 pixels

Minimum Size

The logo must never be displayed any smaller than these sizes, so that it remains clear and easy to identify.

Logo Variations

Color Variations

Information about when to use the different color variations. Consider explaining what backgrounds should have which logos.

1.

2.

3.

Unacceptable Logo Usage

Create some rules for what is not okay to do with the logo.

1. Do not stretch or skew

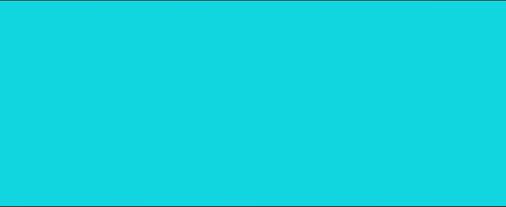2. Do not outline

3. Do not recolour with non-brand colours

4.

5.

Unacceptable Logo Usage

4. Do not rearrange

5. Do not change the font

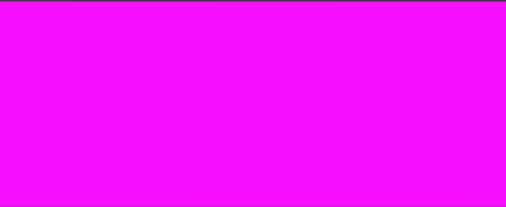6. The V and M should be **separated** when it's shown in its single-colour version.

6.

PANTONE P 121-6 C
C: 62, **M:** 0, **Y:** 18, **K:** 0
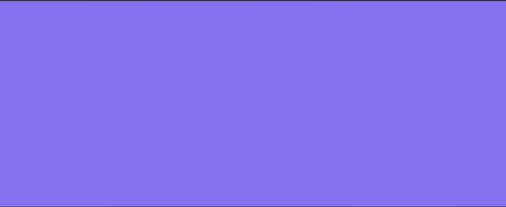**R:** 18, **G:** 214, **B:** 223
HEX: #12d6df

PANTONE P 80-7 C
C: 30, **M:** 82, **Y:** 0, **K:** 0
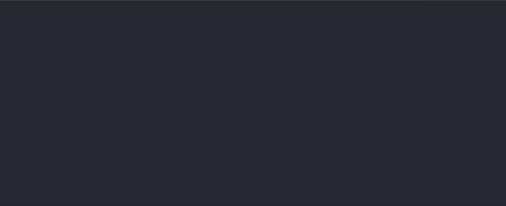**R:** 247, **G:** 15, **B:** 255
HEX: #f70fff

PANTONE P 99-6 C
C: 59, **M:** 60, **Y:** 0, **K:** 0
R: 134, **G:** 113, **B:** 239
HEX: #8671ef

C: 76, **M:** 69, **Y:** 57, **K:** 63
R: 39, **G:** 41, **B:** 48
HEX: #272930

Brand Colors

Be sure to use the HEX code or RBG values for any design collateral meant to digital usage. It isn't preferred to use Pantone swatches, but if necessary these are close matches.

Headings

Poppins Semibold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Body Copy

Josefin Sans Regular
abcdefghijklmnopqrstuvwxyz
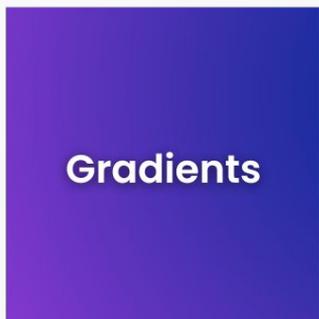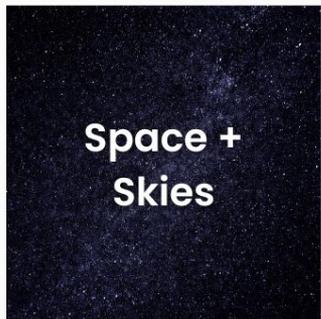ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Accent Text

Josefin Sans Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography

These fonts are all acceptable for general VM design usage, and it's up to the designer's discretion to decide which weights and capitalizations are most appropriate for the situation.

Cityscapes

People + Tech

Company Photos

Abstract

Space + Skies

Gradients

Photography + Imagery