



**VIA 3L**

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LOGO BOOK

# BRAND IDENTITY

Structure
Centre of gravity
Protected area
Minimum size
Logotypes
Placement of slogans
Additional graphics

3	<b>BRAND IDENTITY</b>
4	Structure
5	Centre of gravity
6	Protected area
7	Minimum size
22	Logotypes
26	Placement of slogans
31	Additional graphics
	Photo container
	<b>COLOUR PALETTE</b>
33	Signature colours
35	Additional colours
37	Use on coloured backgrounds
	<b>TYPOGRAPHY</b>
41	Typeface
	<b>GRAPHIC DESIGN SAMPLES</b>
	<b>PRINT MEDIA</b>
43	Business card
45	Free-form letterhead
46	Gift sticker
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# Structure



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**GRAPHIC DESIGN  
SAMPLES**

**PRINT MEDIA**

- 43 Business card
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**DIGITAL MEDIA**

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- 48 E-mail signature
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**OTHER MEDIA**

- 53 Vehicles

## Protected area



The protection area around the logomark is derived from the height of the Via 3L logo. The protection area around the logo ensures that the logo is visible and stands out.

No other graphic elements or text that has not specified in the logo book shall be placed inside the protection area around the logo.



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#### OTHER MEDIA

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## Minimum size



The minimum permitted size is the optimal size at which the logo remains graphically legible.

The sizes indicated in the manual are indicative, as depending on the media the minimum size also varies according to the technical capabilities and the type of media.

The optimal logo dimensions are always recommended by the media publisher or manufacturer.



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### GRAPHIC DESIGN SAMPLES

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#### DIGITAL MEDIA

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- 51 Quality certificates
- 52 QR-code structure

#### OTHER MEDIA

- 53 Vehicles



Logotype **VIA3L-POS**  
Public domain full colour logotype.

Logotypes **VIA3L-NEG** > **VIA3L-WHI**  
Logotype with media restrictions.  
For use in exceptional cases.



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## GRAPHIC DESIGN SAMPLES

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V3L-NEG-GRN



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V3L-NEG-BLU



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V3L-BLK



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### OTHER MEDIA

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V3L-WHI



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## COLOUR PALETTE

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## GRAPHIC DESIGN SAMPLES

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### OTHER MEDIA

- 53 Vehicles



Logotype **VIA3LF-HOR-POS**  
Public domain horizontal full-colour logotype.

Logotypes **VIA3LF-HOR-NEG** > **VIA3LF-HOR-WHI**  
Logotype with media restrictions.  
For use in exceptional cases.



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V3LF-HOR-NEG-GRN



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V3LF-HOR-NEG-BLU



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V3LF-HOR-WHI



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#### Logo **VIA3LF-VER-POS**

Vertical full colour logotype with media restrictions.  
For use in exceptional cases.

#### Logotypes **VIA3LF-VER-NEG** > **VIA3LF-VER-WHI**

Logotype with media restrictions.  
For use in exceptional cases.



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V3LF-VER-NEG-GRN



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V3LF-VER-NEG-BLU



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V3LF-VER-WHI



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The placement of Via 3L slogans is generally dynamic, i.e. the slogan is not an integral part of the logo and can be placed on the media surface as required.

Should it be necessary to use the slogan as an integral part of the logo, the instructions provided in the logo book should be followed.

The typeface of the slogan is Montserrat Extra Bold and the size and layout of the text depends on the thickness of the letter 'L' in the Via 3L logo text. The slogan is separated from the logotype with a grey dividing line.

	<b>TUNNUSGRAAFIKA</b>
3	Struktuur
4	Raskuskese
5	Kaitstud ala
6	Miimum m�ot
7	Logot�ubid
22	Sloganite paigutus
26	T�iendgraafika
31	Fotokonteiner
	<b>V�RVIPALET</b>
33	Tunnusv�rvid
35	T�iendv�rvid
37	Kasutus v�rvitaustadel
	<b>T�POGRAAFIA</b>
41	Kirjat�ubid
	<b>TUNNUSGRAAFIKA KANDJATE N�IDISED</b>
	<b>TR�KIMEEDIA</b>
43	Visiitkaart
45	Vabalahendusega tr�kis
46	Kinkekleebis
	<b>DIGIMEEDIA</b>
47	E-visiitkaart
48	E-posti signatuur
50	Esitlustaust
51	Kvaliteedim�rgised
52	QR-koodi struktuur
	<b>MUU MEEDIA</b>
53	S�iduk



**Delivering  
success**



**Delivering  
success**



	<b>TUNNUSGRAAFIKA</b>
3	Struktuur
4	Raskuse
5	Kaitstud ala
6	Miinum müt
7	Logotüübid
22	Sloganite paigutus
26	Täiendgraafika
31	Fotokonteiner
	<b>VÄRVIPALETT</b>
33	Tunnusvärvid
35	Täiendvärvid
37	Kasutus värvitaustadel
	<b>TÜPOGRAAFIA</b>
41	Kirjatüübid
	<b>TUNNUSGRAAFIKA KANDJATE NÄIDISED</b>
	<b>TRÜKIMEEDIA</b>
43	Viitkaart
45	Vabalahendusega trükis
46	Kinkeleebis
	<b>DIGIMEEDIA</b>
47	E-viitkaart
48	E-posti signatuur
50	Esitlustaust
51	Kvaliteedimärgised
52	QR-koodi struktuur
	<b>MUU MEEDIA</b>
53	Sõiduk



	<b>TUNNUSGRAAFIKA</b>
3	Struktuur
4	Raskuskese
5	Kaitstud ala
6	Miinumum m�oot
7	Logot�ubid
22	Sloganite paigutus
26	T�iendgraafika
31	Fotokonteiner
	<b>V�RVIPELETT</b>
33	Tunnusv�rvid
35	T�iendv�rvid
37	Kasutus v�rviatastadel
	<b>T�POGRAAFIA</b>
41	Kirjat�ubid
	<b>TUNNUSGRAAFIKA KANDJATE N�AIDISED</b>
	<b>TR�KIMEEDIA</b>
43	Visiitkaart
45	Vabalahendusega tr�kis
46	Kinkekleebis
	<b>DIGIMEEDIA</b>
47	E-visiitkaart
48	E-posti signatuur
50	Esitlustaust
51	Kvaliteedim�rgised
52	QR-koodi struktuur
	<b>MUU MEEDIA</b>
53	S�iduk



The potential of the **Via 3L** logomark graphic itself is used as an additional graphic, in order to complement the visual image and identity of the **Via 3L**. Additional graphics are used to illustrate designs in such a way that they do not dominate the content and the overall impression is kept clean.

The additional graphics can be framed according to the media surface in such a way that the logomark extends beyond the media surface.

The additional graphics resulting from the logomark are divided into four:

- A** - positive logomark on a light colour background
- B** - negative logomark on a blue colour background
- C** - negative logomark on a green colour background
- D** - watermark on a blue colour background
- E** - watermark on a green colour background

Preferably use the **D** - watermark on a blue colour background.



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- 33 Signature colours
- 35 Additional colours
- 37 Use on coloured backgrounds

### TYPOGRAPHY

- 41 Typeface

### GRAPHIC DESIGN SAMPLES

#### PRINT MEDIA

- 43 Business card
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#### DIGITAL MEDIA

- 47 E-business card
- 48 E-mail signature
- 50 Presentation background
- 51 Quality certificates
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#### OTHER MEDIA

- 53 Vehicles



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**GRAPHIC DESIGN  
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**PRINT MEDIA**

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### GRAPHIC DESIGN SAMPLES

#### PRINT MEDIA

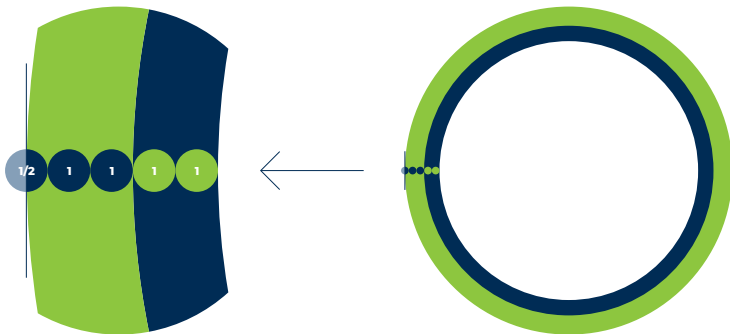
- 43 Business card
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Accents are given to the designs by two-coloured double circles, which are used as photo containers in signatures, websites, presentations, etc., as needed.

The thickness of the edges of the circles and their relationship depends on the media surface; however, as a general rule, the above scheme could be followed.

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# COLOUR PALETTE

Signature colours  
Additional colours  
Use on coloured backgrounds

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## DEEP BLUE

trust

order

secure

responsibility

honesty

loyalty

## ENERGY GREEN

energy

inspiration

encouragement

distinction

imagination

enthusiasm



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The colour chart is based on the Pantone Matching System ink catalogue in full colour (spot) and four colour (process CMYK) values. RGB and HEX values are provided for digital media.

In the style book the colours may differ from the actual colours for technological reasons, so the colours must always be checked using the Pantone the ink catalogue.

Differences in tone between printing on coated and uncoated paper and between four-colour and full-colour printing must also be taken into account.

NB! Due to the differences in the technical profiles and materials of the manufacturers, it is recommended that a sample print always be ordered, to make sure the colours are correct.

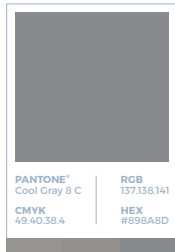


	<b>BRAND IDENTITY</b>
3	Structure
4	Centre of gravity
5	Protected area
6	Minimum size
7	Logotypes
22	Placement of slogans
26	Additional graphics
31	Photo container
	<b>COLOUR PALETTE</b>
33	Signature colours
35	Additional colours
37	Use on coloured backgrounds
	<b>TYPOGRAPHY</b>
41	Typeface
	<b>GRAPHIC DESIGN SAMPLES</b>
	<b>PRINT MEDIA</b>
43	Business card
45	Free-form letterhead
46	Gift sticker
	<b>DIGITAL MEDIA</b>
47	E-business card
48	E-mail signature
50	Presentation background
51	Quality certificates
52	QR-code structure
	<b>OTHER MEDIA</b>
53	Vehicles

## Additional colours



### PRIMAARVÄRV



### SEKUNDAARVÄRVID

DEEP BLUE	#043563	#9EB4C9
ENERGY GREEN	#9CD151	#C4E398

### AKTSENTVÄRVID

CANDY APPLE #FF0800	CHILI #C31807
CYBER #FFC802	GOLD #F8A602
TANGERINE #FA802A	ORANGE #FC5B0B
SLATE #654AFF	EGYPTIAN #472BD6
SKY #4D87FF	ROYAL #3758E2
EMERALD #4FC878	KELLY #01BF17

Additional colours are divided into primary colours, secondary colours, and accent colours.

The primary colour is a neutral supporting grey, which is used to write the logotype's signature text.

Secondary colours are derived from the shades of signature colours and are used, for example, in additional graphics with a tone-to-tone background.

Accent colours are colours that are used to highlight and differentiate between something. Used, for example, in presentation graphs.

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## Additional colours



#002C55

#0A1930

#8DC63F

#73B01E

Gradient colours can be used to illustrate a design, especially in digital media.

The direction of the colour transition can be changed 360°. The start of the colour transition, i.e. the lighter tone of the gradient, is the signature colour of the logomark.



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### COLOUR PALETTE

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- 35 Additional colours
- 37 Use on coloured backgrounds

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- 43 PRINT MEDIA
  - Business card
  - Free-form letterhead
  - Gift sticker

- 47 DIGITAL MEDIA
  - E-business card
  - E-mail signature
  - Presentation background
  - 51 Quality certificates
  - 52 QR-code structure

### OTHER MEDIA

- 53 Vehicles

## Use on coloured backgrounds



### BRAND IDENTITY

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- 26 Additional graphics
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### COLOUR PALETTE

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- 35 Additional colours
- 37 Use on coloured backgrounds

### TYPOGRAPHY

- 41 Typeface

### GRAPHIC DESIGN SAMPLES

#### PRINT MEDIA

- 43 Business card
- 45 Free-form letterhead
- 46 Gift sticker

#### DIGITAL MEDIA

- 47 E-business card
- 48 E-mail signature
- 50 Presentation background
- 51 Quality certificates
- 52 QR-code structure

#### OTHER MEDIA

- 53 Vehicles

Use on coloured backgrounds



#### BRAND IDENTITY

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- 52 QR-code structure

#### OTHER MEDIA

- 53 Vehicles

## Use on coloured backgrounds



10 %

20 %

30 %

40 %

50 %

60 %

70 %

80 %

90 %

100 %



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# TYPOGRAPHY

## Typeface

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	<b>OTHER MEDIA</b>
53	Vehicles

# Montserrat

**ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@**  
**abcdefghijklmnopqrstuvwxyzšžźțuvwŧăôűxy1234567890€\$@**

**АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ1234567890€\$@**  
**абвгдеёжзийклмнопрстуфхцчшщъыьэюя1234567890€\$@**

**AĀBCĈDEĖFGĜHIĴKĶLĻMŅNŲPRŠŤUŪVẂZ1234567890€\$@**  
**aābcĉdeėfgĥijĵkķlļmņņųpršštūūvẃz1234567890€\$@**

**AȦBĊĎEĚĔFGHĪJȲKĹMŃOPRSŠTUŰVẂZ1234567890€\$@**  
**aȧbċďeěĕfghĳjȳkĺmńoprsštuűvẃz1234567890€\$@**

More about font and licence at [Google Fonts](#)

Alternative typeface:

# Arial / Helvetica

The typeface for Via 3L documents is Montserrat. The typeface for headings is Montserrat Extra Bold Italic. The main typeface for the body copy is Montserrat Regular, and font types of different weights are used to emphasize the text in accordance with the importance of the content.

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
abcdefghijklmnopqrstuvwxyzšžźțuvwŧăôűxy1234567890€\$@

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
abcdefghijklmnopqrstuvwxyzšžźțuvwŧăôűxy1234567890€\$@

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
abcdefghijklmnopqrstuvwxyzšžźțuvwŧăôűxy1234567890€\$@

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
abcdefghijklmnopqrstuvwxyzšžźțuvwŧăôűxy1234567890€\$@

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
abcdefghijklmnopqrstuvwxyzšžźțuvwŧăôűxy1234567890€\$@

ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
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ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
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ABCDEFGHIJKLMNOPQRSTUVWXYZŠŽŹȚUVWŦĂŌŰXY1234567890€\$@  
abcdefghijklmnopqrstuvwxyzšžźțuvwŧăôűxy1234567890€\$@

As far as compatibility is concerned, Arial or Helvetica preselected fonts for MS Office programs may be used in the body copies of digital media documents.



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	<b>COLOUR PALETTE</b>
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	<b>TYPOGRAPHY</b>
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47	E-business card
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51	Quality certificates
52	QR-code structure
	<b>OTHER MEDIA</b>
53	Vehicles

# GRAPHIC DESIGN SAMPLES

## PRINT MEDIA

Business card  
Free-form letterhead  
Gift sticker

## DIGITAL MEDIA

E-business card  
E-mail signature  
Presentation background  
Quality certificates  
QR-code structure

## OTHER MEDIA

Vehicles

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## Business card

FRONT



BACK



FRONT



BACK



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### TYPOGRAPHY

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### GRAPHIC DESIGN SAMPLES

#### PRINT MEDIA

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#### DIGITAL MEDIA

- 47 E-business card
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#### OTHER MEDIA

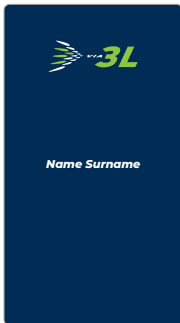
- 53 Vehicles

Format: 90x50mm.  
Four-colour (CMYK) printing on white uncoated (matte) paper of 280-300 gsm.  
Colour 4/4.

Depending on the variation in materials and production solutions, it is recommended that a printed sample always be ordered from the manufacturer. The colours listed in the CVI are in the digital media (RGB) colour system.

## Business card

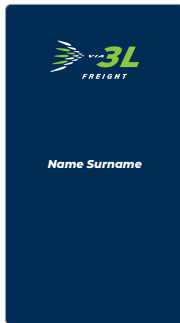
FRONT



BACK



FRONT



BACK



Business cards incorporating NFC technology.  
Format: 50x90mm.

Four-colour (CMYK) or three colour printing (Pantone)  
on metal/PVC with an NFC chip. Colour 4/4 or 3/3.

Depending on the variation in materials and production solutions, it is recommended that a printed sample always be ordered from the manufacturer. The colours listed in the CVI are in the digital media (RGB) colour system.



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### GRAPHIC DESIGN SAMPLES

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#### DIGITAL MEDIA

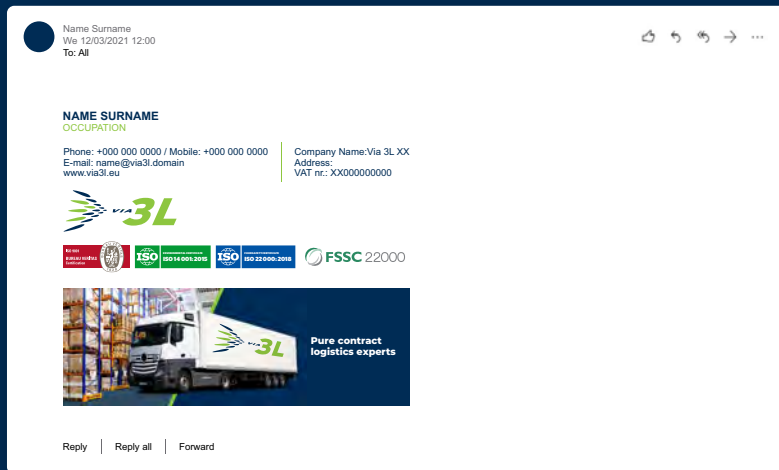
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- 48 E-mail signature
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- 52 QR-code structure

#### OTHER MEDIA

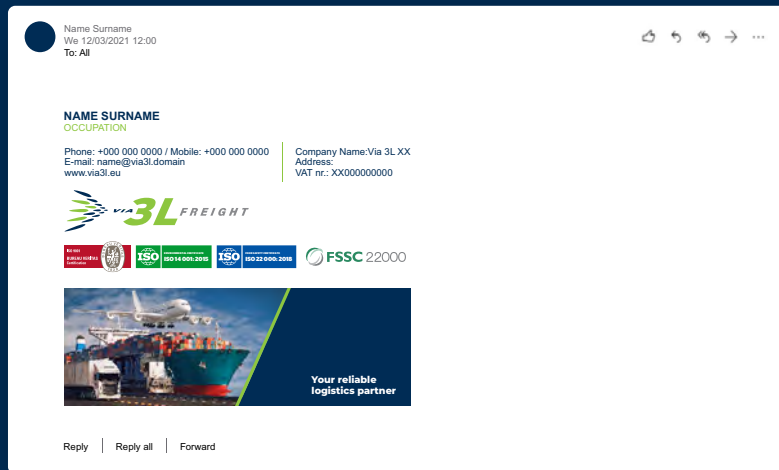
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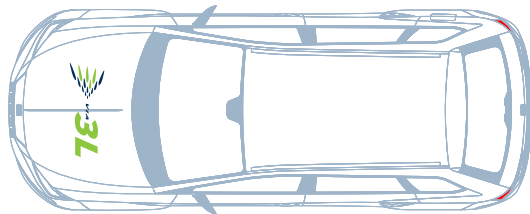
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Via 3L uses deep blue QR-code with energy green corners.  
**NB! All QR-codes in Via 3L logo book are samples.**



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## GRAPHIC DESIGN SAMPLES

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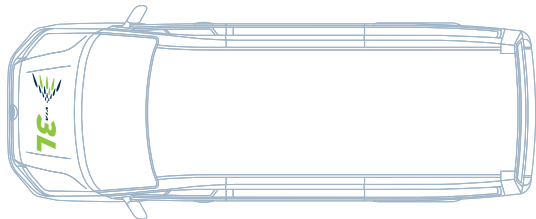
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GRAPHIC DESIGN



**HEADISU.COM**

FATTEN by CRAZYTIVITY