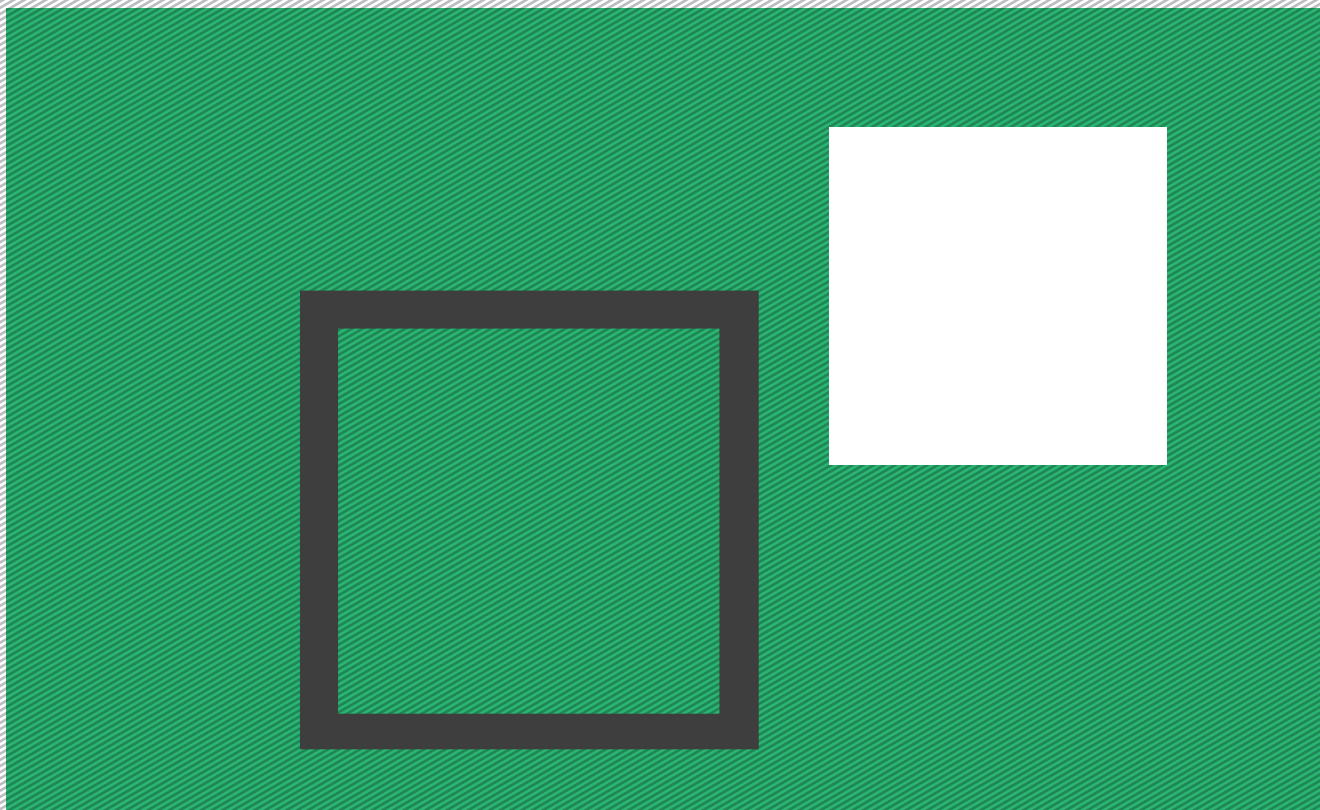

VIPA

LOGOTYPE

VISUAL IDENTITY



KELLEN EUROPE

VIPA

VISUAL IDENTITY



Graphic proposal by francesco zorzi / alias2k.com
1st revision, November 2014

what

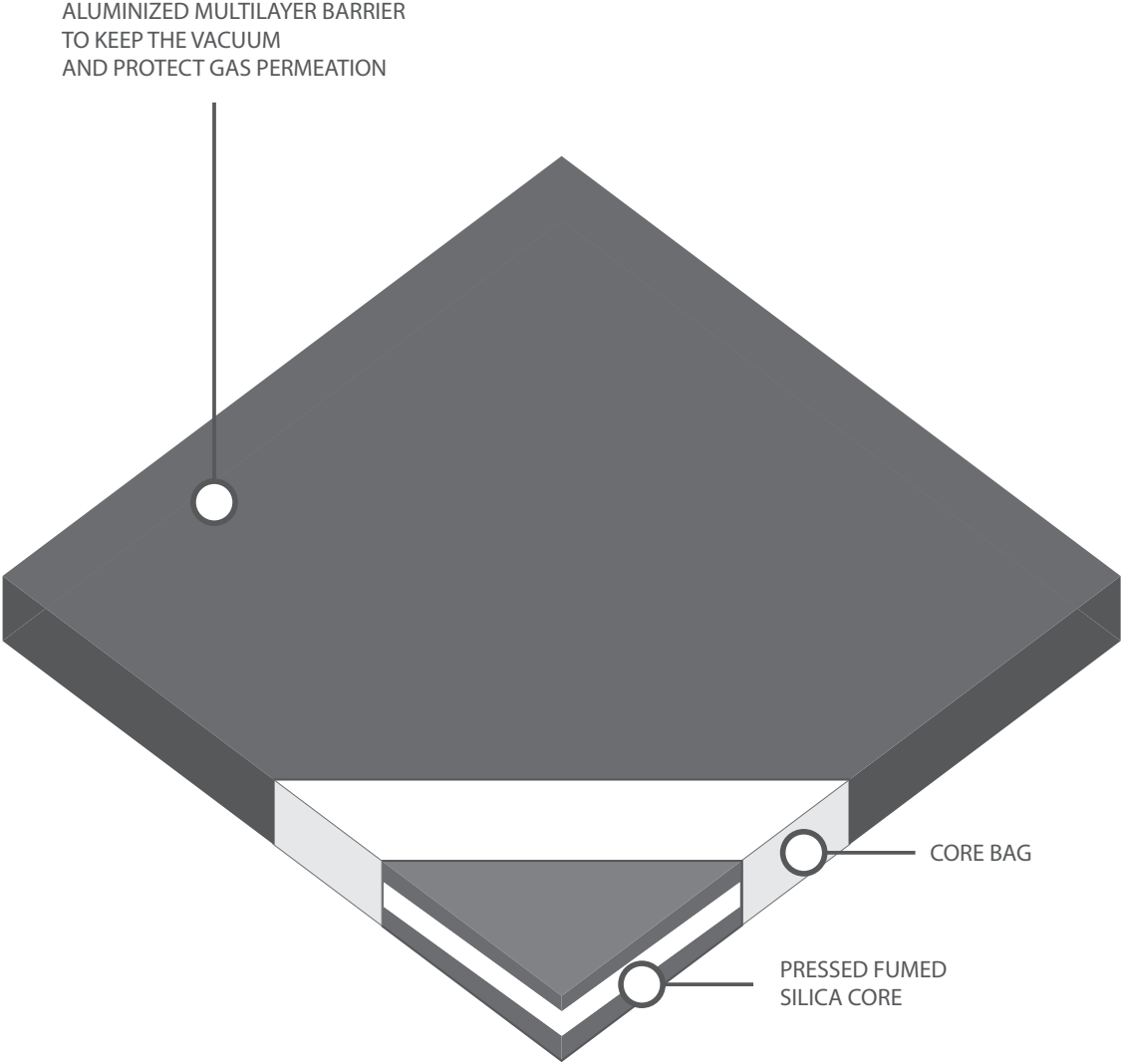
is

a
vacuum
insulation
panel



SIMPLIFIED STRUCTURE OF A

VACUUM INSULATION PANEL



SIMPLIFIED STRUCTURE OF A

VACUUM INSULATION PANEL

WE COULD SYMBOLIZE THE SECTION OF A
VACUUM INSULATION PANEL IN A SHAPE LIKE THE ONE
IN THE GRAPHIC BELOW





SHAPING THE LOGO

CUSTOM TYPOGRAPHY

BASED ON FF META BOLD TYPEFACE DESIGNED
BY ERIK SPIEKERMANN (CUSTOM REVISITED, THEN
OVERLAPPED TO CREATE A STENCIL)



A B C D E F

G H I J K L

M N O P

Q R S T U

V W X Y Z

FF Meta

by Erik Spiekermann

Aa

FF Meta

Aa

FF Meta
Correspondence

Aa

FF Meta Headline

German type designer Erik Spiekermann, created this sans FontFont between 1991 and 2010.

The family has 28 weights, ranging from Hairline to Black in Condensed and Normal (including italics) and is ideally suited for advertising and packaging, book text, editorial and publishing, logo, branding and creative industries, small text as well as web and screen design.

FF Meta provides advanced typographical support with features such as ligatures, small capitals, alternate characters, case-sensitive forms, fractions, and super- and subscript characters.

It comes with a complete range of figure set options—oldstyle and lining figures, each in tabular and proportional widths.

As well as Latin-based languages, the typeface family also supports the Cyrillic, Greek, and Hebrew writing systems.

In 2011, FF Meta was added to the MoMA Architecture and Design Collection in New York.

VIPA LOGO PROPOSAL
TIPOGRAPHY

META PLUS
ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàèéìòù
0123456789@£\$%^*¶§?!#ÆƆæœ

META PLUS
ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàèéìòù
0123456789@£\$%^*¶§?!#ÆƆæœ*

META PLUS
BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàèéìòù
0123456789@£\$%^*¶§?!#ÆƆæœ**

META PLUS
BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàèéìòù
0123456789@£\$%^*¶§?!#ÆƆæœ***

META PLUS
MEDIUM

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyzàèéìòù
0123456789@£\$%^*¶§?!#ÆƆæœ**

VIPA LOGO PROPOSAL

MODULAR SPACING



VIPA LOGO PROPOSAL

MODULAR SPACING



VIPA

The logo consists of the letters 'VIPA' in a stylized, outlined font. The 'V' is formed by two parallel lines, the 'I' is a single vertical line, the 'P' has a double outline, and the 'A' also has a double outline. The letters are positioned within a grid of thin white lines. A trail of black squares, resembling a digital path, starts from the left and follows the top and left sides of the 'VIPA' text.

CREATING SPACE AND SAVING ENERGY



V I P A

CREATING SPACE AND SAVING ENERGY



V I P A

CREATING SPACE AND SAVING ENERGY



V I P A



V I P A



V I P A

CREATING SPACE AND SAVING ENERGY



V I P A

CREATING SPACE AND SAVING ENERGY

 V I P A



V I P A

CREATING SPACE AND SAVING ENERGY



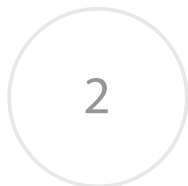
V I P A

CREATING SPACE AND SAVING ENERGY



V I P A

CREATING SPACE AND SAVING ENERGY



VIPA VISUAL IDENTITY

BASIC COLOUR PALETTE

1

CMYK * 0,0,0,90

RGB * 64, 64, 65

2

CMYK * 0,0,0,0

RGB * 255, 255, 255

3

CMYK * 0,0,0,80

RGB * 87,88,91

4

CMYK * 0,0,0,70

RGB * 111,112,114

5

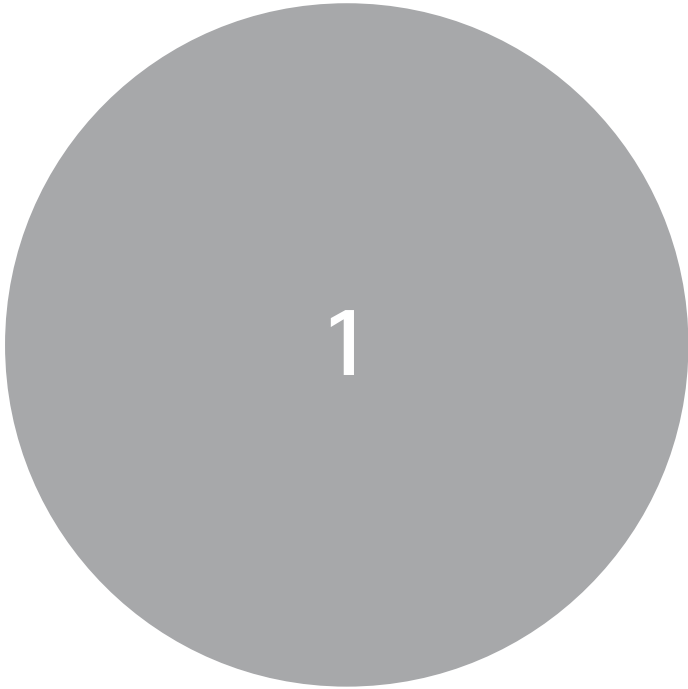
CMYK * 0,0,0,50

RGB * 156,157,159

6

CMYK * 75,0,75,0

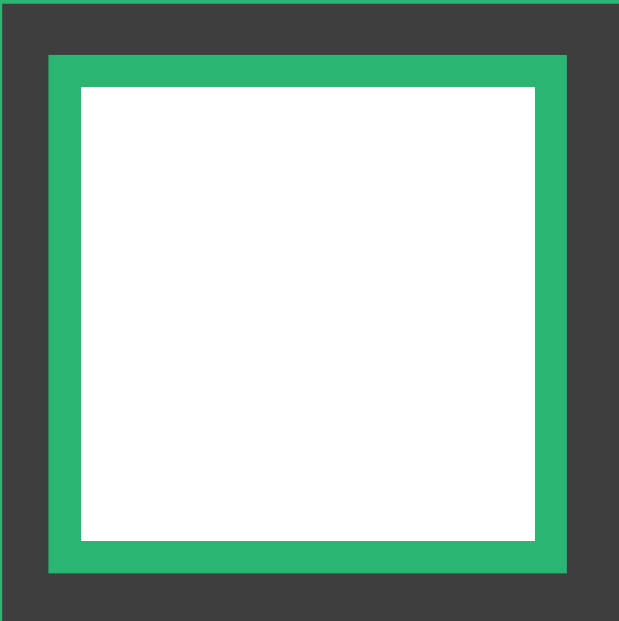
RGB * 57, 180, 116



VIPA VISUAL IDENTITY

SPECIAL COLOUR PALETTE

1
PANTONE
PANTONE SILVER-C



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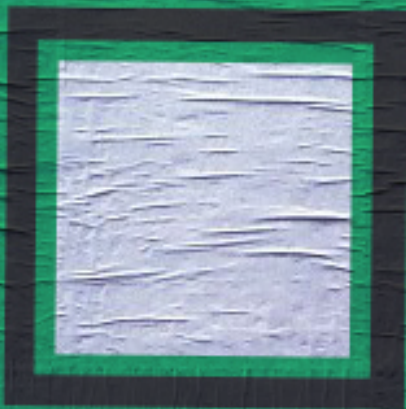


V I P A

CREATING SPACE AND SAVING ENERGY

THIS IS SUPPOSED TO BE A
CAPTION FOR THIS FAKE
URBAN POSTER MOCKUP

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris. Maecenas congue ligula ac quam viverra nec consectetur ante hendrerit. Donec et mollis dolor. Praesent et diam eget libero egestas mattis sit amet vitae augue. Nam tincidunt congue enim, ut porta lorem lacinia consectetur. Donec ut libero sed arcu vehicula ultricies a non tortor. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ut gravida lorem. Ut turpis felis, pulvinar a semper sed, adipiscing id dolor. Pellentesque auctor nisi id magna consequat sagittis.



CREATING SPACE AND SAVING ENERGY



V I P A

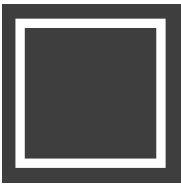
CHANGING SPACES AND SHAPES: THE CITY

THIS IS SUPPOSED TO BE A
BIG CAPTION FOR THIS FAKE
URBAN POSTER MOCKUP

[illegible]

VIPA LOGO PROPOSAL

ALTERNATIVE TAGLINE

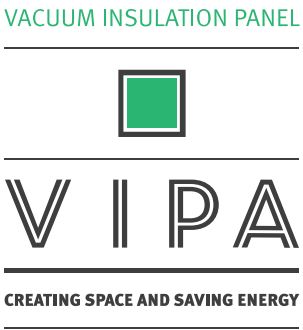
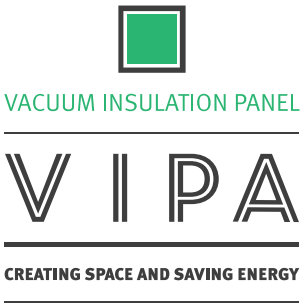


VIPA

VACUUM INSULATION PANEL ASSOCIATION

VIPA LOGO PROPOSAL

LOGO VARIATIONS



LOGO VARIATIONS

VACUUM INSULATION PANEL

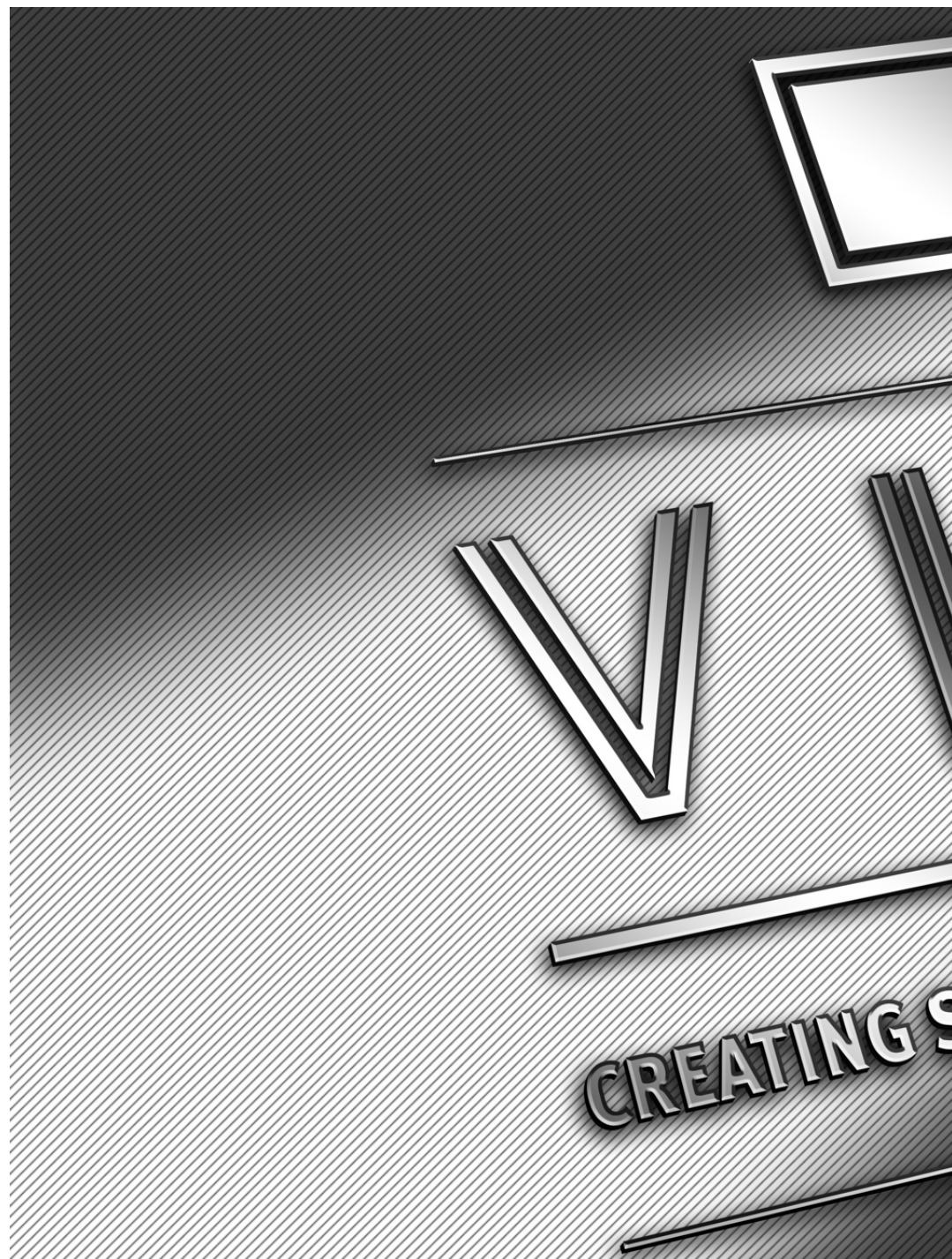


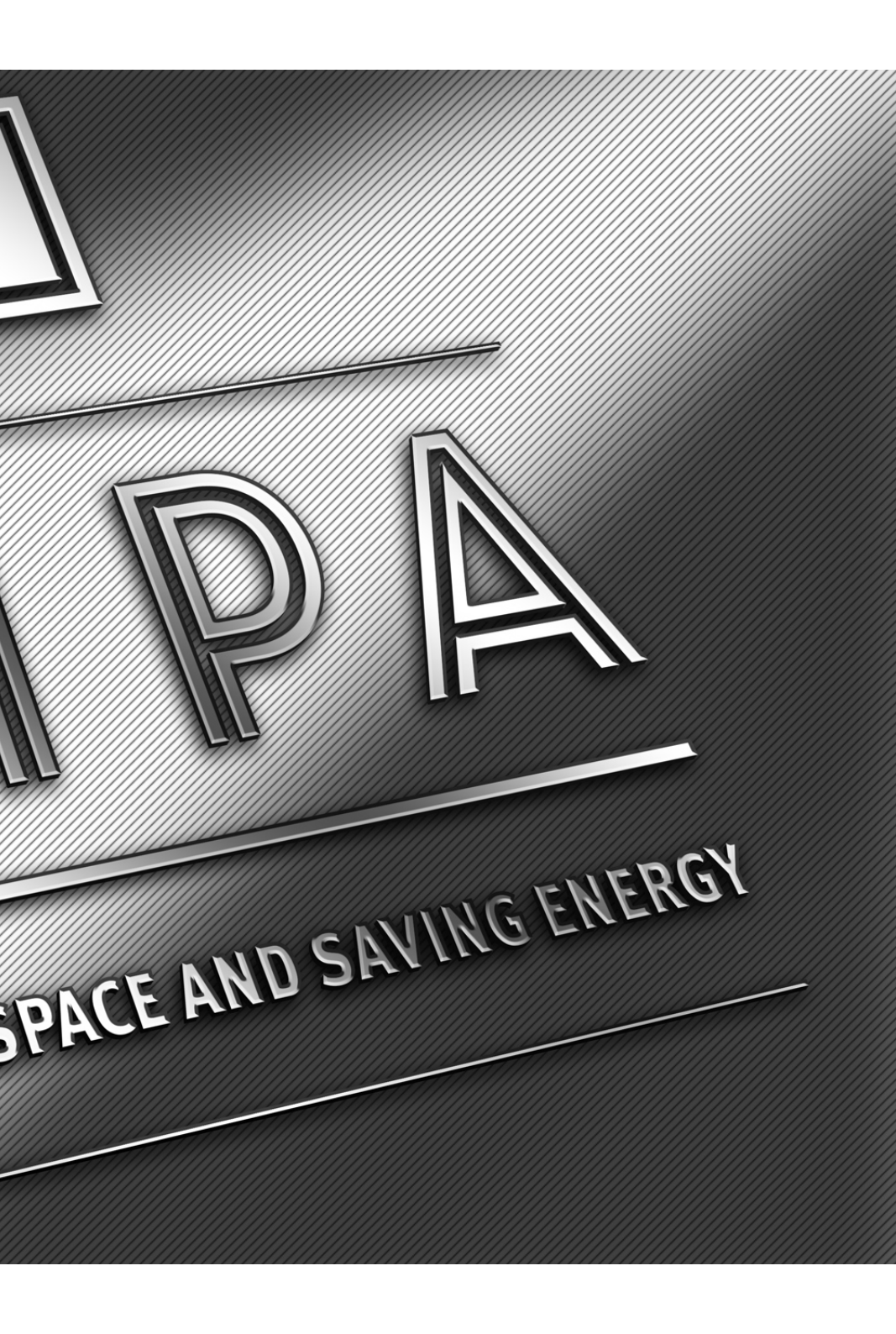
CREATING SPACE AND SAVING ENERGY



CREATING SPACE AND SAVING ENERGY

VACUUM INSULATION PANEL





SPACE AND SAVING ENERGY



V I P A

CREATING SPACE AND SAVING ENERGY
