



0.0

Brand Guidelines



0.1

Typo graphy

When putting together the typography, I wanted to find a curved and at the same time angular shape, which has forms taken from architecture. Texta forms the main elements, while the secondary font - Roboto Slab - creates a classic and elegant impression.

Texta

This sans-serif font is used primary for headlines. In most cases, the heavy weight is preferred.

Heavy

Regular

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@.,?!'""()*

Roboto Slab

This slab-serif font is best used primary for body copy and other secondary text.

Bold

Regular

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&@.,?!'""()*



0.2

Color Palette

Vesta's color scheme combines classicism and modernity. With our colors, we want to convey three qualities: reliability, professionalism and luxury

Primary Colors

#CCA17A

Primary Colors

#152743

Primary Gradient

Top Left: #152743

Bottom Right: #CCA17A

White

#FFFFFF

Grey

#191715



0.3

Logo Variations

I built the logo from elements of the past and the present. The graphic part of the logo was made from ancient Roman architecture, and for the typographical part I used a modern font, which I supplemented with architectural elements.

Main Logo



#CCA17A

Variation



#FFFFFF



0.4

Logo Variations

A sub-mark logo is a stripped down graphic of the main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to tiny formats or to help communicate your brand quickly. A submark logo use in applications where the original logo doesn't work as well as you would like. It is based on the original logo in look and feel, therefore consistent with the brand.

Submark / Primary



#191715

Submark / Secondary



#FFFFFF



0.5

Pattern Variations

I used the secondary submark logo for the filler pattern. I played with its various geometrical regularities, which is one of the characteristics of architecture. The primary creates an ancient feeling, while the secondary gives off a much more modern form.

Primary

#191715

Secondary

#FFFFFF