



BRAND GUIDELINES

LOGO & COLOUR

Version 1.0 · October 2026

THIS DOCUMENT

These guidelines set how the VIDA BRICKS logo and brand gold are used across print, digital, signage and property marketing. They apply to everyone producing work for the brand: in-house teams, agencies, printers and developers.

Brand gold	03
The logo	04
Logo versions	05
Clear space & minimum size	06
Colour specification	07
Metallic finish	08
Logo on backgrounds	09
Flat or metallic	10
Incorrect use	11
Logo files	12

ONE GOLD

VB Gold is a bright, polished gold: the colour of lit brass and gold watch cases, not yellow paint. It is the single gold for the brand. Every logo, icon, headline and print job matches it.

WHY THIS GOLD

It keeps the warmth of the original mark at a 43° hue. Saturation is held at 63%, which keeps the glow but removes the cheap yellow and orange cast.

WHY IT REPRODUCES

It sits inside both screen and coated-print colour ranges, so screen and press land close together. It has a close Pantone solid and a metallic ink and foil partner.

WITH BLACK

It reaches 9.5:1 contrast on Onyx, which is legible down to body text.

PRIMARY • FLAT

VB GOLD

#D9B45A

RGB 217 • 180 • 90

HSL 43° • 63% • 60%

CMYK 14 • 28 • 75 • 0

Pantone 7407 C • 871 C metallic

MONOGRAM AND WORDMARK



LOCKUP

The master logo: the VB monogram and the VIDA BRICKS wordmark together. Use it wherever space allows.

MONOGRAM

The V-triangle and B form the brand's recognition device. Use it alone for app icons, favicons, social avatars, embossing and pattern.

WORDMARK

Never use the wordmark without the monogram, and never re-set it in another typeface. Always use the supplied artwork.

SIX APPROVED VERSIONS



Gold

Master logo on Onyx and dark grounds.



Metallic

Hero use on black, large scale only.



Light background

Gold monogram and Onyx wordmark, for white and ivory.



White

One colour, for photography, dark colours and red.



Black

One colour, for single-colour print, stamps, engraving and documents.



Monogram

Gold, metallic, white or black, using the same rules.

GIVE IT ROOM



CLEAR SPACE

X is the cap height of the wordmark, the height of the letter V in VIDA. Keep a minimum of $\frac{1}{2}X$ clear on every side of the logo. No text, image edge or graphic may enter this zone.

MINIMUM SIZE • LOCKUP

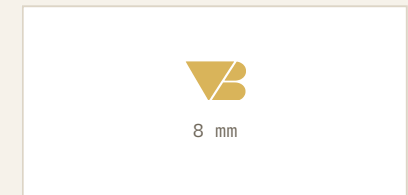
30 mm wide in print, 120 px wide on screen.

MINIMUM SIZE • MONOGRAM

8 mm wide in print, 24 px wide on screen.

METALLIC MINIMUM

48 px tall on screen, 25 mm tall in print. Below this, use flat VB Gold.



BRAND COLOURS



COLOUR	HEX	RGB	HSL	CMYK (COATED)	PANTONE
 VB Gold Primary. Logo, icons, display type, rules	#D9B45A	217 · 180 · 90	43° · 63% · 60%	14 · 28 · 75 · 0	7407 C · 871 C metallic
 Gold Deep Gold-coloured text on white or ivory; gradient shadow	#80621F	128 · 98 · 31	41° · 61% · 31%	30 · 45 · 100 · 30	Match from proof
 Champagne Gradient highlight only, never text	#F3E3AE	243 · 227 · 174	46° · 74% · 82%	4 · 9 · 36 · 0	7401 C
 Onyx Primary ground. Warm black	#121110	18 · 17 · 16	30° · 6% · 7%	60 · 50 · 50 · 100	Black 6 C
 Ivory Light ground, stationery	#F6F2EA	246 · 242 · 234	40° · 40% · 94%	2 · 3 · 7 · 0	9224 C

The CMYK and Pantone values are starting points. Approve a drawdown on the actual stock before the first run, then lock that recipe. VB Gold is brighter than Pantone 7407 C, so ask the printer to mix it to the approved proof.

VB METALLIC



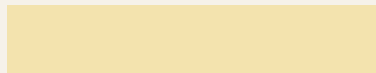
0% #80621F

Gold Deep



28% #C9A24A

Shoulder



50% #F3E3AE

Champagne highlight



66% #D9B45A

VB Gold



100% #A07E3A

Falloff

```
linear-gradient(115deg, #80621F 0%, #C9A24A 28%, #F3E3AE 50%, #D9B45A 66%, #A07E3A 100%)
```

APPLY IT

- Apply the gradient as one continuous field across the whole lockup. Never restart it per letter.
- Keep the angle at 115°, top-left to bottom-right, so every surface catches the same light.
- Use it only on Onyx, black or dark photography.

NEVER

- Never add bevels, drop shadows, glows, sparkle or texture.
- Never add a pure white highlight stop.
- Never print the gradient in CMYK. In print, the metallic effect comes from gold foil or Pantone 871 C metallic ink.

CHOOSE BY BACKGROUND

The monogram stays gold wherever gold stays visible. The wordmark switches to whichever colour reads best on the background.



Onyx / black

Gold logo, flat. The master.



White / ivory

Gold monogram, Onyx wordmark. Gold letters on white are too faint at 2:1.



Photography

Gold monogram, white wordmark. Add a dark scrim to bright images.



Red and saturated colours

All-white logo. Gold on red has low contrast and looks festive.



Gold surfaces

All-Onyx or all-black logo.



Single-colour print

All-black logo on white. All-white logo out of black.

FLAT OR METALLIC

Flat VB Gold is the default. Reserve metallic for one hero moment per surface.

FLAT VB GOLD

- Master logo on Onyx
- Headlines, prices, key numbers, thin rules
- Icons, UI accents, buttons and links on dark
- Business cards, letterheads, brochures (Pantone solid)
- Social templates, story frames, watermarks
- Signage vinyl, paint, embroidery, small engraving
- Anything below 48 px or 25 mm

VB METALLIC

- Hero logo on website landing and launch pages
- Project launch key visuals, digital brochure covers
- Video intros and end cards
- Event backdrops and LED screens
- **Print:** gold foil or Pantone 871 C metallic ink, never a CMYK gradient
- **Architecture:** brushed brass or PVD champagne-gold steel, matched to VB Gold

PROTECT THE MARK



Don't stretch or squash



Don't use old or other yellows



Don't add shadows, glows or bevels



Don't set a gold wordmark on white



Don't rotate the logo



Don't place it on busy or low-contrast grounds

SUPPLIED ARTWORK

FILE NAME	BACKGROUNDS
VIDA-BRICKS_Logo_Gold_*	Transparent • WhiteBG
VIDA-BRICKS_Logo_Metallic_*	Transparent • WhiteBG
VIDA-BRICKS_Logo_LightBG_*	Transparent • WhiteBG
VIDA-BRICKS_Logo_White_*	Transparent • OnyxBG
VIDA-BRICKS_Logo_Black_*	Transparent • WhiteBG
VIDA-BRICKS_Monogram_Gold_*	Transparent • WhiteBG
VIDA-BRICKS_Monogram_Metallic_*	Transparent • WhiteBG
VIDA-BRICKS_Monogram_White_*	Transparent • OnyxBG
VIDA-BRICKS_Monogram_Black_*	Transparent • WhiteBG

SVG

Vector paths with the monogram and wordmark on separate layers. Use for web, print production, signage and large formats.

PNG

Lockups are 4000 px wide and monograms 2000 px wide. Use for presentations, social media and documents.

FOLDER

VIDA BRICKS Logo Assets / SVG and PNG



VIDA BRICKS · Dubai