

# BRAND GUIDLINE

## VUKELA CONNECT

### Vertical logo

A vertical logo is ideal for scenarios where space is limited in width but ample in height, such as on tall banners, mobile apps, or social media profile pictures. It works well in designs where a stacked format complements the layout better than a horizontal arrangement, offering a balanced and cohesive visual presence.

Vertical logos are also effective for packaging, signage, and advertising banners, where a sleek, elongated format helps maintain readability and strong visual impact.

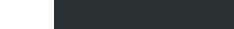


### Horizontal logo

A horizontal logo is best suited for wide spaces, such as website headers, email signatures, or printed materials like letterheads and business cards.

It's ideal when the design layout has more width than height, allowing the logo to span across the space without appearing cramped.

Horizontal logos are also effective in presentations, storefront signage, and other narrow-format applications, ensuring the brand remains prominent and easy to read.



Standard



Invert



Monochrome black



Monochrome white



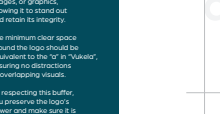
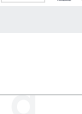
### Social media icons

Always use the primary brand colours for social channel profile pictures to ensure consistent and recognizable brand presence across platforms.



### Icon spacing

Ensure ample space around the logo icon when using it as a social profile picture, so it remains clear, distinct, and easily recognizable even at smaller sizes.



### Vertical spacing

When placing the logo on any design, it's essential to give it enough space to breathe to maintain its visibility and impact.

This clear space ensures the logo isn't crowded by other elements, like text, images, or graphics, allowing it to stand out and retain its integrity.

The minimum clear space around the logo should be equivalent to the 'x' in 'Vukela', ensuring no distractions or overlapping visuals.

By respecting this buffer, you preserve the logo's power and make sure it is always easily recognizable and legible in any composition.



### Horizontal spacing

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