

The Vaimo Brand Guidelines is meant to be used internally and can also be shared with Vaimo strategic business partners. It is important to follow these guidelines at all times, to keep a consistent and strong visual identity of Vaimo.

The name Vaimo is derived from the Sami word for “heart” — no other word is better at describing our heritage, our drive, our culture, and our passion for knowledge sharing and cooperation. We are all in — with our heart, mind and expertise — working constantly to provide the best full-service digital commerce experience around.

We believe that ecommerce is at the core of most businesses, and we want to be there as a strategic partner to help brands, merchants and manufacturers to continuously grow online and offline.



Vaimo Logo Elements

Full Vaimo logo consists of 2 elements:

- Symbol
- Logotype

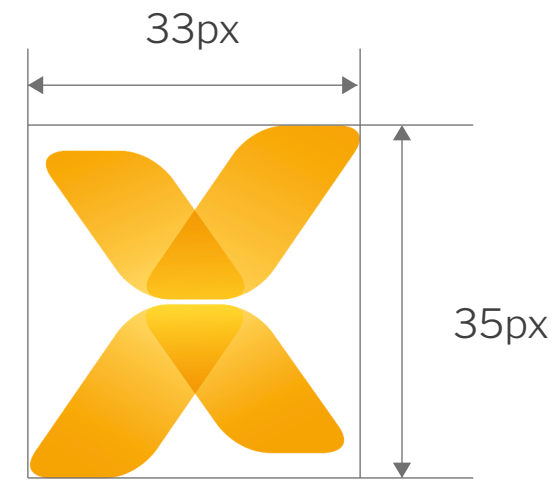


Vaimo Logo & Symbol

Logo minimum size on screen



Symbol minimum size on screen

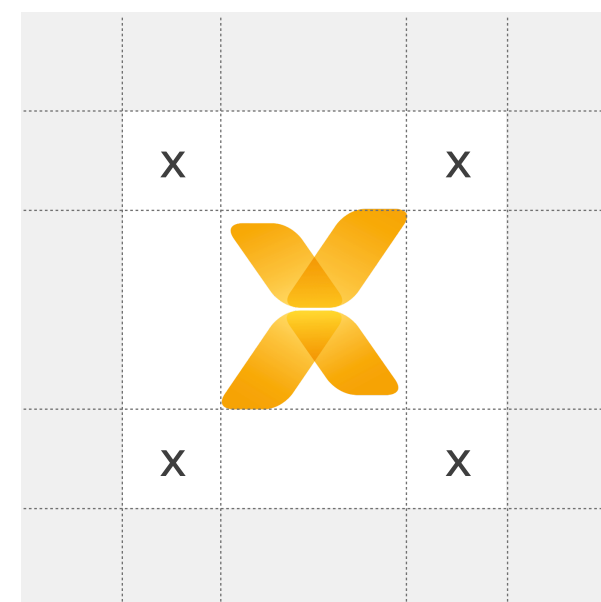


The logo has been optimized to display at smaller sizes but minimum sizes should be maintained to retain legibility when the logo is reduced in scale.

Logo minimum clearspace



Symbol minimum clearspace



To maintain brand equity, the logo should always maintain a minimum clearspace from other elements. The minimum clearspace is relative to the height of both the logotype and slogan combined. The symbol's minimum clearspace is half of its height.

Logo placement and spacing



The logo can be placed on both sides, top or bottom, depending on the need. However, it should always maintain a minimum spacing equal to the height of the logo mark.

Logo mark placement and spacing



The symbol can be placed at both sides, top or bottom depending on the need. However, it should always maintain a minimum spacing equal to the height of the symbol mark.

Symbol Color Variants



How to Use





The logo is an integral part of the Vaimo brand and should be used thoughtfully and consistently.

Most often the logo will be presented with black letters, but can also be used on dark background with white letters. In some cases where the logo with the yellow symbol can't be used, we can use all black Vaimo logo instead.



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Two versions exist, one for light backgrounds and one for darker backgrounds. Keep a good margin between the logo and other graphic elements such as headlines, images or illustrations. If printed on merchandise, keep a good margin to the edges of the product.

In some cases where the logo with the yellow symbol can't be used, we can use all white Vaimo logo instead.



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Logo Usage

Vaimo logo's orientation should always be the same; no tilting allowed.

Refrain from using any bright colours for the logo and background. Ensure that you use the Vaimo logo with black letters against the light background, and conversely, that you use the Vaimo logo with the white letters against the dark background.



DON'T
Place the logo on a bright-vivid background.



DON'T
Invert the logo.



DON'T
Use the logo on an image background without an overlay.



DON'T
Stretch the logo.



DON'T
Rotate the logo.

VAIMO

DON'T
Use the logo without the symbol.



DON'T
Add any other text to the logo.



DON'T
Add any borders to the logo.



DON'T
Add any other elements to the logo.