# VOXVIA

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 best when the design layout has more width than height, allowing the logo to span across the space without appearing cramped.
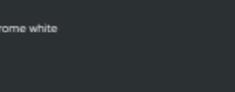
Horizontal logos are also effective in presentations, storefront signage, and advertising banners, where a clean, elongated format helps maintain readability and strong visual impact.
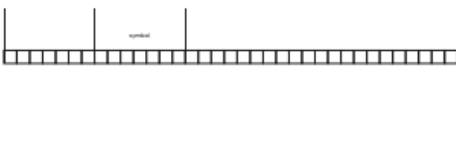
Standard
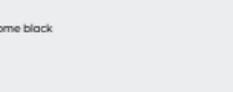
Invert

Monochrome black

Monochrome white

Social media icons

Always use the primary brand colours for social channel profile pictures to maintain brand consistency and immediate recognition across platforms.

Icon spacing

Ensure ample space around the logo icon when using it on social media — give it enough room to breathe, keeping it clear, distinct, and easily recognizable even at smaller sizes.

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Lorem Special

Horizontal 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 through its integrity.

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

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Logo Application

Header placement

For narrow placements, the horizontal logo should be used to enhance visibility. If no additional information accompanies the logo, it should be positioned at the center.

Header placement with text

When designing a header bar, it's recommended to place the logo on the left side and the accompanying text on the right. This placement aligns with common reading patterns and enhances visual flow, allowing users to easily recognize the brand before they proceed to the text.

Applying spacing rules (previously specified) is essential to ensure both the logo and text elements are legible and balanced. The logo should have enough padding around it to prevent it from appearing crowded, while the text on the right should also be spaced adequately from the logo and other elements.

Consistent spacing not only improves readability but also contributes to a clean and professional look, making the header more appealing and user-friendly.

VOXVIA

Lorem Ipsum

Dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Logo placement on images/designs

When placing the logo on an image, it must maintain consistent spacing on all sides equal to the width and height of the logo's stamp. The logo can be positioned in various locations, including the top center, bottom center, bottom left, and bottom right, depending on what best complements the overall design. Ensuring this spacing not only preserves the logo's visibility but also upholds brand consistency and clarity across different applications.

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VOXVIA   VOXVIA   VOXVIA

Colour Variations

The logo can be used on a limited range of approved background colours to maintain brand consistency and visual impact. Each one should be paired with specific variations of the logo to ensure legibility and adherence to brand standards.

For example, the logo should appear in its full-colour version on light backgrounds, while on dark backgrounds, a reversed or monochromatic version may be required. Adhering to these colour guidelines helps preserve the logo's integrity and ensures that it remains recognizable across all platforms and materials.

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Primary type face
Poppins

Ab

Aa Bb Cc Dd Ee Ff Gg Hh Ii
Jj Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Ww Xx Yy Zz
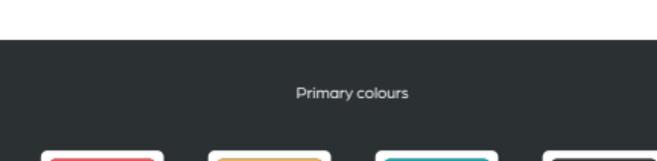
Type rules
Heading
Poppins semibold

Subheading
Poppins medium

Body
Poppins light

No orphan text with paragraphs, e.g.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud ~~exercitation~~ laboris

Typing margins

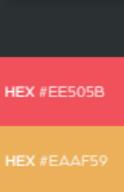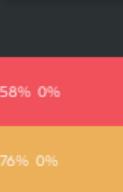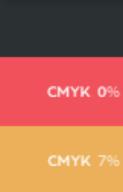Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud

Poppins light
Poppins light

Poppins medium
Ab

Poppins semibold
Ab

Primary colours

#ED3058	#EAEDEF	#1A9A9A	#547F7F
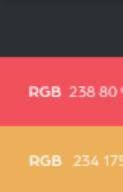
RGB 238 80 91	**CMYK** 6% 84% 58% 3%	**HEX** #ED3058
RGB 251 175 89	**CMYK** 0% 33% 76% 0%	**HEX** #FBAF59
RGB 27 162 166	**CMYK** 78% 15% 37% 0%	**HEX** #1BA2A6
RGB 52 55 55	**CMYK** 71% 62% 55% 55%	**HEX** #343737

Secondary colours
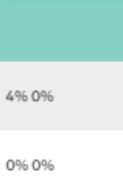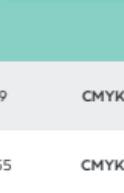
#EAEDEF	#FFFFFF

RGB 234 237 239	**CMYK** 7% 4% 4% 0%	**HEX** #EAEDEF
RGB 255 255 255	**CMYK** 0% 0% 0% 0%	**HEX** #FFFFFF