Logo Usage Guidelines

PT. Indonesia Digital Identity (VIDA)
www.vida.id

Our Story

There are billions of people who want to grow, explore, and seize their priceless opportunities. They believe that with the right tools at their fingertips, they can overcome barriers to change the world and make it better place with a better digital security.

And because of that, VIDA creating a frictionless digital identity system, that fulfills the needs and expectations of our times, and available anywhere, for everyone.

available anywhere for everyone

"

We are about empowering people with the ability to effortlessly control their most valuable information – their data and identity – while protecting this private information with the highest standards of security.

"

Logo

Logo Architecture

Clear optical kerning and clear space, well-placed layout helps to make it instantly recognizable in all sizes and in all contexts.

VIDA logo consists of two elements, the logogram and the logotype, both of which are a unified reinforcing image as a digital security company with the strong, sturdy and highest security standards. And the negative space in the logotype simplifies the shape of the smartphone to symbolize today's mobility.

logogram

logotype

VIDA
Verified Identity for All
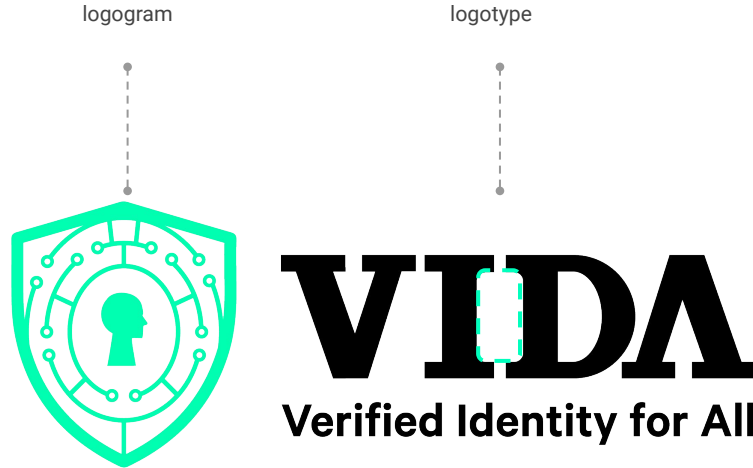
Construction

Our logo is based on simple shapes. It is carefully constructed to maintain ownable characteristics while allowing for perfect legibility at any size on any application.

Clearspace

Clearspace around the logo is equal to half the width of the shield logo
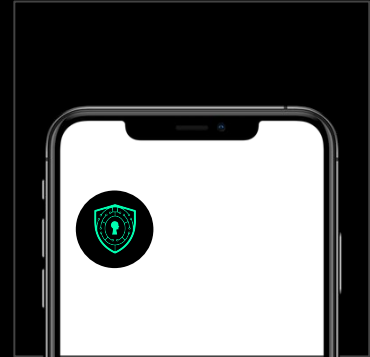
Exception

The logo placement depends on the type of communication and use

App Icon

Tradedress

Social icon

Logo Variation

The logo should be white on a darker background and black on a lighter background.

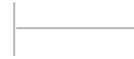The color selection is based on the color in the logo

Minimum Scale

Our logo is designed to scale to small sizes on print and screen.

Smallest size:
19 pixels wide/0.2639 inch wide/0.6703 centimeter wide (only shield)

63 pixels wide/0.875 inch wide/2.2225 centimeter wide (logoset)

19 pixels
0.2639 inch
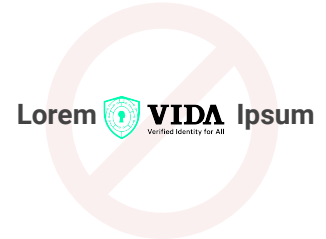0.6703 centimeter

63 pixels
0.875 inch
2.2225 centimeter

Placement

The logo placement depends on the type of communication and use.

Logo Guidance

Several guidelines on using logos, to ensure correct use and to make them instantly recognizable in all sizes and in all contexts.

Color

Color

Our primary brand colors are black, white and aquamarine, which are used to provide consistency throughout brand communication.

Our secondary colors pull from the split complimentary colors. They should be used sparingly throughout illustration, photography, and product in order to maintain meaning and potency.

BLACK
RGB - 0 0 0
CMYK - 0 0 0 100
HEX - 000000

WHITE
RGB - 255 255 255
CMYK - 0 0 0 0
HEX - FFFFFF

AQUAMARINE
RGB - 0 255 183
CMYK - 73 0 58 0
HEX - 00FFB7

GRAY
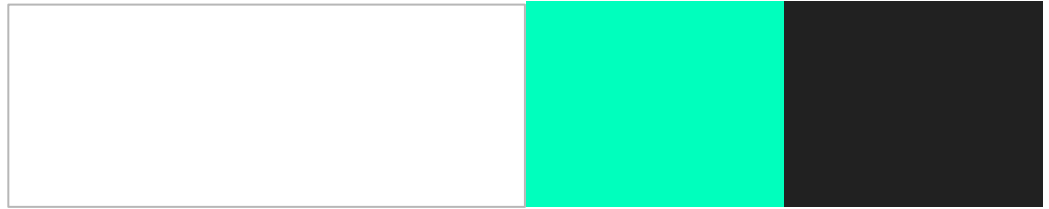RGB - 127 129 132
CMYK - 52 43 41 7
HEX - 808184

ORANGE PEEL
RGB - 253 181 21
CMYK - 0 32 100 0
HEX - FDB515

LIGHT PURPLE
RGB - 142 115 238
CMYK - 55 59 0 0
HEX - 8E73EE

Proportion

It is important to follow the rules of this proportion when making any brand communication to maintain consistency and accessibility. White, aquamarine and black plays a basic role in all brand communications.

Primary Color

Secondary Color