

BRAND GUIDELINES

MEMCO GROUP BRAND GUIDELINE 2024

The background features a dark blue gradient with numerous thin, horizontal white lines and small white dots, creating a digital or network-like effect. On the right side, there is a soft, glowing pink and red light flare. The logo and tagline are centered in the middle of the image.

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Data Analytics, Insights & Actions

ROLE OF THE BRAND GUIDELINES

The Vemco Group brand guidelines are in place to ensure consistency across the entire organization. The overall purpose is to ensure our brand is communicated correctly and presented consistently and recognizably to our audience.

It is important that all employees adhere to the following brand guidelines, to make sure we can promote a unique brand identity across all our print and electronic media communications that separates us from competitors. Our utmost goal is to remain memorable in the minds of our audience and customers.



Contents

1. Brand Overview

- Who We Are
- Our Vision
- Our Mission
- Our Values
- Our Strengths
- Our Tone
- Do Not

2. Logos

- Primary Logo
- Primary Logo Without Tagline
- Secondary Logo
- Logo Inverted
- Secondary Logo- Vertical
- Arabic Logo
- MENA & Asia Logo
- Latin America Logo
- Scandinavia Logo
- Modules
- Clear Space + Minimum Size
- Logo Color
- Logo Misuse
- Logo in Image

3. Typography

- English Typeface
- Arabic Typeface

4. Color Palette

- Core Colors
- Gradients + Textures 1

5. Graphic Elements

- Icons
- Patterns

6. Stationery

- Letterhead
- Business Card
- Envelope
- Notebook
- Identification Card
- Email Signature

7. Brand Applications

- Stationery
- Merchandise - ID
- Merchandise - T shirt
- Merchandise - Mug
- Merchandise - Bottle
- Merchandise - Cap
- Merchandise - Bag
- Merchandise - Lapel Pin
- Magazine AD
- Square Brochure
- Roll Up
- Chocolate Box
- Office branding- Milestones
- Door Sign
- Stand Design

8. Video

1 | Brand Overview

Brand
Overview

Who We Are

Vemco Group is a world-leading data analytics software company, specializing in footfall data, customer behavior, and business optimization since 2005.

Since the founding of our data analytics and people counting solution, we have strived to meet the everyday needs and demands of our many customers, helping them optimize their business operations, enhance the customer experience, and maximize profits.

With our HQ based in Denmark and local support and sales teams in the UAE, Brazil, Sweden, Canada, KSA, Germany and Australia, the company consists of a highly professional team of experts ready to serve a global clientele in close collaboration with our customers and partners, who help us adapt, reinvent, and evolve the ways we operate and provide innovative data solutions.

Our Vision

To be the preferred supplier in data analytics surrounding customer behavior across the globe.

Our Mission

To provide our customers with intelligent customer behavior data that enables them to make fact-based decisions that help improve business performance and add value.



Our Values

Collaboration

Integrity

Innovation

Customer Centricity

Diversity

Our Strengths

- Employing the best and most innovative sensor technology
- At least 98% accuracy in all data collection
- Collaboration with valued partners across 95+ countries
- Serving over a 1,000 businesses and brands across the globe
- An in-house-developed software, taking people counting above and beyond through detailed data analytics.

Our Tone

Acceptable and non-acceptable phrases, tone of voice, call to actions, and more:

Make sure you always include company name somewhere in the beginning of a company description paragraph. Example: "With more than 10 years of experience, Vemco Group is a world-leading data analytics software company, specializing in footfall data, customer behavior, and business optimization."

Tone-of-voice can change according to the platform. For instance, SoMe posts are allowed to be more casual, creative, and inspirational, whereas sales material, website, and more needs to keep a certain amount of factuality and professionalism. Call-to-actions must be used frequently on website and SoMe. An example of an accepted call-to-action could be "If you are interested in learning more about Vemco Group and our solutions, do not hesitate to contact us at..." We use American English as a standard form of writing due to its international influence. Be aware of the local variants when writing. For instance, behavior instead of behaviour, analyze instead of analyse, color instead of colour, and more.

Do Not

- Lie about accomplishments, products, services, or anything else we do not provide or have not achieved.
- Do not use slang words or contractions, such as it's, don't, wasn't, doesn't, etc., for sales or formal documents. Slang is only allowed on SoMe or website.
- Minimize the use of exclamation marks unless you are writing a greeting, such as "Merry Christmas!"

2

Logos

The Vermco logo is set in Montserrat font. The horizontal logo is the primary logo and should be used in most instances with tagline. For social media we can use the logo without tagline. The stacked logo is for rare usage and should be avoided at small sizes, as it can become illegible.

Primary Logo









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group



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group



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vemco group

مجموعة فيمكو
تحليلات البيانات، الرؤى والإجراءات

**مجموعة
فيمكو**

مجموعة فيمكو
تحليلات البيانات، الرؤى والإجراءات

**مجموعة
فيمكو**

vemco group
M E N A & A S I A

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group
M E N A & A S I A

vemco group
M E N A & A S I A

vemco
group
M E N A & A S I A

vemco group
LATIN AMERICA

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LATIN AMERICA

vemco group
LATIN AMERICA

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LATIN AMERICA

vemco group
S C A N D I N A V I A

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LOGO CLEAR SPACE & Minimum Size

These are the primary logos for all brand communications, and it is essential that the logo is always applied with care.

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo.

The Logo should always have a minimum of x where x is equal to the height of the wordmark as shown. No other graphic elements, typography, rules, or images should appear inside this clear space.

Minimum size refers to the smallest dimensions allowed for Vemco Group logo. It should not be used below the minimum size of 25mm for print and 125px for digital.



Logo Placement on any design



Minimum Size, on Screen

Minimum Size, for printing

App Icon
128x128px



LOGO COLORS

Our color palette has two sets: primary and secondary, each with its own mix of colors. Lean heavily on the primary Vemco blue, but use supporting sets to build color schemes that are complementary and balanced.

Dark background: Use the inverted logo.

Light background: Use the regular logo with blue, black, and gray tagline. Or use the entirely blue version of the logo.

Ensure that all logo colors are visible and clear on both dark and light backgrounds.

Gold and Silver color logo may be used when printing the Logo with deboss, emboss, or gold foil on certificates, invites and merch.

For the Module logos, there are three variations in each. On white backgrounds each logo can be used with its respective color with white or gray tagline. Reverse logo to be always used with module color shade in white fonts and white tagline.

Gradation to lighter shades can be attempted in collaterals for module presentations, brochures and social media usage.

Note: Always use the logo files provided. Do not re-create.



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LOGO MISUSES

To avoid inconsistent reproduction, use the Logo artwork provided.

- Do not recreate any aspect of the Logo.
- Do not resize or change the position of the Logo.
- Do not stretch the Logo towards any direction or rotate in any way.
- Do not change the colors even if they look similar.
- Use the official color specifications detailed in the guidelines.
- Under no circumstance should the Logo be changed.



Do not change the space between the logo and tagline.



Do not Slant the logo.



Do not expand or stretch the logo.



Do not compress or stretch the logo.



Do not change the font.



Do not add any effects to the logo.

LOGO in image

To maintain the clarity and visibility, use the Logo artwork provided.

- Choose the Primary logo on a white or light background, leaving enough clearspace for the logo on the image to remain legible at all times.
- Choose the Inverted logo on the blue or dark background.
- Do not place the Primary blue logo on a blue or dark background.
- Do not place the logo on an image with many details.
- Enough blank space should be left for the logo.



Choose the Inverted logo on the blue or dark background with leaving enough empty space for the logo on the image.



Choose the Primary logo on the white or light background with leaving enough empty space for the logo on the image.



Do not place the Primary blue logo on a blue or dark background.



Do not place the logo on an image with many details. Enough blank space should be left for the logo.

3 | Typography

Typo

ENGLISH TYPEFACE

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Vemco. This typeface is a web safe font with flexibility built in — there are 15 styles within this font family.

Montserrat font can also be used in Portuguese, Swedish and Danish.

Aa

Montserrat

Light

Regular

Medium

Bold**Black**

ENGLISH

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9 & @ # ! %

DANISH

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å
a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

SWEDISH

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö

PORTUGUESE

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Arabic TYPEFACE

Expo Arabic is the Arabic font that would be used in all communications.

رفيع
عادي
عريض
سيفك

ع أب

إكسبو عربي Expo Arabic

أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع غ
ف ق ك ل م ن ه و ي

أ ب ت ث ج ح ذ ز س ش ص ض ط ظ ع
غ ف ق ك ل م ن ه و ي

٢١ ٢٠ ١٩ ١٨ ١٧ ١٦ ١٥ ١٤ ١٣ ١٢

الخط الجوهري العربي المستخدم لمجموعة فيمكو هو إكسبو عربي، وهو خط جوهري يتكون من 7 أنماط مختلف، يستخدم خط إكسبو في المحتوى العربي مثل تصميم مواقع التواصل الاجتماعي، البروشورات، شرائح العرض والموقع الإلكتروني. وهو خط حديث وواضح وسهل القراءة ويتناسب مع الشكل الجوهري للغة الإنجليزية (Montserrat) للحفاظ على شكل العلامة التجارية.

4

Color Palette

PRIMARY COLOR PALETTE

Our color palette has two sets: primary and secondary, each with its own mix of colors. Lean heavily on the primary Vemco blue, but use supporting sets to build color schemes that are complementary and balanced.

Kindly use light backgrounds when having the full blue logo, or the logo with white & black text on blue box with grey tagline.

And white fonts to be used with white box logo on blue or dark background

Gold and Silver color logo may be used when printing the Logo with deboss, emboss, or gold foil on certificates, invites and merch.

For the Module logos, there are three variations in each. On white backgrounds each logo can be used with its respective color with blue tagline. Reverse logo to be always used with module color with white fonts and white tagline.

Gradation to lighter shades can be attempted in collaterals for module presentations, brochures and social media usage.

Note: Always use the logo files provided. Do not re-create.

Primary Brand Colors



Secondary Brand Colors



vem count

Footfall Analysis & Predictions

vem track

Visitor Tracking & Insights

vem tenant

Tenant Revenue Management

vem fusion

System Integration & Validation

vem iot

Business Automation

vem count

Footfall Analysis & Predictions

vem track

Visitor Tracking & Insights

vem tenant

Tenant Revenue Management

vem fusion

System Integration & Validation

vem iot

Business Automation

#206983

C: 88 M: 60 Y: 00 K: 00

R:33 G:105 B:79

PANTONE: 3506-C

PANTONE CMYK C: P 106-7 C

#645FAA

C: 70 M: 70 Y: 00 K: 00

R:100 G:85 B:70

PANTONE: 6096C

PANTONE CMYK C: P 102-6 C

#F68833

C: 00 M: 55 Y: 90 K: 00

R:246 G:139 B:51

PANTONE: 715C

PANTONE CMYK C: P 24-7 C

#EE3F75

C: 00 M: 90 Y: 30 K: 00

R:238 G:63 B:77

PANTONE: 701 C

PANTONE CMYK C: P 68-7 C

#20BAE8

C: 65 M: 00 Y: 00 K: 05

R:32 G:186 B:232

PANTONE: 3545 C

PANTONE CMYK C: P 115-6 C

Thank you