



LIV IDENTITY MANUAL

INDEPENDENT  
LEADER



## LIV LOGOTYPES

These are the official logos that LIVs must use for all material, presentations, websites or anywhere else where they present themselves as Leaders in VINTARI.

Abbreviated



English



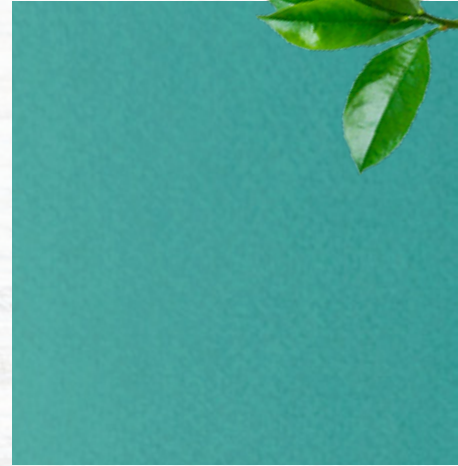
Spanish





## LOGOTYPE

The first letter of VINTARI is a V made up of a line mirrored in two parts that represent the leaves of a plant, a symbol of nature. The 'V' also symbolizes the wings of an angel. This works as an isotype and logotype to give the brand an identity, together with the word VINTARI.



# VERSIONS

## Original

Version that uses turquoise corresponding to PANTONE 7465.



## Grayscale

This version is required where no color is used and will appear in grayscale.



## Positive



## Negative



## Versions



English version



Spanish version



Abbreviated version



## OFFICIAL FONT

The font “Centrale Sans” forms part of VINTARI’s visual identity due to its style, variations and similarity to the rest of the visual elements. It is easy to read, warm and comforting, typical of the “Sans” fonts. Its compact, and clean and light form make it an excellent option for the text. Its variations make it the perfect font for standing out among others however it is used.

# CENTRALE SANS

### CS Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-

### CS Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-

### CS Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-

### CS Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 ã!“. \$%&/()=?¿.,:;’\*[]{}ç-



## INCORRECT USAGE



01



02



03



04



05



06



07



08



09

- 01.- Do not overlap elements. 02.- Do not distort horizontally. 03.- Do not distort vertically.  
04.- Do not use shadows. 05.- Do not use backgrounds that don't match. 06.- Do not change colors.  
07.- Do not rotate/turn. 08.- Do not change fonts. 09.- Do not rearrange elements.



## PROTECTION AREA

It is important to respect the protection area to make sure the logo is legible and that it makes the same impact wherever it is being used. The protection area is equivalent to the width of the letter “N” in the VINTARI logo.



There should be no overlapping elements within the protection area.





## COLOR SCHEME

Colors have a strong capacity to transmit different types of emotions and it is important for VINTARI to share this through the color turquoise, which is linked to calmness, serenity, tranquility of consciousness and mental clarity. Turquoise encourages creativity. It is a color linked to the ocean. It is also associated with balance and emotional stability.



### TURQUOISE

PANTONE 7465 C

C=68% M=0% Y=41% K=0%

R=59% G=191% B=173%



### GRAY

PANTONE Cool Gray 8 C

C=47% M=36% Y=34% K=15%

R=137% G=138% B=141%



## MINIMUM DIMENSIONS

It is possible to use sizes smaller than the logos displayed here with optimal reproduction/printing quality. If necessary, their use requires prior authorization and printing tests to validate their use. 1.57 x 0.4 cm (0.61" x 0.16")





## PHOTOGRAPHY FOR ADVERTISING PURPOSES



When choosing a photograph to use for advertising purposes, you must take into account the following requirements:

- The majority of the photos must be taken outside using sunlight and filters to give a warm and friendly tone to the image.
- Photos must represent a homely, warm feeling, in line with VINTARI.
- With regard to taking photos of bottles, take care with details like: shine, lighting, product, position, readability, etc.





VINTARI™

IT'S TIME TO CARE



vintari.com