

DESIGN **AND**
BRAND GUIDELINE



www.visiontek.co.za

Brand Guide

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Information about who we are
COMPANY OVERVIEW

VisionTEK, established in South Africa in 2004, is a digital marketing & brand design company in Cape Town, specializing in digital design branding for companies and individuals all around the world

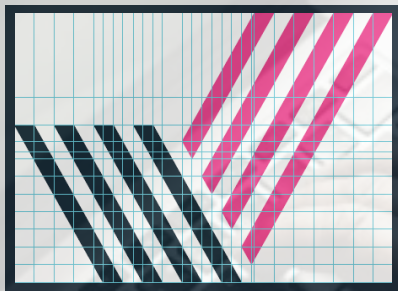
Discover at Visiontek the seamless fusion of creativity and functionality, where our team of seasoned designers meticulously create visually striking websites enriched with inventive elements and reliable functionality. Our commitment ensures that your online presence not only captivates but also delivers unparalleled user experiences, setting you apart in the digital landscape.



THE UNIQUE LOGO DESIGN DETAILS

The logo itself features the letter "V" and consists of 4x identical lines which presents equity and strength where the 4 longer lines facing upwards presents growth and "going the extra mile".

The "vision" means innovative ideas and creativity where the "TEK" is audacious and a larger font as it presents the technical aspects we use.



01 SHORT LOGO

02 COMPLETE LOGO



Our Business

LOGO TYPE DETAILS

Combinations used to highlight our logo that includes color truths as well as logo versions that consist of a short logo and complete logo.

Our dynamic COMPANY LOGO



Reverse COLOUR TYPES



The professional

FONTS AND TYPOGRAPHY

Primary

LOGO FONTS

CONTROLLER EXT W01 THREE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary

LOGO FONTS

UNISON PRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890

Bold Round Italic

UNISON PRO FAMILY

The corporate
**LOGO SIZE, COLOR THEORY
& SWATCHES**

Primary
HEADING FONTS

MONTSERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Secondary
BODY TEXT

NUNITO

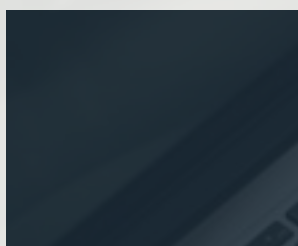
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Swatches &

COLOR THEORY



Primary Color

NAVY

COLOR CODE

RGB: 29 - 42 - 56

CMYK: 92% - 74% - 53% - 60%

HEX: 1D2A38



1 0 0 80% 60%
%



Primary Color

MAGENTA (PURPLISH-RED COLOR)

COLOR CODE

RGB: 237 - 52 - 141

CMYK: 0% - 92% - 5% - 0%

HEX: #ED348D

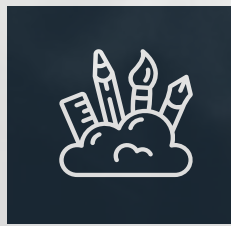
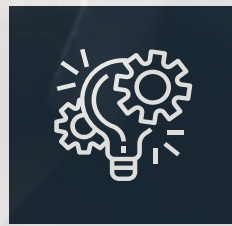
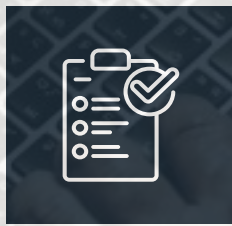


1 0 0 80% 60%
%



Our vibrant icons used with our brand creates the structure and sentiment of the business.

Corporate ICONOGRAPHY



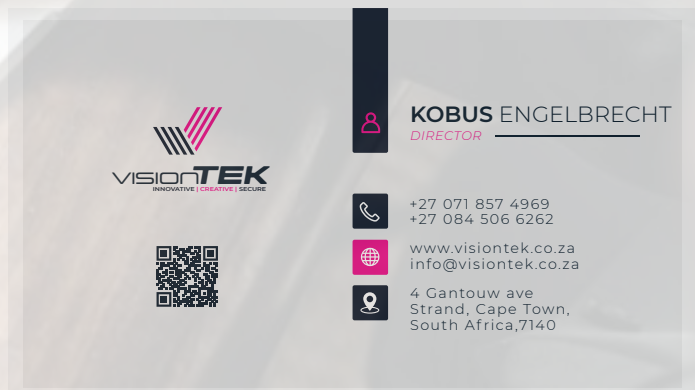
Structured IMAGE GUIDELINES

Front BUSINESS CARD



Size : 8.89 cm x 5.08inch
Color : CMYK / RGB
Info : Company Logo & Name
Type : Printable

Back BUSINESS CARD



Size : 8.89 cm x 5.08inch
Color : CMYK / RGB
Info : Name & Contact
Details
Type : Printable

OUR NEXT TARGET

Email marketing is very effective in generating customer interest. When done right, a newsletter is cost-effective, fast, and simple way to keep customers informed on (and excited about) new product launches or new promotions.



Creating a strong email marketing strategy helps you reach and connect with your target audience in a personalized way and increase sales at an affordable cost.

Here is our EMAIL SIGNATURE

Our email signature is a block of text at the end of an email which includes professional contact details and our company branding.

The signatures also contain images, hyperlinks and clickables that goes to our website and social media pages.



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Our Last Few Years

GROWTH HISTORY

VisionTEK was founded in the year 2019 and has assisted small and corporate size companies with developing their brand through marketing ideas and strategies.

➤ *Creative Ideas*

➤ *Dynamic solutions for any brand*

➤ *Startup and Corporate business understanding*

➤ *Planning is our strong suite*

About of Our

NEW ACHIEVEMENTS

VisionTEK's forecasts continuing growth in the digital marketing sector over the next couple of years, with a particular emphasis on expansion into new international

markets. Our out-of-the-box thinking and corporate mindset gives us an edge over most competitors, making us the right choice for clients looking for a



Your Business

LAST MESSAGE HERE

VisionTEK strives to make a difference in companies' brands and will continue to grow. *We measure success by our clients' growth in brand recognition, social media following, and other metrics.*



The approach to each new design is individual, we treat every customer equally, regardless of the size of the company and its budget.



VISIONTEK
INNOVATIVE | CREATIVE | SECURE



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