



VERTICAL LOGOS APPROVAL DOCUMENT

JUNE 2018



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OVERVIEW

Our goal:

- Ensure design consistency throughout
- Standardize single site icons and favicons
- Reuse Sites distinctive colours to differentiate one site from another
- Coloured icons used inside the main menu to make single sites immediately recognizable
- The icons could be eventually used to substitute logos on lists to make design less cluttered

Staging API analysis and general discoveries:

- Some magazine title logos seem to be missing from the API
- Logos are only .png file formats and low in quality
- Logos are only white in color, black logos are missing
- Some sites spot colours differ from what is displayed online
- Logos used on sites online are black .svg files (all downloaded)



TITLES + ICONS - GENERAL OVERVIEW



VICE+



Broadly.



Creators



GARAGE



i-D



Amuse



MOTHERBOARD



MUNCHIES



noisey



TONIC



thump



VICE IMPACT



VICE SPORTS



waypoint



VICELAND



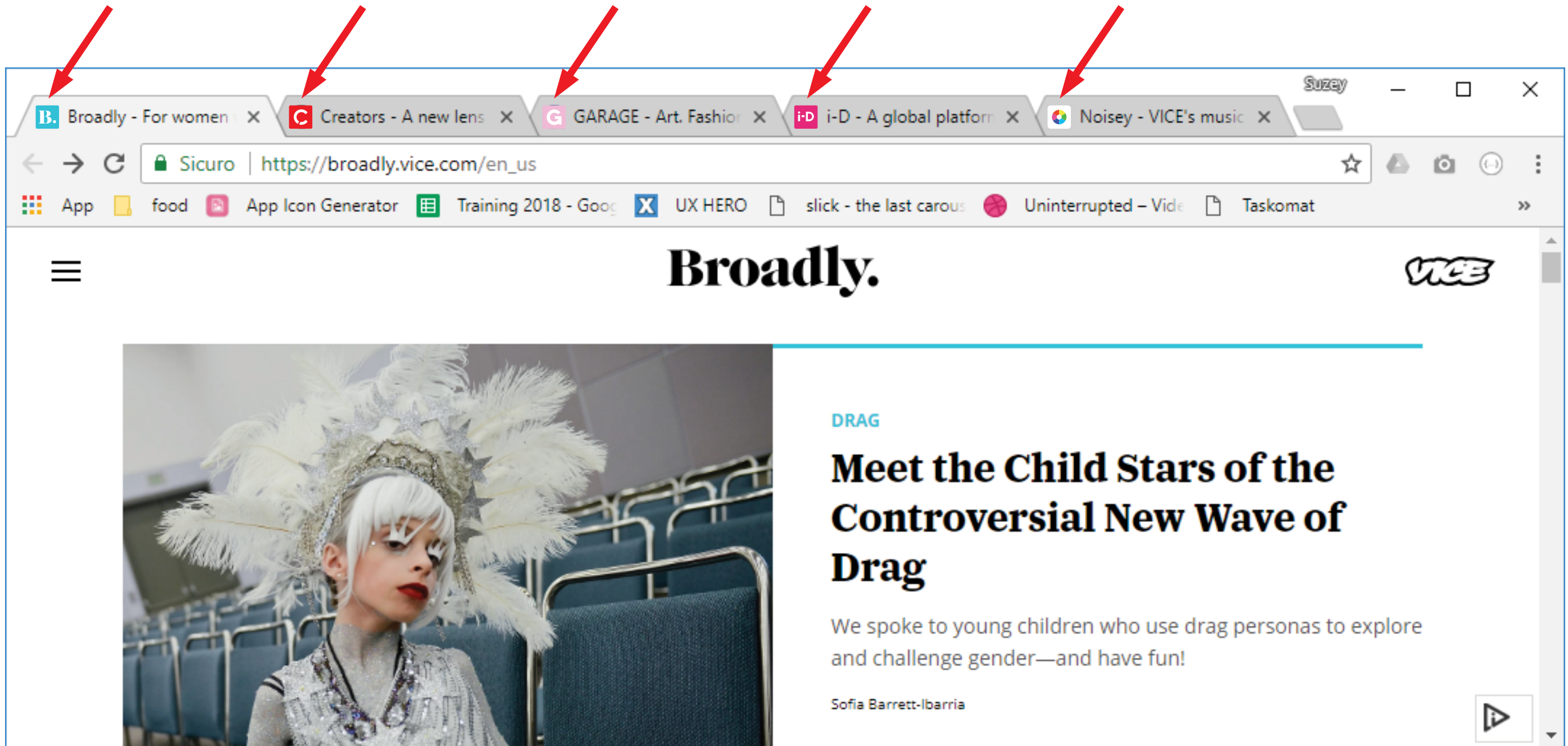
VICE News



VICE VIDEO

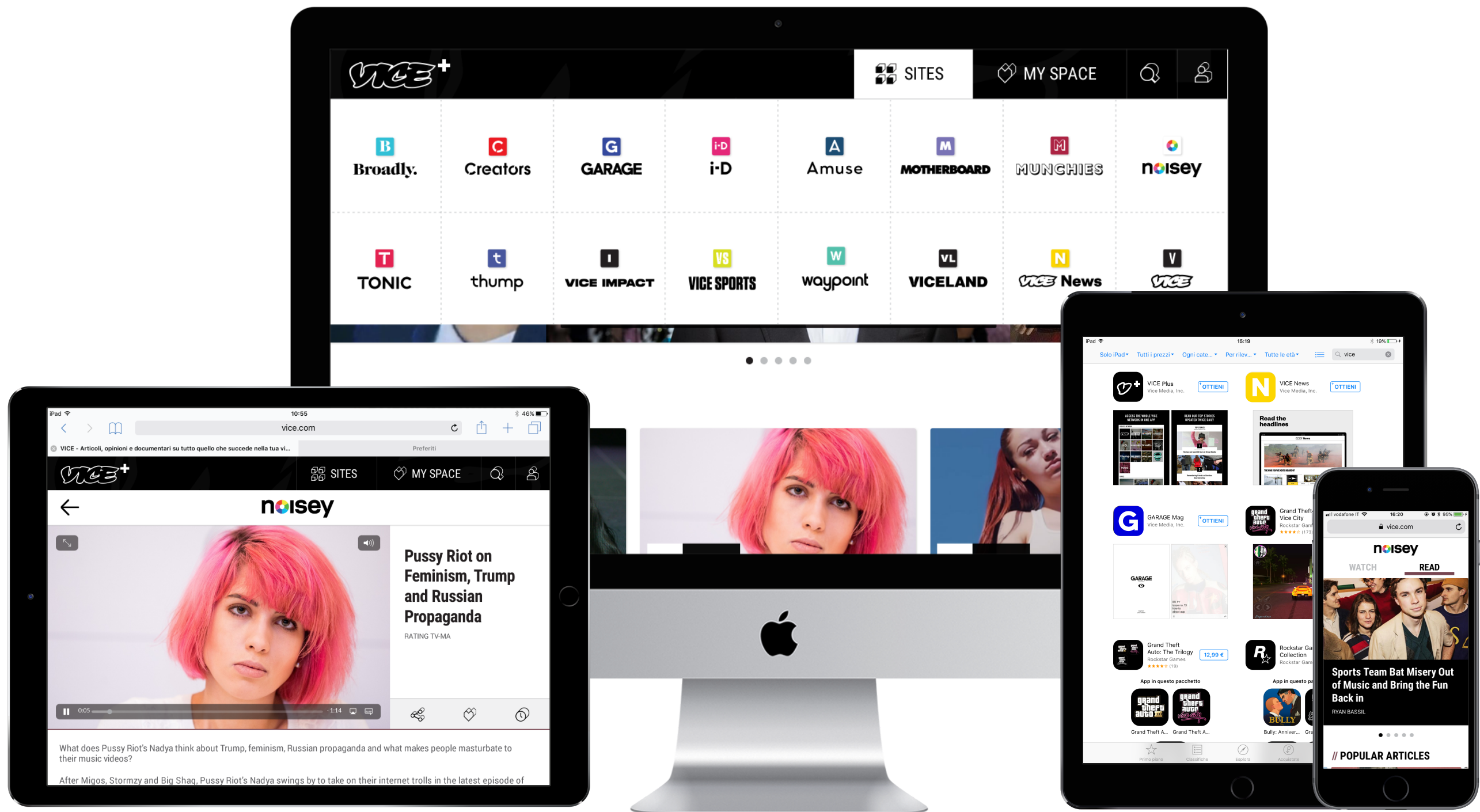


VICE





POSSIBLE APPLICATIONS - APP MENU AND SITES





VICE - LOGO DETAILS



TITLE COLOUR



#000000

SPOT COLOUR (would like to receive colour from API)



#000000



BROADLY - LOGO DETAILS



Broadly.

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#2CC0D8



CREATORS - LOGO DETAILS



Creators

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#F30B09



GARAGE - LOGO DETAILS



TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#0000DB



I-D - LOGO DETAILS



TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#E6297A



AMUSE - LOGO DETAILS



Amuse

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#1E4E74 - sampled some months ago. Now colour has changed to



#EA6A42



MOTHERBOARD - LOGO DETAILS



MOTHERBOARD

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#7974BD



MUNCHIES - LOGO DETAILS



MUNCHIES

TITLE COLOUR



#000000

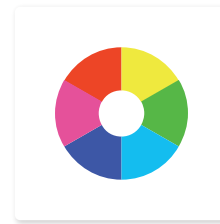
SPOT COLOUR (sampled from site - would like to receive colour from API)



#AD2444



NOISEY - LOGO DETAILS



noisey

Since noisey has such a beautiful we chose a white background to highlight it instead of brown.

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)





TONIC - LOGO DETAILS



TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#E42451



THUMP - LOGO DETAILS



thump

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#49579E



IMPACT - LOGO DETAILS



VICE IMPACT

TITLE COLOUR



#000000

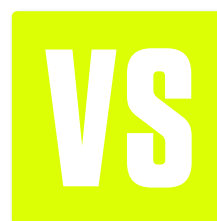
SPOT COLOUR (sampled from site - would like to receive colour from API)



#000000



VICE SPORTS - LOGO DETAILS



VICE SPORTS

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#DCFF05



WAYPOINT - LOGO DETAILS



TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#1FD9B7



VICELAND - LOGO DETAILS



VICELAND

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#000000



VICE NEWS - LOGO DETAILS



TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#FFD700



VICE VIDEO - LOGO DETAILS

BEFORE



AFTER



For Vice Video we propose the title on one line to ensure consistency of design with the other logos.

TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#000000



VICE - LOGO DETAILS



TITLE COLOUR



#000000

SPOT COLOUR (sampled from site - would like to receive colour from API)



#000000
