

The logo for V-TAC, featuring the letters 'V-TAC' in a bold, stylized, light green font. The 'V' and 'T' are connected, and the 'A' has a unique shape with a triangular cutout at the top. The 'C' is a simple, rounded letter.

V-TAC

The title 'BRAND GUIDELINES' in a clean, white, sans-serif font, stacked in two lines. The background is a dark green space scene with a large planet on the right and stars on the left.

**BRAND
GUIDELINES**

NOVEMBER 2022

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ABOUT V-TAC

V-TAC is a global company that offers high-quality lighting, electrical, digital, and energy products to consumers and spaces worldwide.

Founded in 2009, V-TAC has expanded its market to 70+ countries throughout Europe, Asia Pacific, Africa, the Middle East, and the USA. As a result of our relentless pursuit of excellence, we have been listed in the London Stock Exchange Group's 1000 Companies to Inspire Europe.

Boasting a portfolio of over 3800+ lighting products, V-TAC has utilized its brand value and R&D efforts into innovating beyond lighting solutions into categories like smart home solutions and wireless speakers.

Presence in
70+
Countries

3800
Products

45+
Categories

LOGO

1.1 Logo Unit

1.2 Construction

1.3 Exclusion Zone

1.4 Accepted Logo Colours

1.5 Do's and Dont's

1.6 Minimum Size

1.1 LOGO | Logo Unit

There are two permitted lockups of the V-TAC logo.

1. With tagline (Meaningful Innovation)
2. Without tagline

This has been carefully worked out keeping in mind the proportions of different applications and what would work best for each.



a.) With Tagline



b.) Without Tagline

1.2 LOGO | Construction

The construction of the V-TAC logo is geometric and sharp. It showcases the cutting-edge and innovative nature of the company.

In order to maintain visual balance, the height of the letter 'C' has been kept slightly bigger than the other letters.

The space between the logo and the tagline is the height of the tagline itself.



Tagline: Satoshi Medium
Tracking: 20 pt

1.3 LOGO | Exclusion Zone

Leaving free space around the logo ensures that extraneous elements do not intrude on our logo and dilute its visibility.

Leave a uniform area equal to the height of the letter 'V' from the logo.



The grey part is the Exclusion Zone of the logo.
This should not be violated - do not place anything else in this area, as shown below.



1.4 LOGO | Accepted Logo Colours

The accepted colour combinations for the V-TAC logo are:

- a.) Green on blue background
- b.) Green on white background
- c.) White on green background
- d.) Black & White

No other colour combination must be used under any circumstance.



a.) Green on Blue background



b.) Green on White background



c.) White on Green background



d.) Black & White
(only to be used on B&W applications)

1.5 LOGO | Do's and Dont's

Visual consistency of the brand is extremely important. Shown here are examples of visual actions that ruin the logo and damage the brand.

Indicated are the practices that must be avoided.



Don't use the logo and the tagline in single colour.



Don't use coloured logo on black.



Don't put the logo on busy images.



Don't stretch the logo.



Don't compress the logo.



Don't change the proportions of the logo and tagline.



Don't tilt the logo.



Don't put a shadow behind the logo.



Don't use the logo on a coloured background except the allowed ones.

1.6 LOGO | Minimum Size

The logo unit lock-ups need to be clearly visible and thus cannot be used below the mentioned size.



>7 cm



>5 cm

Favicon



32px

BRAND EXTENSIONS

2.1 Product Category Identities

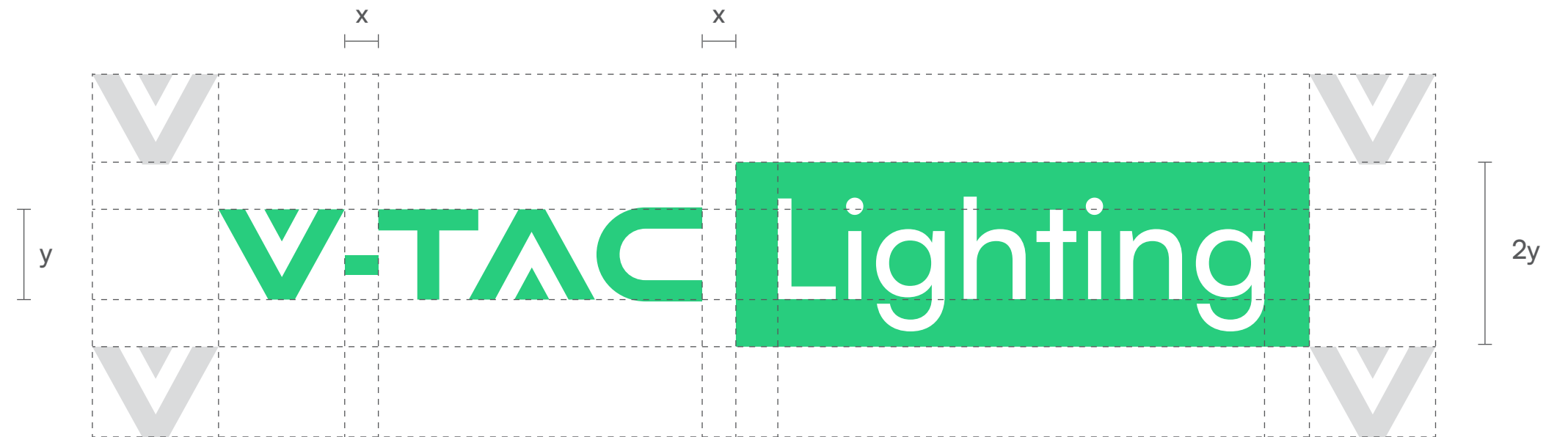
2.2 Product Series Identities

2.3 Category Identity wrt V-TAC

2.1 BRAND EXTENSION | Product Category Identities

V-TAC comprises multiple product categories. To ensure visual consistency across all categories, a consistent visual system has been developed.

All product category identities (existing and upcoming) must follow this set of visual guidelines.



Category Font: Satoshi Medium
Tracking: 10 pt

V-TAC Lighting

V-TAC Digital

V-TAC Audio

V-TAC Smart

V-TAC Solar

V-TAC Electrical

On Blue Background



On White Background



2.2 BRAND EXTENSION | Product Series Identities

An identity system has also been developed for specific product ranges such as the PRO Series with Samsung, and the EVOLUTION Series.

This visual system must be followed for any upcoming branded series as well.



Samsung Blue
RGB: 0, 184, 231
CMYK: 70, 4, 2, 0
Hex: #00B8E7



Bright Orange
RGB: 255, 95, 00
CMYK: 0, 77, 100, 0
Hex: #FF5F00

2.3 BRAND EXTENSION | Category Identity wrt V-TAC

This showcases the visual relationship between V-TAC logo and the category logo when used together.

The category logo must never be bigger than the height of the V-TAC logo itself.



Maximum Size



TYPOGRAPHY

3.1 Primary Typeface

3.2 Secondary Typeface

3.1 **TYPOGRAPHY** | Primary House Typeface

Our primary typeface is the Satoshi Family. Its design combines typically grotesk-style letterforms, with some characters that are quite geometrically designed.

Satoshi showcases V-TAC's modern and evolved approach. Its structured form and great readability allow it to be used for both headings and copy.

Aa

Satoshi Font Family

Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
0123456789?&*@

Regular ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
0123456789?&*@

Medium ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
0123456789?&*@

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
0123456789?&*@

Black ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
0123456789?&*@

3.2 **TYPOGRAPHY** | Secondary Font

Our secondary font is General Sans
It is a bold display font, that will primarily be used for important titles and headings.

The letters' apertures are very small, making the counter forms in the typeface feel like they are completely enclosed within their surrounding characters.

□ It must always be used in all caps.

General Sans

Semi Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
z0123456789?&*@**

Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ
XYZabcdefghijklmnopqrstuvwxy
z0123456789?&*@**

A B

BRAND COLOURS

4.1 Primary Colours

4.2 Secondary Colour Palette

4.1 BRAND COLOURS | Primary Colours

Our primary colours are V-TAC Green and Deep Blue.

Green depicts growth and sustainability while blue depicts trust and innovation.

**PANTONE
303C**

RGB: 0, 42, 58
CMYK: 97, 73, 52, 56
Hex: #002A3A



**PANTONE
7479C**

RGB: 0, 206, 124
CMYK: 70, 0, 72, 0
Hex: #00CE7C



4.2 BRAND COLOURS | Secondary Colour Palette

Our secondary colour palette is derived from our primary colours. Some greys are added to the palette to balance out the strong shades.

The secondary palette supports the primary colours and is also used to differentiate between product categories.



RGB: 0, 58, 93
CMYK: 100, 74, 40, 33
Hex: #003A5D



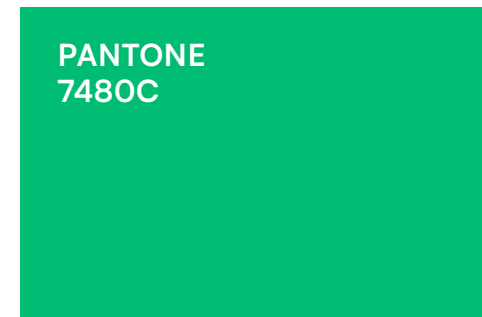
RGB: 0, 184, 231
CMYK: 70, 4, 2, 0
Hex: #00B8E7



RGB: 255, 95, 00
CMYK: 0, 77, 100, 0
Hex: #FF5F00



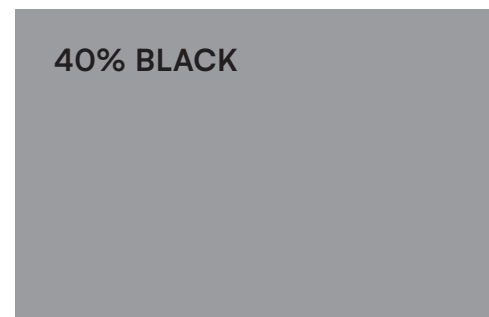
RGB: 149, 225, 199
CMYK: 39, 0, 33, 0
Hex: #95E1BF



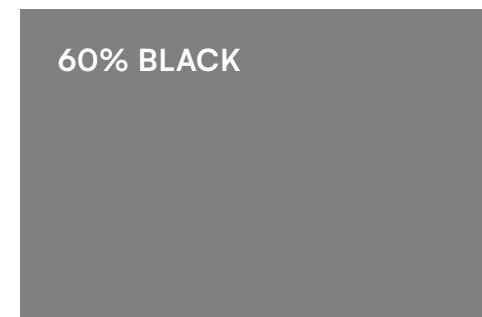
RGB: 0, 188, 112
CMYK: 87, 0, 78, 0
Hex: #00BC70



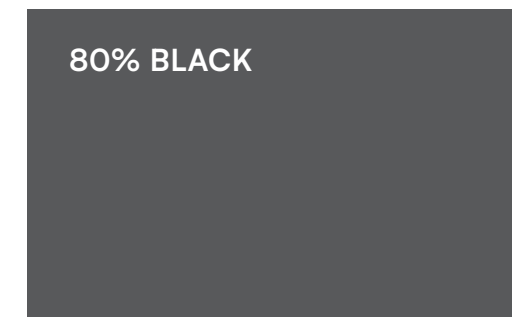
RGB: 0, 86, 64
CMYK: 92, 40, 79, 37
Hex: #005640



RGB: 166, 168, 171
CMYK: 0, 0, 0, 40
Hex: #A6A8AB



RGB: 128, 129, 132
CMYK: 0, 0, 0, 60
Hex: #808184



RGB: 88, 89, 91
CMYK: 0, 0, 0, 80
Hex: #58595B

VISUAL ELEMENTS

5.1 Visual Pattern 01

5.2 Visual Pattern 02

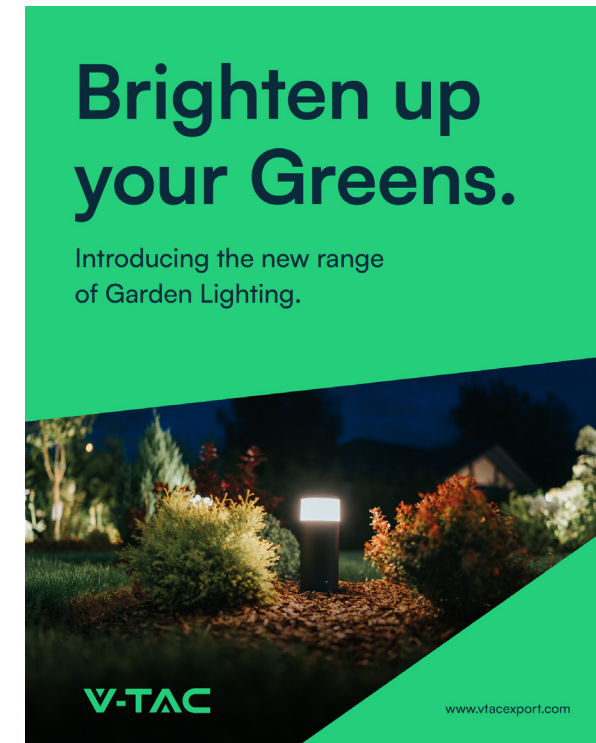
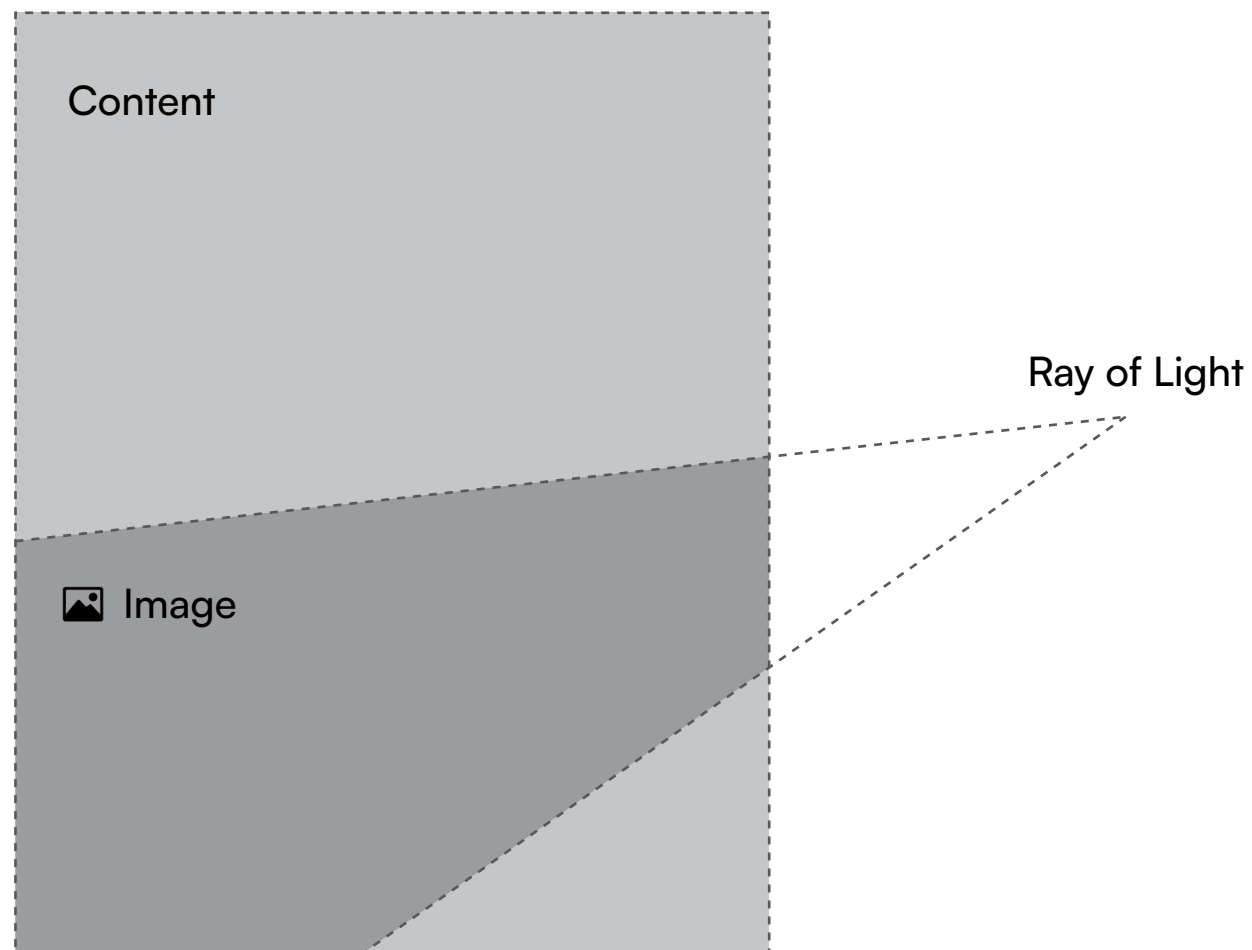
5.3 Imagery

5.4 Product Information Icons

5.1 ELEMENTS | Visual Pattern 01

One of the visual patterns is inspired by the ray of light. Since our purpose is to make the world a brighter place, we incorporated that idea into the visual style.

This can be adapted to any size/direction, with the image forming a compressing shape that depicts a ray of light, as shown in the creatives on the right.



5.2 ELEMENTS | Visual Pattern 02

The other visual pattern is derived from the logo itself. It's a combination of a solid and an outlined 'V' that creates an impactful and strong visual structure. It creates a recall for the brand without using the logo.

This could be used as an image holder, or as a graphic element in the creatives, as shown on the right.



WHO ARE WE?

V-TAC is a global company that offers high-quality lighting, electrical, digital, and energy products to consumers and spaces worldwide.

Founded in 2009, V-TAC has expanded its market to 70+ countries throughout Europe, Asia Pacific, Africa, the Middle East, and the USA. As a result of our relentless pursuit of excellence, we have been listed in the London Stock Exchange Group's 1000 Companies to Inspire Europe.

Boasting a portfolio of over 3800+ lighting products, V-TAC has utilized its brand value and R&D efforts into innovating beyond lighting solutions into categories like smart home solutions and wireless speakers.

Presence in **70+** Countries

3800 Products

45+ Categories

COMPANY PROFILE | 01

Personalised Retail Solutions

We offer innovative and personalised retail marketing & display solutions that help showcase our products in a better way and sell faster.

Ready-made FSDUs
Equipping our sellers with tools to help sell the products better and faster — display boards, flyers, informational cards, etc.

Fully Customizable
We can create a fully personalised FSDU for our sellers' specific needs.

COMPANY PROFILE | 10



5.3 ELEMENTS | Imagery Do's

Imagery for the brand has certain defined needs and hence it has been categorized. The broad theme for V-TAC imagery is 'Brighter Lives'.

Note: These images are indicative, and are a visual representation of the look and feel of brand images. In reality, only original images of the Swastik Infrastructure must be used.

✔ Captures 'Innovation & Lifestyle'



✔ Captures 'Brighter World'



Products

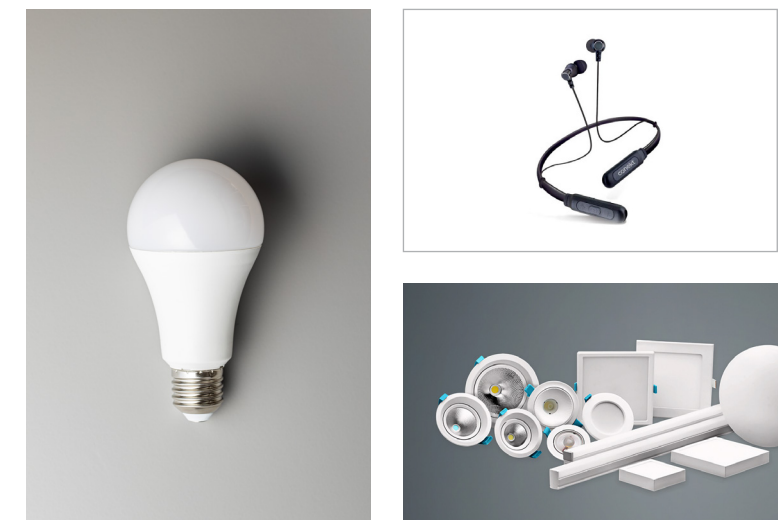
✔ Products in Action

Use product images set in a real space, that gives the user an illustration of the product in action.



✔ Realistic Look & Feel

Ensure good use of lighting and shadows to make the images look realistic.



5.3 ELEMENTS | Imagery Don't's

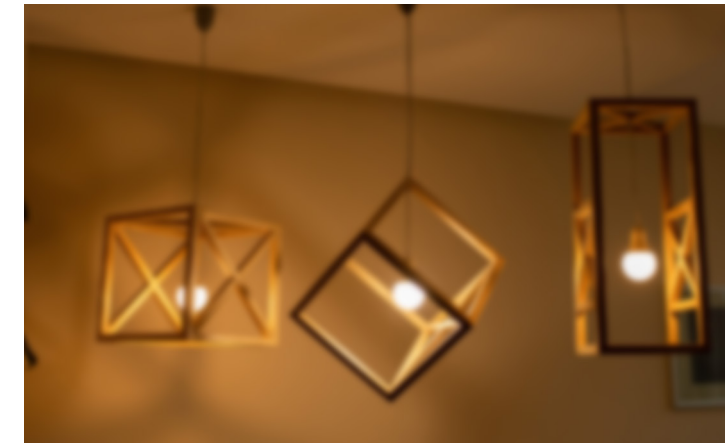
Imagery for the brand has certain defined needs and hence it has been categorized. The broad theme for V-TAC imagery is 'Brighter Lives'.

Note: These images are indicative, and are a visual representation of the look and feel of brand images. In reality, only original images of the Swastik Infrastructure must be used.

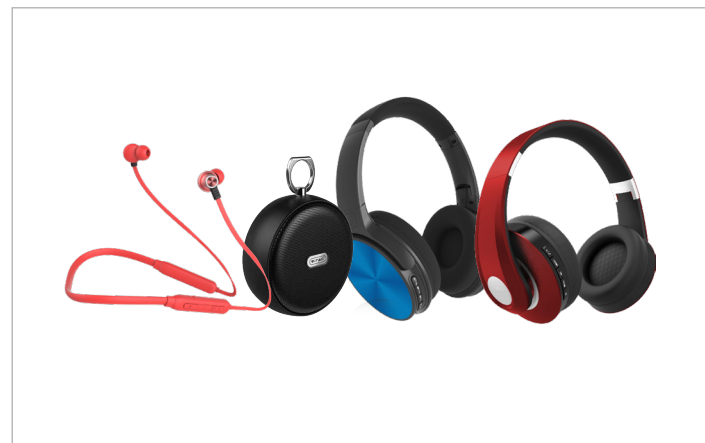
✘ Don't use dark images



✘ Don't use blurred images



✘ Don't use product images without surface shadows



✘ Don't use close cropped images



5.4 ELEMENTS | Product Information Icons

Crucial information about the product must stand out visually.

To make it look consistent across all products so that it captures attention, we created a minimal design structure to showcase information - in a box separated by short lines.

The box could be adapted in any size - vertical or horizontal. Information is placed inside. As shown in examples on the right.

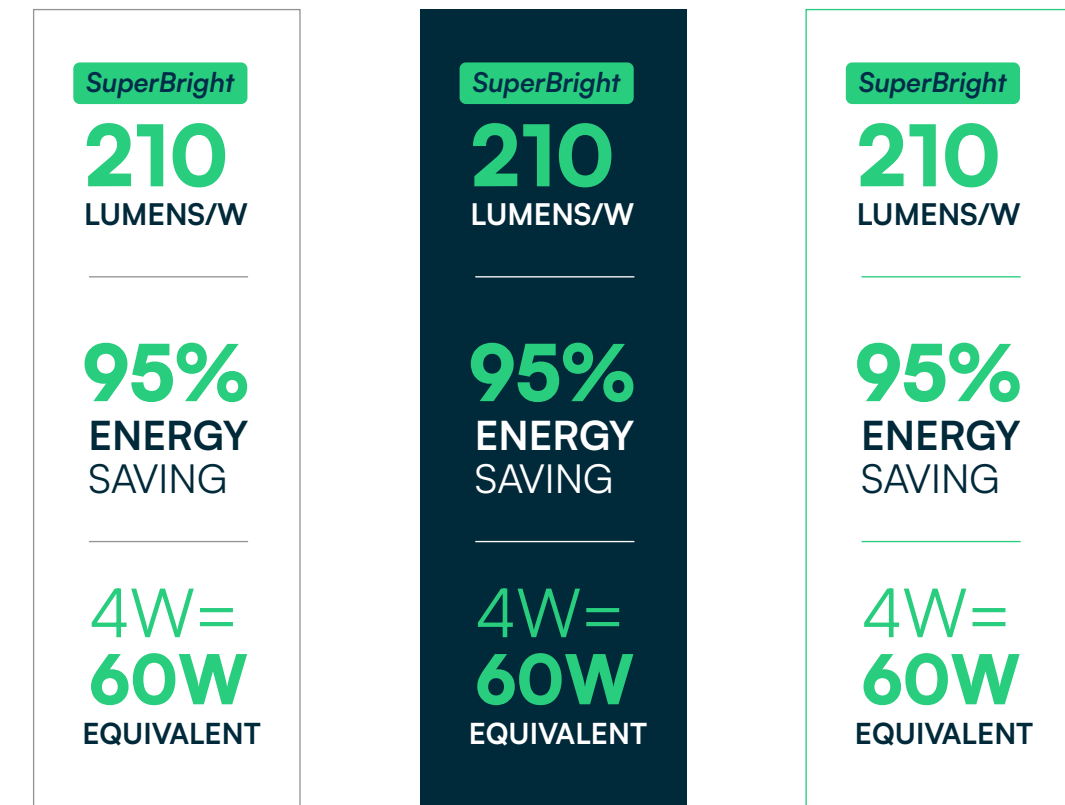
Horizontal Info Box



Vertical Info Box



Warranty Badge



BRAND APPLICATIONS

6.1 Stationery

6.2 Standee

6.3 Social Media Creatives

6.4 Product Catalogue

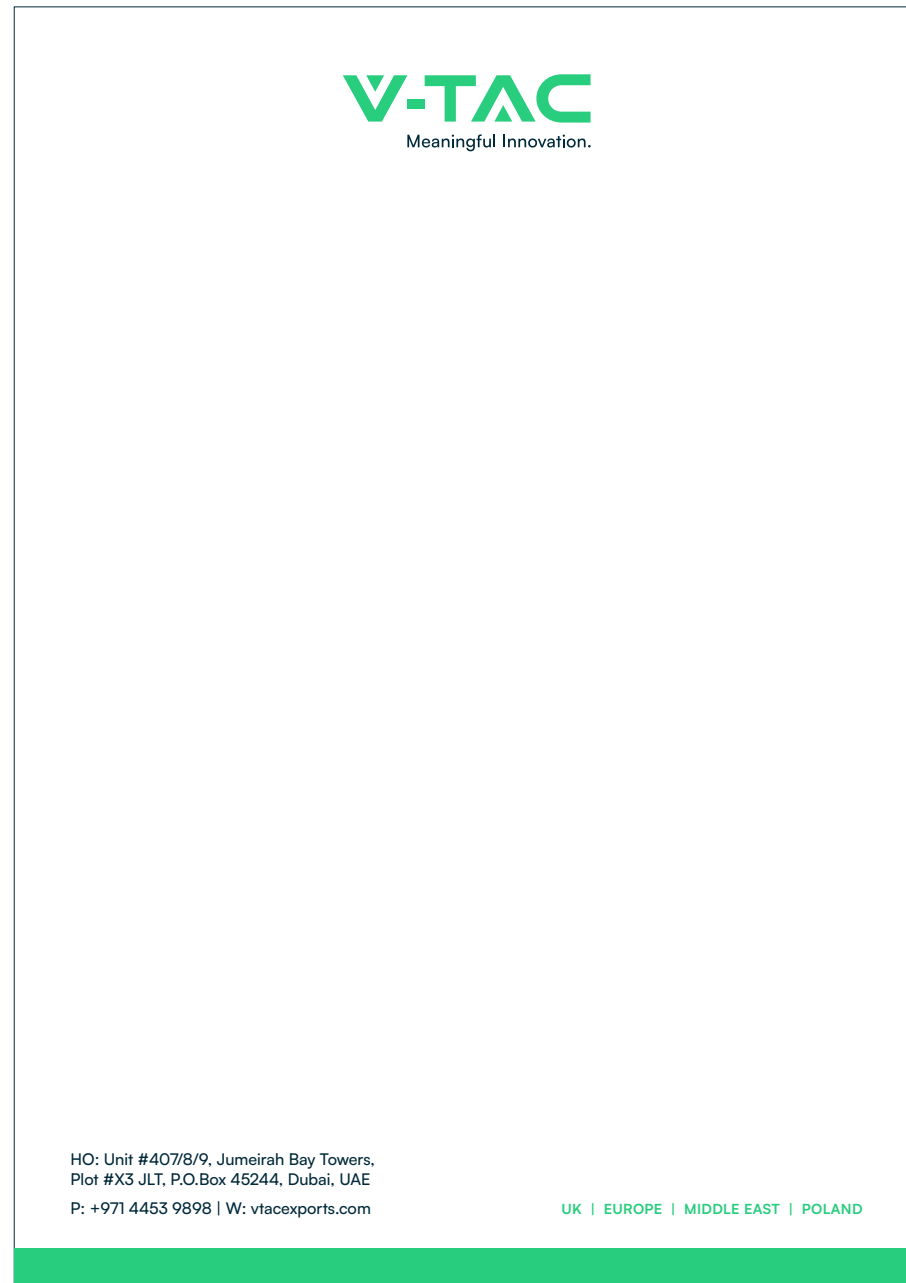
6.5 Company Profile

6.6 Posters/Digital Banners

6.7 Hoardings/Banners

6.1 BRAND APPLICATIONS | Stationery

Letterhead



Size: Letter/A4
Minimum Font Size: 10pt

Business Cards



Size: 3.5" x 2"
Minimum Font Size: 6pt

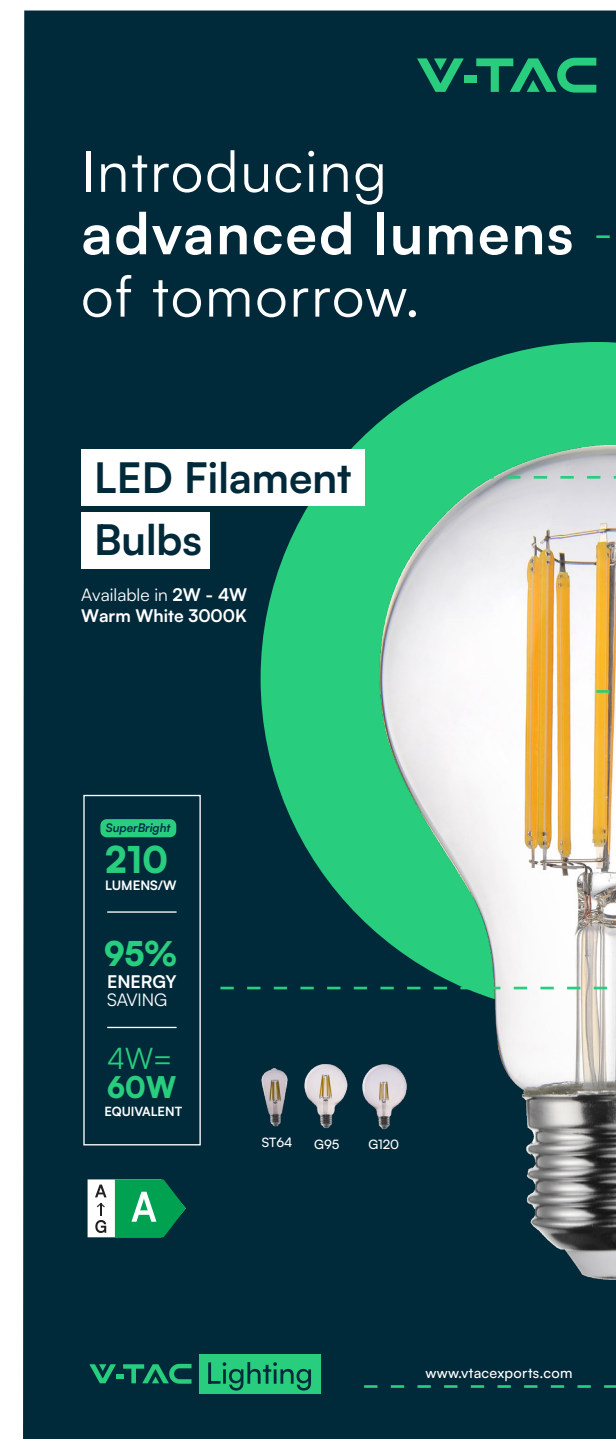
Envelope



Size: 9.5" x 4.25"
Minimum Font Size: 10pt

6.2 BRAND APPLICATIONS | Standee (Product)

Content Hierarchy



Brand Logo

Powerful Messaging

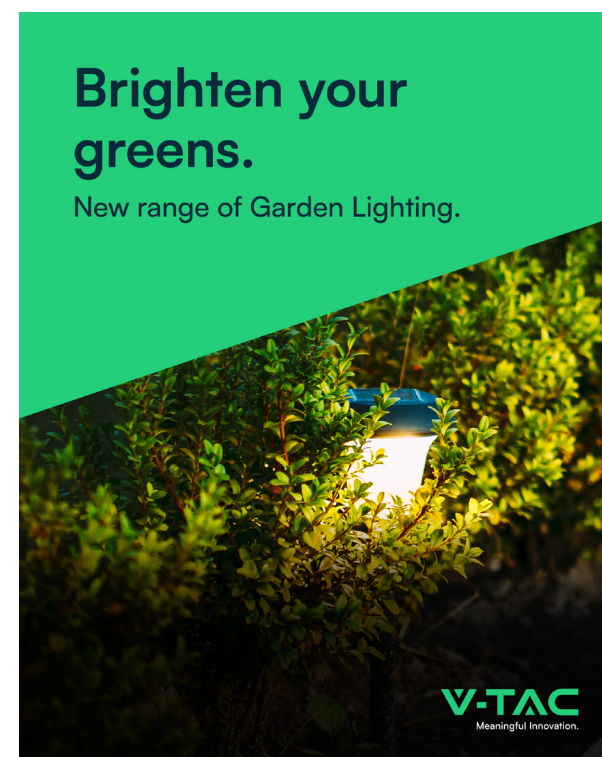
Product Name

Product Image

Important Information

Category Logo

6.3 BRAND APPLICATIONS | Social Media Creatives

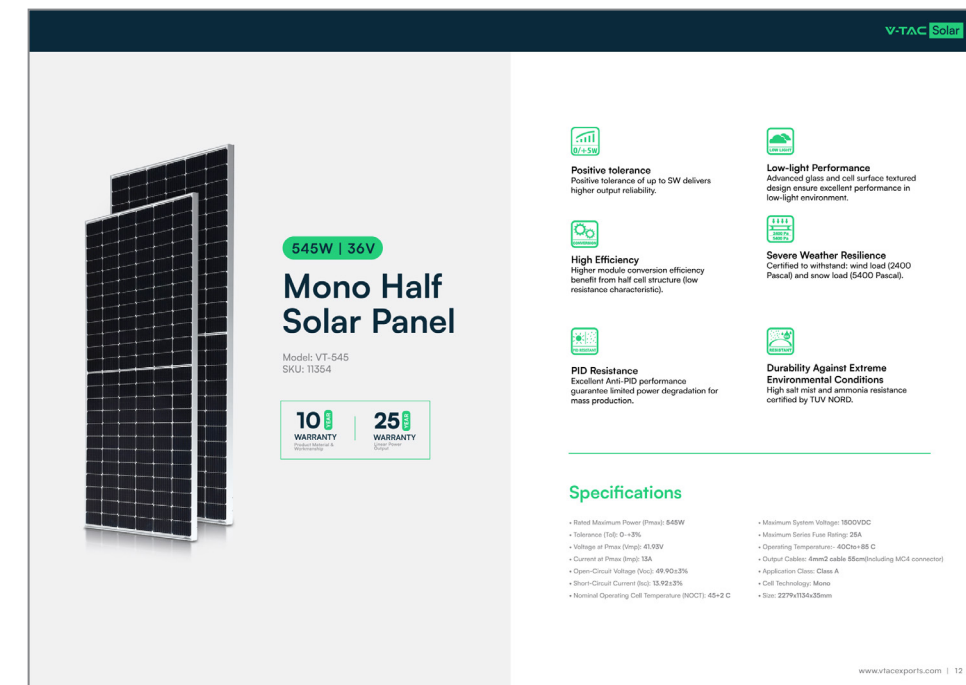
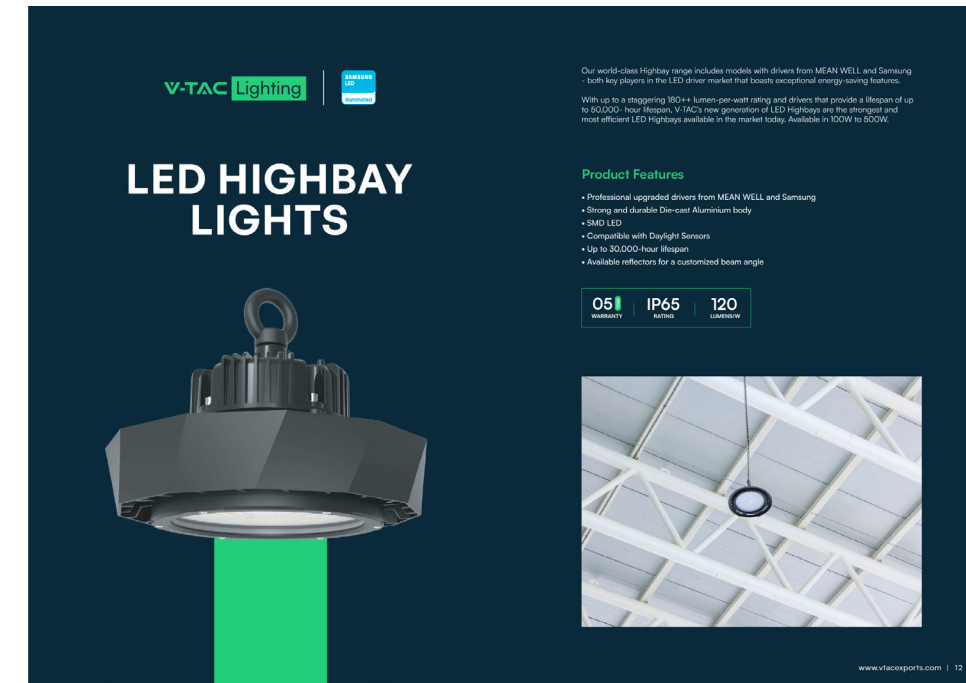


6.4 BRAND APPLICATIONS | Product Catalogue

Cover



Inner Pages



6.5 BRAND APPLICATIONS | Company Profile



GROWTH JOURNEY SO FAR

- 2009** V-TAC was founded with the vision of providing energy-efficient lighting solutions worldwide.
- 2011** Began our EU expansion by opening our first office in Sofia, Bulgaria.
- 2012** Manufacturing plant opened in Sofia, Bulgaria.
- 2013** Started building our global network in the UK and our first international customer.
- 2015** Launched our first home products line in the UK.
- 2016** Achieved ISO9001 Annual System Accreditation (UK) and ISO14001 Lighting for domestic lighting.
- 2017** In-licensing Partnership with Philips and introduction of V-TAC LED Trackers.
- 2018** Partnership with Lux and launched our first V-TAC products in the US.
- 2019** Launched a new LED color beam illuminator in Belgium.
- 2020** Expanded Belgium Warehouse. Launched our color-changing products for home use. Received our first ISO9001 Lighting (2020).
- 2021** Product and customer of Products with New ERP (21).
- 2022** Launched V-TAC Color - Silver & Energy Saving Illuminators. Started Assembly customer products.



Personalised Retail Solutions

We offer innovative and personalised retail marketing & display solutions that help showcase our products in a better way and sell faster.

Ready-made FSDUs
Equipping our sellers with tools to help sell the products better and faster — display boards, flyers, informational address etc.

Fully Customizable
We can create a fully personalised FSDU for our sellers' specific needs.



WHY DO WE EXIST? OUR PURPOSE

TO MAKE THE WORLD A BRIGHTER PLACE THROUGH MEANINGFUL INNOVATION.

Everything we do is strengthened by our purpose to make this world a brighter place, by providing high-quality, efficient, and sustainable products to our customers.

Our idea of a brighter world is where we enable people to make their lives more comfortable and safe while building a sustainable future.

SOFIA, BULGARIA

42,000+ sq. m.

Centralized Warehouse in Bulgaria

SLOUGH, UK

2,000+ sq. m.

Warehouse in the UK

6.6 BRAND APPLICATIONS | Poster/Digital Banner



www.vtacexports.com

LED Highbay Lights

UPTO 30000hr LIFESPAN

WATTS 100 - 500 AVAILABLE

Our world-class Highbay range includes models with drivers from MEAN WELL and Samsung - both key players in the LED driver market that boasts exceptional energy-saving features.

With up to a staggering 180+ lumen-per-watt rating and drivers that provide a lifespan of up to 50,000+ hour lifespan, V-TAC's new generation of LED Highbays are the strongest and most efficient LED Highbays available in the market today. Available in 100W to 500W.

05 WARRANTY | IP65 RATING | 120 LUMENS/W

V-TAC
Meaningful Innovation.



V-TAC
Meaningful Innovation.

LED Bulbs G-45

Small, round, 45mm golf bulbs usually used in vanities, bedside lamps, desk lamps, and other fixtures in residential spaces.

Available in 3000K | 4000K | 6500K

4.5 WATTS
320 LUMENS

www.vtacexports.com




Brighten up your Greens.

Introducing the new range of Garden Lighting.

V-TAC

www.vtacexport.com

6.7 BRAND APPLICATIONS | Hoarding/Banner



Bringing green energy to you.

Introducing **V-TAC Solar**

Solar Panels

450W-545W
Power Output

V-TAC
Meaningful Innovation.

10 YEAR WARRANTY
Product Material & Workmanship

25 YEAR WARRANTY
Linear Power Output

GREEN ENERGY

www.vtacexports.com



Bringing the future to every home.

V-TAC Smart
LIGHTING · AUDIO · HOME

LED Smart Lighting

V-TAC
Meaningful Innovation.

WORKS WITH alexa | works with Ok Google

Wi-Fi | Bluetooth

RGB + CCT WW-DW-W

POWERED BY **tuya**

www.vtacexports.com

