Vaxify

Branding Identity Guidelines
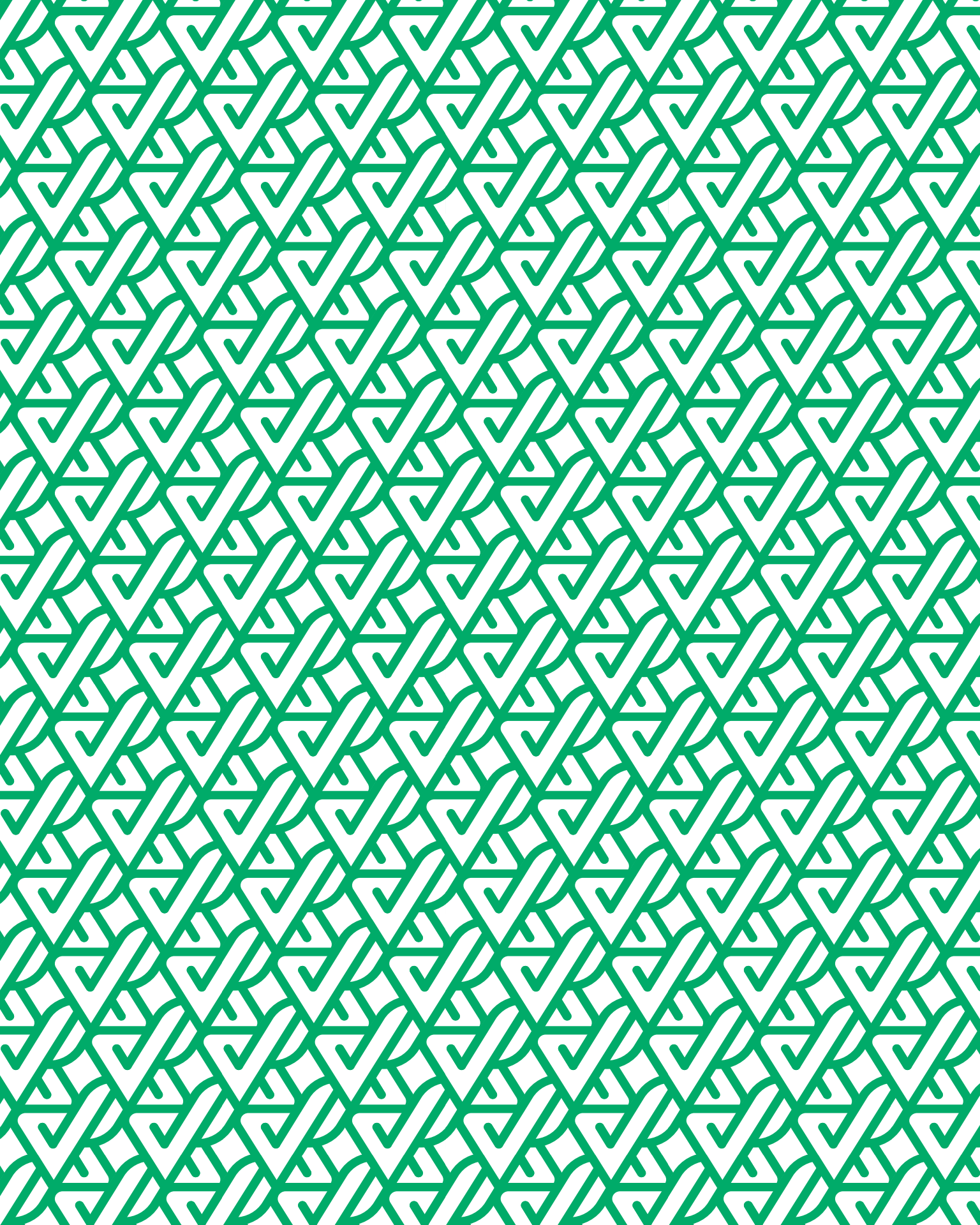
Vaxify is a for-hire service that verifies the vaccination status of guests for small to medium sized private events. Vaxify is a way to assure the safety of your guests while also giving them a piece of mind to know that everyone else attending has also been vaccinated.

Our mission is to create an easy to use service that creates a safe, healthy space for private events. It allows attendees to have a sense of normalcy without the worries of COVID-19. Vaxify combines app and web based services with in-person sentry services to create an easy yet effective way of verifying attendees vacci-nations. Our app and website allows customers to pre-register with their proof of vaccination prior to the event for expedited event admission.

Working together to keep events safe for everyone.

Logo

This icon is a combination of three things: the check mark, the V, and the thumbs up. The check mark at the center of the icon represents the verification process of Vaxify. The negative space inside the icon creates the V, as in Vaxify. Lastly, the full shape creates a "thumbs up" shape, like the thumbs up you would get to go into events after you've been Vaxify Verified. The shape of the overall icon is created with bold, rounded lines, with a combination of pointed edges and round edges. The contrast between the sharp corners and rounded corners represent strength and compassion.

The font used in the logo is Quicksand Bold, representing a friendly, non-threatening company. This font is geometric and monolinear with rounded edges. The rounded edges of the font represent safety and trust.

Logo Variations

PRIMARY

Vaxify

HORIZONTAL

Vaxify

ICON

Logo Usage

MINIMUM SIZE

1 in / 72 pt

1.5 in / 108 pt

0.5 in / 36 pt

CORRECT COLOR VARIATIONS

Full Color	Inverted Green	Inverted Gray	Black & White

EXAMPLES OF INCORRECT LOGO USAGE

These restrictions apply to the primary logo, horizontal logo, and the icon.

DO NOT Stretch or Compress

DO NOT Alter Proportions

DO NOT Change Icon Placement

DO NOT Change or Retype Font

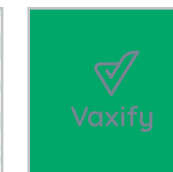**DO NOT** Alter or Move Existing Font

DO NOT Change Logo Colors

DO NOT Place On Colored Background

DO NOT Place on Pattern or Texture

DO NOT Use Low Contrast Colors

DO NOT Apply Gradients

DO NOT Add Strokes or Outlines

DO NOT Add Drop Shadows
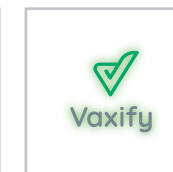
DO NOT Add Glows or Style Effects

DO NOT Warp or Curve

DO NOT Skew or Distort

Colors

The colors used for the Vaxify brand are designed to convey a specific, trusty worthy tone. The base color for all of the designs is white, to represent cleanliness and purity. The greens represent health, prosperity, and hope. The grays represent reliability, security, and trust.

Primary Colors

VAXIFY GREEN
PANTONE 3405 C
#00AC69
RGB: 0 / 172 / 105
CMYK: 100 / 0 / 82 / 0

FOREST
PANTONE 341 C
#007853
RGB: 0 / 120 / 83
CMYK: 99 / 27 / 82 / 15

CHARCOAL
PANTONE 431 C
#5B6670
RGB: 91 / 102 / 112
CMYK: 67 / 54 / 44 / 17

VAXIFY GRAY
PANTONE 7544 C
#758592
RGB: 117 / 133 / 146
CMYK: 58 / 41 / 34 / 4

MINT
PANTONE 9540 C
#DFEFES
RGB: 223 / 239 / 229
CMYK: 12 / 0 / 11 / 0
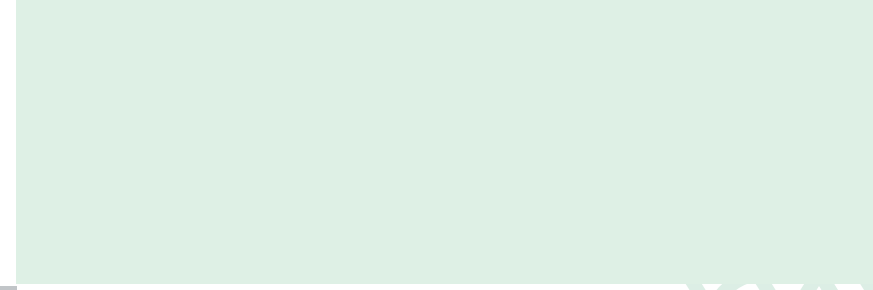
LIGHT GRAY
PANTONE 428 C
#C1C5C8
RGB: 193 / 197 / 200
CMYK: 24 / 17 / 16 / 0

Typography

The font family used for all branding, print and digital, is Nunito. The use of fonts only from the same family is meant to keep a clean, unified look. This font family is chosen specifically because of its many variations. This font is a geometric san-serif font with rounded edges. This font compliments the logo and the combination creates a modern yet friendly feeling.

Font Family

Nunito Extra Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.@#%()[]:""'|/=+

Nunito Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.@#%()[]:""'|/=+

Nunito Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.@#%()[]:""'|/=+

Nunito Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.@#%()[]:""'|/=+

Nunito Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.@#%()[]:""'|/=+

Nunito Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!?.@#%()[]:""'|/=+

Stylization Examples

Headline 1

Font: Nunito Medium
Case: Title
Color: White
Size: 22 pt
Tracking: 50

Subhead

Font: Nunito Extra Light
Case: Title
Color: Charcoal
Size: 16 pt
Tracking: 50

HEADLINE 2

Font: Nunito Extra Bold
Case: All Caps
Color: Forest
Size: 11 pt
Tracking: 300

Slogan

Font: Nunito Medium
Case: Sentence
Color: White
Size: 12 pt
Tracking: 50

Body Copy

Font: Nunito Regular
Case: Sentence
Color: Charcoal
Size: 9 pt
Tracking: 30

Pattern

The Vaxify 'V' pattern is an iconic part of the Vaxify branding. This pattern is meant to signify the safe gathering of people and community. The overlapping of the 'V' icon represents the closeness of human interaction that can be experienced again after being Vaxify Verified. This pattern is used to add visual interest to white space and as an eye catching background.

Pattern Usage

VAXIFY GREEN

Used only for full backgrounds or solid pattern objects such as the Vaxify Verified paper wristbands.

MINT GREEN

Used to fill white space around design elements or text. Typically used in horizontal or vertical stripes on the edges of a composition.

SCALING EXAMPLES

Scaling for the pattern depends on the size, shape, and use of the design. The scaling of the pattern should include no less than one full 'V' icon horizontally and no more than ten full 'V' icons horizontally. These are guidelines and the actual scaling of the pattern is at the discretion of the designer.

Incorrect Usage

EXAMPLES OF INCORRECT PATTERN USAGE
These restrictions apply to the Vaxify Green pattern and the Mint Green pattern.

DO NOT
Scale Up Too Large
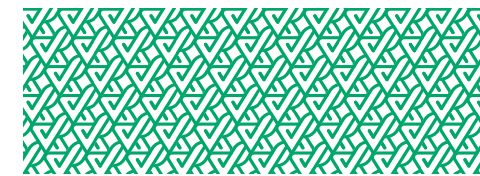
DO NOT
Scale Down Too Small

DO NOT
Stretch, Compress, Warp, or Distort
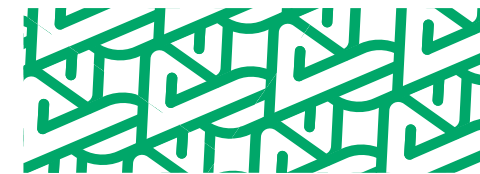
DO NOT
Rotate or Angle

DO NOT
Change Color or Apply Gradients

DO NOT
Change Opacity or Blending Mode

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DO NOT
Place Under Text or Logos

DO NOT
Place Over Imagery or Illustrations

Stationery

Our stationery system is an essential part of our branding. The letterhead and business card often serve as a first impression to potential clients. It is important that these designs stay cohesive and unified with the rest of the Vaxify branding

Letterhead

SLOGAN

Font: Nunito Light
Color: White
Size: 12 pt
Tracking: 0

RECIPIENT / COMPANY / ADDRESS

Font: Nunito Semi Bold / Semi Bold / Regular
Color: Charcoal / Forest / Charcoal
Size: 9 pt
Tracking: 20
Leading: 20 pt

BODY COPY

Font: Nunito Regular
Color: Charcoal
Size: 9 pt
Tracking: 30
Leading: 12 pt

SIGNATURE / TITLE

Font: Nunito Semi Bold / Light
Color: Forest / Charcoal
Size: 10 pt / 8 pt
Tracking: 20 / 200
Leading: 12 pt

PHONE / ADDRESS / WEBSITE

Font: Nunito Regular / Regular / Semi Bold
Color: Forest & Charcoal / Forest / Forest
Size: 9 pt / 9 pt / 11 pt
Tracking: 20 / 20 / 0
Leading: 12 pt / 12 pt / 12pt

PAPER

Size: 8.5 x 11 in
Margins: 0.75 in

Vaxify

vaxify.com

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To:
Jane Doe
Company Name
308 W Temple Ave
Pomona, CA 91768

30 March 2021

Dear Jane,

My name is Rebekah Freeman and today I'm going to be talking to you about my branding identity for my brand, Vaxify. Vaxify is a for-hire vaccine verification service for small events. The overall feel of the brand identity is clean, minimal, and comforting yet professional. The goal was to create a branding system that feels approachable and friendly while still maintaining a sense of professionalism and assurance. All of the applications are designed to be straightforward and easy to read.

The overall design consists of a few basic elements. The designs have the primary base color of white to convey cleanliness and purity. The next important element is the green line, which represents stability and assurance. The green line is used primary for our tagline or for headlines and titles. The last basic design element is the repeating V pattern. This pattern can be used at full opacity but is primarily ghosted at 10% opacity in the backgroundto add visual interest to white space.

Rebekah Freeman
DESIGN DIRECTOR

P.O. Box 12345
Los Angeles, California

p: 123.456.7890
f: 098.765.4321
e: info@vaxify.com

Business Card

SLOGAN

Font: Nunito Medium
Color: White
Size: 8 pt
Tracking: 0

NAME / TITLE

Font: Nunito Medium / Light
Color: Vaxify Green / Charcoal
Size: 9 pt / 7 pt
Tracking: 10 / 300
Leading: 20 pt

EMAIL

Font: Nunito Medium
Color: Vaxify Green
Size: 7 pt
Tracking: 10
Leading: 15 pt

PHONE

Font: Nunito Light
Color: Charcoal
Size: 11 pt
Tracking: 10
Leading: 12 pt

WEBSITE

Font: Nunito Semi Bold
Color: Vaxify Green
Size: 9 pt
Tracking: 10
Leading: 18 pt

PAPER

Size: 3.5 x 2 in
Margins: 0.33 in

Vaxify

FRONT

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Rebekah Freeman
DESIGN DIRECTOR

rebekah@vaxify.com
123.456.7890

vaxify.com
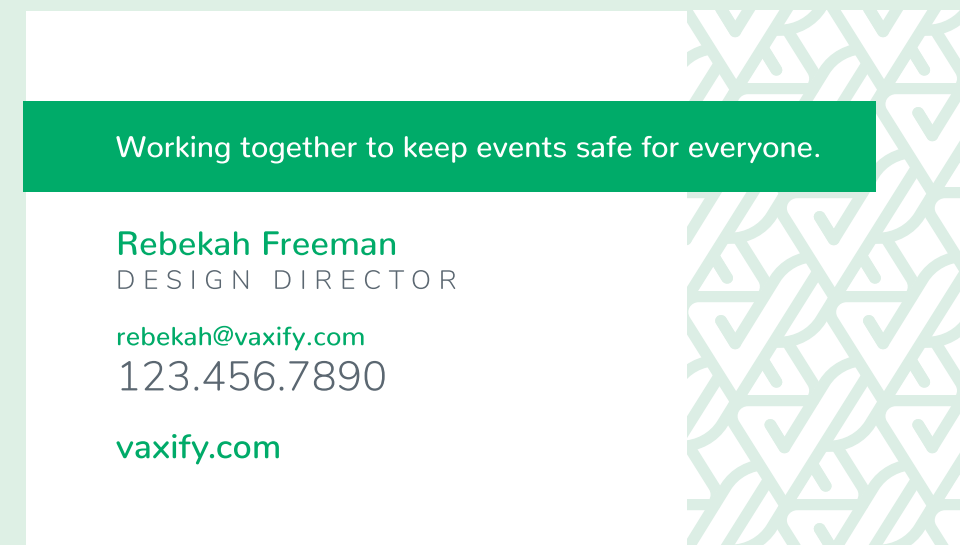
BACK

Website

The overall intention of this website design is to be simple, eye-catching, and easy to use. Since the target audience is people of all ages, it was important that the website be simple, traditional, and straight to the point.

Home Page Concept

LAYOUT

The homepage layout consists of three parts: The entry point, the "how it works," and the cards. The entry point has the slogan, the primary imagery, our company description and mission statement, and the call to action buttons. This puts all of the most important things front and center as the first things you see when you enter the website. The "how it works" section is an alternating grid with images and text that describes the Vaxify process in three easy steps. Lastly, the cards have the list of our primary services with illustrations.

NAVIGATION

The top navigation is simple with only six buttons. Two of the buttons are drop down menus, two buttons for 'log in' or 'sign up', and one button is the hamburger menu which allows you to see all of the options. The navigation on the footer of the website includes some of the more popular pages along with the phone number, website, and social media links.

COLOR

The website consists of seven colors: three primary colors, two secondary colors, and two tertiary colors. The primary colors are the Vaxify green, charcoal Grey, and white. The secondary colors are medium gray and dark green, and the tertiary colors are mint green and light gray. The greens represent health, prosperity, and hope. The grays represent reliability, security, and trust.

IMAGERY

The imagery used is a combination of illustrations and photography. The illustration style is flat and minimalistic. It is intended to feel modern and hip but also generalized and straight to the point to appeal to all audiences. The photographic styles are also minimal, with simple white backgrounds that put focus on the important elements.

Applications

These are some examples of applications of these branding guidelines in real, Vaxify event branded items. Some of these items include brochures and flyers, ID. badges, vehicle wraps, wristbands, pop-up tents, banners, and a-frames.

Trifold Brochure

This trifold brochure is an informative pamphlet that would be given to event hosts that are interested in hiring Vaxify for their event. This brochure contains all the basic information about the Vaxify process.

About Us

Vaxify is a for-hire service that verifies the vaccination status of guests for small to medium sized private events. Vaxify is a way to assure the safety of your guests while also giving them a piece of mind to know that everyone else attending has also been vaccinated. Our mission is to create an easy to use service that creates a safe, healthy space for private events. It allows attendees to have a sense of normalcy without the worries of COVID-19. Vaxify combines app and web based services with in-person sentry services to create an easy yet effective way of verifying attendees vaccinations. Our app and website allows customers to pre-register with their proof of vaccination prior to the event for expedited event admission.

"Our mission is to create an easy to use service that creates a safe, healthy space for private events."

How It Works

1 REGISTER ONLINE

You can register online to speed up your check in process at the event. Our easy to use website lets you set up your account in a matter of minutes. Simply click "Sign up" and get started. You can create your account here on our website or with our mobile app.

2 SNAP & UPLOAD

With the Vaxify mobile app, it is easy to snap a picture of your vaccination card and ID. Simply snap the photos and upload them to your account to get Vaxify Verified. You could also scan your paperwork and upload them right here on the website. Our highly trained staff will look at your images and verify you within 1-3 business days.

3 CHECK IN

Check in at your event is easier than ever. Simply get into the appropriate line, preregistered or new member. Have your ID ready because we will be verifying identities before you get your bracelet. Everyone who has been verified will be given a green paper bracelet that doubles as your event ticket.

Our Services

- Vaccine Verification
- Identity Checks
- Ticket Services
- Mobile App & Website
- And More...

Our app and website is designed for speed and ease with the user in mind, for a quick, simple, and accessible way to register and submit their proof of vaccination.

Vaxify

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VACCINE VERIFICATION SERVICE

Shown here are some examples of items that would be used at a Vaxify event. The pop-up tent would be used as the check-in station. Vaxify employees would wear the identification badge. The paper wristbands would be given to event attendees once they have been Vaxify Verified.

Check-In →

Please have your **ticket, vaccination card,** and **ID** ready.

Check-In

Please have your **ticket, vaccination card,** and **ID** ready.

Rebekah Freeman
VAXIFIER

STAFF

Vaxify

Signage

This signage would be used at events to inform attendees of where the lines are and what to have ready when they get to the check-in tent. The a-frame and retractable banner both serve as important signage at events and are easy to set up and take down.
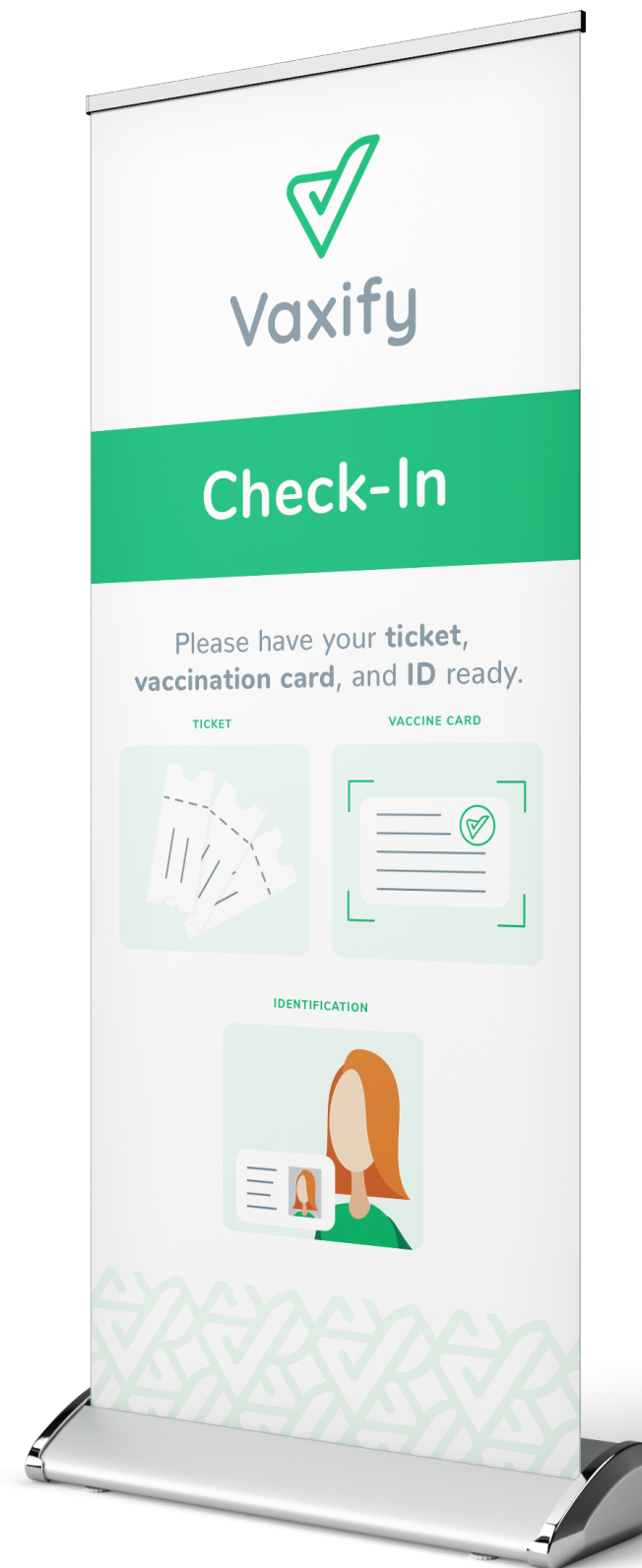
Vehicle Wrap

This vehicle wrap is designed for a cargo van. This cargo van would be used to transport the pop-up tent, tables, and signage to an event. This van wrap would also serve as a mobile billboard, showcasing the Vaxify brand at the event and on the road. This wrap is designed to be eye catching and informative.