

The background of the entire page is a solid blue color with a repeating pattern of white, semi-transparent icons. These icons include various social media symbols such as speech bubbles, musical notes, profile silhouettes, and mobile devices, scattered across the surface.

Vidao Messenger **Brand Guide**

Primary Logo



Full Wordmark



Icon

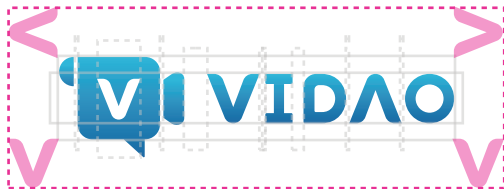


Full Inverted Wordmark



Inverted Icon

Minimum Logo Padding



Width of "V" around full wordmark

Minimum Logo Size

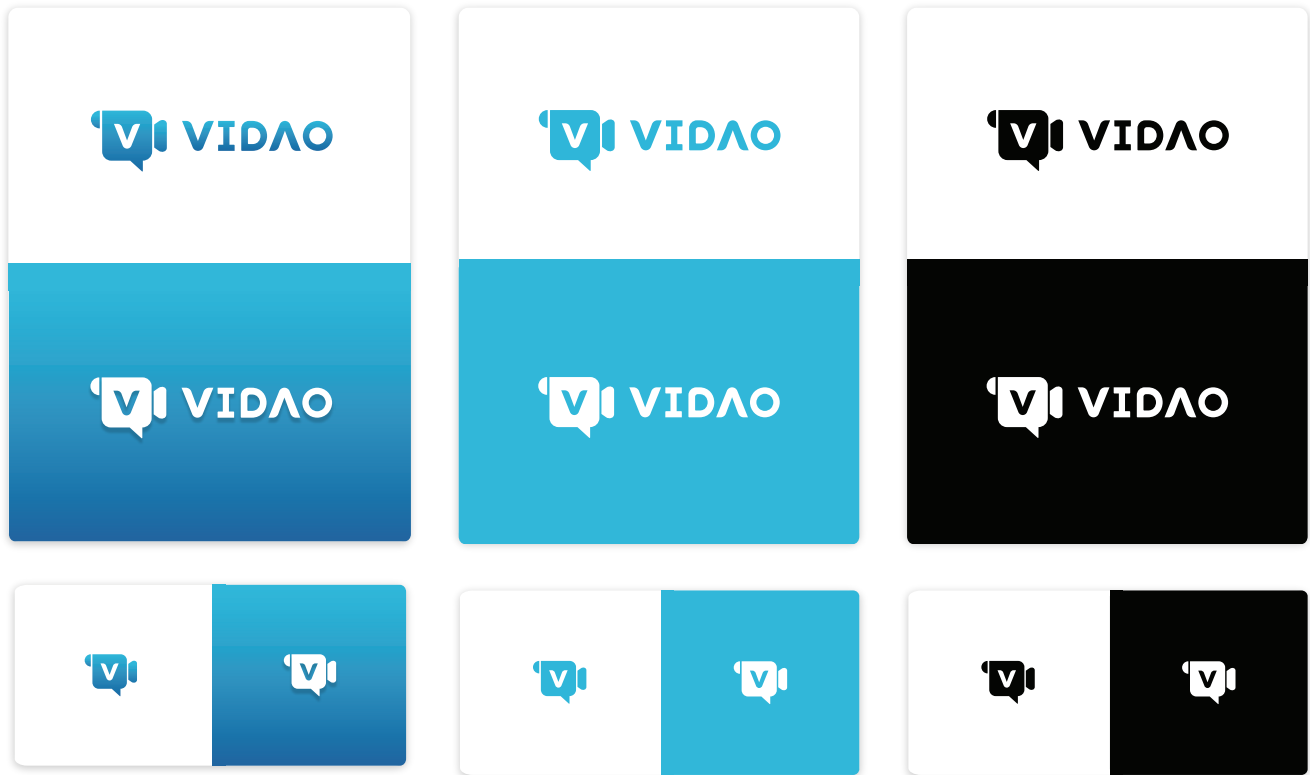


80px wide



15px wide

Logo Color Variations

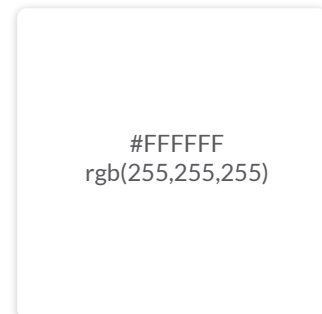
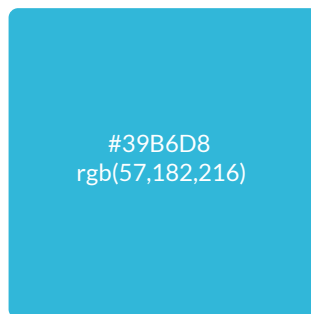
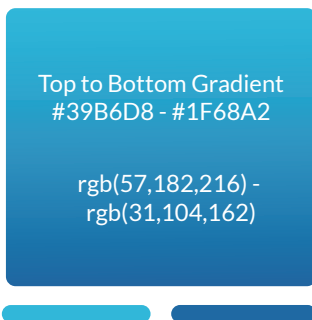


Gradient

Flat

Monochrome

Brand Color



In-App / Secondary Colors

Brand Colour/Calls
#39B6D8
rgb(57,182,216)

Video Call
#218DAA
rgb(33,141,170)

Voice Call
#14718B
rgb(20,113,139)

Accent Colour
#4ABC40
rgb(74,188,64)

Accent Colour
#FF5722
rgb(255,87,34)

Error/Block
#F44336
rgb(244,67,54)

Drive / Files
#FF9800
rgb(255,152,0)

Upload Button
#F57C00
rgb(245,124,0)

New Folder + Folder Icon
#EF6C00
rgb(239,108,0)

Notepad
#E65100
rgb(230,81,0)

Notepad-Checklist
#D50000
rgb(213,0,0)

Notepad-InsertImage
#D81B60
rgb(216,27,96)

Light Grey
#E0E0E2
rgb(224,224,226)

Default Grey (Icons)
#9D9D9F
rgb(157,157,159)

Dark Grey
#5B5B5F
rgb(91,91,95)

Signup/Audio Message
#00C853
rgb(0,200,83)

Contacts
#673AB7
rgb(103,58,183)

Font Styles

Lato Light

Lato Regular

Lato Bold

<https://fonts.google.com/specimen/Lato>

Primary Text Colour
#000000
rgb(0,0,0)

Secondary Text Colour
#757575
rgb(117,117,117)

Dos and Donts



✓ Use white logo over negative space in dark photos



✓ Use over Vidao pattern



✗ Do not use over images that are too light or busy



✗ Do not flip gradient background



✗ Do not use other logo colors



✗ Do not use other solid background colors



✗ Do not modify logo layout



✗ Do not use old logo

