

BRAND MANUAL

VIPAL RUBBER

This brand manual has the goal of presenting and standardizing, in a clear and educational manner, the Vipal Rubber brand and its elements of language and identity for all communication items.

The idea is to visually convey our strategic guidance: to be a unique brand with countless solutions. It also has the function of structuring visual logics for the institutional communication and for Business Units from Vipal Rubber.

It is worth highlighting that the correct use of visual identity depends on understanding and applying the guidelines established in this manual.

Please pay attention to the indications so that we have not only a globalized visual unity, but also efficient results in communication and aligned with the brand standard.

In case of doubts, please look for information in the materials that the Marketing department offers or contact via e-mail **marketing@vipal.com.br**

**MAIN
BRAND**

MAIN BRAND

Versions

Main version

The logo must be applied horizontally, with the words Vipal Rubber side by side, in the brand's blue color or, when necessary in color or dark backgrounds, is negative (white) version.

Negative version

Use recommended on dark backgrounds to preserve good contrast and visibility, avoiding interference from one color over the other.

VIPAL RUBBER

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MAIN BRAND

Protection area

To preserve the brand integrity, there must be a clear space around it, according to the example below.

Respecting this protection area ensures that other elements do not interfere totally or partially with the logo. The ideal non-interference area recommended is defined by **module x**, which is equivalent to the width of the letter L.

In case of very reduced applications, the protection area must be equivalent to **2 times x**.



module x = width of letter L

MAIN BRAND

Maximum reduction

To guarantee the logo readability, the brand must never be reduced to a width narrower than 3 cm in printed materials and 160 pixels in digital items. For embroidery, consider the width of 8 cm or according to recommendation from the supplier.

VIPAL RUBBER

3cm | 160px

COLORS

COLORS

Color palette

For the Vipal Rubber identity, follow Vipal's main colors – blue, white and red – and the secondary colors, such as light blue and shades of gray.

Pantone: materials that require the exact representation of color, such as in product packages and façades;

CMYK: generally used in printed materials, such as leaflets and catalogues;

RGB: materials displayed on screens, such as videos, e-mails and cards;



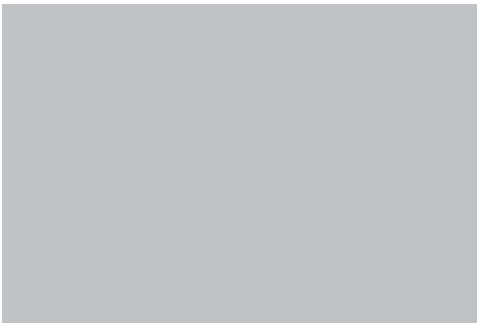
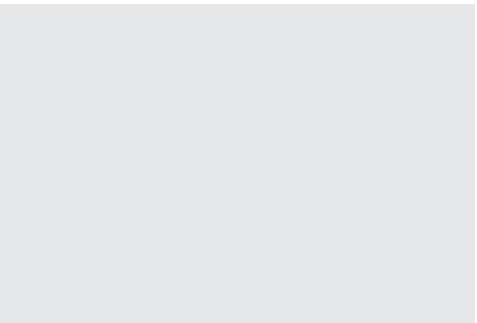
Hexadecimal: use in html, such as websites and software; vinyl adhesive for use in signaling and fleet;

Painting: only as a last resort when it is not possible to represent the brand in the models mentioned.

Main colors:

 <p>PANTONE® 661C C:100 M:75 Y:0 K:10 R:1 G:67 B:143 HEX #01438F</p>	 <p>PANTONE® 186C C:0 M:100 Y:70 K:0 R:228 G:0 B:58 HEX #E4003A</p>	 <p>PANTONE® 000C C:0 M:0 Y:0 K:0 R:255 G:255 B:255 HEX #FFFFFF</p>
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Secondary colors:

 <p>PANTONE® 2915 C C:60 M:10 Y:0 K:0 R:99 G:185 B:233 HEX #62b8e8</p>	 <p>PANTONE® Cool Gray 9 C C:10 M:0 Y:0 K:60 R:125 G:130 B:134 HEX #7d8286</p>	 <p>PANTONE® Cool Gray 5 C C:5 M:0 Y:0 K:30 R:190 G:195 B:197 HEX #bec3c5</p>	 <p>PANTONE® Cool Gray 1C C:2 M:0 Y:0 K:12 R:229 G:231 B:232 HEX #e5e7e8</p>
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BRAND ARCHITECTURE

BRAND ARCHITECTURE

Main application

The main application of the brand set must be carried out as displayed on the right.

The brands must always be featured on the sequence Marangoni, Vipal, and Ruzi.

The spacing between logos follows the rule of the width of letters AL on Vipal; the other clear spaces must respect the width of the letter i in Vipal Rubber, and the external protection area of the entire set remains the module x, which corresponds to the width of the letter L in Vipal Rubber.



BRAND ARCHITECTURE

Maximum reduction

To guarantee full readability, the brand set must never be reduced to a width narrower than 8 cm in printed materials and 300 pixels in digital items.



8cm | 300px

VIPAL RUBBER

MARANGONI  VIPAL  Ruzi

VIPAL RUBBER

MARANGONI  VIPAL  Ruzi

VIPAL RUBBER

MARANGONI  VIPAL  Ruzi

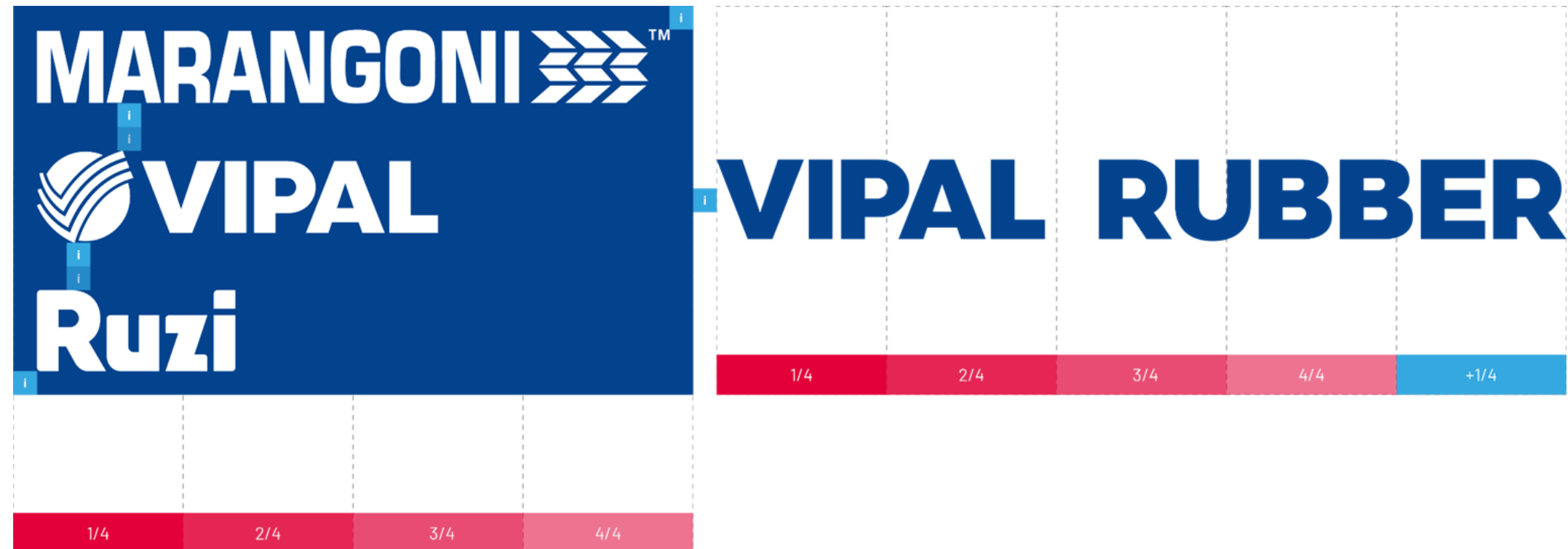
VIPAL RUBBER

MARANGONI  VIPAL  Ruzi

BRAND ARCHITECTURE

Secondary application

In this version, maintain the presentation order as Marangoni, Vipal, and Ruzi. Consider the width of the letter i in Vipal Rubber for the spacing, and 2 times the width for the distance between logos. The mother brand will always be 25% larger than the box with the other logos. The maximum reduction allowed for the format is 8 cm of width for printed materials and 300 pixels for digital materials.





VIPAL RUBBER



VIPAL RUBBER

BRAND ARCHITECTURE

Tertiary application

For the third format, maintain the same sizes and spacing of the main application, but side by side, with Vipal Rubber vertically centralized in relation to the blue rectangle. To guarantee the tertiary application readability, the brand must never be reduced to a width narrower than 16.5 cm in printed materials and 610 pixels in digital items.



VIPAL RUBBER

MARANGONI 

 **VIPAL**

Ruzi

VIPAL RUBBER

MARANGONI 

 **VIPAL**

Ruzi

BRAND ARCHITECTURE

Endorsement “from Vipal Rubber”

When applied individually, out of the main logo group version, the brands need to sign with the marker “from Vipal Rubber,” generating identification with the mother brand.

MARANGONI  TM
from **VIPAL RUBBER**

 **VIPAL**
from **VIPAL RUBBER**

Ruzi
from **VIPAL RUBBER**

BRAND ARCHITECTURE

Independent application

When used separately and in color, such as in campaigns and own materials from each brand, the marker “from Vipal Rubber” must be applied in the darkest gray in the color palette of this manual (please see the tone on the [chapter “Colors”](#)). If they are applied on a background that needs contrast, both the logo and the endorsement must be in white. If it is necessary to apply the three brands together, consider the use of the main logo, along with the mother brand.



MARANGONI ™
from **VIPAL RUBBER**



 **VIPAL**
from **VIPAL RUBBER**



Ruzi
from **VIPAL RUBBER**

APPLICATIONS



THE INDEPENDENT RETREADER'S PREMIER PARTNER.

With Vipal Rubber you can count on a robust portfolio with top-quality ring and flat treads in 3 renowned brands to overcome your greatest challenges.



vipal.com

VIPAL RUBBER

MARANGONI  VIPAL  Ruzi



MARANGONI 333
VIPAL
Ruzi

VIPAL RUBBER

THE INDEPENDENT
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DV-UH3



VT210 E



RZL128



RZL146



VT125L



VM540



RZM5



R3A



VT200



VT180



RZM525



RZM605



from VIPAL RUBBER



for VIPAL RUBBER

VIPAL RUBBER

MARANGONI ™

VIPAL

Ruzi