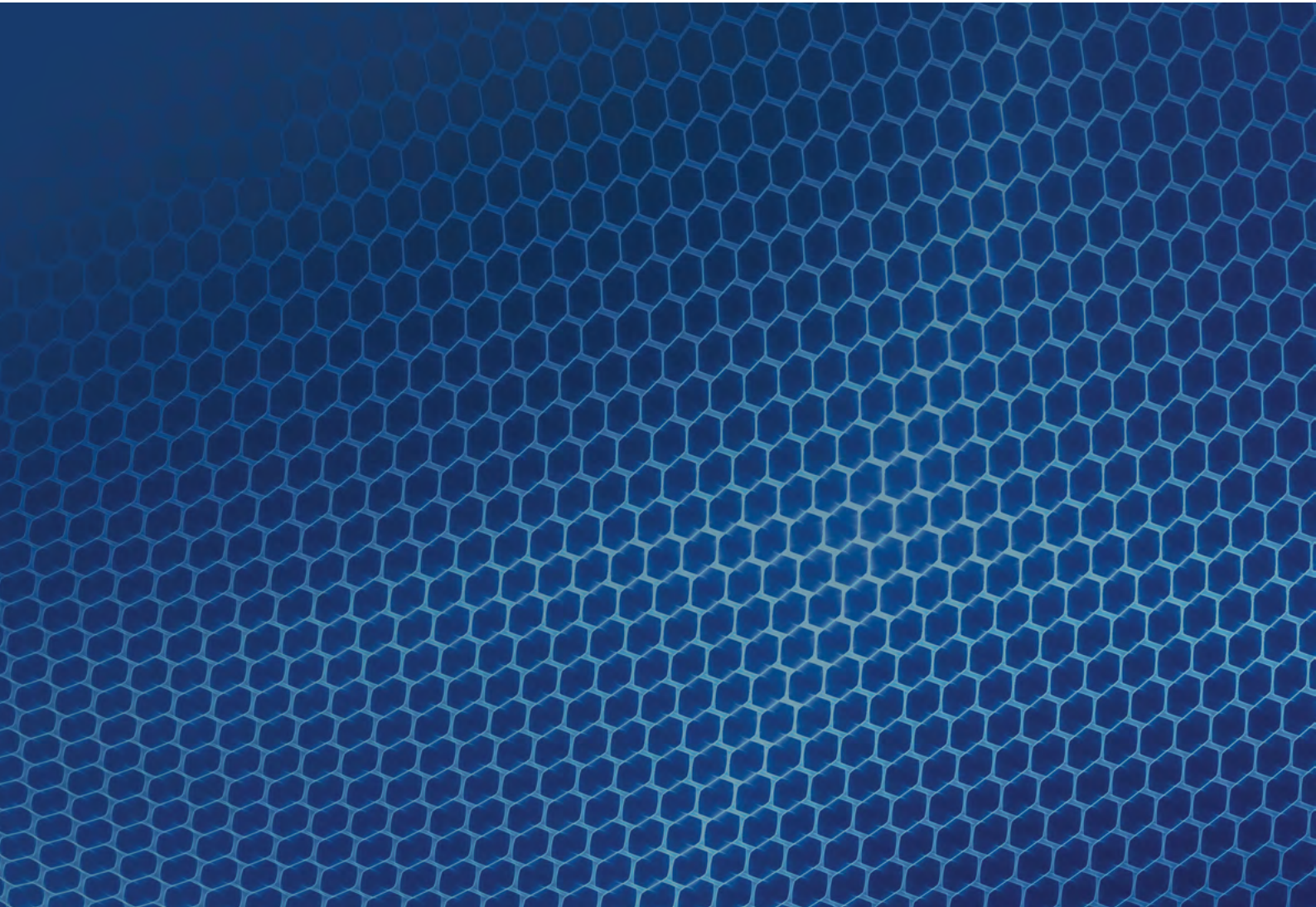


# VENDOSOFT

## VENDOSOFT Styleguideline 2023



# LOGO AND LOGO VERSIONS

## LOGO CREATION

For the logo creation in the original form (unedited typo), "Helvetica Neue" was used in the following font styles:

**VENDO**SOFT

Helvetica Neue 65 Medium = **VENDO**  
Helvetica Neue 65 Ultra Light = SOFT

## „V“ AS A DESIGN ELEMENT

The VENDOSOFT-V can be used as a design element (if there is too much white space or for emphasis).

On a white background, it should be used in a light grey.

In the web and the brochure on the grey gradient, the version in white and a transparency of 50% was used.



**VENDO**SOFT

**VENDO**SOFT




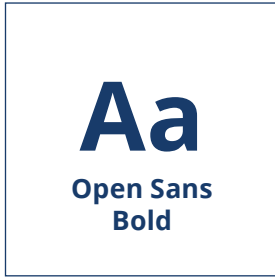
**VENDO**SOFT  
Strategische Lizenzberatung

**VENDO**SOFT  
Strategic Licensing

# FONTS

## FOR THE DAILY COMMUNICATION

The font for the daily communication: Open Sans

 <p>Aa Open Sans Light</p>	 <p>Aa Open Sans Regular</p>	 <p>Aa Open Sans Semibold</p>	 <p>Aa Open Sans Bold</p>
ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890,-?!"'+'#	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890,-?!"'+'#	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890,-?!"'+'#	ABCDEFGHIJKLMN OPQRSTUVWXYZ abcdefghijklmn opqrstuvwxyz 1234567890,-?!"'+'#

If the company name **VENDOSOFT** is used in the body text,  
it consists of two different font weights.

# COLOURS

## VENDOSOFT COLOURS

The colour selection is clearly defined and there are no other colours that are added later.

