



VARGAS ANDREWS

Driven by passion with a vision to transform

Table of Contents

Concept

What is VargasAndrews?.....	4
Brand Tone	7
Concept.....	11

Visual Identity

Logo

Primary Lockup	15
Construction	16
Clear Spacing	17
Minimum Size	18
Color Usage	19
Misuse	20

Visual Identity

Primary Tagline	22
Secondary Tagline	23
Construction	24
Clear Spacing	25
Minimum Size	26
Color Usage	27
Misuse	28
Secondary Lockup	29
Construction.....	30
Clear Spacing.....	31
Minimum Size.....	32
Color Usage.....	33
Misuse	34

Brand Elements

Icon	36
Clear Spacing	37
Minimum Size	38
Misuse	39

Brand Elements

Typography.....	41
Hierarchy	44
Primary Colors	45
Secondary Colors	46
Combinations	47
Marketing Materials	49

Concept

About

What is VargasAndrews?

We help small and medium-sized companies in their journey of real transformation. With over 20 years of combined experience, we deliver a vast array of services across many industries and functions—from strategic planning, to the implementation process, to extending ongoing support models.

About

MISSION

**To make your business
the industry benchmark**

About

VISION

**To become an international
market leader
in business transformation
through partnerships
that enable real change**

Brand Tone

Personal Excellent Collaborative

Brand Tone

Personal

VargasAndrews knows that you and your business come first—that’s why we want to get to know you. Have a conversation with us about the issues you are facing today and let us work together to craft the right solution, tailored for your business.

Excellent

Our leadership and professional resources have extensive experiences in building businesses and leading the planning and execution of complex implementation projects.

Collaborative

Whether you need help creating your business strategy, implementing services, training support, or assistance with a project, VargasAndrews is ready to work hand in hand with you, every step of the way.

Look and Feel

Modern Approachable

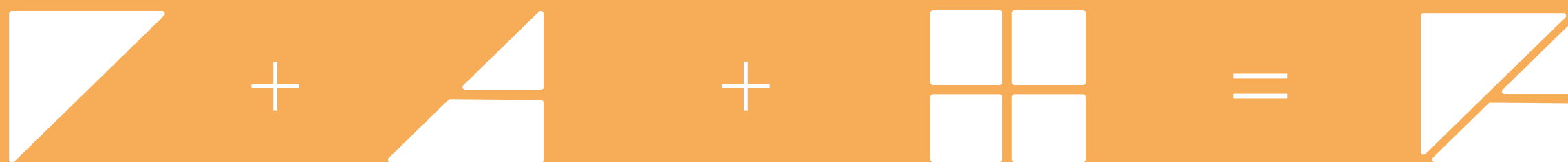
Look and Feel

Modern

We live in the now and operate in the know. We are aware of the right technology to support your growth, and lead you to relevant business improvements and efficiencies.

Approachable

The process of true transformation can be intimidating, but our trusted experts combined with our proven methodology are ready to help you adapt to the ever-changing environment. Our success is anchored on your success—we're here to help you.



Logo



The brandmark is composed of solid shapes formed from the letters V and A, from the names of the brand owners Alonso Vargas and Andrew Andrews-Ramirez. The icon forms a square, symbolizing how the brand builds and connects its stakeholders.

VARGAS
ANDREWS

The logotype is simple and straightforward. A typeface with rounded edges was used to compliment the icon and to connote boldness and openness.

Visual Identity



**VARGAS
ANDREWS**

Logo

PRIMARY LOCKUP



The logo is the brand's primary signature and should be used at all times, unless specified otherwise. It must never be altered or re-sized to any other aspect.

Logo

PRIMARY LOCKUP
Construction

The primary lockup is composed of the icon and the logotype. The logotype is a stacked lockup and is composed of two lines of type. The icon is placed on the left of the logotype. The width of the space between the icon and the logotype is equivalent to x . The height of the whole logo is 6 times the height of x ($6x$), while the width of the whole logo is 23.5 times the height of x ($23.5x$).

Logo

PRIMARY LOCKUP

Clear Space



The minimum clear space around the primary lockup is 2 times the height of x (2x).

Only the tagline can be placed underneath the primary lockup.

No graphic elements/logos/text may be placed within the specified area.

Logo

1 inches / 72 px

Actual Size



PRIMARY LOCKUP

Minimum Size



The minimum width of the primary lock up is 1 inch or 72 pixels.

Logo

PRIMARY LOCKUP

Color Usage



These are the only possible color combinations of the logo.

Logo

PRIMARY LOCKUP

Misuse



Do not stretch or skew the logo. Do not alter the construction of the logo.

Do not rotate the logo. Do not add a stroke and/or fill to the logo.

Logo

PRIMARY LOCKUP

Misuse



Do not use a background that can obscure the logo. Do not apply extraneous effects to the logo. This includes but is not limited to: gradients, drop shadows, texture fills, and lighting effects. Do not place the logo in a container. Do not use multiple colors for the logo.

Logo

LOGO WITH TAGLINE

Primary Lockup with
Primary Tagline



The primary tagline can only be used on the email signature, ATIs, and BTLs, unless specified otherwise. It must never be altered or re-sized to any other aspect.

Logo

LOGO WITH TAGLINE

Primary Lockup with
Secondary Tagline



The secondary tagline is the shortened version of the primary tagline.

It can only be used on the business cards, letterhead, and other marketing materials.

This includes but is not limited to: mugs, pens, notebooks, and calendars.

The tagline must never be altered or re-sized to any other aspect.

Logo

LOGO WITH TAGLINE

Construction



Both the primary and the secondary tagline must only be placed underneath the logo.

They can either be center aligned or left aligned, depending on the layout.

The tagline must not exceed the length of the logo, unless specified otherwise.

The height of the space between the logo and the tagline is equivalent to x.

The height of the whole logo with tagline is 8 times the height of x (8x).

Logo

LOGO WITH TAGLINE
Clear Space



The minimum clear space around the logo with tagline is 2 times the height of x (2x).
No graphic elements/logos/text may be placed within the specified area.

Logo

2.5 inches / 180 px



LOGO WITH TAGLINE

Minimum Size



Actual Size



The minimum width of the logo with tagline is 2.5 inch or 180 pixels.

Logo

LOGO WITH TAGLINE

Color Usage



These are the only possible color combinations of the logo with tagline.

Logo

LOGO WITH TAGLINE

Misuse



Do not right align tagline. Do not use tagline with the secondary logo.

Do not alter the font of the tagline. Do not alter the size or the placement of the tagline.

Logo

SECONDARY LOCKUP



The secondary lockup is composed of the icon and the logotype. The logotype is a stacked lockup and is composed of two lines of type. The icon is placed on top of the logotype. This lockup may be used on applications which call for a more vertical iteration of the logo.

Logo

SECONDARY LOCKUP

Construction



The width of the space between the icon and the logotype is equivalent to x . The width of the secondary lockup is 13.5 times the height of x ($13.5x$). The height of the whole logo is 13 times the height of x ($13x$).

Logo

SECONDARY LOCKUP

Clear Space



The minimum clear space around the secondary lockup is 2 times the height of x (2x).
No graphic elements/logos/text may be placed within the specified area.

Logo

.5 inches / 36 px

Actual Size

SECONDARY LOCKUP

Minimum Size



The minimum width of the secondary lock up is .5 inches or 36 pixels.

Logo

SECONDARY LOCKUP

Color Usage



These are the only possible color combinations of the logo.

Logo

SECONDARY LOCKUP

Misuse



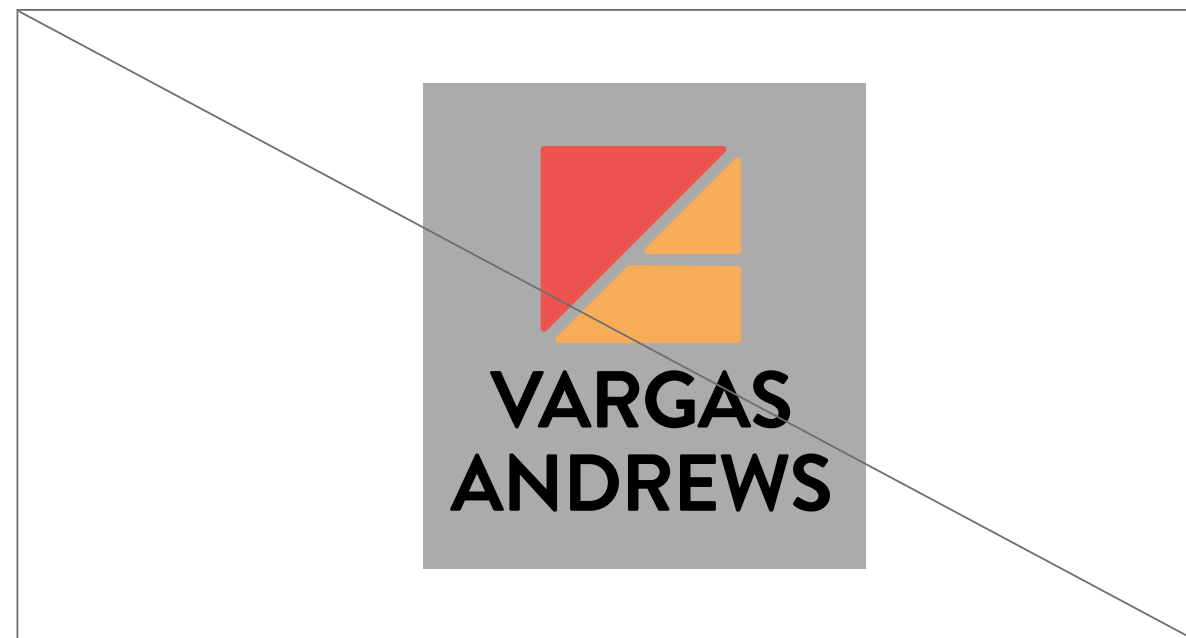
Do not stretch or skew the logo. Do not alter the construction of the logo.

Do not rotate the logo. Do not add a stroke and/or fill to the logo.

Logo

SECONDARY LOCKUP

Misuse



Do not use a background that can obscure the logo. Do not apply extraneous effects to the logo. This includes but is not limited to: gradients, drop shadows, texture fills, and lighting effects. Do not place the logo in a container. Do not use multiple colors for the logo.

Logo

ICON

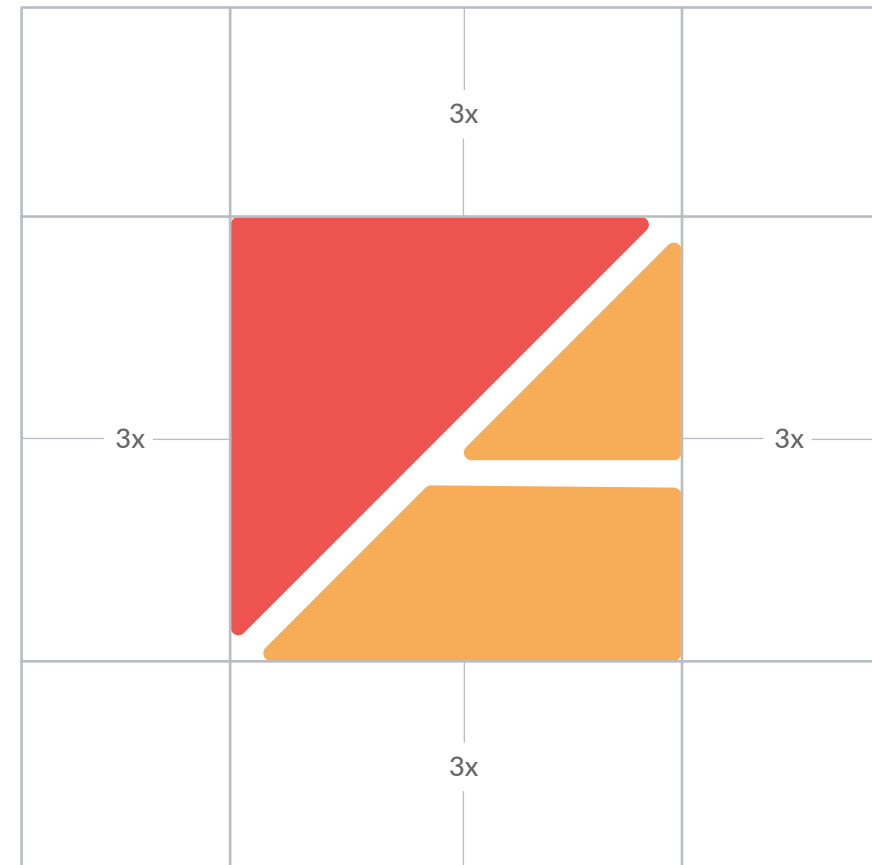


The logo is composed of solid shapes formed from the letters V and A, from the names of the brand owners Alonso Vargas and Andrew Andrews-Ramirez. The icon forms a square, symbolizing how the brand builds and connects its stakeholders.

Logo

ICON

Clear Space



The minimum clear space around the icon is 3 times the height of x (3x).
No graphic elements/logos/text may be placed within the specified area.

Logo

0.5 inches / 36 px

Actual Size

ICON

Minimum Size

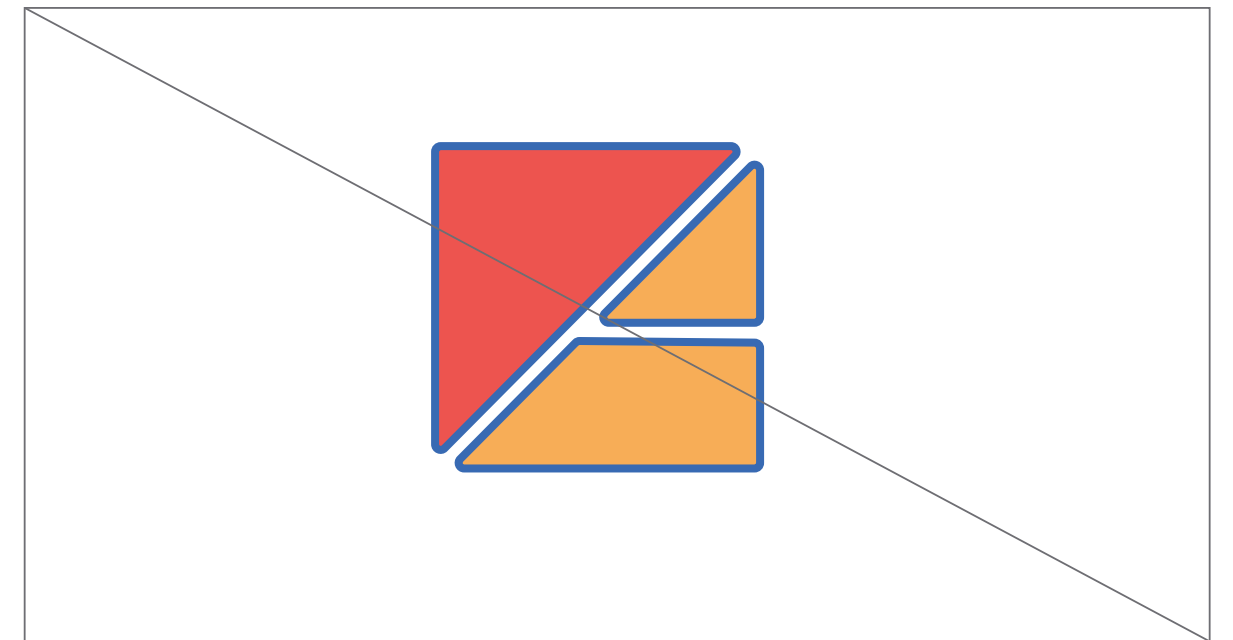
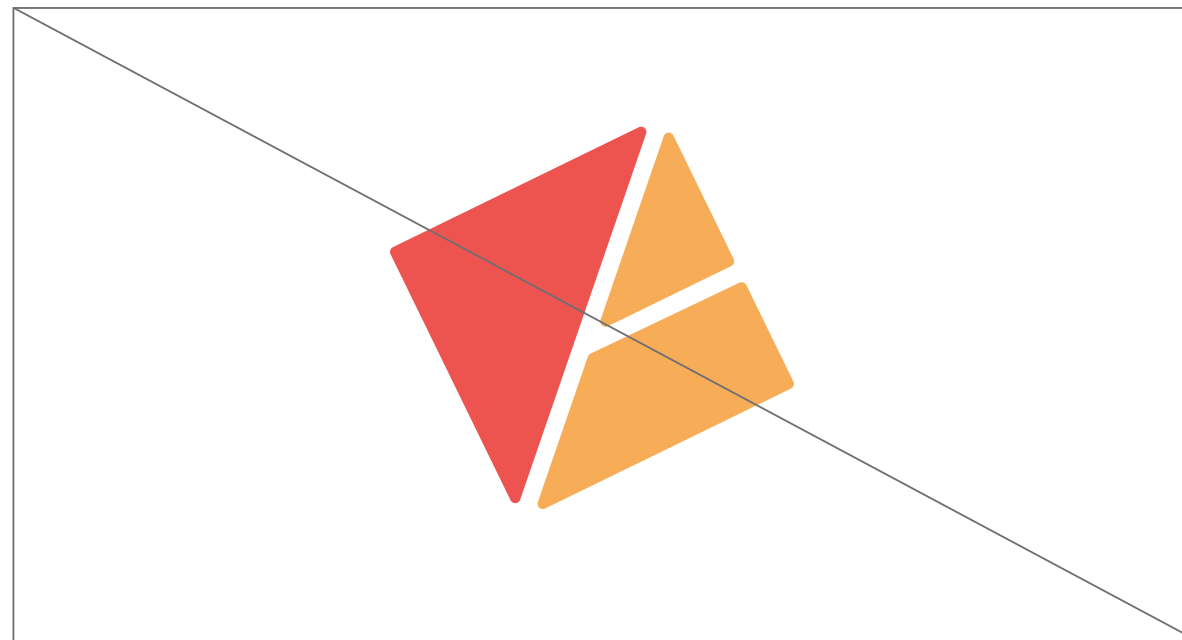
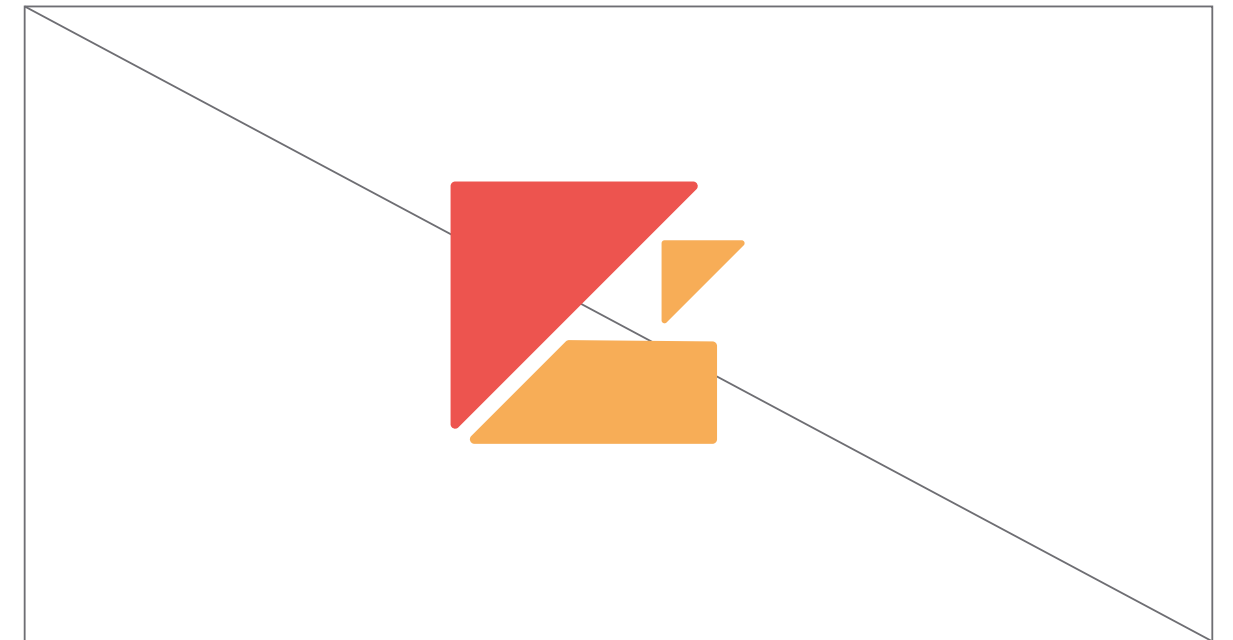
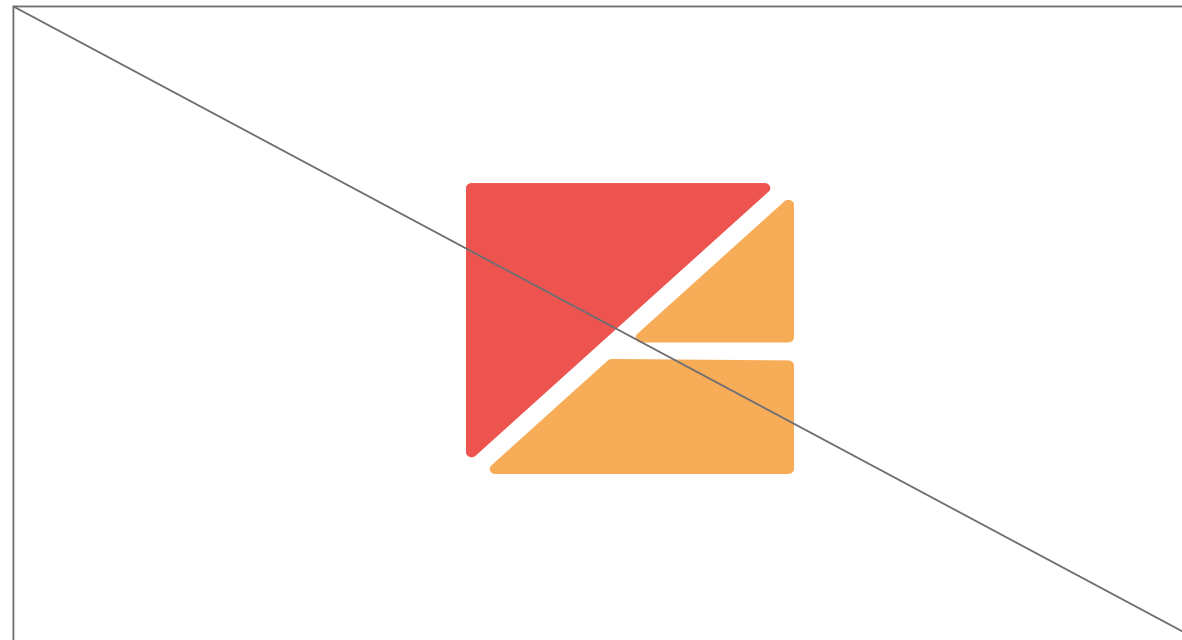


The minimum width of the icon is 0.5 inches or 36 pixels.

Logo

ICON

Misuse

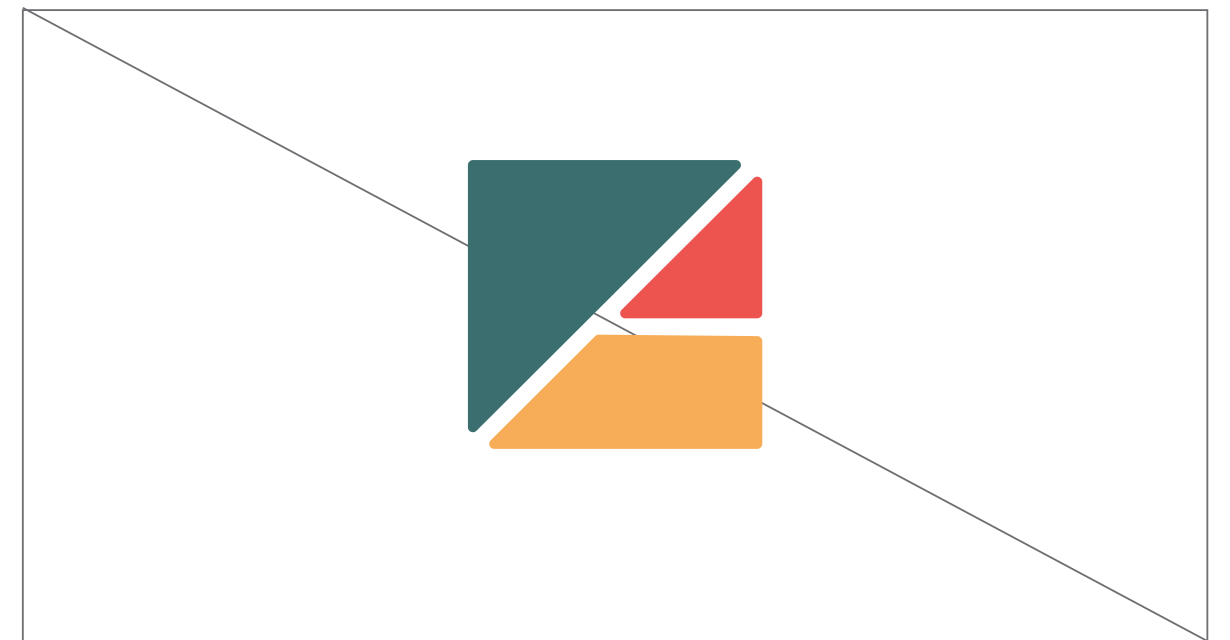
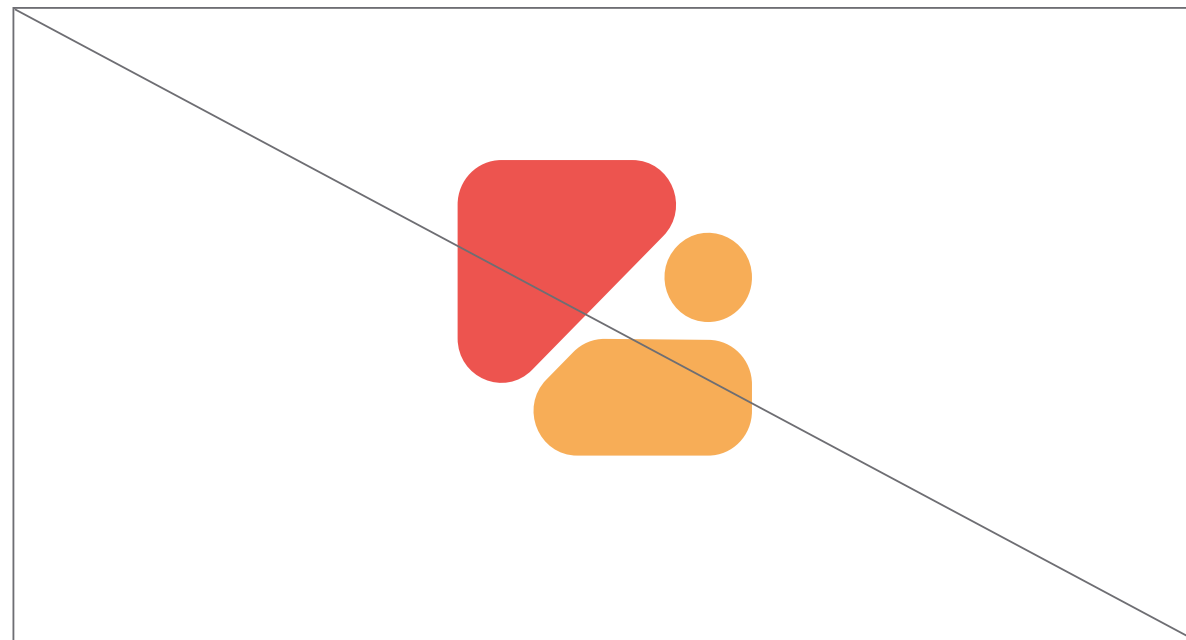
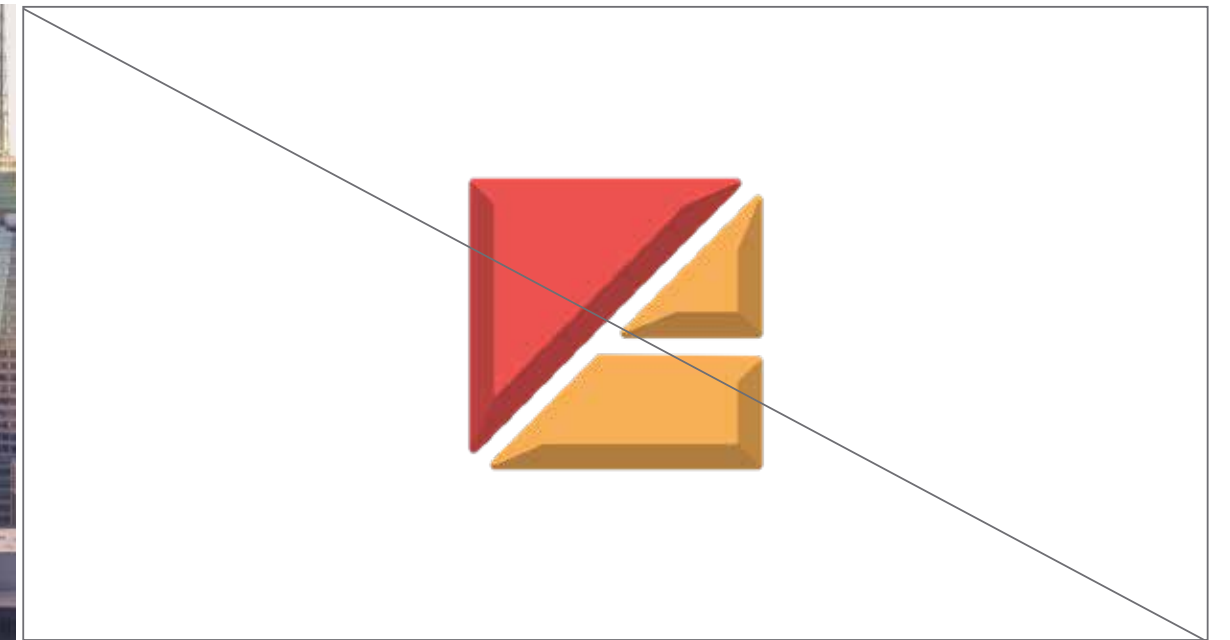


Do not stretch or skew the icon. Do not alter the construction of the icon.
Do not rotate the icon. Do not add a stroke and/or fill to the icon.

Logo

SECONDARY LOCKUP

Misuse



Do not use a background that can obscure the icon. Do not apply extraneous effects to the icon. This includes but is not limited to: gradients, drop shadows, texture fills, and lighting effects. Do not change the shape of the icon. Do not change the colors of the icon.

Brand Elements

Brand Elements

TYPOGRAPHY

Gotham (Bold) HEADER 1

Brandon Grotesque (Medium) HEADER 2 / SUBHEADER

Lato (Regular) BODY TEXT

Gotham (Bold) and Brandon Grotesque (Medium) can both be used for headers and/or titles.
Lato (Regular) must be used for body text.

Brand Elements

TYPOGRAPHY

HEADER 1

Gotham (Bold)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

HEADER 2 / SUBHEADER

Brandon Grotesque (Medium)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

BODY TEXT

Lato (Regular)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Brand Elements

TYPOGRAPHY

Heirarchy

VargasAndrews

Driven by passion with a vision to transform

The established type heirarchy for the brand must be followed in this format, wherein the header must be four times the size of of the subheader and body text to show emphasis on the main idea. The subheader may be the same size as the body text. Its weight and width can easily be isolated from the body text to show more emphasis. Its proximity to the header must also be closer than the body text. All copy may be flushed left or center-aligned, depending on the layout.

Brand Elements

COLOR VALUES

Primary Colors

PRIMARY COLORS



CMYK: 2, 82, 69, 0
RGB: 236, 84, 79
HEX: #EC544F

CMYK: 2, 36, 75, 0
RGB: 247, 174, 86
HEX: #F7AE56

CMYK: 69, 63, 62, 58
RGB: 51, 51, 51
HEX: #333333

The brand's primary color palette is composed of 3 different colors that may be used in different combinations.

Brand Elements

SECONDARY COLORS

COLOR VALUES

Secondary Colors



CMYK: 98, 75, 27, 11
 RGB: 18, 76, 124
 HEX: #124C7C



CMYK: 85, 32, 49, 8
 RGB: 17, 127, 127
 HEX: #117F7F



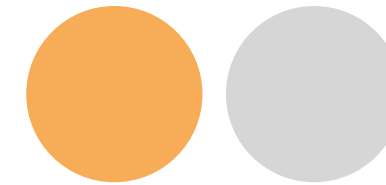
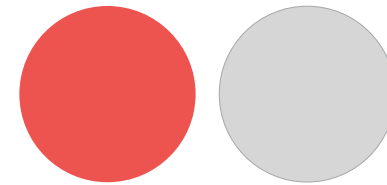
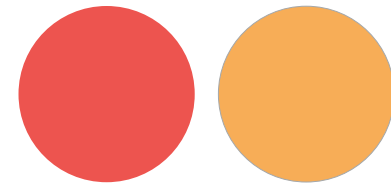
CMYK: 86, 49, 116, 1
 RGB: 34, 116, 165
 HEX: #2274A5



CMYK: 54, 66, 3, 0
 RGB: 133, 104, 168
 HEX: #8568A8

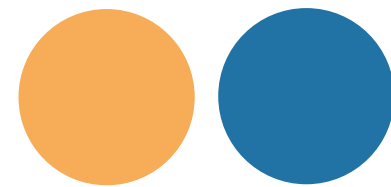
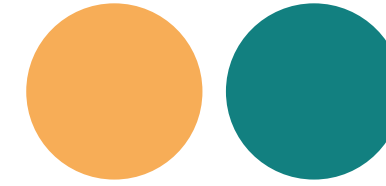
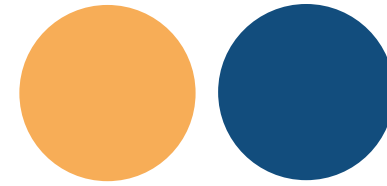
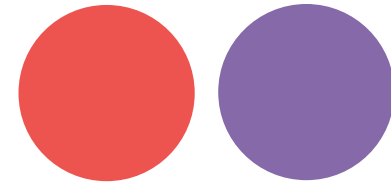
The brand's secondary color palette is composed of 4 different colors that may be used in different combinations. They compliment the brand's primary color scheme, but the primary colors are still to be used as the brand's main colors.

Brand Elements



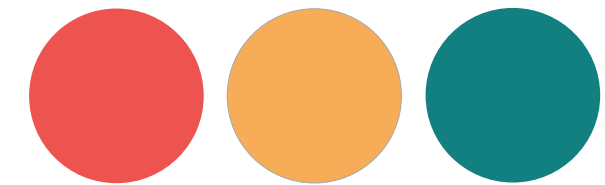
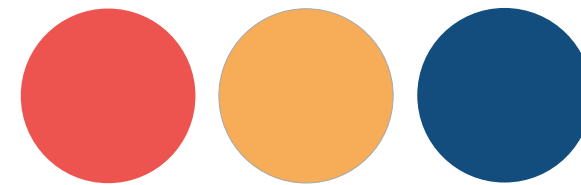
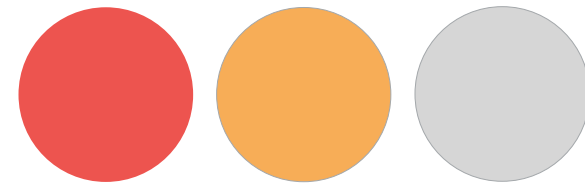
COLOR VALUES

Combinations



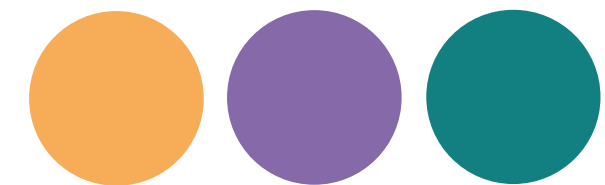
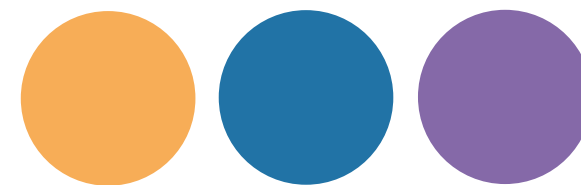
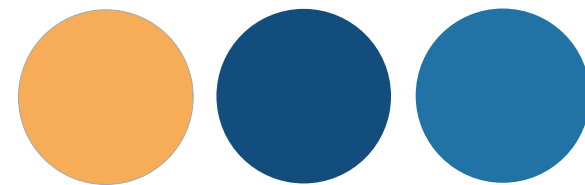
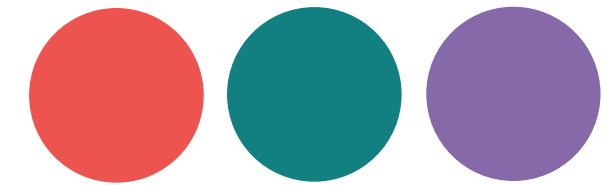
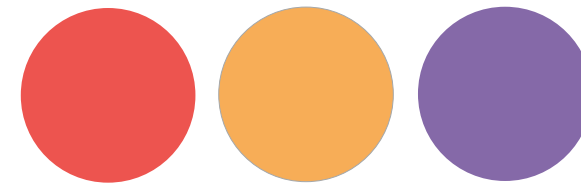
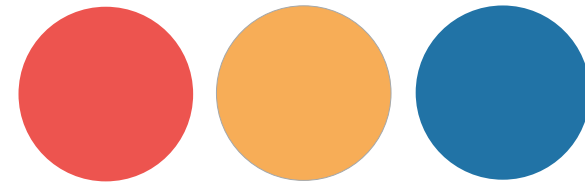
The following are different color combinations that may be used for the different brand applications. The secondary colors must always be paired with a primary color. These colors may be applied to text, graphic elements, and backgrounds.

Brand Elements



COLOR VALUES

Combinations



The following are different color combinations that may be used for the different brand applications. These colors may be applied to text, graphic elements, and backgrounds.

**VARGAS
ANDREWS**
Cloud Tech + Outsourcing

**VARGAS
ANDREWS**

**ANDREW
ANDREWS-RAMIREZ**
CEO

+1 (775) 450-8567
andrew@vargasandrews.com
vargasandrews.com
555 West 5th Street, 35th Floor
Los Angeles, CA 90013

**VARGAS
ANDREWS**

**ALONSO
VARGAS**
Managing Partner

+ 61 7 3173 1583
alonso@vargasandrews.com
vargasandrews.com

**VARGAS
ANDREWS**
Vision. Passion. Transformation.

**VARGAS
ANDREWS**
Vision. Passion. Transformation.



New Email

To: Andrew Andrews-Ramirez

Subject: Email Signature

Hi Andrew,

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Thanks!



**VARGAS
ANDREWS**

Driven by passion with a vision to transform.

ALONSO VARGAS

Managing Partner

AU: +61 7 3173 1583



New Email

To: Alonso Vargas

Subject: Email Signature

Hi Alonso,

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Thanks!



**VARGAS
ANDREWS**

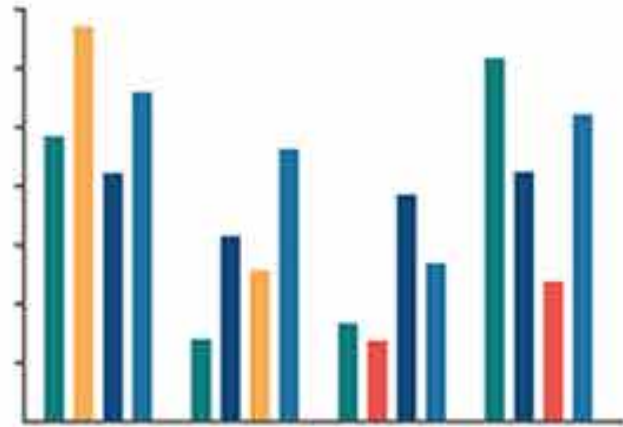
Driven by passion with a vision to transform.

ANDREW ANDREWS-RAMIREZ

CEO

US: +1(775) 450-8567



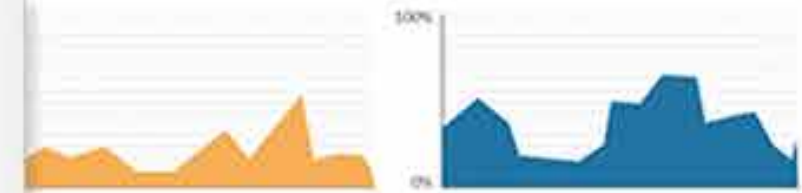
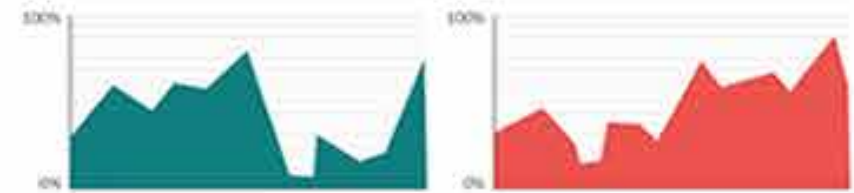


Lorem Ipsum Dolor Amet

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse



Lorem Ipsum Dolor



>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse



Lorem Ipsum Dolor Amet

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse





To
Andrew Andrews-Ramirez
Chief Executive Officer
VargasAndrews
555 West 5th Street
35th Floor, Los Angeles

14 April 2015

Lowen ipsum dolor sit amet, consectetur adipiscing elit. Donec eget nisi eget tortor iaculis tristique. Aliquam tincidunt
posuere tortor hendrerit elementum. Nulla laoreet lorem a sem auctor fringilla. Pellentesque dignissim accumsan lobortis.
Sed pharetra erat vitae diam interdum quis commodo orci dapibus. Cum sociis natoque penatibus et magnis dis parturient
montes, nascetur ridiculus mus. Fusce ut nunc libero. Nam metus lorem rhoncus ac nullis ornare, blandit vel risus.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae. Ut sit amet augue eget purus facilisis
suscipit. Sed vitae risus nibh. Vivamus ut sollicitudin ipsum. Vestibulum consectetur dictum egestas. Nam eu tortor non
mauris condimentum rutrum eu et urna. Vivamus quis odio et velit aliquet adipiscing, quis quis diam. Quisque facilisis
malesse neque, in consequat tortor viverra eu.

Etiam tincidunt aliquam porta. Phasellus ut nunc nibh. Pellentesque non nulla nisi. Sed interdum porta leo ut interdum. Integer
malesse libero quis pellentesque gravida, sapien sem varius est, vel sagittis libero sapien et nulla. Vivamus aliquam nulla
vite mi sodales sit amet, semper nulla pulvinar. Nulla congue sagittis auctor. Pellentesque sollicitudin mollis libero.

Yours faithfully

Alonso Vargas



• vargasandrews.com
• 555 West 5th Street, 35th Floor,
Los Angeles, CA 90013





JANUARY
01



**VARGAS
ANDREWS**

vargasandrews.com

555 West 5th Street, 35th Floor
Los Angeles, CA 90013

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

Vision. Passion. Transformation.



 **VARGAS ANDREWS**
Vision. Passion. Transformation.

vargasandrews.com
555 West 5th Street, 35th Floor
Los Angeles, CA 90013

 **VARGAS ANDREWS**
Vision. Passion. Transformation.

vargasandrews.com
555 West 5th Street, 35th Floor
Los Angeles, CA 90013

VARGAS ANDREWS
Vision. Passion. Transformation.

**Vision.
Passion.
Transformation.**



**VARGAS
ANDREWS**

**Vision.
Passion.
Transformation.**



**VARGAS
ANDREWS**



**VARGAS
ANDREWS**



**Driven by passion
with a vision
to transform**

vargasandrews.com
555 West 5th Street, 35th Floor
Los Angeles, CA 90013



**VARGAS
ANDREWS**



**Driven by passion
with a vision
to transform**

vargasandrews.com
555 West 5th Street, 35th Floor
Los Angeles, CA 90013



**VARGAS
ANDREWS**



Driven by passion with a vision to transform

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute

vargasandrews.com

555 West 5th Street, 35th Floor
Los Angeles, CA 90013

Driven by passion with a vision to transform

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute

vargasandrews.com

555 West 5th Street, 35th Floor
Los Angeles, CA 90013



**VARGAS
ANDREWS**



Driven by passion with a vision to transform