



Brand Manifesto

Mappa



Value.



Research.



Measure.



Guidelines.





Value.

Value

“Our key to international success is tied to a unique convergence of design and productive flexibility.”

Florenzo Vanzetto
CEO - VRM SPA



Value

District.

excellence

innovation

replicability

quality

flexibility

integration

Vision.

Design.

elegance

proactivity

ethics

sustainability

prosperity

italianess

Governance.

Value

TONE OF VOICE

Our values are connected to every decision we're making. Letting out values be visible to every player we deal with, is a clever and constructive way to share our attitude.

CLIENTS

Value, research and measure means that **developing new paradigms is our DNA:** every future engine needs a different spark to start.

VRM and its people are always prepared to be view-changer: **we encourage lateral thinking as key success value.**

Our team should carry with vision also when dialing with our clients: **proactive thinking is highly supported.**

INVESTORS

Transforming our code of ethics into effective facts, means to **provide our investors a wider view.**

Therefore besides financial data, we'll report the **responsible choices behind the figures.**

Our tone should also let investor **clearly glimpse our core values** shown throughout graphs, text and images.

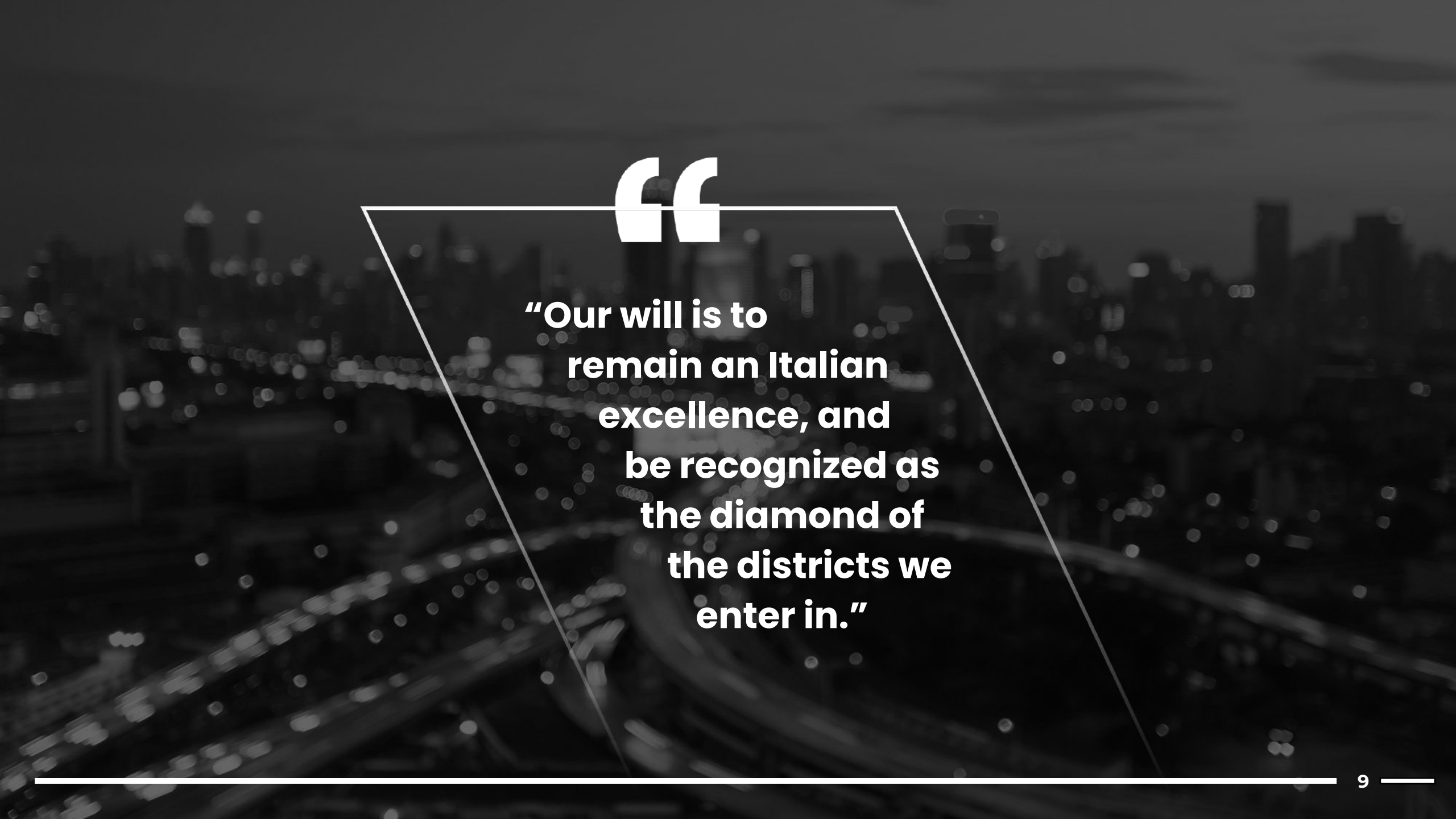
Value

**“Life is like riding a bicycle.
To keep your balance
you must keep moving.”**

ALBERT EINSTEIN



Research.



**“Our will is to
remain an Italian
excellence, and
be recognized as
the diamond of
the districts we
enter in.”**

Research

technology geometry research

measure **structure**

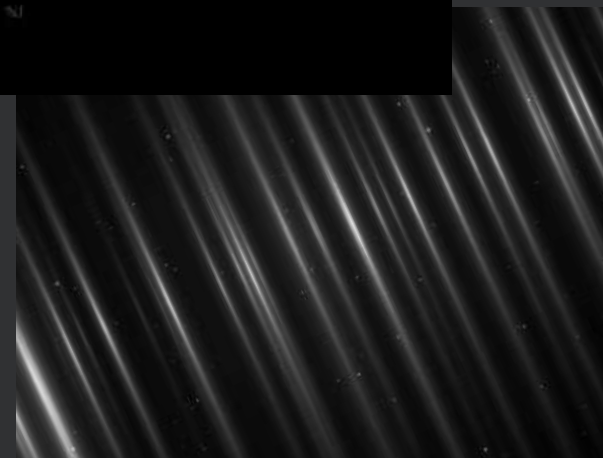
rapidity **network** strength soundness

replicability

module trait

performance polygon

Research

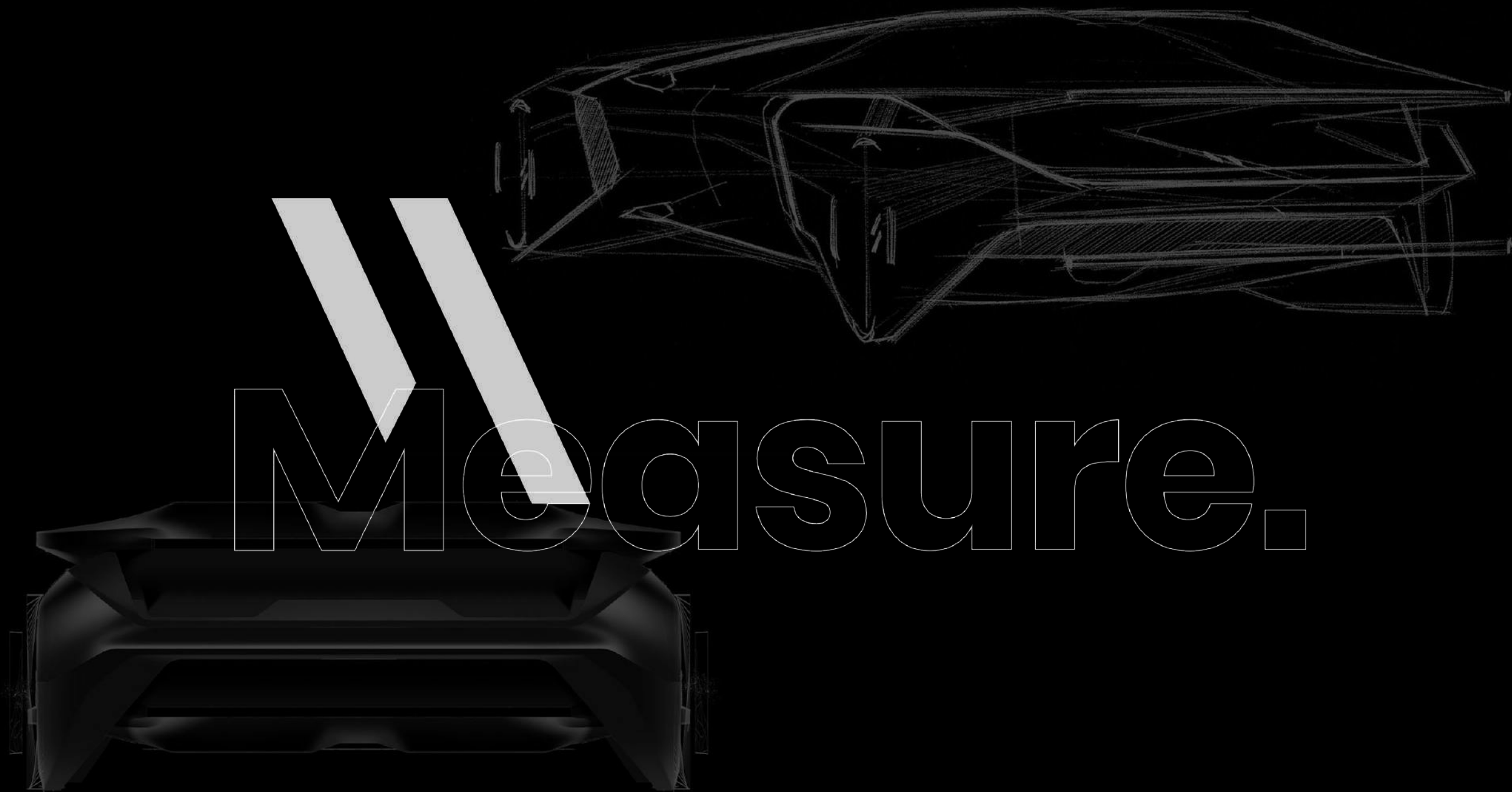


✓ Moodboard.

Research

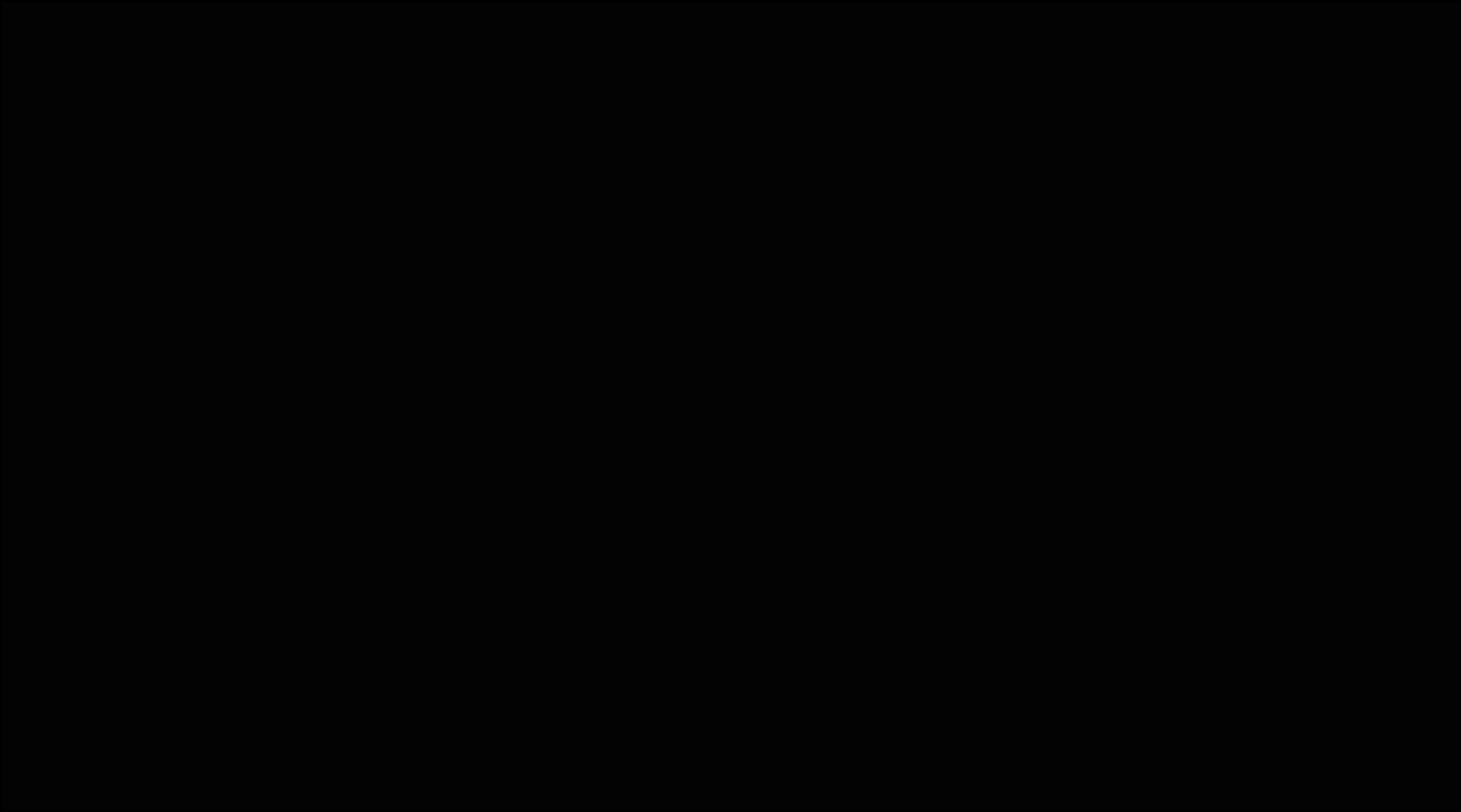
**“La proporzione non solamente
nei numeri e misure sia ritrovata,
ma nei suoni, pesi, tempi e siti,
e 'n qualunque potenza sia.”**

LEONARDO DA VINCI



Measure

—



Measure

VRM



VR
Guidelines.

Inspirational identity



Guidelines



Guidelines

Our basis is a **65 ° inclined module** obtained from the letter "V" of the previous logo.

The modules geometric distribution guarantees a *proportionate spaces* and visual weights subdivision within the logo itself.

The resulting *rhythmic design* conveys the VRM key concepts: design flexibility reported through modules to be applied in different scenarios.



Guidelines

The **RESPECT AREA** is represented by a *square module* obtained from the width of the oblique rod.

VRM respect area corresponds to 2x.



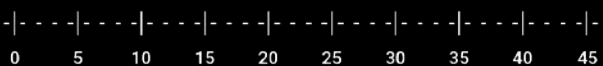
Brand guidelines

The definition of a possible **MINIMUM DIMENSION** is necessary in order to maintain absolute *readability*.

This minimum size has been established in the measure of *10 mm in height*, both for digital and press application.



measurement units



Guidelines

The logo **NEGATIVE VARIANT** is useful if application on color or photographic backgrounds is required.

This application method can be used to emphasize Brand *elegance* and *prestige*.



NEGATIVE LOGO



POSITIVE LOGO

Guidelines

The logo with the **PAYOFF** is useful when you want to specify the business name.

This application method can be used on billboards.

It should *never* be used in the coordinated image line such as BDV or letterhead and commercial products.

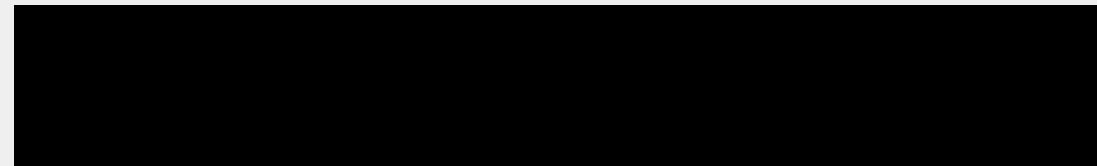


Italian Luxury Manufacturing

Guidelines

The **INSTITUTIONAL CHROMATIC PALETTE** highlights the use of tones that visually recall the importance and authority that befits the VRM reality.

The **black color** in this context as innovation, luxury, technology, integration.



PANTONE Black

HEX #000000

C 63
M 52
Y 51
K 100

R 0
G 0
B 0

Guidelines

PRIMARY FONT

Poppins Geometric is a **sans serif** typeface. In the long tradition of sans serif, Poppins is a newcomers with an internationalist vision.

Its design is *purely geometric*, and has a *wide range of weights*.

Poppins

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
!@£%^&(';?)

Poppins - Thing

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
!@£%^&(';?)

Poppins - Regular

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
!@£%^&(';?)

Poppins - SemiBold

Aa

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklmno
pqrstuvwxyz
0123456789
!@£%^&(';?)

Poppins - Black

Guidelines

SECONDARY FONT

Roboto has a dual nature.
One, has a mechanical structure and its forms are mainly *geometric*.
The other, gentler, has open and *friendly curves*.

Roboto has a natural reading *rhythm* typical of the humanistic and serif types.

Roboto

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£%^&('.,'?)

Roboto - Thin

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£%^&('.,'?)

Roboto - Regular

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£%^&(...'?)

Roboto - Medium

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
!@£%^&('.,'?)

Roboto - Black

Guidelines

If the declination of the Brand in **FAVICON** and icons for Web and electronic devices imposes an application below the minimum reduction established, the Logo will be expressed through the Synthesis Logo identified in the letter V.



WR

Thank
you

Value. Research. Measure.
