

# VOOSH

Brand Manual



**This document  
expands on  
visual language  
and brand  
expression.**

## Table of content

<b>1</b>	introduction.....	<b>4</b>
<b>2</b>	company value.....	<b>7</b>
<b>3</b>	logo Introduction.....	<b>8</b>
<b>4</b>	lockup + variations.....	<b>9</b>
<b>5</b>	logo construction and clear space .....	<b>10</b>
<b>6</b>	application on a background .....	<b>11</b>
<b>7</b>	typography .....	<b>12</b>
<b>8</b>	colour.....	<b>20</b>
<b>9</b>	corporate image .....	<b>26</b>
<b>10</b>	stationery .....	<b>28</b>

**PRODUCT FEATURES AND ATTRIBUTES**

It's a transportation application that connects drivers everywhere with people who need stuff delivered. Customers can chat with drivers and see, in real time, the status of their delivery. Drivers can accept or decline delivery jobs and track their earnings.

**FUNCTIONAL/ TANGIBLE BENEFITS**

Customers get fast, reliable delivery for any type of item delivered anywhere in Trinidad and Tobago. Drivers get notifications of jobs right to their phones.

**EMOTIONAL BENEFITS**

Customers rest easily knowing they can depend on a modern, trusty service to meet their delivery needs, with insured package delivery.

**TRANSFORMATIONAL BENEFITS**

The platform changes everything about the delivery industry. Faster, cheaper delivery means people can deliver more things, for more reasons to more people.

**BRAND PROMISE**

The brand offers a community of people who support equal opportunities for work, and tech-based intelligence that gives them the highest efficiency in transport, courier and delivery services at the lowest price.





## Company value

### PHYSIQUE

Quick, nimble, flexible, light and clean.

### PERSONALITY

Smart, insightful, all-embracing and inclusive.

### CULTURE

Equality focused, technology driven, and inspired by efficiency.

### REFLECTION

Users see themselves as part of a community of people who keep up with modern times, and make smart decisions.

### SELF IMAGE

We're the quickest, most versatile courier service there is, and we work to keep it that way.

### RELATIONSHIPS

The brand has relationships with the transportation industry, the global tech movement

## Logo introduction

The Voosh identity system focuses on the mission to be a crowdsourced courier mobile application. The application targets large and small businesses with a more efficient transportation solution for customers, and connecting the driving community to work opportunities. It's a modern derivative of Uhaul and Uber.

Pronunciation:

*vo-oo-sh*

In creating the system we first looked at the typography of the word Voosh. The word itself is a descriptive sound with familiarity that translates to movement in particular speed.

From this inspiration, we visualized the word in motion abstracting the letter "V". Further exploration of the letterform combined the "OO"s as a symbol for wheels. This highlights various modes of transportation from a bicycle or scooter to vans and trucks and even airplanes. industry.

The "SH" completes the logo with the the sound of motion that is not only modern but bold. These characters represent the strength and dependability which the brand represents as a service to the community. To maintain this feel when used in all characters must be capitalised.

Orange is one of the more vibrant colours on the spectrum typically associated with excitement communicating optimism, and adventure, expression of freedom, warmth, or comfort. Hence its a common vertical in transportation industry. #F05328 is the only colour code for orange used for third party usage.

The Voosh logo may be included in third-party applications or to promote the Voosh presence. If you are referring to the Voosh application in a news article or webpage you may use the primary wordmark or the icon. if you are integrating the logo into any other application use the monogram or symbol.

LETTERS | ORIGIN TYPE - XXIX

**VOOSH**

WORDMARK | PRIMARY + COMPOUND (TAGLINE LOCKUP)

**VOOSH**

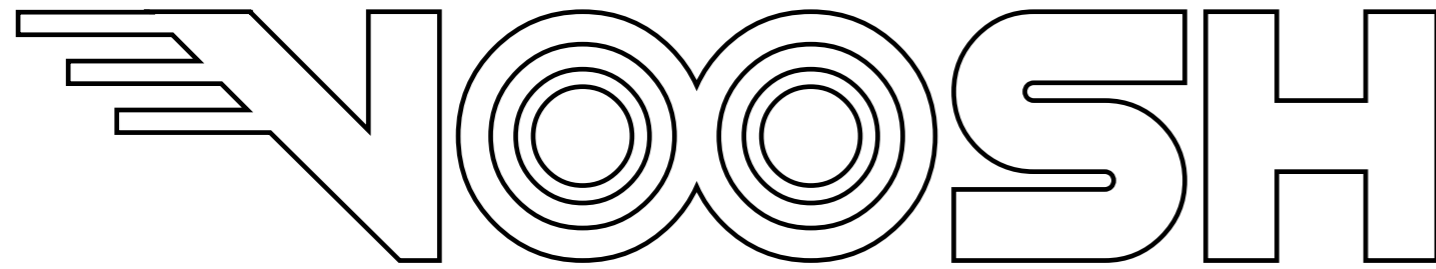
**VOOSH**  
**MOVE ANYTHING**

MONOGRAM | SYMBOL



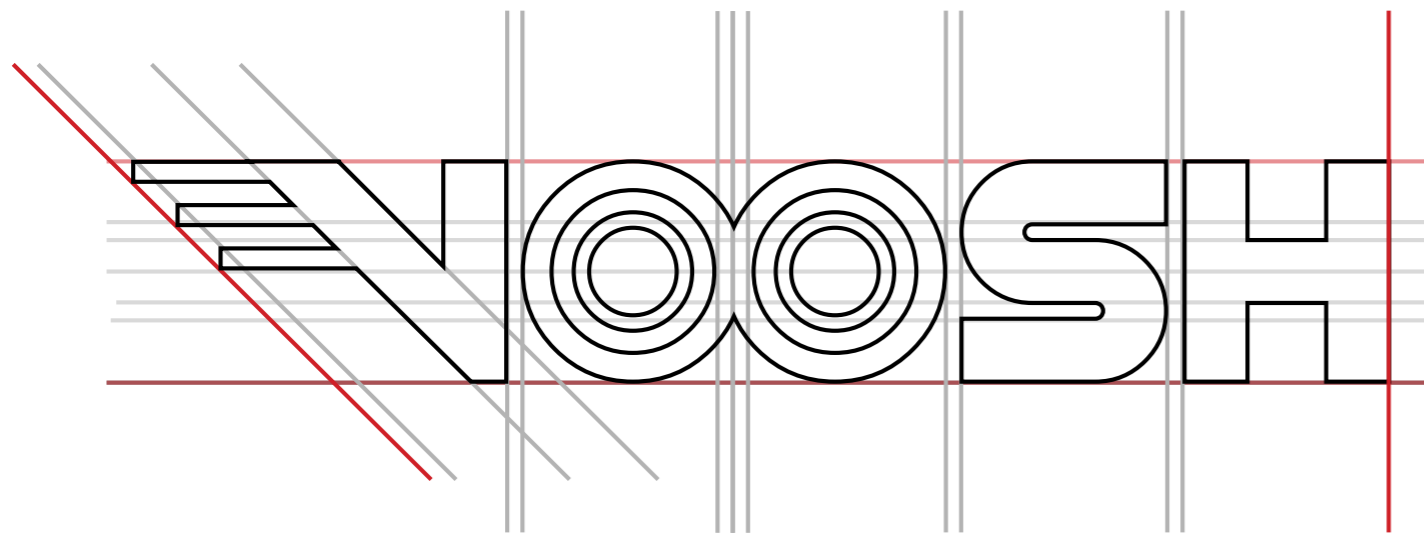
**Logo**

## Logo construction and clear space



Red Lines indicate the shape the logo must maintain in constraints. There is the same gradient of line angle for the v with the edge touchpoints. The lines extending from the left side of the "V" start above the mid-line. The space between the letters is equidistant except for the double "OO" as illustrated above. Note the spacing of the concentric rings justified to the middle of the respective ring.

Do not alter, rotate, modify or obstruct the logo. The space around the typeform must be kept clear for contrast. The logo should never be recreated or otherwise manipulated essentially maintaining consistent presentation of the identity across all media.



## Application on a background

	ACCEPTED		UNACCEPTED	
Main				
Monochromatic				

### ORANGE

Orange can be used as a background to the white and black variants of the logo or in the monochromatic logo with a white or black background.

At this time the use of any other colour is not permitted by third party users unless otherwise permitted by the relevant personnel.

### Background

The acceptable background variants are standard white and black, and the orange specifically coded in the colour systems section. Do not use stroke without fill for any application. The main version of the logo should be used on a white background.

---

**Corporate font**  
**Main font**  
**Title font**

---

**VOOSH**

**Font**

# Centrale Sans

## Thin

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## Regular

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## Medium

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## Bold

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## X Thin

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

## *Thin italic*

*abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)*

## *Regular Italic*

*abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)*

## *Medium Italic*

*abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)*

## *Bold Italic*

*abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)*

## *X Thin*

*abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)*



Louis George Café

Light

Regular

Bold

*Italic*

***Bold Italic***

---

abcdefghijklmnopqrstvwxyz  
 abcdefghijklmnopqrstvwxyz  
 1234567890?!\*+(.,)

---

abcdefghijklmnopqrstvwxyz  
 ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 1234567890?!\*+(.,)

---

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890?!\*+(.,)**

---

*abcdefghijklmnopqrstvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890?!\*+(.,)*

---

***abcdefghijklmnopqrstvwxyz***  
***ABCDEFGHIJKLMNOPQRSTUVWXYZ***  
***1234567890?!\*+(.,)***

Title font

**XXIX**

**REGULAR**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890P!+<.,)**

**NOOSH**

**Primary colour system**  
**Secondary colour system**

# Colour

The primary colour system

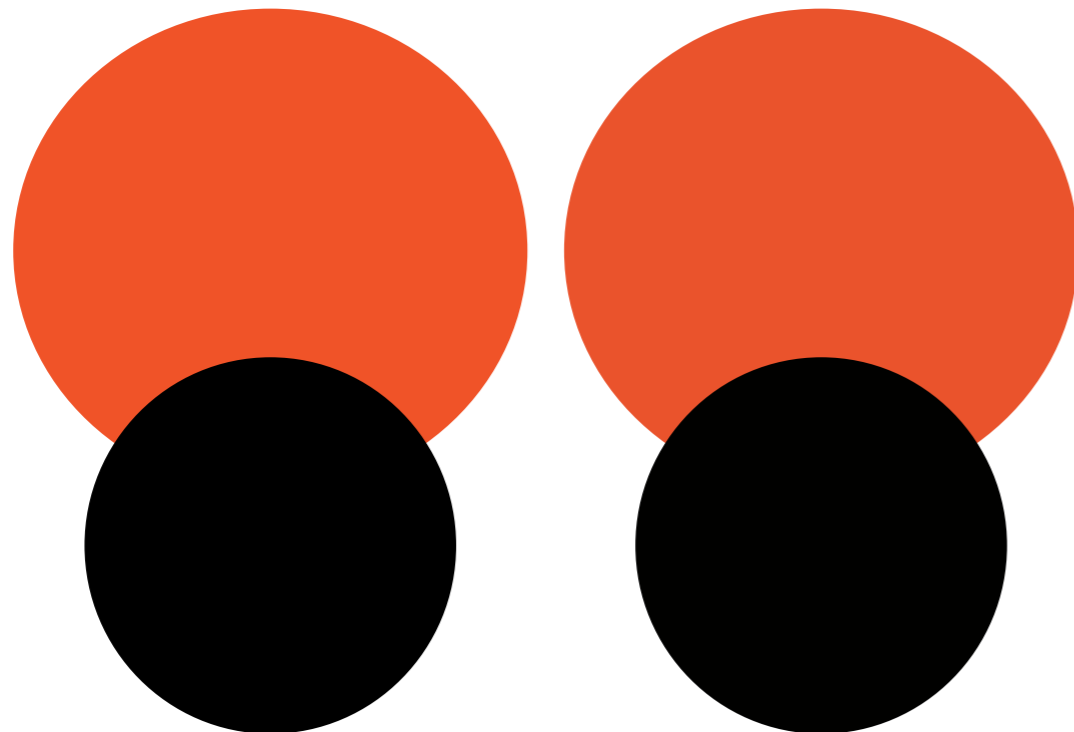




HEX #f05328			
RGB 240, 83, 40	CMYK 0%, 65%, 83%, 6%	HSV 13°, 83%, 94%	HSL 13°, 87%, 55%

CMYK

RGB



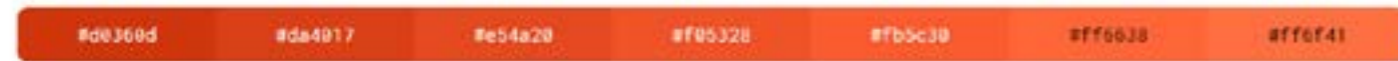
The hexadecimal color #F05328 has red green and blue “RGB color” in this proportion of 94.12% red, 32.55% green and 15.69% blue, and the corresponding RGB percentage values are 240, 83, 40. The #F05328 html color has 0% cyan, 6.54% magenta, 8.33% yellow and 15% black in CMYK color space and the corresponding CMYK values are 0, 0.654, 0.833, 0.059. This web safe color #F05328 can display on browsers. Other information such as degree, lightness, saturation, monochrome, analogue are shown below.

Do not oversaturate or undersaturate the colour values when converting from digital to print.



# The secondary color system

## Monochromatic Colors



## Tones



## Tints and Shades

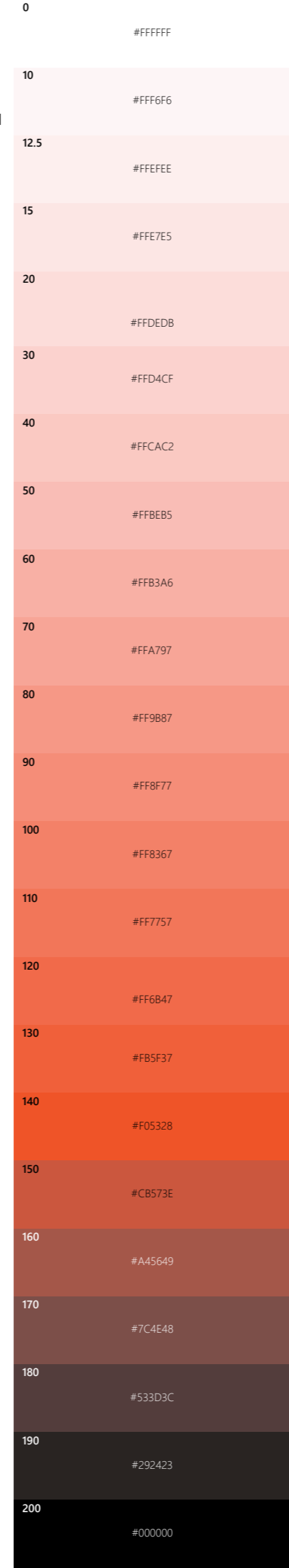
#f05328 to white



#f05328 to black



Values within Red brackets signify colour values in the unacceptable ranges So as to maintain the contrast as shown in the application variation shown above. especially in stand alone situations

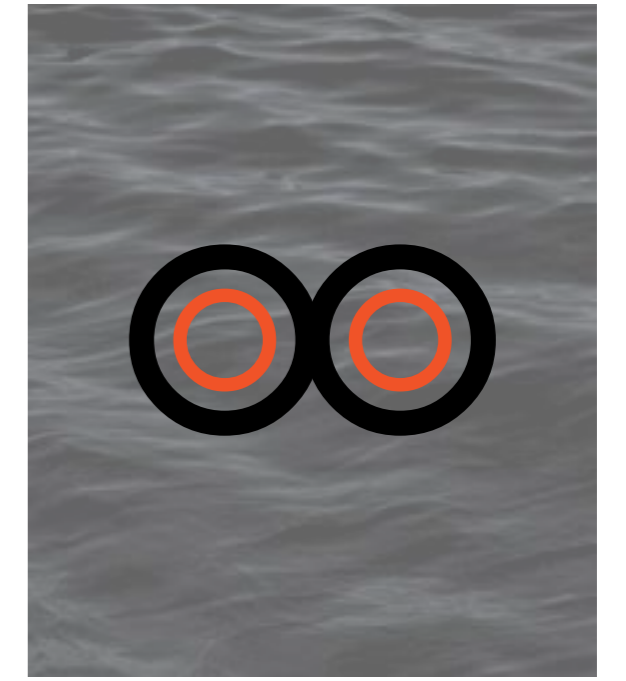


Do not use colour values in these ranges So as to maintain the contrast as shown in the application variation shown above. especially in stand alone situations

Corporate image



Blending modes for images

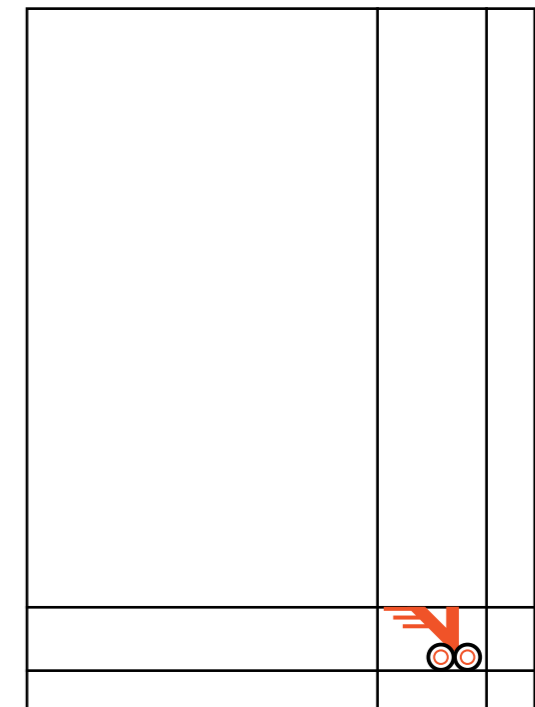
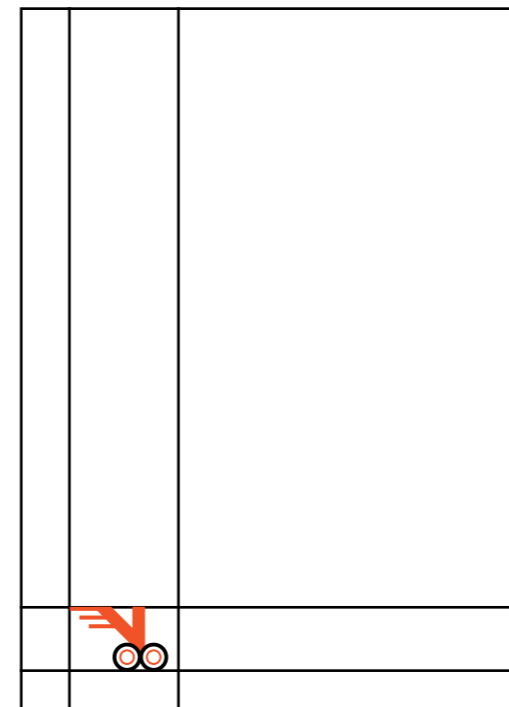
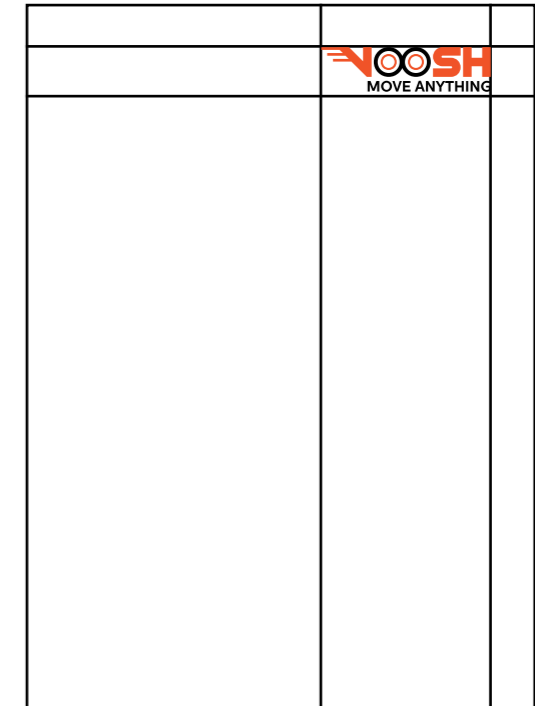
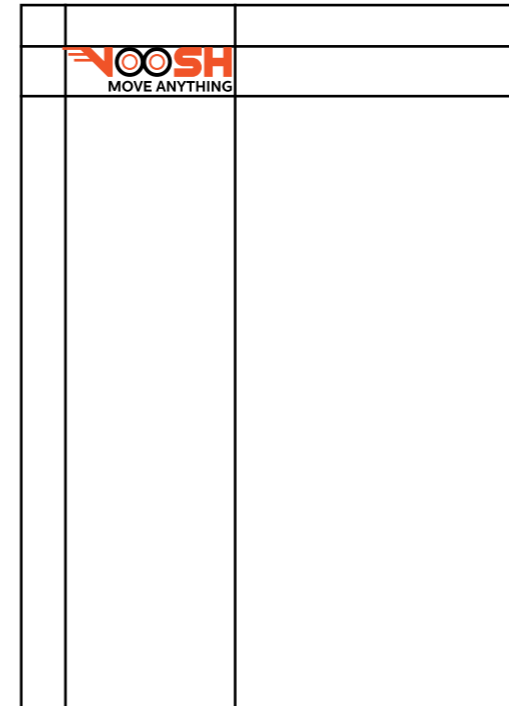


Values within Red brackets signify colour values in the unacceptable ranges So as to maintain the contrast as shown in the application variation shown above. especially in stand alone situations

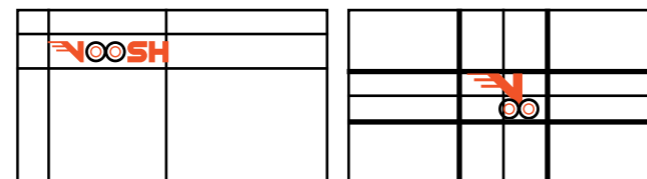
# Stationery

## Stationery Layout

Bussines paper



Bussines card



# Stationery



Contact

**Voosh Trinidad and Tobago**

Trinidad and Tobago

197 Eastern Main Road,  
Tacarigua.

1 (868) 640-6194



