VECTOR

Product Branding Guidelines

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What is Vector?

Vector is the first smart mobile climate control system to revolutionize the science of heat mitigation through intelligent airflow. Designed for commercial, industrial and residential spaces, Vector has fused directional blade power, evaporative cooling, and misting capabilities into an all-in-one device that commands your atmosphere in any environment.

A masterpiece of modern engineering, Vector has reimagined the art of cooling through the constant pursuit of disruptive innovation. Our patent protected CrossFlow™ system utilizes the industry's first bladed cylinder technology to control 110° degrees of air powered oscillation.

The epitome of performance, Vector influences air temperature by up to 25 °F, produces a fraction of the noise pollution compared to industry alternatives, accentuates a sleek black chrome exterior with smart LED lighting, and empowers users with a WiFi and bluetooth-enabled, mobile command center for seamless control and analytics.

Our mission is to help people personalize their atmosphere to redefine the meaning of cool.

Our Voice

Inspiring. Energetic. Approachable. Vector exists because we believe in limitless possibilities. And this energy and enthusiasm for innovation should be clearly conveyed to anyone who interacts with the Vector brand. We want to amaze people, but we don't brag. We speak with authority and confidence, not conceit. The tone should be conversational (but not careless) and never cold—and should limit technical jargon.

Logo overview

Primary Logo Lockup

The primary logo should always appear on a black background. If this is not possible, use the logotype shown on the left.

The logo should always appear on the product embossed or debossed and without color or lamination of any kind.

A simplified version of the logo is available for non-process color applications such as embroidery. Do not attempt to create gradients with PMS colors as unintended results can occur.

Logo clear space

To ensure legibility of the logo, it must be surrounded with a minimum amount of clearspace. This isolates the logo from competing elements such as photography, text or background patterns that may detract attention and lessen the overall impact.

Minimum size

The primary logo should never be used smaller than 1.25" wide or 90 pixels wide onscreen.

DON'T use the primary logo
lockup on anything but a
black background.

DON'T rotate, skew or
otherwise distort the
proportions of the logo.

DON'T use a gradient
version of the logo on a
brand colored background.

DON'T alter the typeface
of the logo

DON'T alter the color
of the logo.

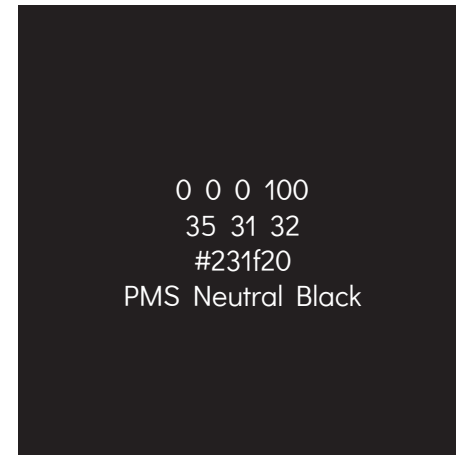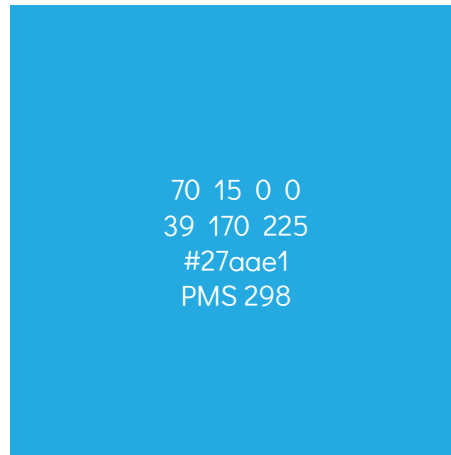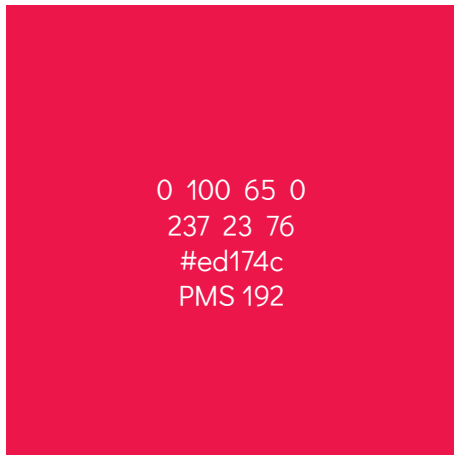DON'T apply any effects or
drop shadows to the logo.

DON'T contain the logo
inside of a box.

DON'T place any elements
within the logo clearspace.

Color

| 0 100 65 0 | 70 15 0 0 | 0 0 0 100 |
237 23 76	39 170 225	35 31 32
#ed174c	#27aae1	#231f20
PMS 192	PMS 298	PMS Neutral Black

A key component of the Vector brand is our color palette. The colors are bold and modern and, together, represent transformation and disruptive change. The change from hot to cold. From discomfort to pleasure. From old to new. The Vector Red invokes emotions of anger, heat, fire, danger and stress. As such, it should always be used subtly. It's purpose is to illustrate the transformation but not overpower an execution. The Vector Blue sould be used much more liberally as it brings up emotions of calmness and tranquility and is cooling in nature. Vector black is the foundation that allows the other colors do their work. It is also the color of the product itself and should be dominate an execution.

Gradient

To illustrate the transformation Vector represents, the brand utilizes a gradient to show this change. It is used within the logo and photography (see pg. ??). The purple used as the midpoint of the gradient is not a brand color and should not be used anywhere else. NOTE: Do not attempt to convert the gradient to PMS colors. Gradients in PMS colors produce unpredictable and undesireable results when printed.

75 100 0 0
102 45 145
#662d91
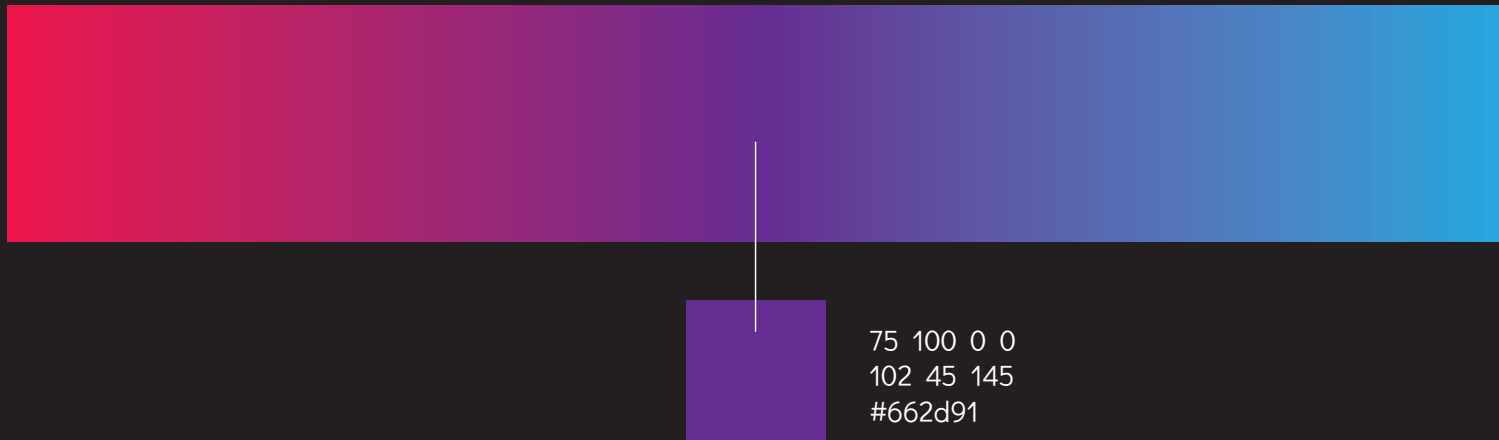
Visual elements

Typography

Didact Gothic

Available for download at https://fonts.google.com/specimen/Didact+Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Didact Gothic is a sans-serif typeface in the geometric style and is heavily influenced by Futura. Designed to present each letter in the form most often used in elementary classrooms, Didact Gothic is highly legible and versatile. Ideal for large-print usage such as headings and signage, it also works well for body copy.

Aa

Product photography

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.
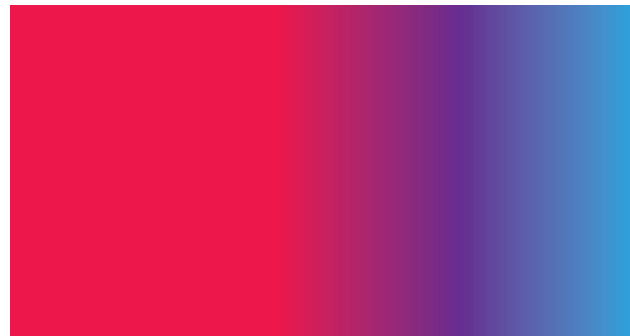
Lifestyle photography

Gradient usage

The Vector gradient is used to convey
the transition from hot to cold and
can be utilized as a background.
NOTE: When choosing a photo,
evaporating dry ice works well.
Smoke generally does not.

Step 1
Choose a vapor
photo. Be sure
to convert to
grayscale and
adjust levels as
necessary.

Step 2
Bring the Vector
gradient into the
file and place in a
layer beneath the
vapor layer.

Step 3
Apply a 'Multiply'
blening effect to
the vapor layer
and, if necessary,
adjust the
gradient below.

Iconography

A set of custom icons has been created specifically for Vector. Whenever icons are needed, they should be pulled from this set. No other icons (stock or otherwise) should be used.

Diagrams

copy

Dimensional cooling of up to 25°

110°
of oscillation

5,000 CFM