vogabe

Beyond begins beneath.

Depth gives ambition a foundation.

Progress starts before it becomes visible. Beneath a consequential decision lie the facts that support it, the assumptions that could weaken it and the relationships that give it meaning.

“Beyond begins beneath.” expresses our approach to ambition. Understanding is the starting point for a considered decision and the work required to carry it through.

BENEATH

Understand the economics, evidence and operating realities behind the question.

BEGINS

Connect that understanding to a decision, a responsibility and a next step.

BEYOND

Pursue what the business can become from a firmer foundation.

The connected vermilion “be” places emphasis on becoming. Its continuous form brings connection and movement into the wordmark.

One identity.
Four treatments.

Choose the supplied treatment that suits the background and reproduction method. Keep the artwork intact.



COLOUR

The primary expression on a white background.



REVERSE

White and vermilion for dark backgrounds.



BLACK

One-colour reproduction on light backgrounds.



WHITE

One-colour reproduction on dark backgrounds.

Use the wordmark without the tagline when the full identity would be too small to read. Colour treatments are available for both versions.

Give the identity room.

Consistency comes from a small number of choices, applied carefully.

VERMILION

#C94E34
RGB 201 / 78 / 52

INK

#101010
RGB 16 / 16 / 16

TAGLINE GREY

#4B4F54
RGB 75 / 79 / 84

WHITE

#FFFFFF
RGB 255 / 255 / 255

Clear space

Leave free space of at least half the height of the lowercase “o” around the visible artwork. Add this space outside the letterforms, including when the image canvas already has padding.



KEEP SURROUNDING CONTENT OUTSIDE THIS AREA

Minimum screen sizes

Full logo with tagline: 300 CSS px wide.
Wordmark only: 140 CSS px wide.

Preserve the proportions

Scale width and height together. In the full logo, the tagline and wordmark share the same left and right edges.

Use the approved artwork.

The supplied files make accurate reproduction straightforward.

Choose the right file

SVG is preferred for websites and digital publishing. Transparent PNG is provided at 2400 pixels wide for applications that do not accept SVG. Vector PDF is provided for placement in print layouts; ask your printer to manage colour for the chosen stock and production process.

Keep the identity intact

Do not redraw or retype the logo, alter its colours, stretch it, rotate it, add effects or separate its connected letters. Do not change the relative size or position of the tagline. Preserve its sentence case and final period.

Use a suitable background

Use colour or black artwork on plain light backgrounds. Use reverse or white artwork on plain dark backgrounds. Avoid busy images and backgrounds that reduce the contrast of any part of the identity.

Identify the firm accurately

Use “Vogabe Advisors” in normal references and “Vogabe Advisors Private Limited” when the legal name is needed. The logo is supplied without an Advisors descriptor. For an accessible image description, use “Vogabe” or “Vogabe. Beyond begins beneath.” as appropriate.

Represent relationships accurately

These assets are provided for accurate identification of Vogabe. Obtain approval before using them in advertising, co-branding or material that implies Vogabe endorses an organisation, product or service. Questions and permissions: info@vogabe.com.