

VICT
STIMU
2025

BRAND GUIDE

| | |
|------------|----|
| PILLARS | 03 |
| LOGO | 04 |
| COLOR | 05 |
| TYPOGRAPHY | 06 |
| IMAGERY | 07 |

RESPECT

MINDFULNESS

CONSENT

PLEASURE

DANCE

REBEL & REVEL



PRIMARY LOGO ON BLACK



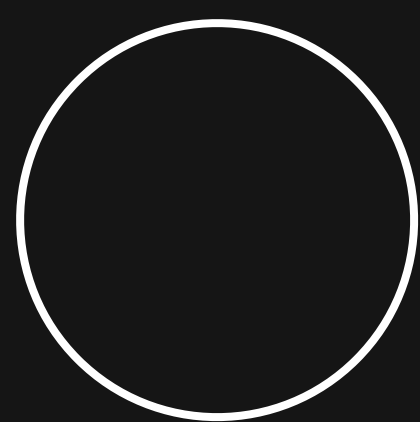
ALT LOGO ON BLACK



PRIMARY LOGO ON WHITE



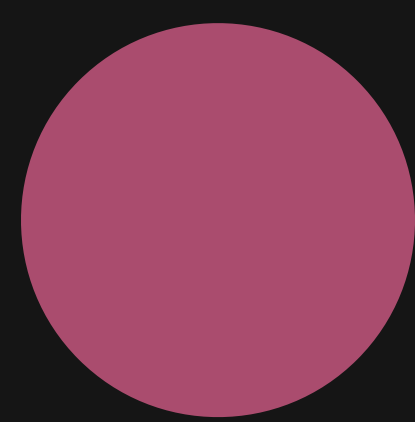
ALT LOGO ON WHITE



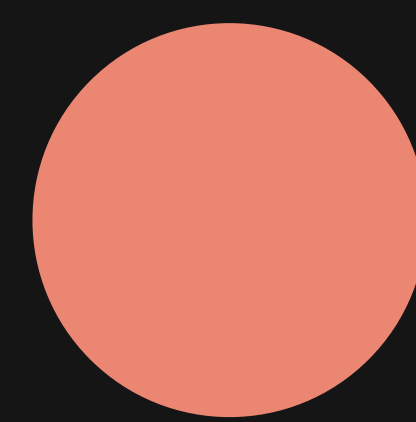
CMYK: 80,70,60,90
 HEX: #161616



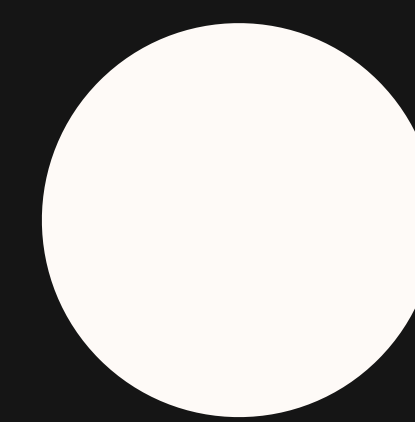
HEX: #7F5DFF
 CMYK: 73,69,0,0



HEX: #D1C215
 CMYK: 22,0,91,0



HEX: #C6F6FF
 CMYK: 22,0,4,0



HEX: #FFFFFF
 CMYK: 0,0,0,0



TEXT
 HEX: #FFFFFF
 CMYK: 0,0,0,0

BACKGROUND
 HEX: #161616
 CMYK: 80,70,60,90

MANGO GROTESQUE MED

MANGO GROTESQUE MEDIUM IS USED FOR ALL HEADER AND BODY COPY TO CREATE AESTHETIC CONSISTENCY ACROSS ALL MEDIUMS. DISCRETION FOR TEXT ALIGNMENT AND KERNING ARE LEFT LIBERALLY UP TO THE DESIGNER, BUT...

KERNING SHOULD GENERALLY BE USE TO FILL SPACE AND CALL ATTENTION TO DIFFERENT BODIES OF TEXT. JUSTIFIED ALIGNMENT IS SUGGESTED BODY COPY IN MOST CASES.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO
CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE
CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUUSTO ODIO
DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA

F A C I L I S I

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO
C O N S E Q U A T

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO
CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE
CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUUSTO ODIO
DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA

F A C I L I S I

LOREM IPSUM DOLOR SIT AMET, CONS ECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO
C O N S E Q U A T

LOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD
TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM, QUIS
NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO
CONSEQUAT. DUIS AUTEM VEL EUM IRIURE DOLOR IN HENDRERIT IN VULPUTATE VELIT ESSE MOLESTIE
CONSEQUAT, VEL ILLUM DOLORE EU FEUGIAT NULLA FACILISIS AT VERO EROS ET ACCUMSAN ET IUUSTO ODIO
DIGNISSIM QUI BLANDIT PRAESENT LUPTATUM ZZRIL DELENIT AUGUE DUIS DOLORE TE FEUGAIT NULLA

EXAMPLE IMAGERY





EXAMPLE
BACKGROUND
TEXTURE



EXAMPLE
BACKGROUND
IMAGERY

VICT
STIMU