V7 Brand Guidelines

Version 1.0

Welcome to the world of V7 and our most current and up-to-date brand guidelines. We use the word "guide" instead of rule-book, contract, instructions or the like because what's written here should serve as a guide – or a suggestion – on how you can help us develop consistency in look, feel and tone for the V7 brand. Understanding the brand basics described here – and applying them to your activities - is the most productive and efficient way we have to remind our customers, prospects, and partners of our place in the IT industry. Just as all of us have a role in helping V7 grow to even greater heights, we all have a role in making sure that our brand stays vital, consistent, and strong. Our future depends on it.

"Anyone can be successful once, but greatness comes from being successful over and over again."

- Anonymous

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Recently, we undertook a very important project – with internal and external resources – to really understand the V7 brand, where it's been and where we intend to take it. From this extensive exercise, we developed a very clear understanding of who we are. The result is reflected in our Brand Promise:

V7 markets technology accessories that provide customers with stylish, quality options at a price within reach. We analyze and respond quickly to market trends and, using our global reach and leverage, we offer customers the products they want at the peak of demand. We do this because we believe that great quality, stylish products don't have to be expensive.

Great gear for all

That's it. It's that simple. But to make it even more memorable and easy to use, we introduced this theme line: Great gear for all. What's a theme line you ask? The idea behind a theme line or tagline is to encapsulate the brand promise and deliver it in a clear, concise and memorable way so that in just a few words we can communicate what we do on a business card, advertisement, package, brochure or anywhere the V7 brand speaks.

How we fulfill this promise is as important as the promise itself, it's what sets us apart.

Our Brand Attributes

It's not enough to deliver quality products – our focus is on delivering great quality products that are also as highly functional and stylish as we can make them and providing them at a price that's within reach. It requires that we act in a way that supports our brand promise. We must be:

Smart

We need to analyze and respond to market trends quickly, getting in while the trend has been proven and getting out before the trend dies.

Pragmatic

To be able to offer products at reasonable prices, we must be mindful and remove inefficiencies throughout the process.

Reliable

Consumers today – especially those on a budget – require a brand to be consistent in the delivery of quality and we will ensure quality at every stage of our process.

Bringing the brand to life: Brand Voice and Tone

Words are a funny thing. Sometimes it's what you say, and other times it's how you say it. When speaking about a brand, though, it's both. For V7, the brand manifests itself in this type of voice and tone:

Crisp, clever, witty - a little playful. We have a sense of humor and we don't take ourselves too seriously. We're geeks, but we're cool geeks. We're the guy you want to hang out with – funny, bright and hip. Here are some examples of what we say and how we say it:

Sample brand ad headline:

Introducing V7. Handsomely designed gear at way affordable prices. Not a bad time to be a geek, huh?

Sample product (bag) ad headline:

A place for everything and everything in its really cool 600 Denier Gucci Polyester place.

Sample website home page headline:

We couldn't possibly make our gear more handsome. So we made the prices more attractive.

Sample keyboard package copy:

So you're writing the marketing plan destined to turn the entire company around. Or, possibly, your grocery list for this weekend. Doesn't matter. This, friend, is your keyboard. These cool, curved keys with soft touch and totally tactile feedback will do the trick. And more good news. They'll do it in style. V7. Great gear for all.

Sample USB package copy:

You think this is just a flash drive, right? Oh so wrong. It's got V7 DNA. Perfect for everything from recipes to super spy stuff. Hot plug-n-play, retractable connector. Don't let it fall into the wrong hands. V7. Great gear for all.

Sample mouse package copy:

Road warriors of the world, rejoice! This high-resolution, 3-button mouse offers the response you need to maximize productivity on large screens or small. Distinctive premium finish and textured grips add style and enhance comfort for extended use.

General Guidelines

The V7 logo is a symbol for the company comprising design elements, colors and corporate logotype in a predetermined relationship.

The V7 logo should be a prominent visual element in all communication materials. It has a simple design, so that it will be visually effective in a variety of sizes and applications.

When the V7 logo is used in conjunction with supporting typography or other visual elements, allow for enough clear space around it so that it functions optimally, without visual competition.

The V7 logo has been developed as a specifically designed element. The typestyle is unique and therefore no attempt may be made to recreate the V7 logo using a standard font.

The V7 logo MUST have a registered mark "®" next to the upper right side of the "7" on ALL applications.

General Guidelines

To protect the integrity of our identity, a minimum amount of space surrounding the V7 logo is to be left clear of text, logos, symbols and other design elements. Under no circumstances should an extraneous design element compete with the logo by overlapping or crowding its position on the page.

The recommended clear space surrounding the V7 logo is equivalent to the width of the "V" used in the logo.

4-color process for all packaging and 4-color printing

The preferred 4-color version does not have a
CMYK breakdown since it is a metallic gradation
and cannot be altered.

2-color spot (PMS) for 2-color printing

Blue V: PMS 287
Red 7: PMS 187
4-color blue: c100, m68, y0, k12
4-color red: c0, m100, y79, k20

Solid Black

Reverse (white)

Metallic Silver (PMS 877)

General Guidelines

The V7 logo must be applied in one of four ways:

1. Four-Color Process with metallic gradation.
Preferred / recommended usage on white background.

2. Two-color PMS Spot.
The V7 logo may be printed using PMS (spot) colors when a two-color
print job is necessary, BUT NOT recommended.

3. Black.
The V7 logo may be printed in 100% black when 4-color process cannot
be accomplished.

4. White / Reverse.
The V7 logo may be printed 100% white, if necessary, on dark
backgrounds.

5. Metallic Silver.
For V7 products only.

The V7 logo can be downloaded at:
www.V7-world.com // About V7 // V7 Branding

Acceptable

General Guidelines

The use of the V7 logo and its consistent application, treatment and proper reproduction is very important to preserving our brand identity.

The visuals on the left demonstrate acceptable and unacceptable usage of the V7 logo.

UNACCEPTABLE.
DO NOT alter the color in any way.
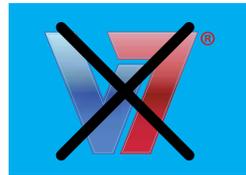
UNACCEPTABLE.
DO NOT place the 4-color logo on colored backgrounds.

UNACCEPTABLE.
DO NOT rotate in any way.

UNACCEPTABLE.
DO NOT alter or create new letterforms.

UNACCEPTABLE.
DO NOT condense, stretch, distort or alter the logo in any way.

UNACCEPTABLE.
DO NOT emboss or deboss.

The V7 Logo Badge
The V7 logo badge was created to accentuate the V7 logo on visual and digital applications. The badge allows more flexibility when placed on colored, textured, photographic and dark backgrounds.

The V7 logo badge consists of the 4-color metallic V7 logo, white badge with gray drop shadow. The drop shadow MUST always remain on the bottom and right edges regardless of orientation (see example).

Clear space: See page 8 – *V7 Logo: Clear Space*. The same guideline applies to the outer edge of the Logo Badge.

The V7 logo badge MUST be used for ALL PRINTED and DIGITAL applications:
Packaging
Advertising / promotional materials
Tradeshow graphics
Sales tools
Website

The V7 logo badge should NOT be applied to V7 products.

The V7 logo badge can be downloaded at:
www.V7-world.com // About V7 // V7 Branding

Sample package

The Correct V7 Logo Badge Usage
The V7 logo badge is to be placed on either:
Top left (packaging and digital applications)
Top centered (print advertising and trade show graphics)
Top right (PowerPoint presentations)
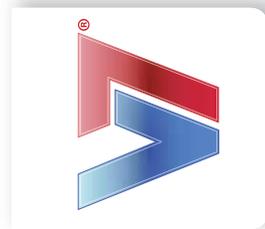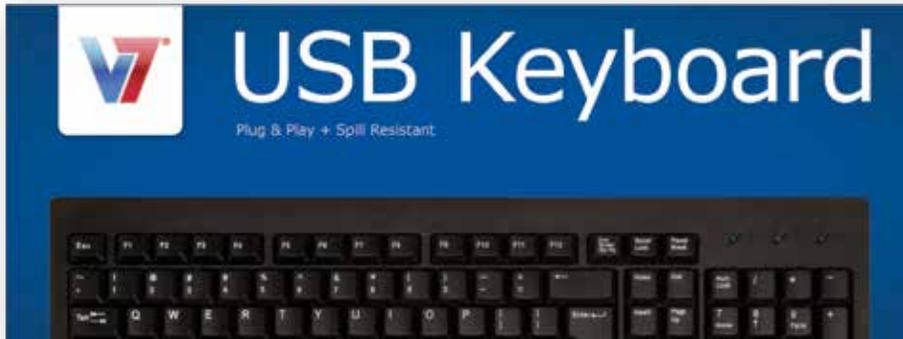
The size of the V7 logo badge should be proportional to it's application as shown (left) – the Badge would be larger on a large keyboard or monitor package verses a standard single page print advertisement.

Sample PowerPoint Cover Slide

Sample Advertisement

DO NOT place the V7 logo badge on the right or left side.

DO NOT alter the size or proportions of the badge.

DO NOT place the V7 logo badge on the bottom.

General Guidelines

The V7 logo badge is to applied as stated in the previous section (page 11), *V7 Logo: Correct Badge Usage.*

Do not alter the shape, size or position of the V7 logo badge.

General Guidelines

The V7 color palette is clean and simple. Blue being the dominant color followed by white, gray, light blue and red.
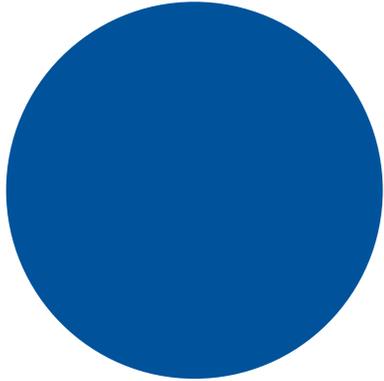
Dominant color
Blue:
PMS 287
c100, m70, y0, k10
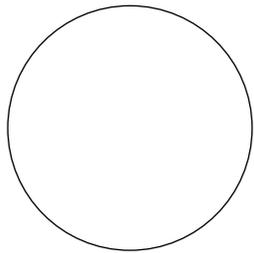
Second color
White

Third / Accent color
Gray: 20% black through 60% black

Fourth / Accent color
100% Cyan

Fifth color
ONLY TO BE USED IN THE V7 LOGO.
NEVER TO BE USED IN ANY DESIGN APPLICATION.
Red:
PMS 187
c0, m100, y79, k20

General Guidelines

The V7 blue background is another major element of the V7 brand. It helps to separate V7 from the competition:

The V7 blue background is to be used for all:
Packaging
Advertising / promotional materials
Tradeshow graphics
Sales tools

The V7 blue background can be sized to fit any application.

Sample applications of the V7 blue background can be seen on *V7 Logo: Correct Badge Usage* (page 11).

The V7 blue background can be downloaded at:
www.V7-world.com // About V7 // V7 Branding

1. Create the desired shape

The example on the left demonstrates how to create the V7 blue background in Adobe Illustrator. This technique can be applied to any desired shape.
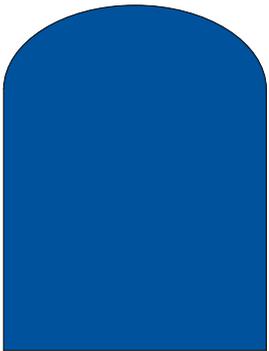
2. Fill with desired color
(In this case – V7 Blue: c100, m70, k10)

3. Add "Inner Glow"

a) Select "Inner Glow" from the "Stylize" option under the "Effects" top menu.

b) Set options as shown below and click "Ok"

Inner Glow

Options
Mode: Multiply
Opacity: 40 %
Blur: 0.45 in
○ Center ⦿ Edge

OK
Cancel
☐ Preview

Click to set color:
100% black

Verdana Regular (headlines and body copy)

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz

1234567890?@#$%&

Verdana Regular Italic (when italic's are necessary)

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz

1234567890?@#$%&

Verdana Bold (body copy subheads)

AaBbCcDdEeFf

abcdefghijklmnopqrstuvwxyz

1234567890?@#$%&

General Guidelines

The Verdana typeface has been chosen for the V7 brand for consistency, ease-of-use and it's multi-platform compatibility.

The Verdana typeface MUST BE USED for all:
Packaging
Advertising / promotional materials
Tradeshow graphics
Sales tools

The global V7 market is divided into different regions:

Region	Concept
North America (NA)	Local
North America (NA) /Latin America (LA) /APAC	Global
EMEA	Global

Concept	Languages
Local - North America (NA)	English
Global - NA / LA / APAC Global - EMEA These two packaging concepts are identical. Please keep the order of the languages.	Front panel: english Back/side panels: -english -german -french -spanish -italian -dutch

Product description
(Verdana Regular)
Font size depends on
package size. White.

V7 blue background
(see page 14: *V7
Blue Background*)

Back of package:
White with black text
(Verdana Regular)

V7 URL

V7 plain blue
for ALL sides except
back of package.
(see page 13:
V7 Color Palette)

Icons (in blue)

V7 logo badge
Upper-left, ALL sides of package.

Model number – upper-right

Icons (in white) – upper-right

Product features or product
description – depending on
the type of package – line
up with the bottom of the
V7 logo badge.

Product features
(Verdana Regular) Font size
depends on package size. Text
20% black. "Plus sign" Verdana
Bold – white. **Note:** Use the
bold plus signs instead of round
bullet points

Product(s) photo if not
physically displayed externally.
The product photo should be
partially displayed / cropped
from the bottom as part of the
uniqueness of the V7 brand.

Desktop Combo
USB Keyboard and Mouse

CK01A

Back of package:
White with black text
(Verdana Regular)

Feature photos:
shoot or place
on gradated gray
background as shown.

Product features
(Verdana Regular) Font size
depends on package size. Text
60% black. "Plus sign" Verdana
Bold – V7 blue.

V7 logo badge
Upper-left, front and back.

Product description
(Verdana Regular)
Font size depends on
package size. White.

V7 blue background
(see page 14: *V7
Blue Background*)

Product features
(Verdana Regular) Font size
depends on package size. Text
20% black. "Plus sign" Verdana
Bold – white.

V7 plain blue
for ALL sides except
back of package.
(see page 13:
V7 Color Palette)

Icons – bottom, centered

Icons for use on V7 Blue Background (front of packaging)

General Guidelines

Product feature icons have been created to help consumers with their purchase decision. When possible, it is desired to apply the appropriate icons to the front (and sometimes back) of a package design. See example on page 18: *V7 Packaging: Mouse.*

Icon fonts: Helvetica Neue black, condensed, or extended. Choose what will fit and look appealing.

The V7 icons can be downloaded at:
www.V7-world.com // About V7 // V7 Branding

Icons for use on white background (back of packaging)

1	Year Limited Warranty	Año de Garantia limitada
	Jahr Garantie	Anno di Garanzia limitata
	An de Garantielimitée	Jaar beperkte garantie

2	Years Limited Warranty	Años de Garantia limitada
	Jahr e Garantie	Anni di Garanzia limitata
	Ans de Garantie limitée	Jaar beperkte garantie

3	Years Limited Warranty	Años de Garantia limitada
	Jahr e Garantie	Anni di Garanzia limitata
	Ans de Garantie limitée	Jaar beperkte garantie

5	Years Limited Warranty	Años de Garantia limitada
	Jahr e Garantie	Anni di Garanzia limitata
	Ans de Garantie limitée	Jaar beperkte garantie

V7	Lifetime Warranty	Garantía de por vida
	Lebenslange Garantie	Garanzia a vit a
	Garantie à vie	Levenslange garantie

Multi-lingual warranty labels have been developed for certain V7 product packages. Check with the V7 Marketing team for correct usage.

The V7 warranty labels can be downloaded at:
www.V7-world.com // About V7 // V7 Branding

USA
Ingram Micro Inc.
1600 E. St. Andrew Place
Santa Ana, CA 92705, USA

Canada
Ingram Micro, LP Canada
55 Standish Court
Mississauga, ON, L5R 4A1, Canada

Mexico
INGRAM MICRO MEXICO, S.A. de C.V.
Av. 16 de Septiembre No. 225
Col. San Martín Xochináuhatl
Del. Azcapotzalco, C.P. 02140 México, DF

Brazil
Ingram Micro Brasil Ltda
Av. Francisco Matarazzo, 1500 – Torre NY
Sao Paulo, SP 05001-100, Brazil

Europe
Ingram Micro Pan Europe GmbH
Heisenbergbogen 3
D-85609 Dornach / Munich, Germany

Australia
Ingram Micro Pty Ltd
61 Dunning Ave, Rosebery
NSW 2018, Australia

New Zealand
Ingram Micro NZ Ltd
78 Apollo Drive, Albany
Auckland 0642, New Zealand

India
Ingram Micro India Limited
Godrej IT Park, B-Block, 5th floor
Pirojshanagar, L.B.S. Road,
Vikhroli (West), Mumbai-400 079, India

Hong Kong
Ingram Micro (China) Limited
Room 1205-18, 12/F, Tower 1, Millennium City,
388 Kwun Tong Road, Kowloon, Hong Kong

Sample: Warranty

Sample: Addresses
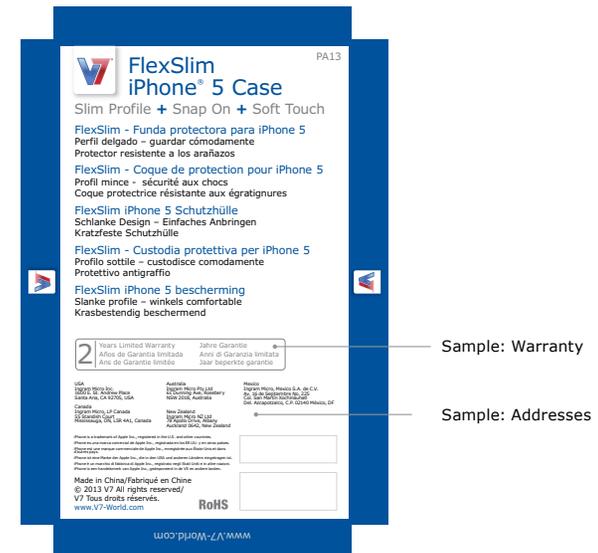
V7 print advertising templates can be downloaded at:

www.V7-world.com // About V7 // V7 Branding

Lifestyle photo
using V7 product

0.5" (12.7mm) white boarder

V7 logo badge

V7 blue background

A PLACE FOR EVERYTHING
AND EVERYTHING IN ITS REALLY COOL
600 DENIER GUCCI POLYESTER PLACE.

Headline:
Verdana Regular
19 pt. / 23 leading
Centered

Product photo
with drop shadow

GREAT GEAR FOR ALL

Body Text:
Verdana Regular
9 pt. / 14 leading
Flush left

Sample 2-page spread advertisement

Sample single page advertisement

Tag Line:
Verdana Regular
19 pt. / 23 leading
Centered

The V7 PowerPoint template can be downloaded at:
www.V7-world.com // About V7 // V7 Branding

V7 blue background   V7 logo badge

Title Bar: V7 blue background   V7 logo badge

Welcome to the world of V7

Presented to: ABC Company

Sample PowerPoint Cover Slide

Slide title here

Subhead goes here
- Second level
  - Third level

White background

Sample PowerPoint Main / Body Slide

Product photos:
DO NOT use product photos with white or any other colored backgrounds.
Use "PNG" type files with a transparent background.

Legal text here.

V7 Imagery

Add the "V" to your business and life. Imagery communicating Emotions, Fun, Success, Happiness, Style and Innovation via showing the "V" is the primay message for the usage of Lifestyle Imagery. For available images please contact the Marketing Team at V7 - Private label.

V7 Product Photography

A V7 branded photograph must capture the subtleties in the product's materials and feature the V7 brand mark, the product shape and surface texture. When photographing groups of products or products that will be used as a composite image maintain consistent lighting across all products. Ensure that reflections follow the angle of the light source.

- Shoot products on white seamless
- Products must be well lit and reveal texture of the product
- Shoot products at 1 to 1 ratio
- Try to include subtle lighting highlights to add shape and dimension to the product
- Make sure the logo is visible whenever possible
- Use a natural fade on all cords (A)
- Have a screenshot that's unique to V7 on all display products
- Any LED light need to be switched on
- Remove all labels
- Make sure products are sharp, no shallow depth of field
- Make sure glossy products do not show reflections, other than created highlights
- Make sure products are shot from the correct angles (>> refer to www.v7-world.com)

(A)

Sample single page advertisement

Mouse package (back)

Keyboard package (sides)

General Guidelines

The V7 theme line, GREAT GEAR FOR ALL, should never be tied directly to the V7 logo or the V7 badge. It may be used as shown in the examples shown here.

We're here to help. Please contact us with any question or request you may have, and to obtain final approval before your project is printed or published.

Contact for United States, Latin America, Asia
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