

VESPA BRAND GUIDELINES

INTRODUCTION

The brand refresh is an opportunity to introduce Vespa to a new generation of aesthetic-minded riders—and for loyal riders to rediscover their pride in belonging to the modern Vespa community.

Use these guidelines when designing assets for the Vespa brand, to remain consistent across the global packaging of Vespa’s image.

WORDMARK

The wordmark is a free flowing, bauhaus inspired refresh of the old whimsical logo. The wordmark will mostly exist in white on color, except when on white. Wordmark may NOT be used on top of photography or the dotted pattern, only on solid backgrounds.

LOCKUP

Lockups are used primarily for vehicle models, as well as dealerships and other Vespa affiliated locations. Locked in the left bottom corner of the wordmark, and in grey with Classic Vespa, or white with Clean White.

SHORTHAND

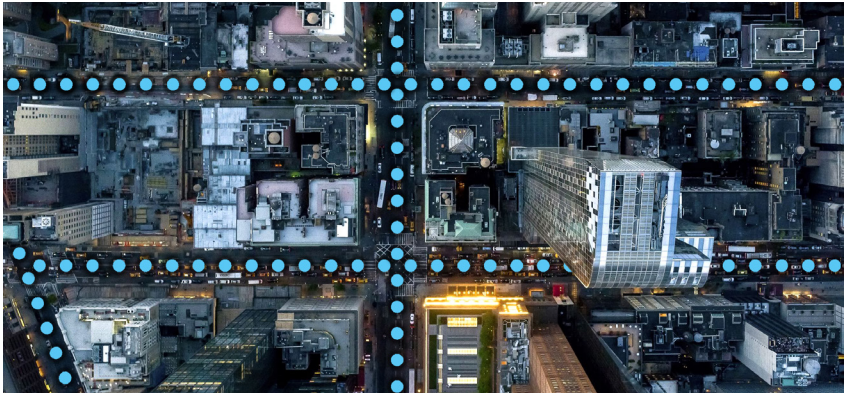
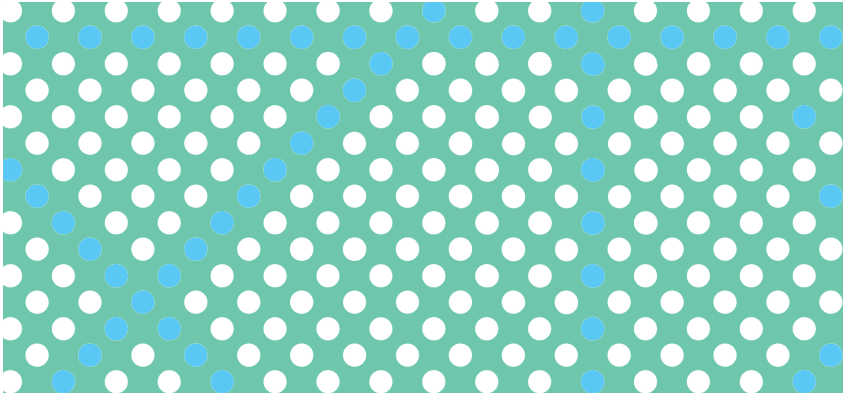
The shorthand can be used for smaller scale digital applications, or as an icon/graphic element/pattern on accessories, clothing, and other ancillary products. It may also be used on top of photos or within the dotted pattern.

PHOTOGRAPHY

With a new sense of pride in the Vespa scooter design, photography will consist of clean, product focused images, where the scooter is by itself and brilliantly lit. Other photographic assets may include close ups, fun resizing (yet still a clean composition), black and white historic shots, or warmly, softly lit carefree city riding shots.

TRAVELLING DOTS

The primary patterned background will be the Travelling Dots, only in Global Blue or Clean White. It may be used within photography to show travel paths, or as a design on accessories and ancillary products.



PLACEMENT AND USAGE

Always make sure that the logo is aligned within margins and in proportion to secondary elements!

2/5 rule means that the logo and accompanying text, will occupy 2/5 of the space, opposite of imagery which occupies 3/5 of the space.

The Vespa wordmark requires one 'V' of margin from the top and bottom of the letter V, and on the sides of the wordmark. Accompanying text may begin at the bottom of the 'V' margin, centered.

Lockups may be placed right under and left aligned to the base of the letter V, and must not exceed the descender of the letter P.



TYPEFACE

Aside from the wordmark or other fun, whimsical single texts of exclamation (e.g. Ciao!), the typeface of Vespa’s copy will be Gotham. It is a strong, legible typeface, that is great for headlines in Medium, and text copy in Light (except when 9 point or smaller, in which case should be Book).

HEADLINE TYPE

Gotham Medium, uppercase

TEXT TYPE

Gotham Book, sentence case  
Gotham Light, sentence case

EXPERIENCE THE FREEDOM

to ride in stlye

COLOR PALETTE

Vespa’s colors reflect a refined taste in soft, cool tones of green, blue and grey. The names carry Vespa’s values and ideals—iconography, minimalism, globalism, and subtlety.

Classic Vespa PANTONE 338 C  
Clean White PANTONE P 75-1 U  
Global Blue PANTONE 305 U  
Soft Grey PANTONE Cool Grey 8 U

R: 112 G: 200 B: 175

R: 255 G: 255 B: 255

R: 90 G: 200 B: 245

R: 148 G: 150 B: 152



Vespa