

vinni

brand guidelines  
vinni apple cider vinegar | 2025

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# identity and messaging

section 1

## mission statement

**At vinni, we make gut health flavorful, clean,  
and convenient so feeling good fits into your  
busiest days.**

## brand positioning

*To those who are committed to health and wellness on the go, vinni is the apple cider vinegar water enhancer that tastes good, contains unadulterated apple cider vinegar with the mother, and is convenient.*

# brand values

**scientific integrity**

**taste**

**quality**

**transparency**

**convenience**

**wellness**

## key personality traits

**playful**

**warm**

**confident**

**honest**

**trustworthy**

# brand voice

**01.**  
**expert, yet human**

**02.**  
**transparent**

**03.**  
**warm**

**04.**  
**playfully smart**

**05.**  
**effortless**

## audience

vinni is designed for health-conscious individuals in their early 20s to mid-40s who lead busy, active lives but are committed to their wellness routines. They value convenience without compromising quality, often balancing work, fitness, and self-care. Positioned for a middle to high-end market, vinni provides an effortless, portable solution for those who prioritize feeling good and performing their best.

# logos and usage

section 2

## wordmark

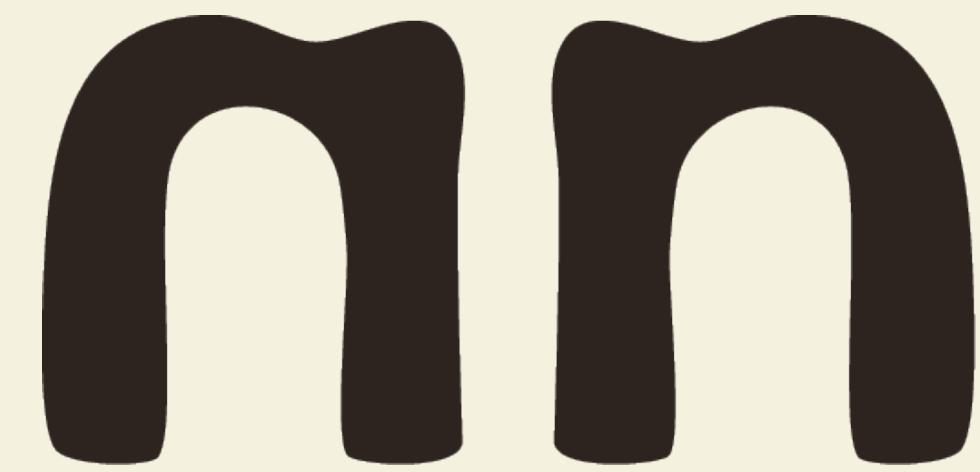
The vinni wordmark strikes a balance between professionalism and approachability, reflecting the brand's core values. The ns are mirrored, reflecting that of an apple cut in half (referencing vinni's source ingredient). The wordmark is built to be used across a variety of media, whenever space allows.

The wordmark 'vinni' is rendered in a bold, lowercase, rounded sans-serif typeface. The letters are thick and have a friendly, approachable feel. The 'v' and 'i's are particularly notable for their rounded shapes and the mirrored design of the 'n's.

**minimum sizing**  
100 x 30px

## lettermark

The lettermark is to be used in media formats where space does not allow for the wordmark to be used. Distinct in nature, the reflected ns of vinni can be easily recognized.

The image shows the lettermark 'nn' in a bold, rounded, black font. The letters are thick and have a slightly irregular, hand-drawn feel. The 'n's are mirrored, with the first 'n' on the left and the second 'n' on the right, both facing the same direction.

**minimum sizing**  
50 x 50px

**gradient**

The wordmark and lettermark in gradient form, for special case use (such as socials).



### wordmark clearspace

To avoid clutter and confusion around the space of the wordmark, the letter “v” will be used to designate clearspace (negative/white space around the mark). No artwork, copy, or other such visuals should impede upon this space.



### incorrect logo usage

Do not apply any of the following alterations to the logo suite:

1. Stretching
2. Rotating
3. Outlining
4. Addition of a stroke
5. Random colorization

1.



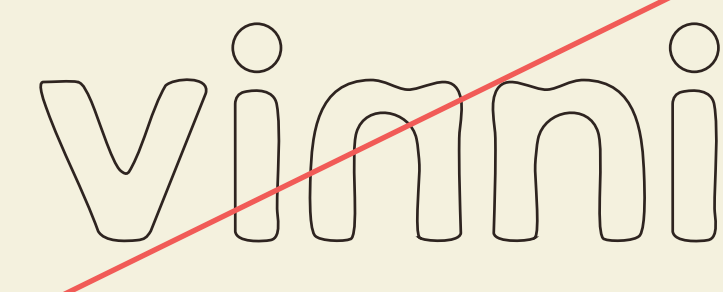
**vinni**

2.



**vinni**

3.



vinni

4.



**vinni**

5.



**vinni**

# typography

section 3

## JA JayaGiri Sans

Ja Jayagiri Sans is a contemporary sans serif with geometric roots and clean, confident letterforms. Its organic, imperfect quality pairs with balanced proportions give it a modern yet approachable character, making it both versatile and impactful. It is used for the logo and header typography, where clarity and presence are essential. Its bold forms create a strong visual anchor that immediately draws attention, making it ideal for high-impact areas.

### Logo / Head

Weight: Regular

Tracking: 104%

Leading: 115%

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!@#\$%^&\*()\_+::;<>?.,**

**sample**

regular

Go with your gut, choose vinni.

## Objektiv MK1

Objektiv MK1 is a geometric sans-serif typeface known for its clean, minimalist construction and rational, modern feel. Its precise, almost mechanical forms bring clarity and neutrality, making it a strong choice for conveying authenticity and honesty. It is used for heading, subheading, CTAs, and body copy to balance the boldness of JA JayaGiri Sans and draw attention where necessary without overwhelming the space.

### Head / Subhead / CTA

Weight: Bold  
 Tracking: 102%  
 Leading: 115%

### Body

Weight: Regular  
 Tracking: 103%  
 Leading: 120%

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()\_+::;<>?,.**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!@#\$%^&\*()\_+::;<>?,.

**sample**

bold

**Go with your gut, choose vinni.**

regular

Go with your gut, choose vinni.

## Objektiv MK1

Italicized Objektiv Mk1 is used for subheaders to highlight important information with slightly more impact. The natural slant creates movement and urgency, guiding the eye toward key details while complementing the strong presence of the main header typeface. It balances clarity with emphasis, ensuring that essential information stands out in a refined yet approachable way without sacrificing readability.

### Subhead

Weight: Italic  
Tracking: 101%  
Leading: 115%

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!@#\$%^&\*()\_+<>?.,

### sample

italic

*Go with your gut, choose vinni.*

## Youngblood

Youngblood is an expressive, calligraphic serif typeface. Its fluid strokes and subtle irregularities bring a sense of personality and approachability, making it feel expressive without losing clarity. Youngblood is reserved for special-case subheadings, injecting playfulness and character into the brand system. It is used when a more personal, human touch is needed. It draws attention to key information while contrasting against the cleaner, more neutral typefaces.

### Subhead

Weight: Regular  
Tracking: 104%  
Leading: 120%

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
 a b c d e f g h i j k l m n o p r s t u v w x y z  
 1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & \* ( ) \_ + ; : < > ? , .

### sample

regular

*Go with your gut, choose vinni.*

# color

section 4

## **vinni blue**

vinni blue emits an air of trust and transparency, drawing on vinni's expertise and knowledge without feeling harsh and forceful.



### **vinni blue**

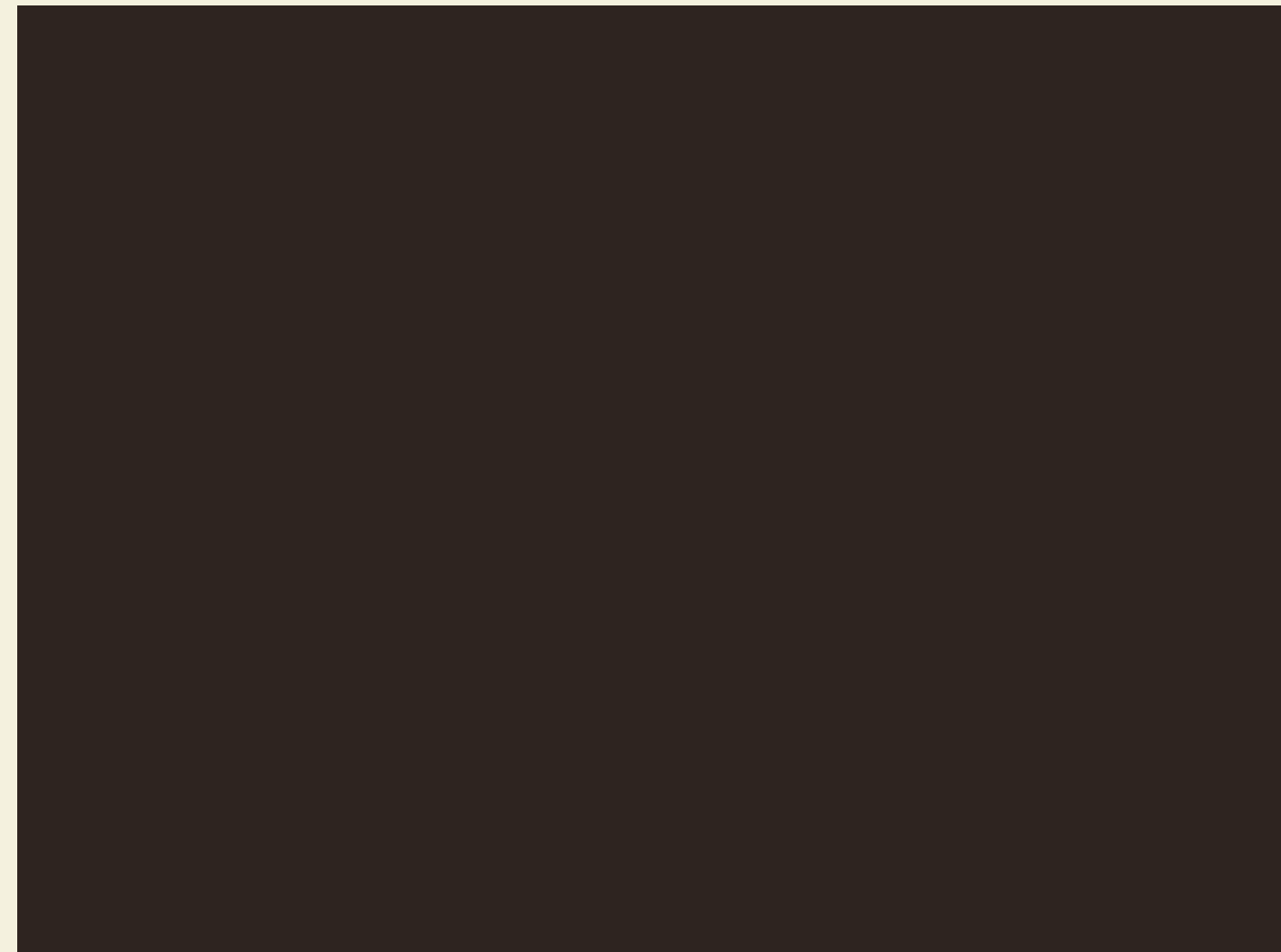
HEX: #A7B1DA

CMYK: 31 / 11 / 0 / 0

RGB: 170 / 203 / 235

## neutrals

These soft neutrals are calm and airy, providing contrast to the primary and secondary hues without feeling too stark in contrast.

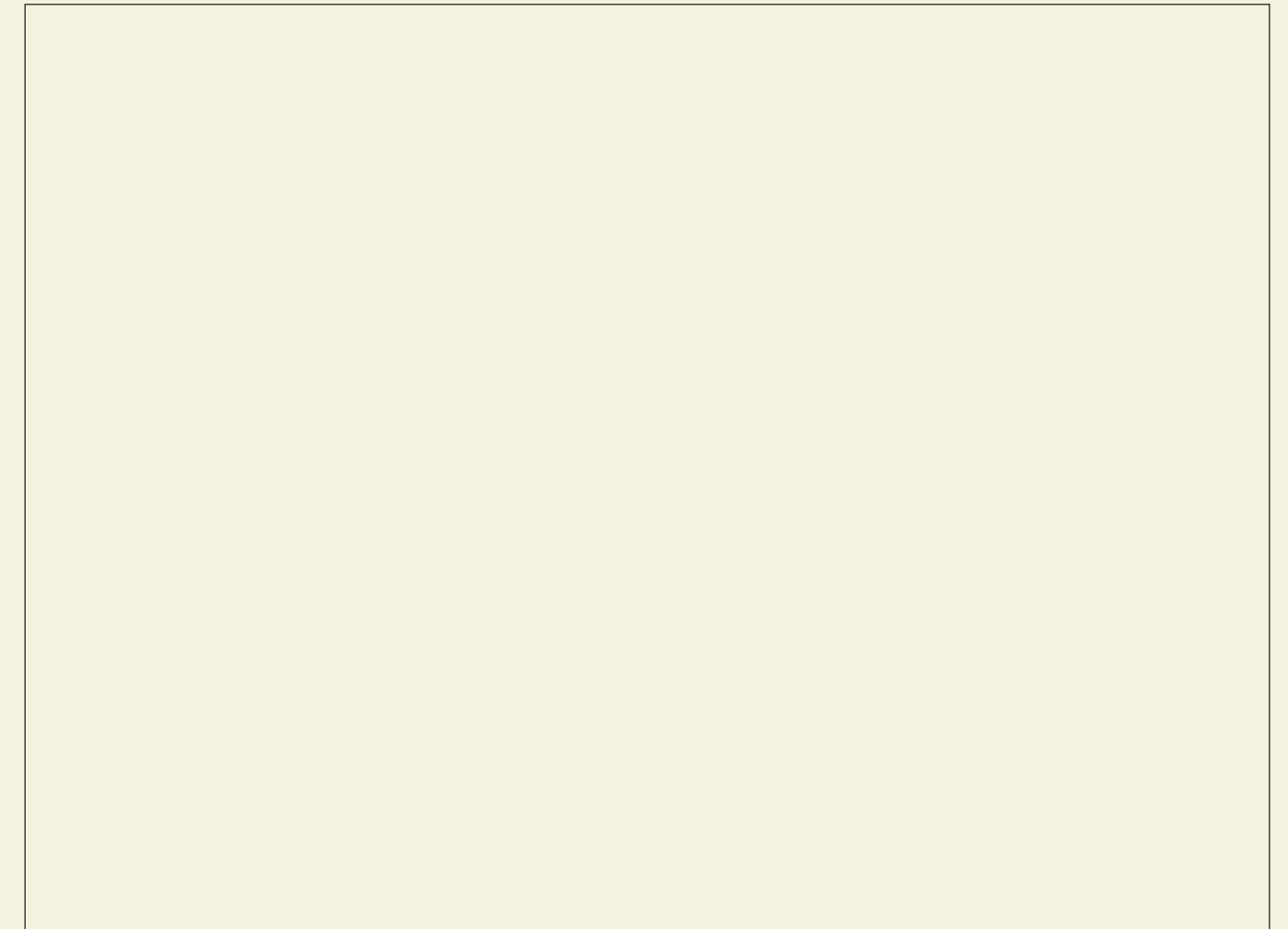


### **brown**

HEX: #2E2420

CMYK: 63 / 66 / 68 / 71

RGB: 46 / 36 / 32



### **off-white**

HEX: #F4F1DE

CMYK: 4 / 3 / 13 / 0

RGB: 244 / 241 / 222

## secondary colors

These hues pair well vinni blue, bringing variety to the color palette. Yellow draws the eye, adding playfulness to the palette. Green draws on the naturalistic origins of the product, while peach introduces further warmth and approachability into the color palette. Lavender adds variation and a sense of luxury to the palette.



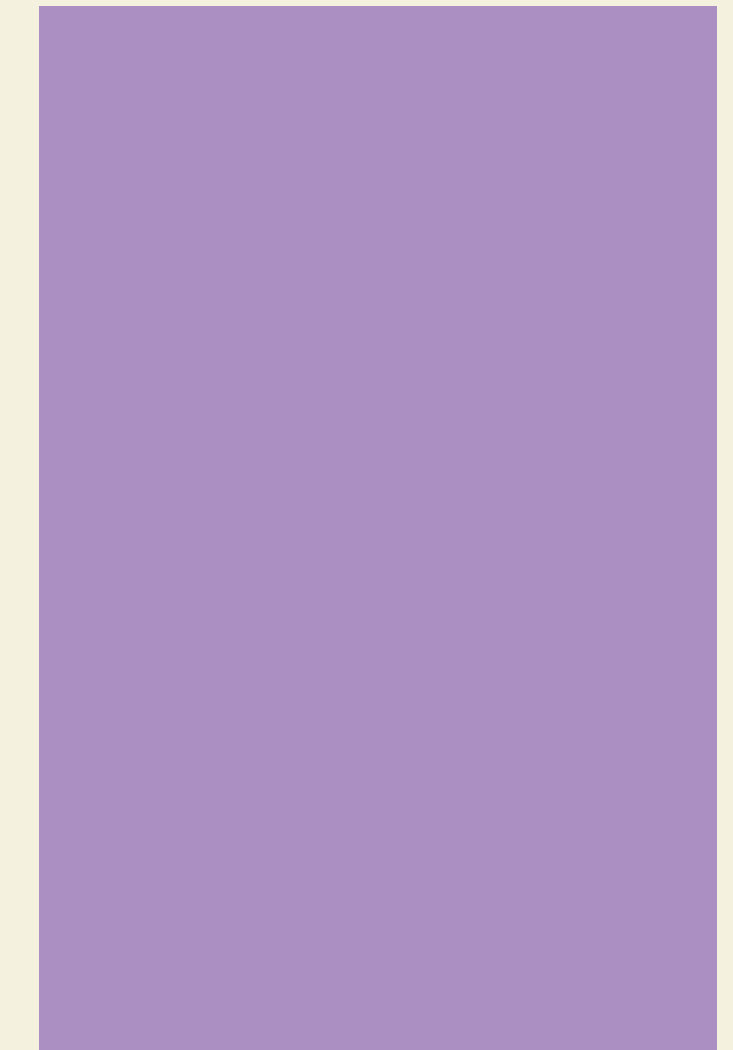
**yellow**  
HEX: #EEDB83  
CMYK: 8 / 9 / 59 / 0  
RGB: 238 / 219 / 131



**green**  
HEX: #748B75  
CMYK: 57 / 33 / 57 / 8  
RGB: 116 / 139 / 117



**peach**  
HEX: #F69589  
CMYK: 0 / 51 / 38 / 0  
RGB: 246 / 149 / 137



**lavender**  
HEX: #AB8FC3  
CMYK: 33 / 46 / 0 / 0  
RGB: 171 / 143 / 195

## expanded color palette

Additional hues expand upon the primary and secondary colors, adding variety to the palette where needed. These hues are primarily used to express the difference in flavor between packets. This palette will increase as more flavors are added to the vinni inventory.



### passionfruit

HEX: #EE58A0

CMYK: 0 / 81 / 0 / 0

RGB: 238 / 88 / 160

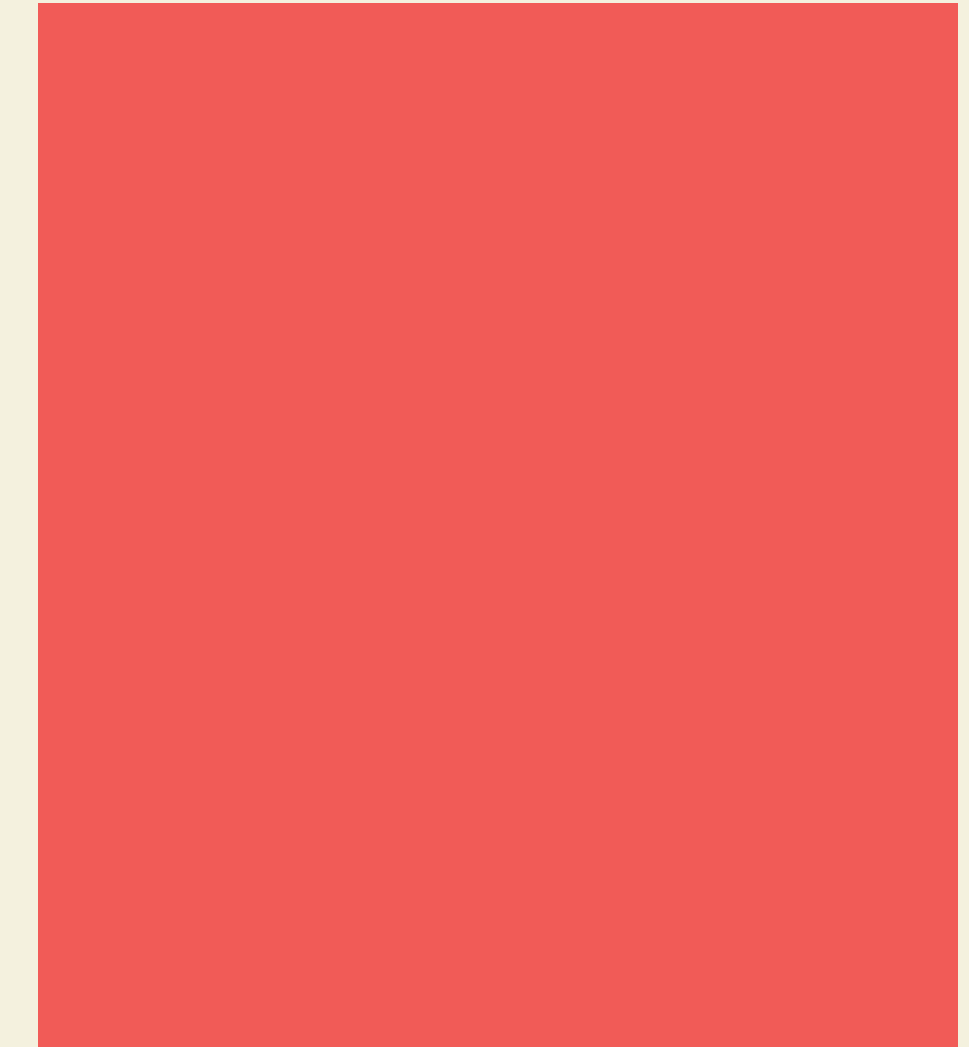


### mango

HEX: #EDAD4F

CMYK: 6 / 34 / 80 / 0

RGB: 237 / 173 / 79



### strawberry

HEX: #F15B57

CMYK: 0 / 80 / 63 / 0

RGB: 241 / 91 / 87

### tinted color palette

Increasing the K value of colors within the palette may be used for type on light colors where off-white will not pass contrast ratio guidelines. These additional hues should match each other in value, only used when further contrast is necessary.



**deep blue**  
 HEX: #1D3361  
 CMYK: 100 / 87 / 34 / 25  
 RGB: 29 / 51 / 97



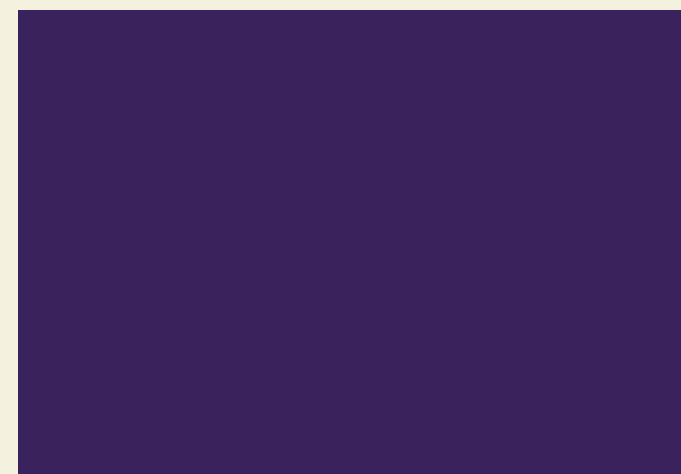
**deep yellow**  
 HEX: #776D3F  
 CMYK: 49 / 45 / 83 / 23  
 RGB: 119 / 109 / 63



**deep green**  
 HEX: #323E32  
 CMYK: 71 / 54 / 72 / 54  
 RGB: 50 / 62 / 50



**deep peach**  
 HEX: #6D2323  
 CMYK: 34 / 90 / 80 / 45  
 RGB: 109 / 35 / 35



**deep lavender**  
 HEX: #3A225D  
 CMYK: 90 / 100 / 32 / 24  
 RGB: 58 / 34 / 93



**deep passionfruit**  
 HEX: #560331  
 CMYK: 48 / 98 / 51 / 53  
 RGB: 86 / 03 / 39



**deep mango**  
 HEX: #6C4417  
 CMYK: 40 / 66 / 100 / 41  
 RGB: 108 / 68 / 23



**deep strawberry**  
 HEX: #6E1010  
 CMYK: 32 / 99 / 99 / 47  
 RGB: 110 / 16 / 16

## gradients

Mesh and spotlight gradients add depth, softness, and a sense of vibrancy to vinni's visual identity. They evoke freshness and natural light, enhancing the brand's approachable, lively, and modern feel.

### mesh gradient

Used as the background of mockups and other various promotional media.

### spotlight gradient

Used as the backdrop to highlight specific artwork in hero areas and other relevant typography/artwork.



mesh gradient



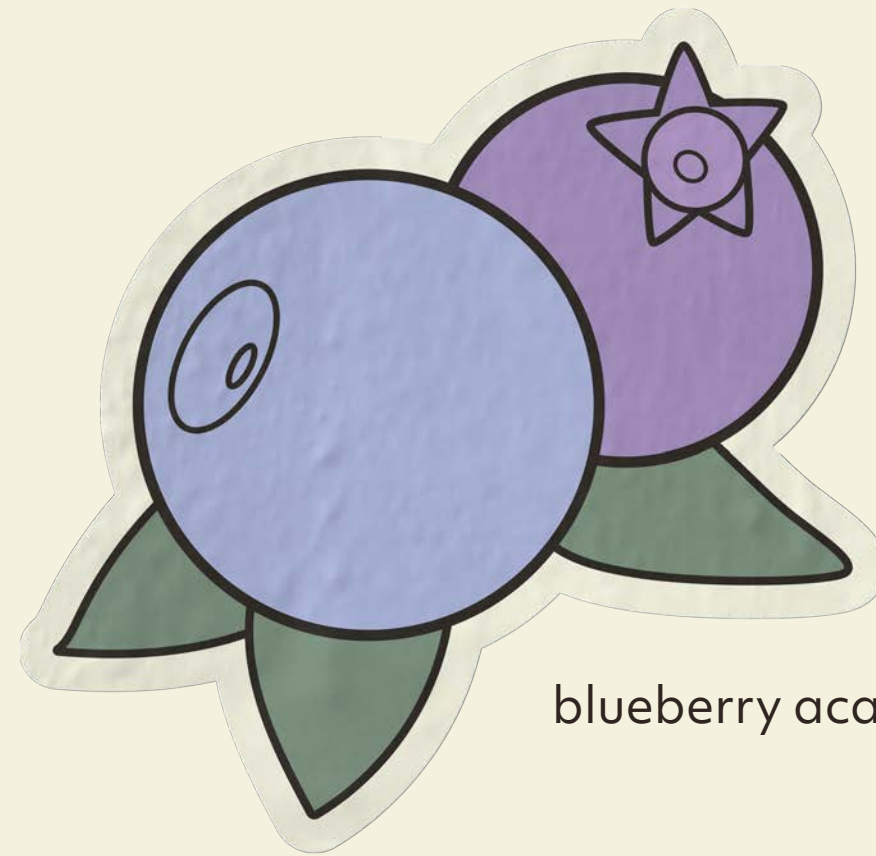
spotlight gradient

# iconography

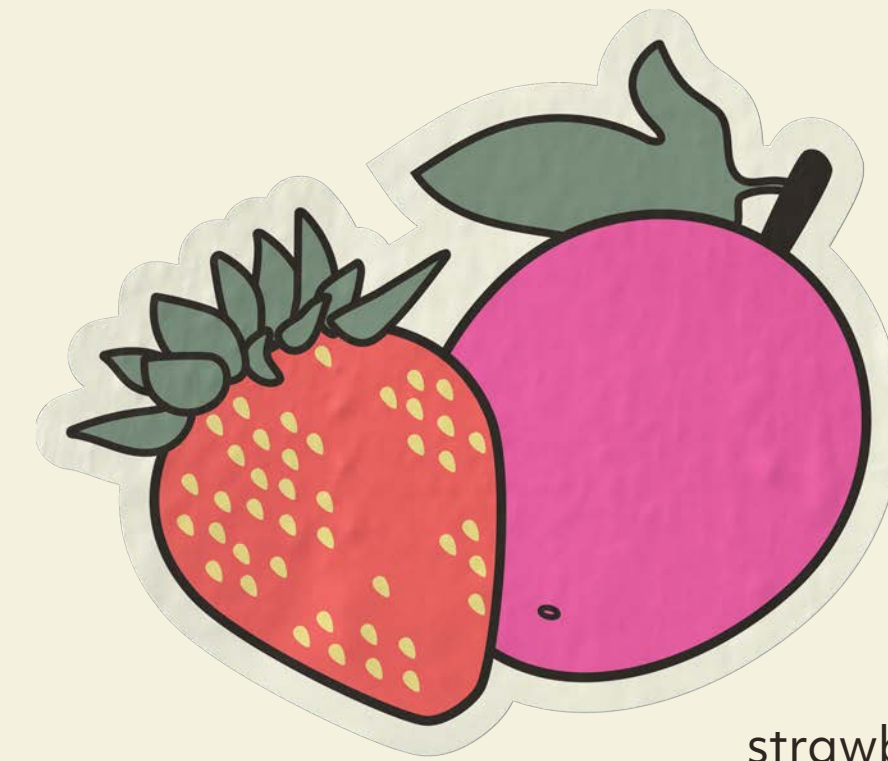
section 5

## fruit stickers

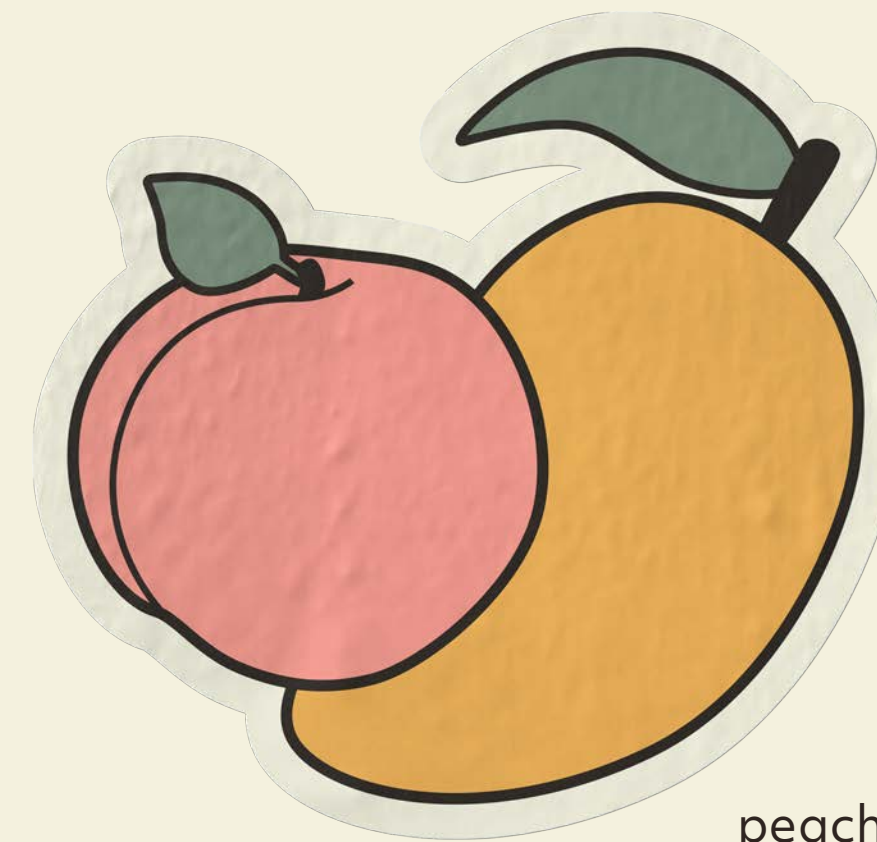
vinni's fruit stickers reference those found on fresh produce, reinforcing the brand's natural and transparent personality. Used on the outer and sachet packaging, fruit stickers are always drawn in the simplest format possible and employ a slight matte texture to add dimension. All fruit stickers should utilize a thick off-white stroke around the illustration.



blueberry acai



strawberry acai



peach mango

# packaging

section 6

## background rules

Background treatments vary from outer packaging to sachet packaging, as well as variety pack to single flavor.

### spotlight gradient

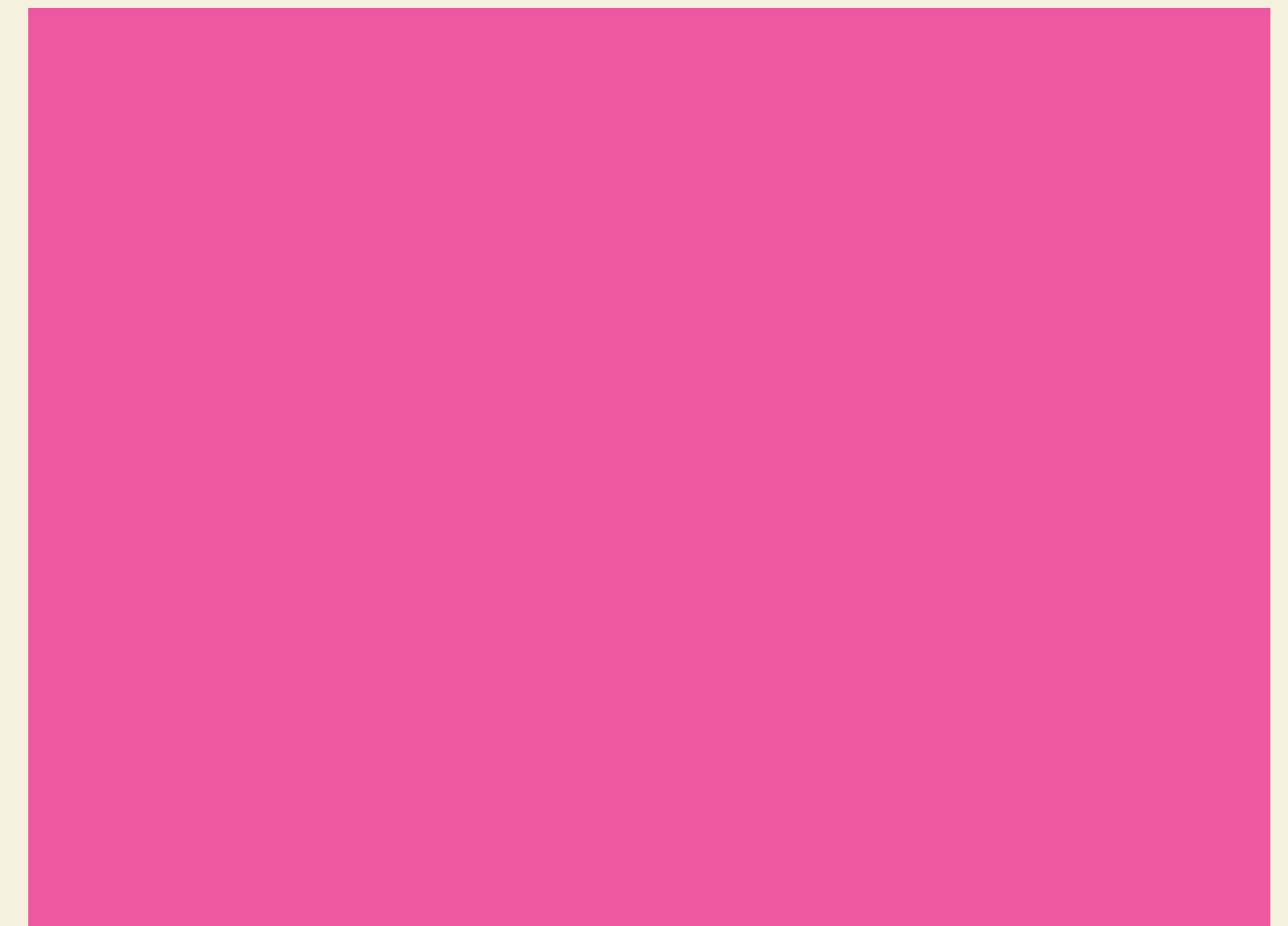
Only to be used to highlight areas of importance on variety pack outer packaging.

### solid hue

Only to be used as the backdrop of single flavor outer packaging and sachet packaging.



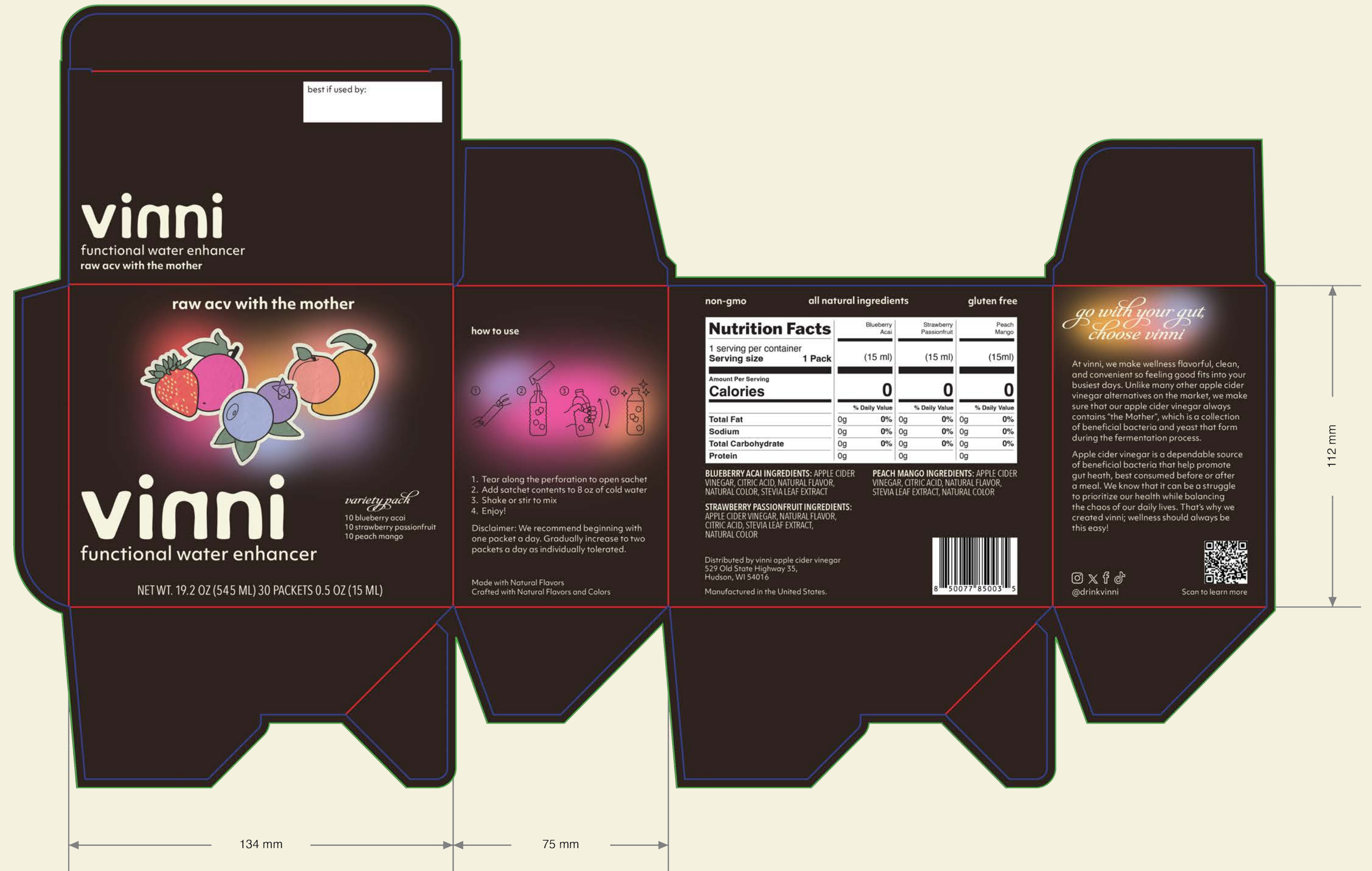
spotlight gradient



solid hue

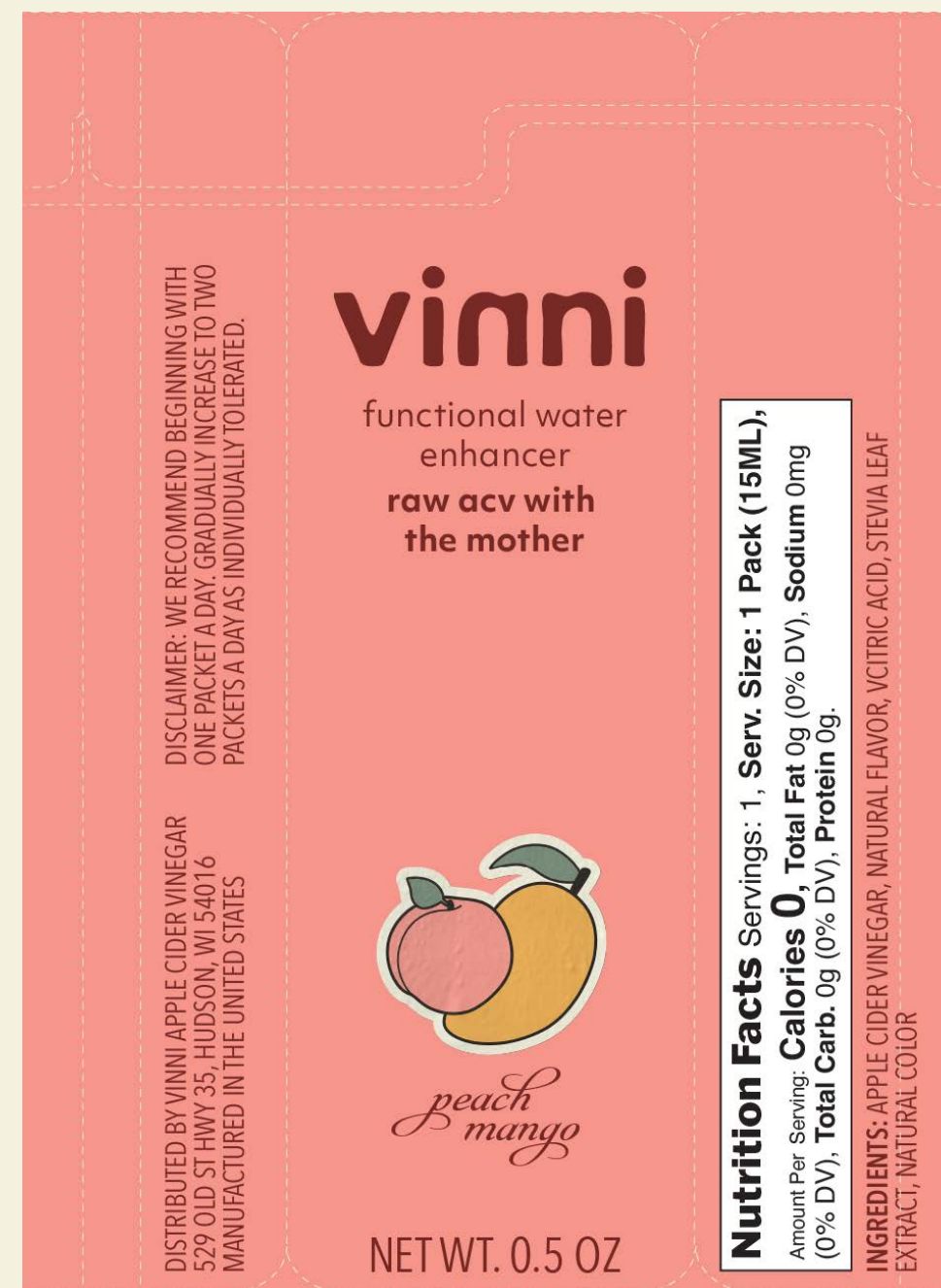
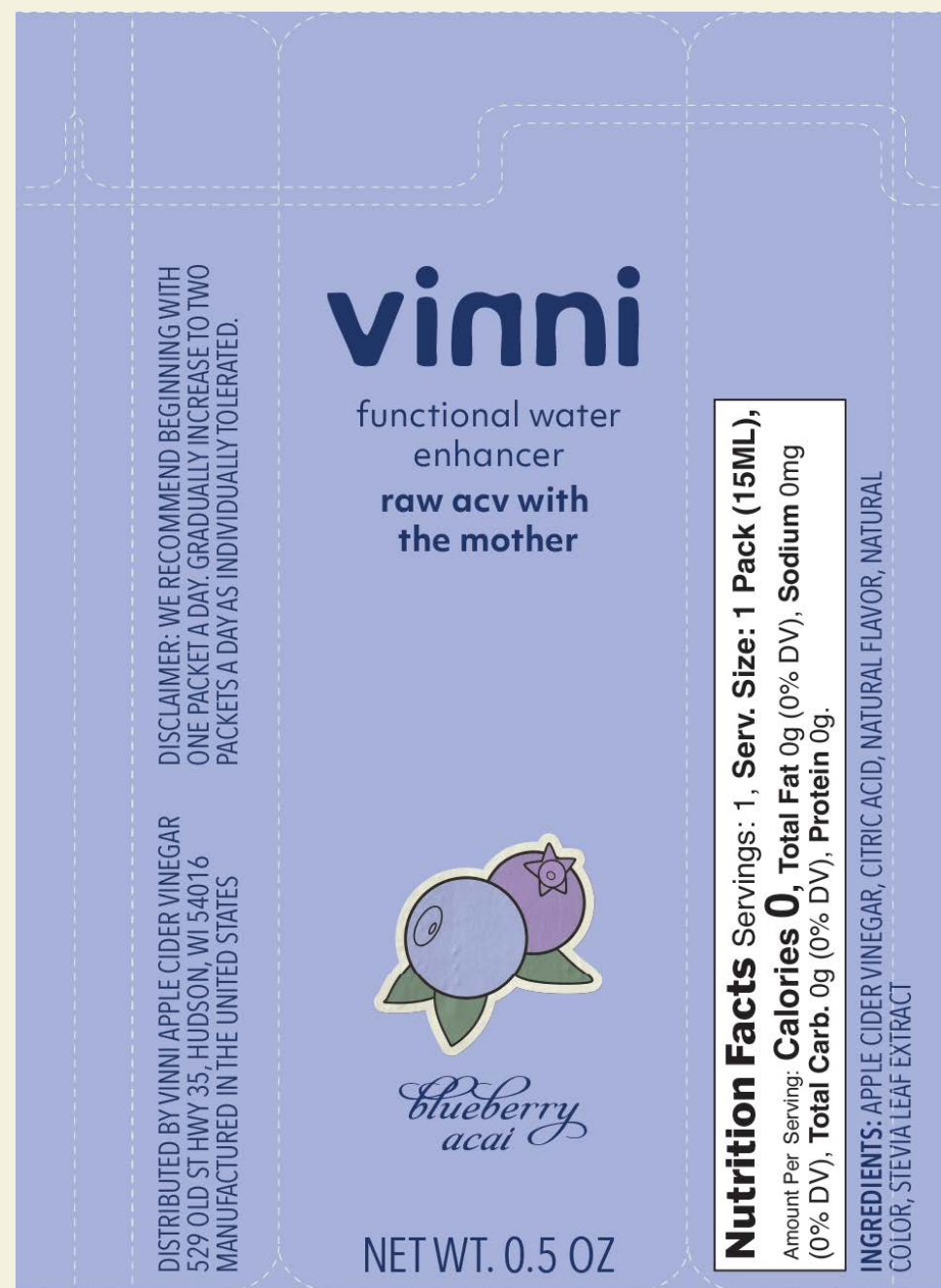
## variety pack

vinni's variety packaging utilizes a mesh gradient to highlight areas of importance and express the variety of flavors. The packaging layout is optimized to take advantage of negative space, maintaining the open space reflected in vinni's branding.



### sachet dielines

vinni shachet dielines employ single color backgrounds to reflect the flavors contained inside.







**vinni**  
functional water enhancer  
raw acv with the mother



**vinni**  
functional water enhancer  
raw acv with the mother



**vinni**  
functional water enhancer  
raw acv with the mother

*variety pack*  
10 blueberry acai  
10 strawberry passionfruit  
10 peach mango

*go with your gut,  
choose vinni*

**vinni**  
functional water enhancer  
raw acv with the mother



**vinni**  
functional water enhancer  
raw acv with the mother

*variety pack*  
10 blueberry acai  
10 strawberry passionfruit  
10 peach mango

**vinni**  
functional water enhancer  
raw acv with the mother

**vinni**  
functional water enhancer  
raw acv with the mother

best if used by:

NET WT. 19.2 OZ

best if used by:

*variety pack*  
10 blueberry acai  
10 strawberry passionfruit  
10 peach mango

*go with your gut,  
choose vinni*



**vinni**