Singer Vielle
Brand Guidelines

Singer Vielle

Primary Logo

Singer Vielle

Monochrome

Singer Vielle

Inverted

Singer Vielle

Singer Vielle

Clear Space

Singer Vielle

Min. width: 190px

Singer Vielle Network Logo

Singer Vielle Network

Primary Logo

Singer Vielle Network

Dense Logo

Singer Vielle Network

Inverted

Singer Vielle Network

Singer Vielle Network

Clear Space

Singer Vielle Network

Min. width: 190px

Click to Purchase Logo

clicktopurchase

Primary Logo

click to purchase

Monochrome

clicktopurchase

Monochrome

clicktopurchase

Tagline

clicktopurchase

Icon

Inverted

Monochrome

Inverted

Tagline

Colors

Navy Blue	Deep Purple	Singer Vielle Sky Blue
HEX #000A52 RGB 0	HEX #2A0A6D RGB 42	HEX #7FCAFF RGB 127

Main Logo Colorwell

Additional Colorwell

Additional Colors

Typography

Manrope

A modern variable sans-serif that blends geometric fidelity with human warmth.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Main Font

United Kingdom

Heading 1 (H1)

Contrary to popular belief, Lorem Ipsum is not simply random text. It has roots in a piece of classical Latin literature from 45 BC, making it over 2000 years old.

Heading 2 (H2)

Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.

Heading 3 (H3)

It is a long established fact that a reader will be distracted by the readable content of a page when looking at its layout. The point of using Lorem Ipsum is that it has a more-or-less normal distribution of letters, as opposed to using 'Content here, content here', making it look like readable English. Many desktop publishing packages and web page editors now use Lorem Ipsum as their default model text, and a search for 'lorem ipsum' will uncover many web sites still in their infancy. Various versions have evolved over the years, sometimes by accident, sometimes on purpose (injected humour and the like).

Alternate Fonts

Primary: Manrope, Secondary: Montserrat, Tertiary: Cormorant, Tertiary: Cormorant Garamond, Tertiary: Cormorant Upright, Tertiary: Cormorant Infant, Tertiary: Cormorant SC, Tertiary: Cormorant Unicase, Tertiary: Cormorant Upright, Tertiary: Cormorant Garamond