VANTORIS
GLOBAL TRADE & LOGISTICS

Brand Guidelines

Visual identity system · Version 1.0 · November 2026

VERSION 1.0 · DESIGNED BY REMON ROMANY

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01 · BRAND IDEA

Two sides, one deal.

Vantoris stands between the supplier and the buyer. It makes the deal work for both: the right material, the right documents, on the right date.

What we say

Specific offers: quantity, terms, documents, dates.

What we do

Both sides get the same facts: specifications, certificates, shipping dates.

How we look

Two arms, one seam. Navy and gold. Calm, exact, international.

01 · WHAT WE DO

Source. Document. Deliver.

Vantoris is a Dubai-based trading and logistics company supplying industrial chemical raw materials to manufacturers.



Source

We buy from producers and offer competitive prices, with flexible quantities.



Document

TDS, MSDS and COA come with every offer and every shipment.



Deliver

Shipping and logistics on agreed terms, such as FOB, CFR or CIF, to the buyer port.

ONE SIDE

Suppliers

Producers and exporters of industrial chemicals.

THE OTHER SIDE

Buyers

Manufacturers who need materials on time and as specified.

01 · PURPOSE AND VALUES

What we stand for

The purpose behind the idea, and the four values that shape every offer.

Mission

To make industrial chemical supply simple, documented and dependable for every buyer.

Vision

To be the trade partner manufacturers call first when materials must arrive on time and as specified.

01

Precision

Every specification, certificate and quantity is exactly as stated.

02

Reliability

We do what we say, on the date we say it.

03

Speed and flexibility

Fast quotations, flexible quantities and terms.

04

Transparency

Clear prices, documents and communication.

01 · POSITIONING

The specialist between the giant and the broker

Positioning statement

For manufacturers that buy industrial chemicals, Vantoris is the trading partner that combines fast quoting, full documentation (TDS, COA, MSDS) and reliable shipping, with the flexibility of a specialist.

What we are not

- Not a large company with slow procedures: we answer fast and stay flexible.
- Not a broker who cannot show documents.
- Not a manufacturer: we supply from the best source.

Personality: like this, not like that

Precise
not pedantic

Confident
not loud

Direct
not abrupt

International
not impersonal

02 · LOGO STORY

The idea, drawn.

The brand idea is two sides, one deal. The mark draws it: a V built from two arms, navy for the supplier and gold for the buyer, leaning toward each other and meeting along one thin seam, the point where the deal is made.



Navy: trust, depth, ports and sea. Gold: value and commodities.

The V

The initial of the name, and a direction: two flows converging.

The seam

A hairline gap keeps two sides distinct: two parties, one agreement.

The rising arm

The gold arm rises above the navy one: growth and forward momentum.

The angle

The slope of the arms is measured from the V in the wordmark, so mark and name read as one drawing.

The type

Jost: an open geometric sans, clear and international. Wide, optically balanced capitals signal stability.

The tagline

Set to exactly the width of the name, closing the lockup into one clean block.

02 · CONSTRUCTION

One drawing, aligned on four lines



- The mark body runs from the cap line to the tagline baseline.
- Only the gold arm rises above the cap line.
- The tagline spans exactly the width of VANTORIS.
- Letter spacing is optical: equal white area between letters, not equal distance.
- Always use the supplied files. Never retype or rebuild the logo.

02 · VERSIONS

Five versions, each with a job



Primary

Default. White or light backgrounds.



Reverse

Navy or dark backgrounds.



One colour

Stamps, fax, engraving, one-colour print.



Icon

Small spaces: avatar, favicon, app icon.



Icon reverse

Same, on navy.

Which one when

- Start with Primary.
- Switch to Reverse on dark.
- Use the Icon when the full lockup would be under the minimum size.

02 · CLEAR SPACE AND SIZE

Give it room. Keep it legible.



x = the height of the capital letters in VANTORIS. Keep at least x free on every side.

	PRINT	SCREEN
Full logo	30 mm	120 px
Icon only	8 mm	24 px



150 PX · 120 PX · MIN · 40 · 24 · MIN

FAVICON 16

Below 24 px (favicons, tab icons) use the simplified icon supplied with the files, not a shrunk copy of the full mark.

02 · MISUSE

Never do this to the logo



Do not stretch



Do not squeeze



Do not recolour



Do not rotate



No shadows or effects



Not on busy images



Not on low contrast



Do not crop

03 · COLOUR

Navy leads. Gold is the signal.

Navy

HEX #0A1F44
RGB 10 · 31 · 68
CMYK 85 · 54 · 0 · 73
PMS ≈ 2767 C

Text, logo, dark surfaces.

Gold

HEX #C49A3A
RGB 196 · 154 · 58
CMYK 0 · 21 · 70 · 23
PMS ≈ 7407 C

Accent, graphics, the second arm.

Gold on dark

HEX #D9B45E
RGB 217 · 180 · 94
CMYK 0 · 17 · 57 · 15
PMS ≈ 7407 C / 871 C

Gold on navy only.

Slate

HEX #4B5B78
RGB 75 · 91 · 120
CMYK 37 · 24 · 0 · 53
PMS ≈ 7545 C

Secondary text, tagline.

Mist

HEX #F5F6F8
RGB 245 · 246 · 248
CMYK 1 · 1 · 0 · 3
PMS ≈ Cool Gray 1 C

Panels and page backgrounds.

White

HEX #FFFFFF
RGB 255 · 255 · 255
CMYK 0 · 0 · 0 · 0
PMS ≈ —

Main page colour.



NAVY 50% WHITE 28% MIST SLATE GOLD

Why navy and gold: Navy is the colour of the category: ports, banks, chemical majors. It says trust, but it does not set us apart. Gold does, so it is used sparingly and always on the buyer side.

CMYK is converted from HEX and Pantone is the closest match by eye. Both must be confirmed with a printed proof before any large print run.

03 · COLOUR USE

Pairs that are readable

	PAIR	CONTRAST	USE
Aa	Navy on white	**16.2:1**	AAA
Aa	White on navy	**16.2:1**	AAA
Aa	Navy on mist	**15.0:1**	AAA
Aa	Slate on white	**6.8:1**	AA
Aa	Gold on navy	**8.2:1**	AAA
Aa	Navy on gold	**6.2:1**	AA
Aa	Gold on white	**2.6:1**	Fail

Rules

- Gold is never body text on white. Use it for lines, shapes, icons and large display type.
- On navy, use Gold on dark (#D9B45E).
- No gradients, tints or transparency on brand colours.
- Body text needs 4.5:1 or more (WCAG AA).

04 · TYPOGRAPHY

Two families, one voice

LATIN · HEADINGS AND TEXT

Aa

Jost

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & % + / —

Weights: Regular 400, Medium 500, SemiBold 600. Open Font Licence, free on Google Fonts.

ARABIC · HEADINGS AND TEXT

أب

IBM Plex Sans Arabic

أبجد هوز حطي كلمن سعفص قرشت ثخذ ضظغ
0123456789 · ٠١٢٣٤٥٦٧٨٩

Weights: Regular 400, Medium 500, SemiBold 600, Bold 700. Open Font Licence, free on Google Fonts.

04 · HIERARCHY

How the text sizes work together

Industrial chemicals, delivered as specified

Documented from source to port

Every offer includes TDS, MSDS and COA. Quantities and terms are flexible, and quotations are returned within the working day.

CAPTION · SOURCE: SUPPLIER TDS

STYLE	SIZE / LINE	WEIGHT
H1	46 / 50	SemiBold
H2	24 / 30	SemiBold
H3	16 / 22	SemiBold
Body	16 / 26	Regular
Caption	11 / 16 · tracking +14%	Medium

Fallbacks when brand fonts are unavailable (Office, email): Arial for Latin, Tahoma for Arabic. Do not apply letter spacing to Arabic text.

05 · IMAGERY AND ICONS

Real trade, calmly shown

Photography









Four subjects to photograph: ports, containers, warehouses, samples. Real working scenes, daylight, wide framing, no stock-photo handshakes.

Icons: 24 px grid, 1.6 px line, round caps, navy only


Chemicals


Containers


Shipping


Documents


Global reach


Compliance

05 · GRAPHIC DEVICE

The seam: one device, used sparingly



WATERMARK ON NAVY: 9% OR LESS



EDGE CROP IN FULL COLOUR



DIAGONAL DIVIDER AT THE MARK ANGLE

- Use only crops of the real mark. Never redraw it.
- Never repeat it as a pattern.
- One device per page or slide.
- The divider uses the same angle as the V arms.

06 · LAYOUT

A grid that leaves room to breathe



ITEM	VALUE
Slide / screen	1280 × 720 · 12 columns
Margin	72 px
Gutter	22 px
Base unit	8 px · 16 · 24 · 32 · 48 · 64
A4	20 mm margins · 12 columns

- Left-aligned text. No justified paragraphs.
- Logo top-left, or centred on covers only.
- Space first: fewer elements, larger.

07 · VOICE

Short, exact, helpful

We write like this

- Numbers, units and terms first.
- One idea per sentence.
- Say what is attached and what happens next.
- Plain words. No hype, no buzzwords.

We never write like this

“We are a world-class, innovative, one-stop leader in next-generation chemical solutions.”

EXAMPLE · OFFER EMAIL

Subject: Offer: Sodium Metabisulphite FG, 25 MT, CFR [port]

Dear [Name],
Thank you for your enquiry. Our offer:

Product: Sodium Metabisulphite, food grade
Quantity: 25 MT, 25 kg bags
Terms: CFR [port], payment [terms]
Validity: 7 days

TDS and MSDS are attached. COA is issued per shipment.
Please confirm and we will send the proforma invoice today.

Illustrative text. Product and terms are placeholders.

08 · MOTION

The logo builds itself, then stays still



0.3 S | 0.9 S | 1.5 S | 2.0 S | 3.0 S



- Use it for video intros and outros, loading screens and the first presentation slide.
- Play once. Never loop, spin, bounce or glow.
- Always end on the static logo. Use the static logo when reduced motion is requested.

ITEM	VALUE
Total length	3.0 s + 1 s hold
Order	Navy arm, gold arm, wordmark, tagline
Easing	cubic-bezier(.5, 0, .15, 1)
Movement	Arms slide 34% of the mark height; wordmark wipes left to right
Last frame	Identical to the static logo

09 · APPLICATIONS

Business card and email signature



FRONT · 90 × 50 MM

Remon Nashaat
FOUNDER

+971 00 000 0000
remon@vantorisglobal.com
vantorisglobal.com
Dubai, United Arab Emirates

BACK · ENGLISH

ريمون نشأت
المؤسس

+971 00 000 0000
remon@vantorisglobal.com
vantorisglobal.com
دبي، الإمارات العربية المتحدة

BACK · ARABIC

Remon Nashaat
Founder

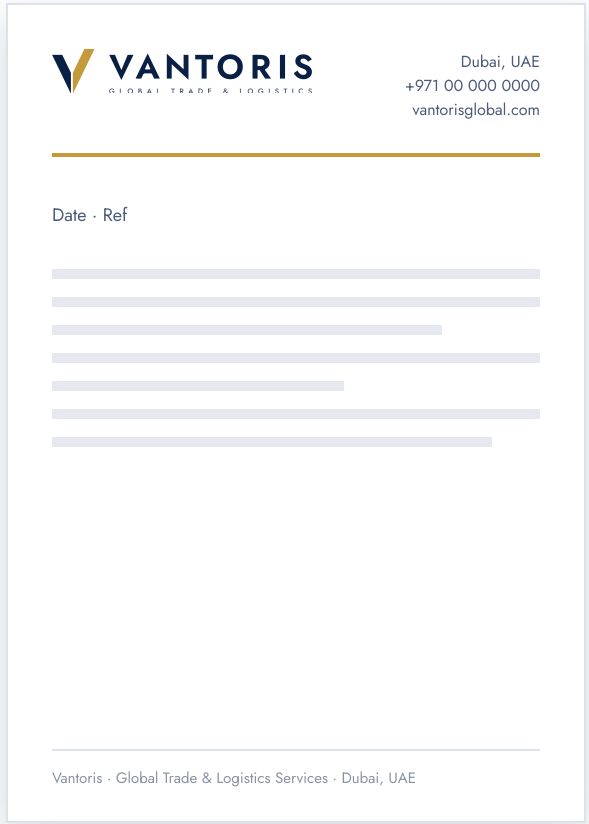
VANTORIS
GLOBAL TRADE & LOGISTICS

+971 00 000 0000
remon@vantorisglobal.com
vantorisglobal.com

EMAIL SIGNATURE

09 · DOCUMENTS

Letterhead and technical data sheet



LETTERHEAD · A4



TDS TEMPLATE · A4

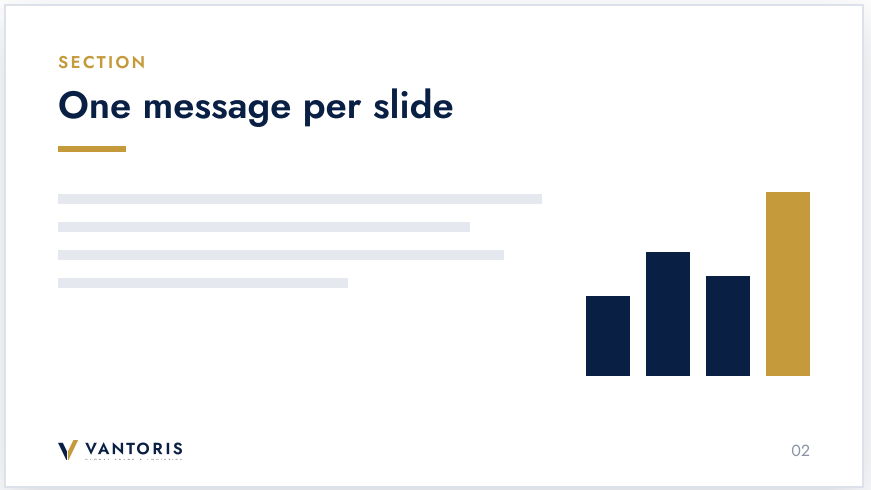
- The logo sits top-left with clear space x.
- A gold rule separates header from content.
- Specification tables use Navy text and Mist rules only.
- The same header is used for COA and MSDS.

09 · PRESENTATIONS

Slides that look like Vantoris



TITLE SLIDE

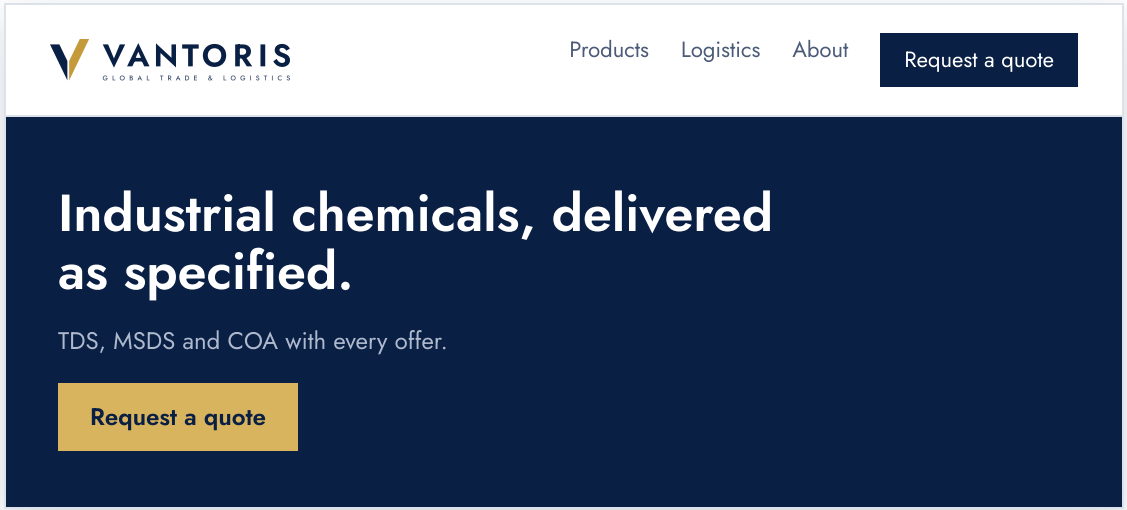


CONTENT SLIDE

- Titles in Jost SemiBold, two lines at most.
- One gold accent per slide.
- Charts: navy first, gold for the number that matters.
- Small logo bottom-left, page number bottom-right.

09 · DIGITAL

Website, LinkedIn and messaging



WEBSITE HEADER AND HERO (ILLUSTRATIVE)



LINKEDIN BANNER · 4:1



Profile image

LinkedIn, WhatsApp Business, Google Business: always the icon on navy, never the full logo.

ASSETS

What comes with this guide

FILE	USE
logo-primary.svg	Primary on light
logo-reverse.svg	Reverse on dark
logo-mono.svg	One colour
icon.svg · **icon-reverse.svg** · **icon-mono.svg**	Icon versions
favicon.svg · **favicon.ico** · **favicon-16.png** · **favicon-32.png** · **favicon-48.png** · **favicon-180.png**	Small icon for the browser tab
MP4 · **GIF** · **SVG**	Animated logo, on dark
MP4 · **GIF** · **SVG**	Animated logo, on light

All logo files are vector (SVG). PNG, PDF and EPS exports are available on request.

Download all files (ZIP)

Which file to use

- Print, signage, merchandise: SVG or PDF.
- Website and social media: SVG or PNG.
- Word, PowerPoint, email: PNG.
- Small icon in the browser tab: the favicon files.
- Dark backgrounds: the reverse version. One-colour printing: the mono version.