

MOBILE VIKINGS

STYLEGUIDE

24/03/2022 - version 2.0



You there! Communications dude or dudette.
You're probably here to learn all about using the elements of our corporate identity.
And if you weren't, you are now.
Logo, corporate colors, fonts, photos, and general illustrative style. That stuff.
Why do you need to know all of this? Well, we want to create a recognizable style
of branding and communication for the outside world.
It helps people remember who you are.
This style guide exists to help you get acquainted with our corporate identity.
It offers a consistent and predictable starting point, but leaves enough
space to let your creative juices flow.

When in doubt about the use of corporate elements or their application,
contact maarten.raes@mobilevikings.be.
Or dial +32 494 89 64 40 and ask for Maarten Raes.

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1. LOGO

1. LOGO

1.1 PRIMARY LOGO

VERTICAL LOGO

We try to use this version whenever we can.



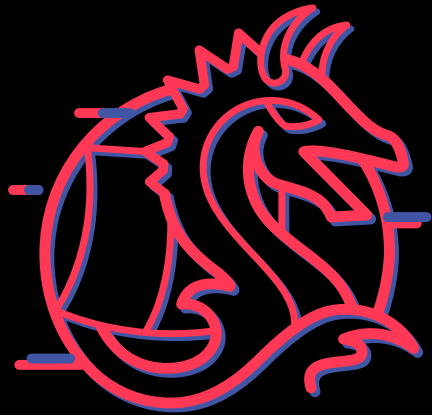
1.2 SECONDARY LOGO

If the space is more horizontal you can use the secondary version. But whenever possible, use the primary version.

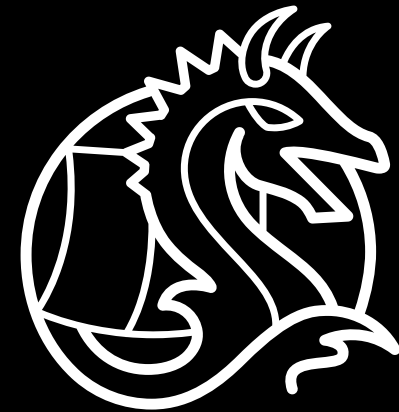


1.3 GLITCH TV ANIMATION VERSION

When we use the Mobile Vikings logo in animation or TV payoff we use the glitch version of the logo....
but we always end on the primary logo.



MØBILE VIKINGS



MØBILE VIKINGS

1.4 DON'TS

Please do not do these strange things to our beautiful logo. Please please please.



MØBILE VIKINGS

Don't change the color



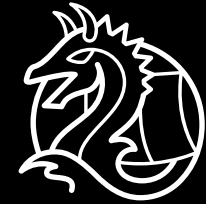
MØBILE VIKINGS

Don't resize elements
of the logo



MØBILE VIKINGS

Don't distort elements
of the logo



MØBILE VIKINGS

Don't flip the brand icon



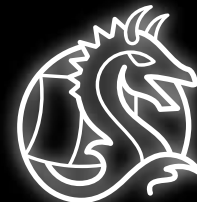
VIKINGS

Don't crop the logo



MØBILE VIKINGS

Don't use edgy effects
of the logo



**MØBILE
VIKINGS**

Don't change the position
or the orthography of the logo



MØBILE VIKINGS

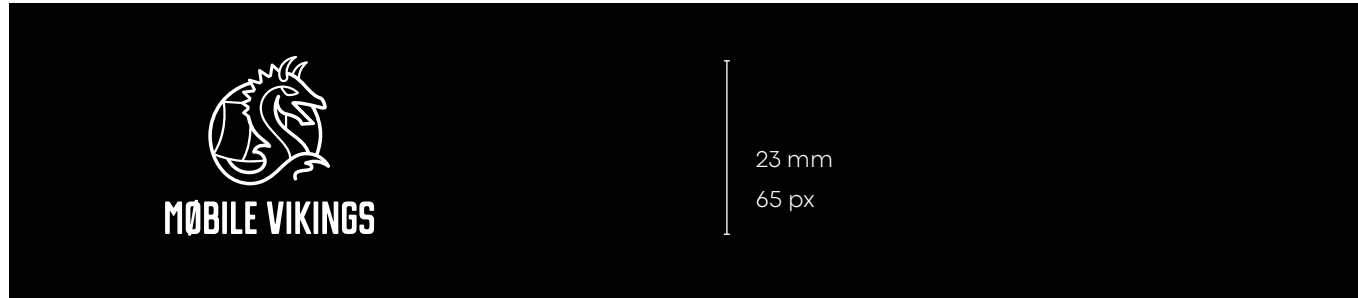
Don't recolor
the artwork



1.5 LOGO MINIMUM SIZE

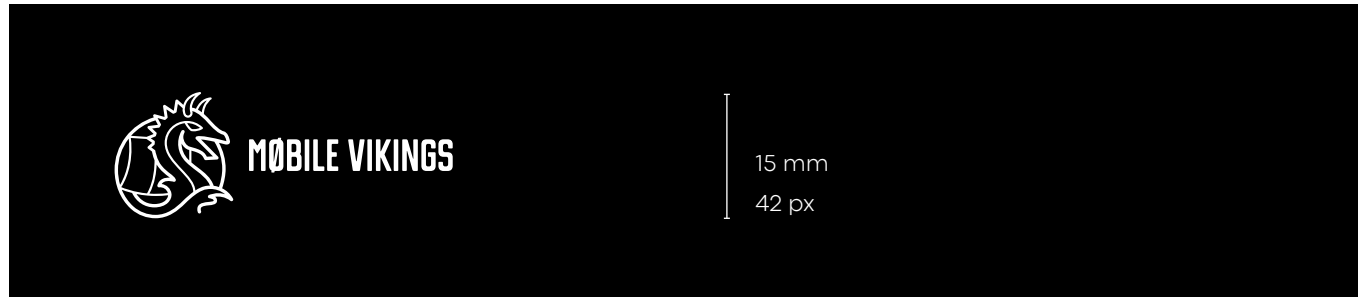
PRIMARY LOGO

Vertical logo:
at least 23mm or 65 px in height



SECONDARY LOGO

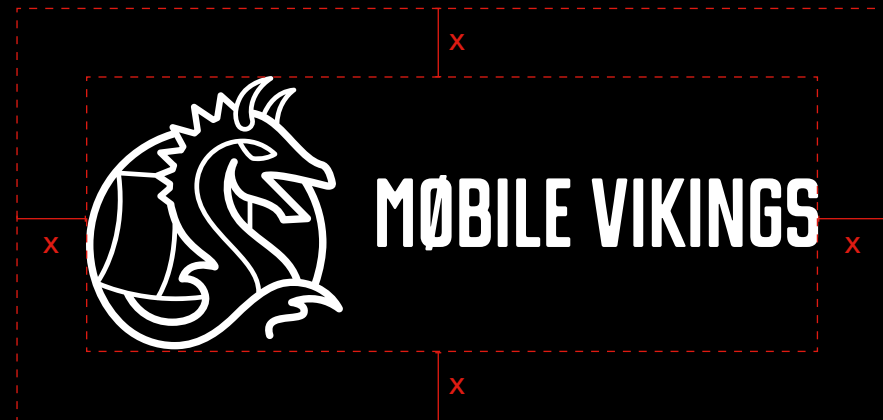
Horizontal logo:
at least 15 mm or 42 px in height



1.6 LOGO CLEAR SPACE

The logo clear space is defined by the height of the typo of the logo.

We use that space on all sides of the logo.



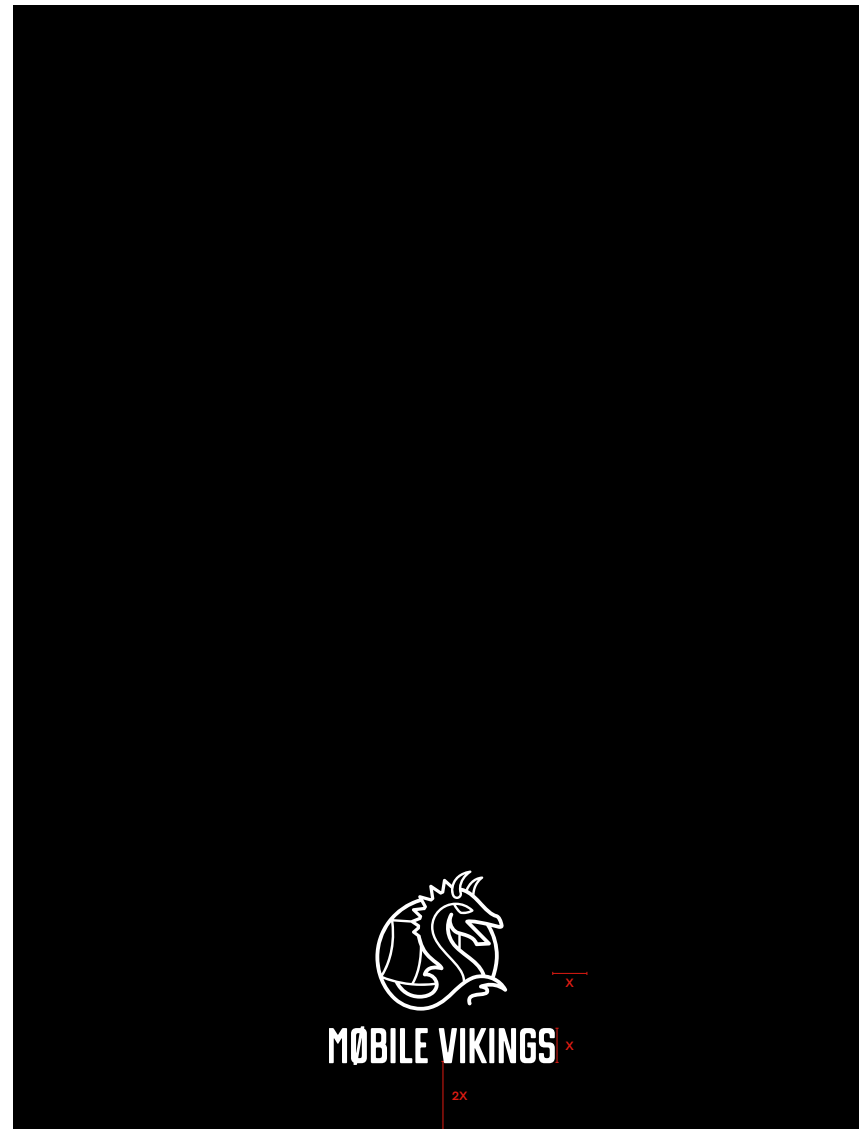
1.7 LOGO POSITIONING

1.7.1 NORMAL FORMATS

As a reference we use the width of the logo.

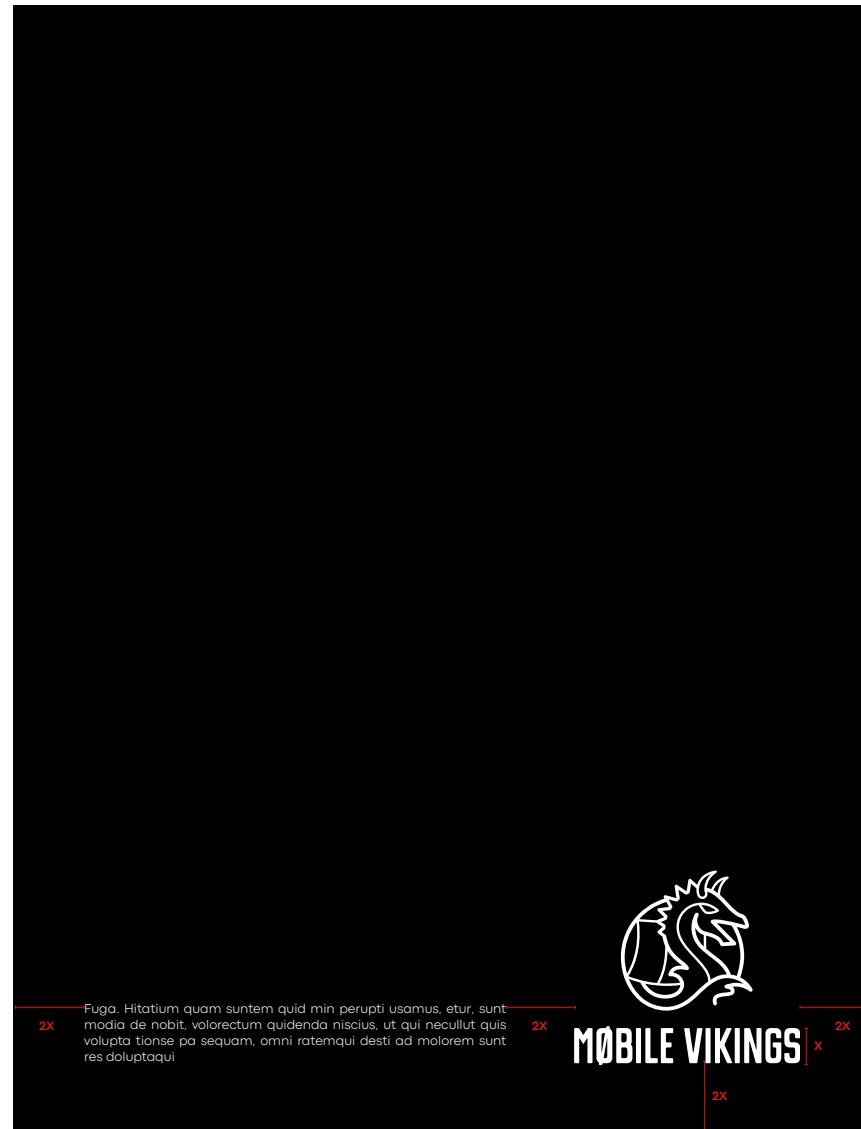
We use the centered position when we need the necessary space for the visual and CTA.

CENTERED POSITION



RIGHT POSITION

We use the right position when we need more space.
Fo example to put some extra bodycopy.

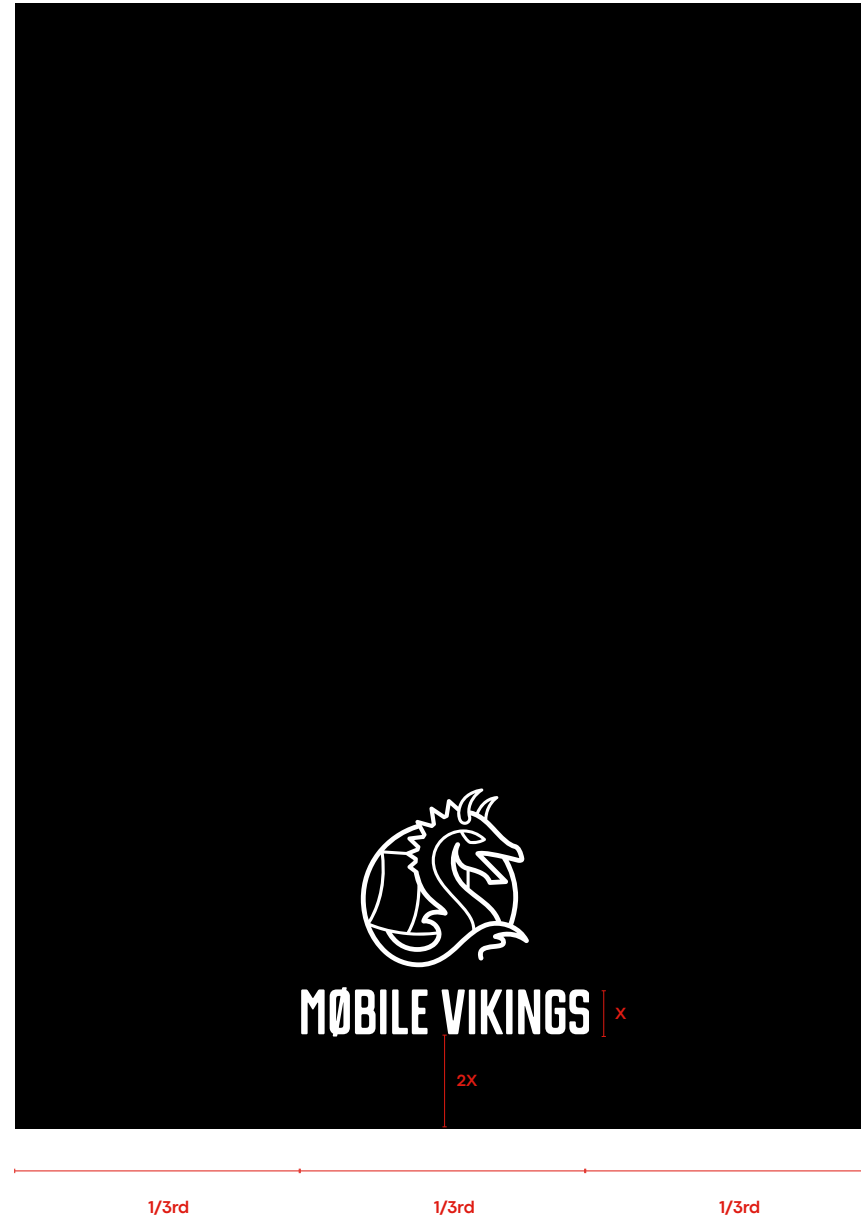


1.7.2 EXTREME FORMATS

ABRIBUS

We always use the centered position.

The logo size needs to be 1/3th of the width of the ad.



MORE O'FERRAL

We use the right position of the logo.

The logo size needs to be 1/6th of the width of the ad.



1.7.3 EXCEPTIONS

WEBSITE

Logo is positioned on the left.

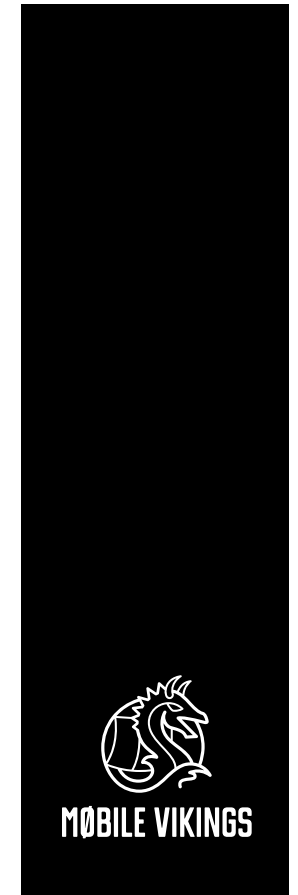
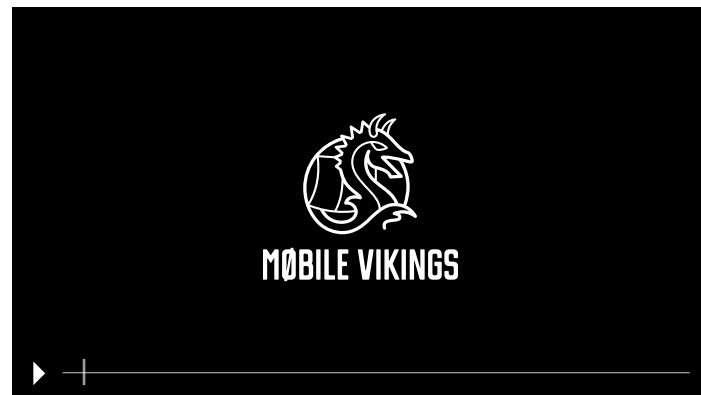
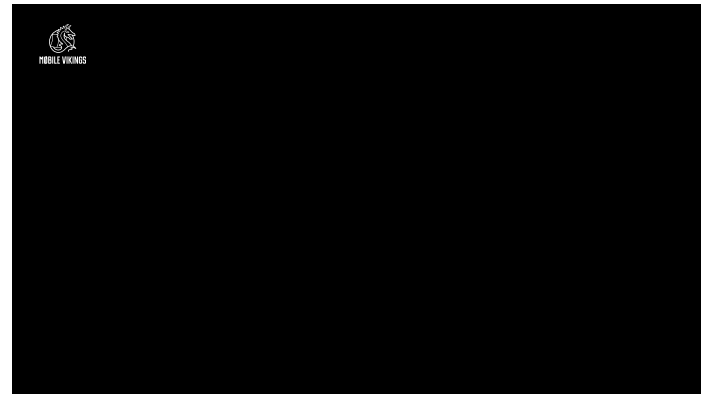
VIDEO

Logo can be positioned centered as pay-off.

BANNERING

Bottom right or bottom centered.

Please use the logo version with tagline.



2. MAIN COLORS

2. COLOR

2.1 PRIMARY COLORS

Mobile Vikings is black.

Mostly black, with some red and white.

BLACK

PANTONE Black
CMYK 30/20/30/100
RGB 0/0/0
HEX #000000

RED

PANTONE Black
CMYK 0/97/100/3
RGB 205/4/0
HEX #cd0400

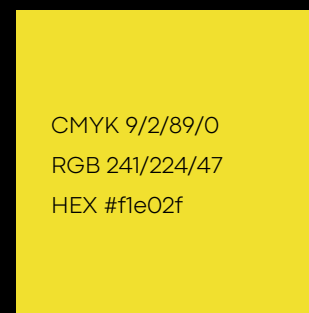
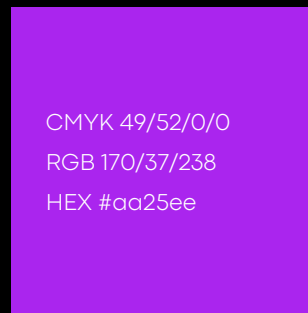
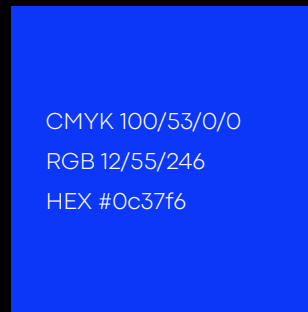
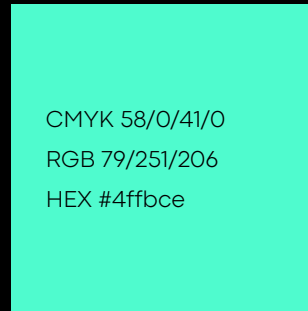
WHITE



2.2 SECONDARY COLORS

You can use the secondary colors in patterns, icons, highlights etc.

But... remember black, red and white need to stay the dominant colors.

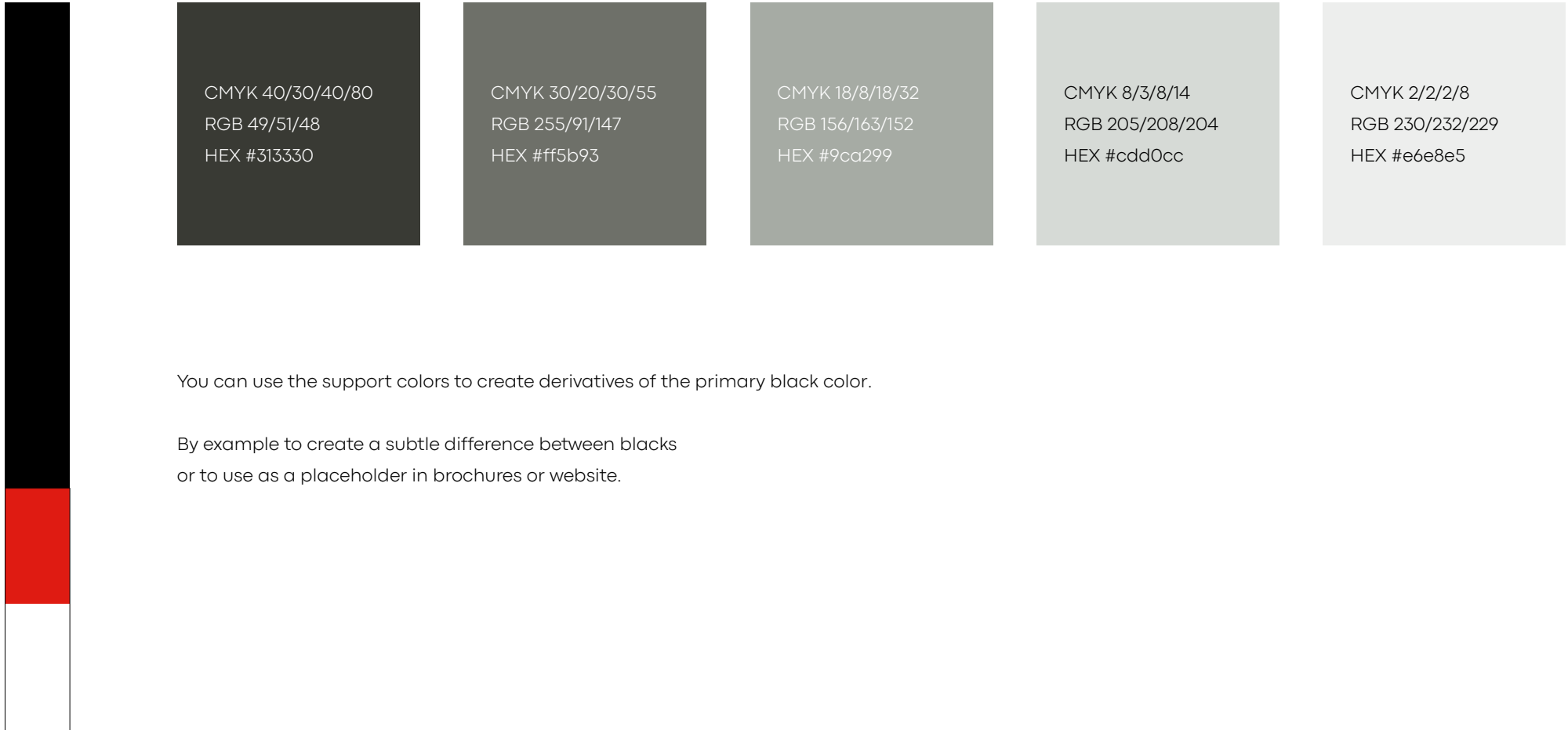


2.3 HIGHLIGHT WEBCOLORS

You can use these colors for weblinks and highlights. Use these only for digital purposes.



2.4 DERIVATIVE BLACKS



You can use the support colors to create derivatives of the primary black color.

By example to create a subtle difference between blacks
or to use as a placeholder in brochures or website.

TERTIARY COLOR 5% RULE

We enrich the black with subtle touches of the tertiary colors. Subtle = **max 5%**
So our main colors stay 90% dominant.

3. TYPOGRAPHY

3.1 PRIMARY TYPOGRAPHY / HEADLINES & TITLES

We use the Mr. Alex bold font as our brand defining font. We use this font for headlines and titles. The minimum size for Mr. Alex Bold is 20 pt.

MR. ALEX BOLD

20 punt FORE CUTLASS TRANSOM HANG THE JIB HANDS PARREL
25 punt STERN SCOURGE OF THE SEVEN SEAS TENDER RED
30 punt ENSIGN. DRAFT LATEEN SAIL FLUKE SHIVER
35 punt ME TIMBERS AFT HAIL-SHOT HULK
40 punt SPANISH MAIN BELAYING PIN
45 punt BILGED ON HER ANCHOR.

Whenever possible we use a red dropshadow line to create depth of field.

JUST ME AND MY DOGS
LIVIN' LIKE HOGS

Line spacing is 7 pts more than the font size

↓
Fill is C0 M0 Y0 K0

↓
Typo in outlines
Line-thickness depends on execution

Line-color is C0 M97 Y100 K3
+ fill color of redline duplicate
is C30 M20 Y30 K100

Dropshadow depends on execution

3.2 SECONDARY TYPOGRAPHY / BODYCOPY / ONLINE

We use the font family Foro Sans. It is a family with a lot of fontstyles.

So choose your style carefully according your need.

You can buy the font here:

<https://www.fontspring.com/fonts/hoftype/foro-sans>

FORO SANS

Foro Sans Light	Fore cutlass transom hang the jib hands parrel stern
Foro Sans Light Italic	<i>scourge of the seven seas tender red ensign. Draft lateen</i>
Foro Sans Regular	sail fluke Shiver me timbers aft hail-shot hulk Spanish
Foro Sans Italic	<i>Main belaying pin bilged on her anchor. Provost grog</i>
Foro Sans Bold	blossom lanyard port hornswaggle quarterdeck black
Foro Sans Bold Italic	<i>jack chase guns chantey spyglass. Carouser spyglass</i>
Foro Sans BoldExtra Bold	fathom Davy Jones' Locker salmagundi
Foro Sans Bold Extra Bold Italic	<i>provost topgallant swab cog case shot. Stern mizzen</i>
Foro Sans Black	gangway tackle ahoy topgallant avast scurvy
Foro Sans Black Italic	<i>starboard ho. Scurvy quarter mizzen jury mast lugsail</i>

3.3 CALL TO ACTION

When we use a CTA we place it inside a red box to highlight the CTA.

The red box needs to have subtle round corners to indicate a button style.

The freespace around the copy is equal to the height of the x-height of the font.

Surf en bel tot 25% goedkoper

4. VIKING WORLDS

SOCIAL

MUSIC

GAMES

STREAMING

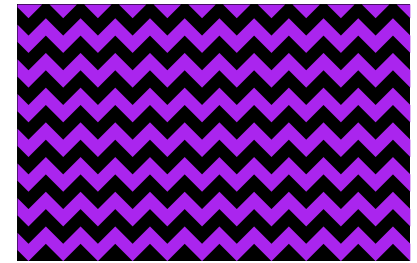
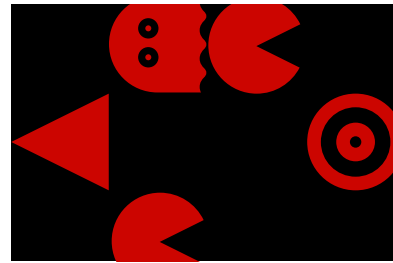
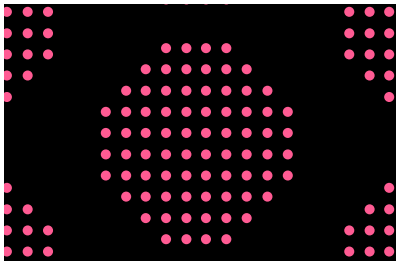


4.1 VIKING WORLDS

Mobile Vikings supports 4 main Viking Worlds.

These are also the main worlds of our customers:

- we like to share everything on **social**
- stream our favorite **music**
- play **games** Fortnite, Brawl Stars or League of Legends.
- **stream** videos from VTMGO, Youtube, Netflix and many others



5. PATTERNS & COLORS

5.1 PATTERNS

There is a set of seamless patterns available, but you can create more with the created patterns on the right.

You can copy, rotate, flip, enlarge the pattern set to your needs.

You can change the color of the pattern to one of the secondary colors if needed.

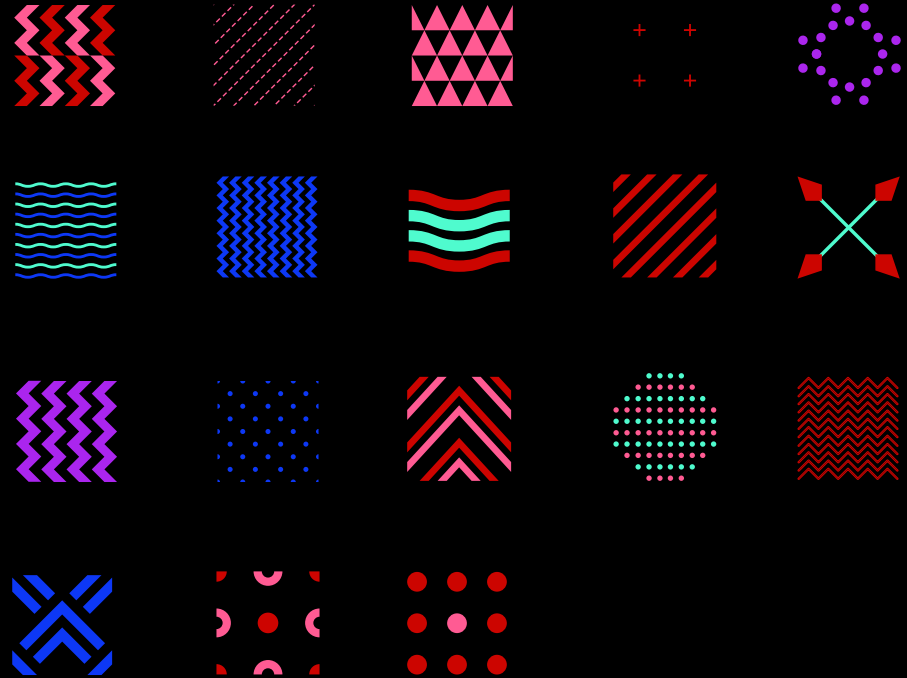
For print:

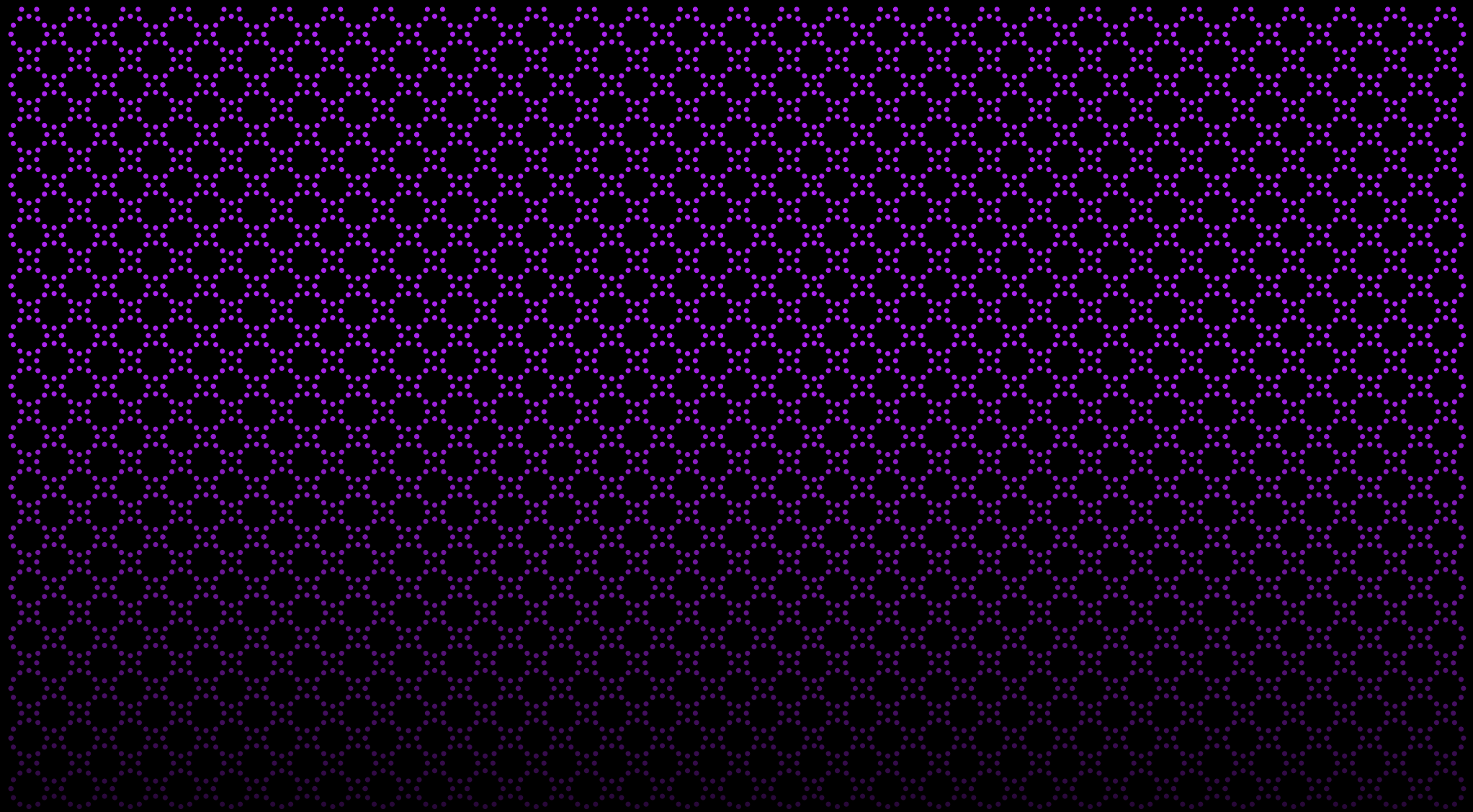
- the pattern has a supportive function not a dominant function
- use large quantities of the patterns
- apply a graphic crop to the pattern using one of main elements on the right
- apply the opacity of your choice so that the pattern is not dominant
- apply a mask gradient

Photography and social:

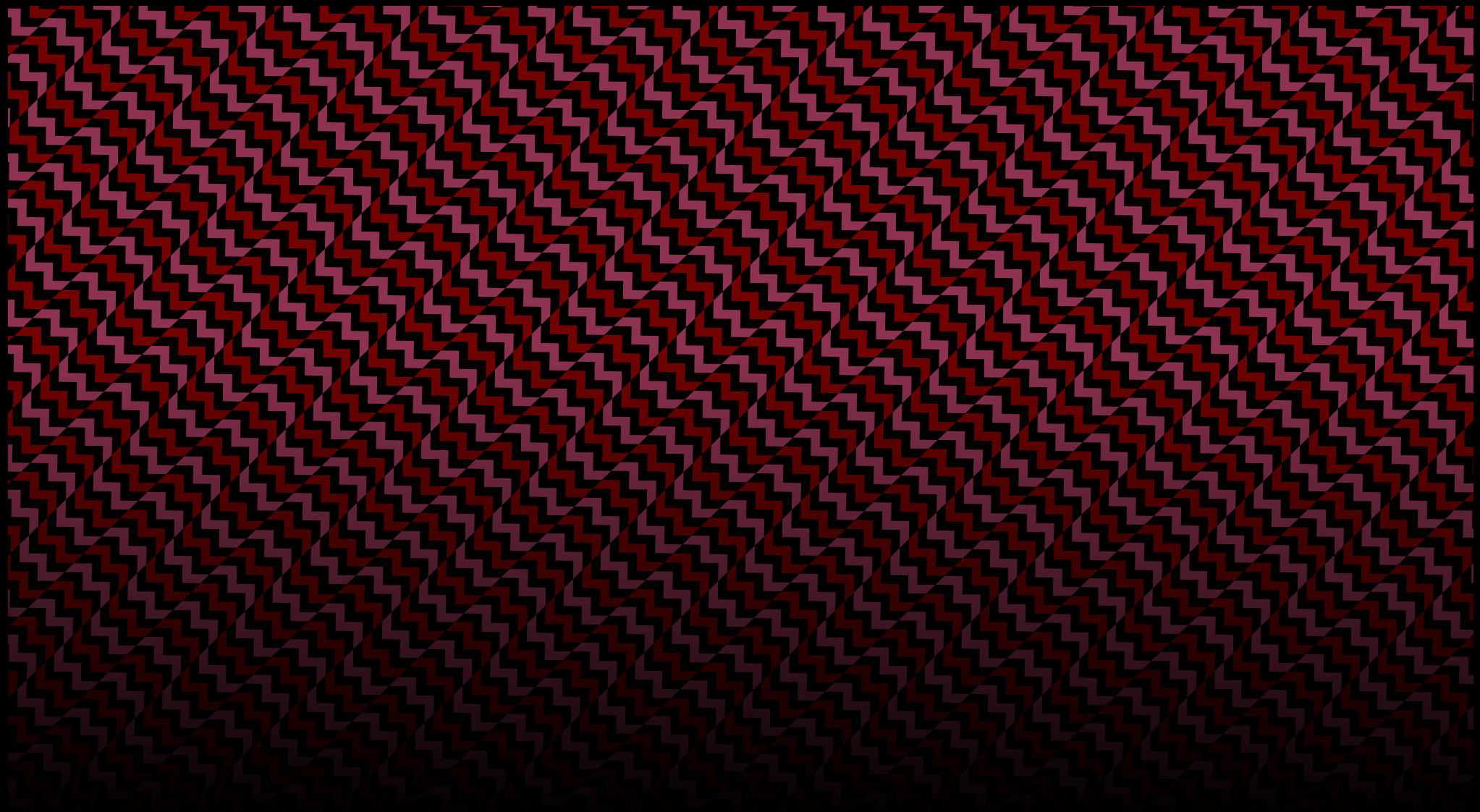
- you can use details or cuts of the patterns
- you can mask them to create a combination of a 2D-3D effect

Available patterns:

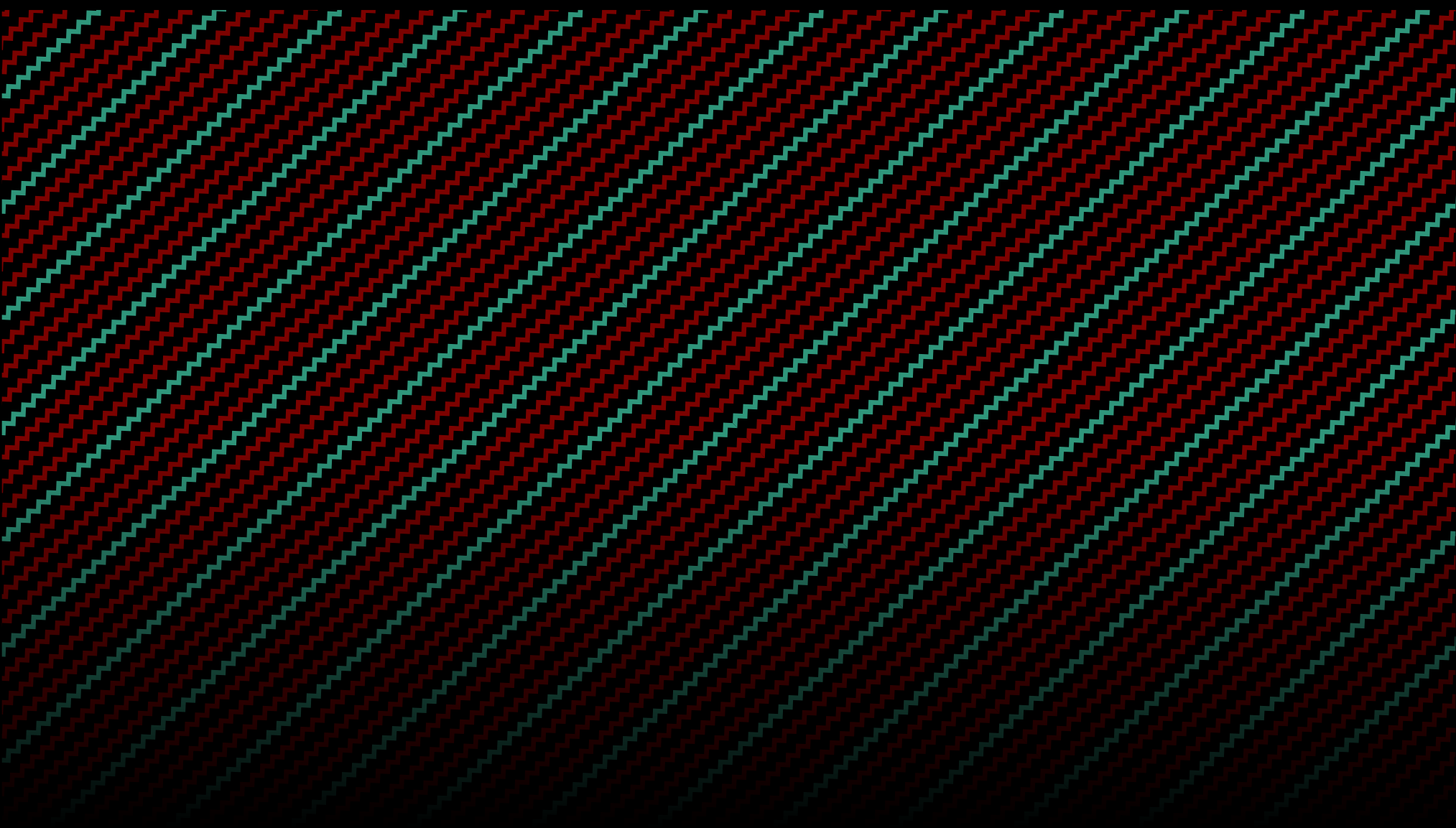




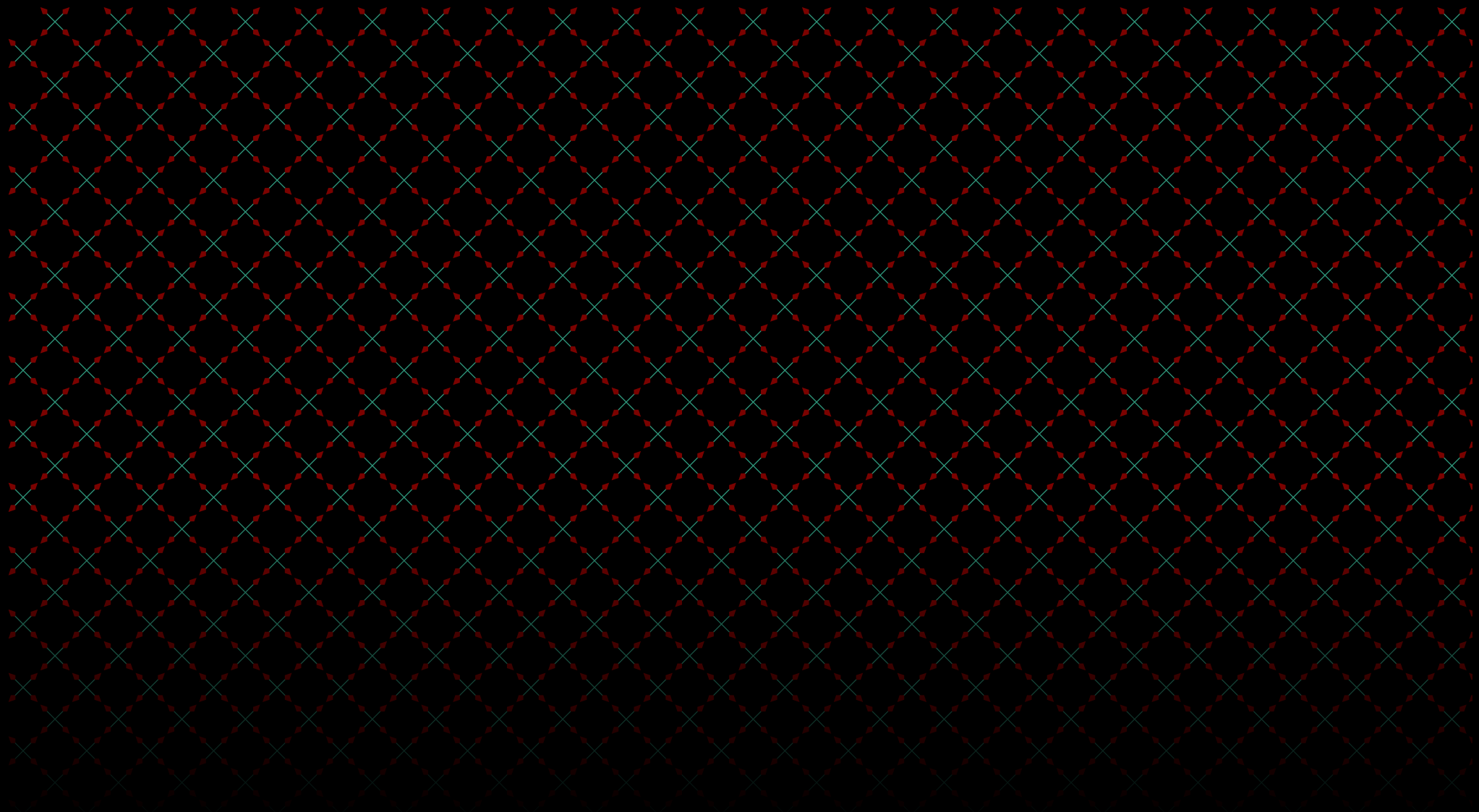
PATTERN .01



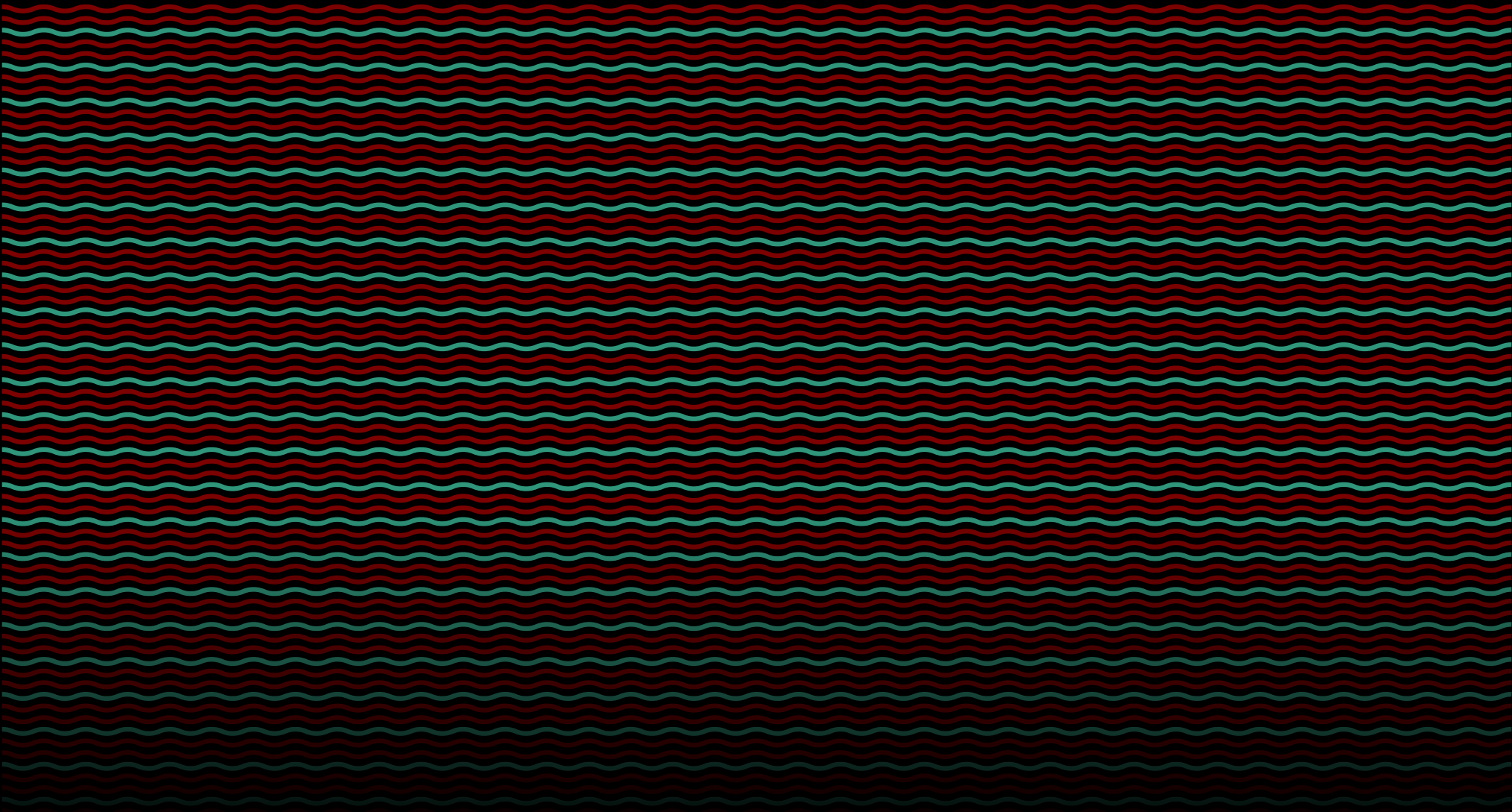
PATTERN .02



PATTERN .03



PATTERN .04

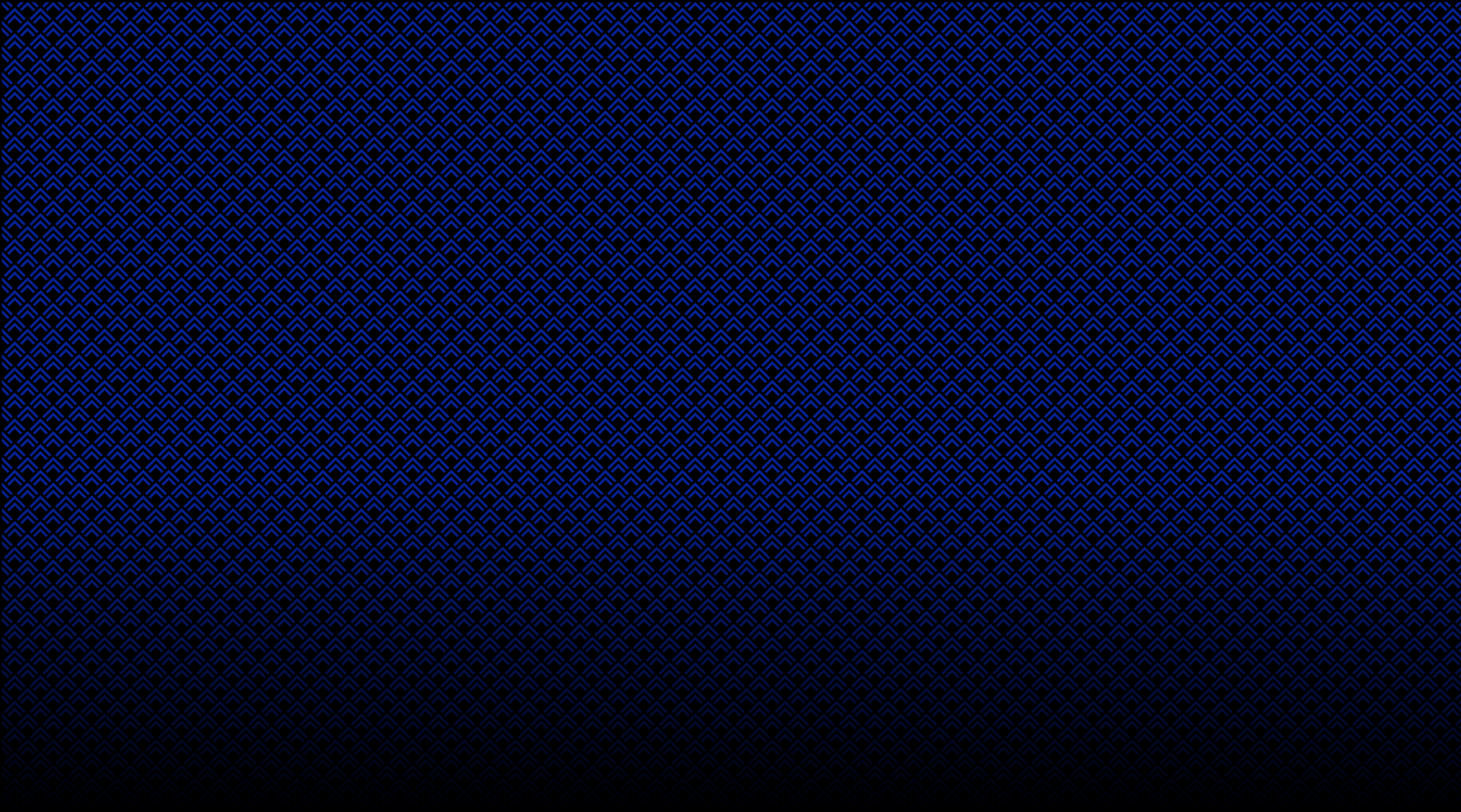


PATTERN .05

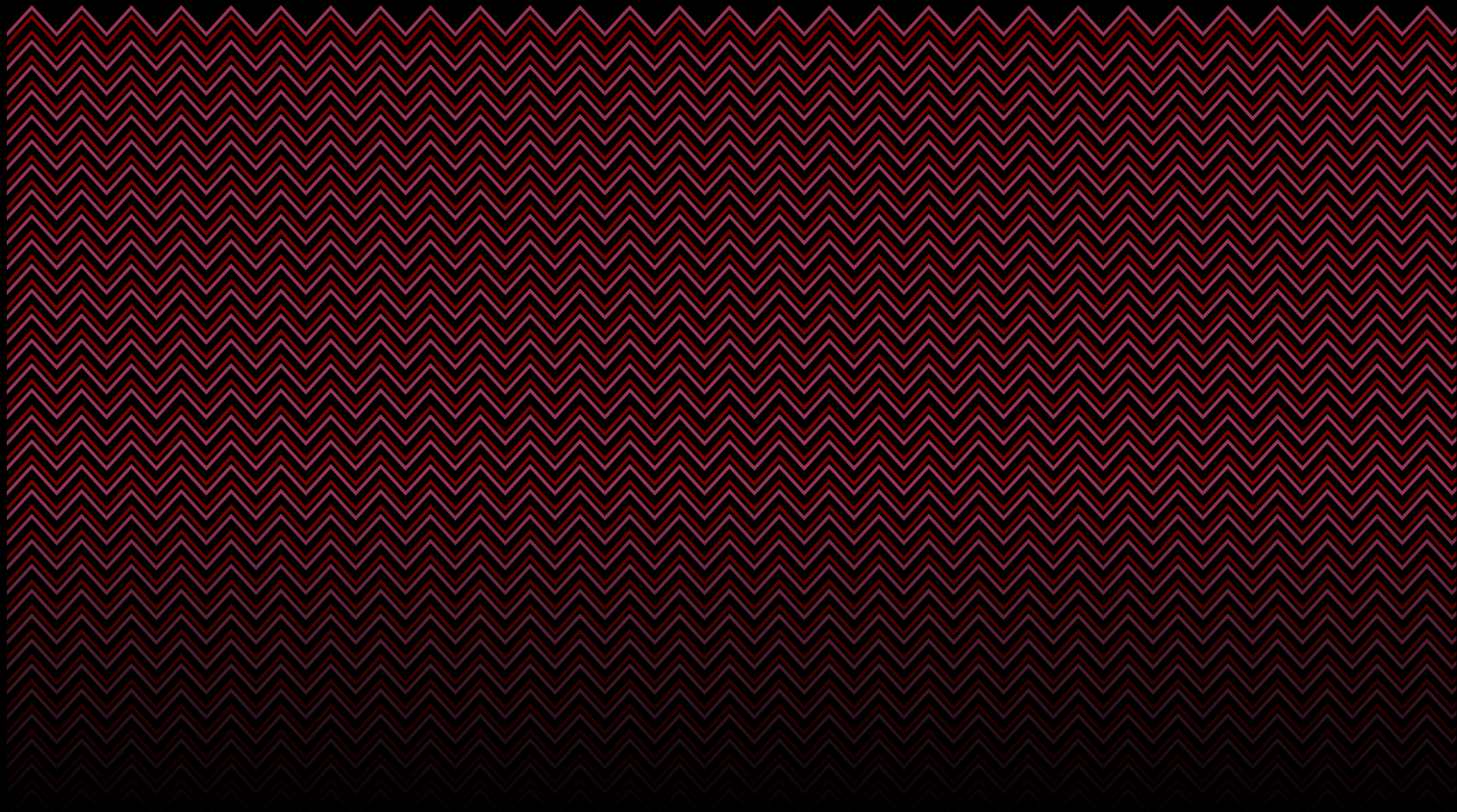


PATTERN .06





PATTERN .07



PATTERN .08





PATTERN .09

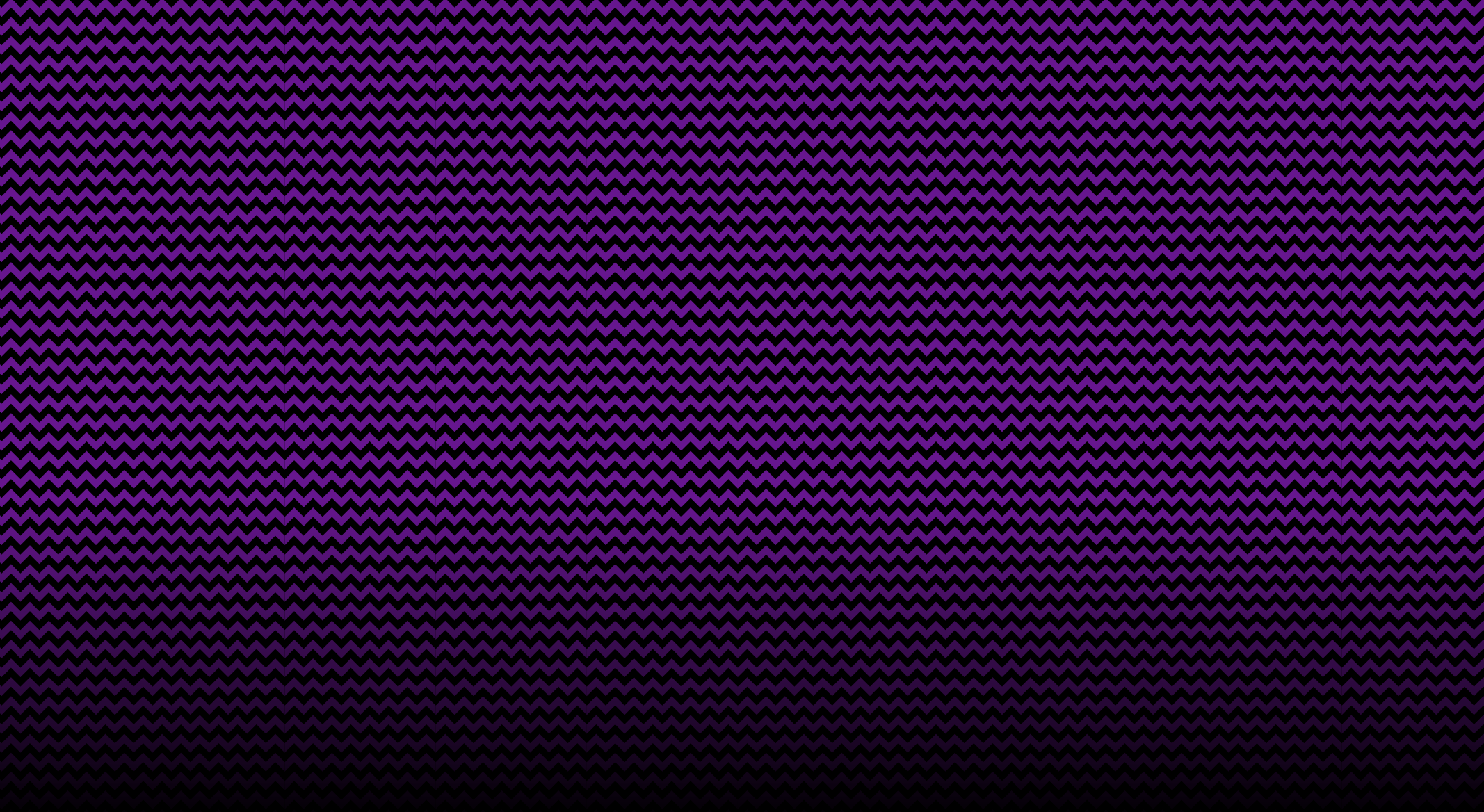


PATTERN .10

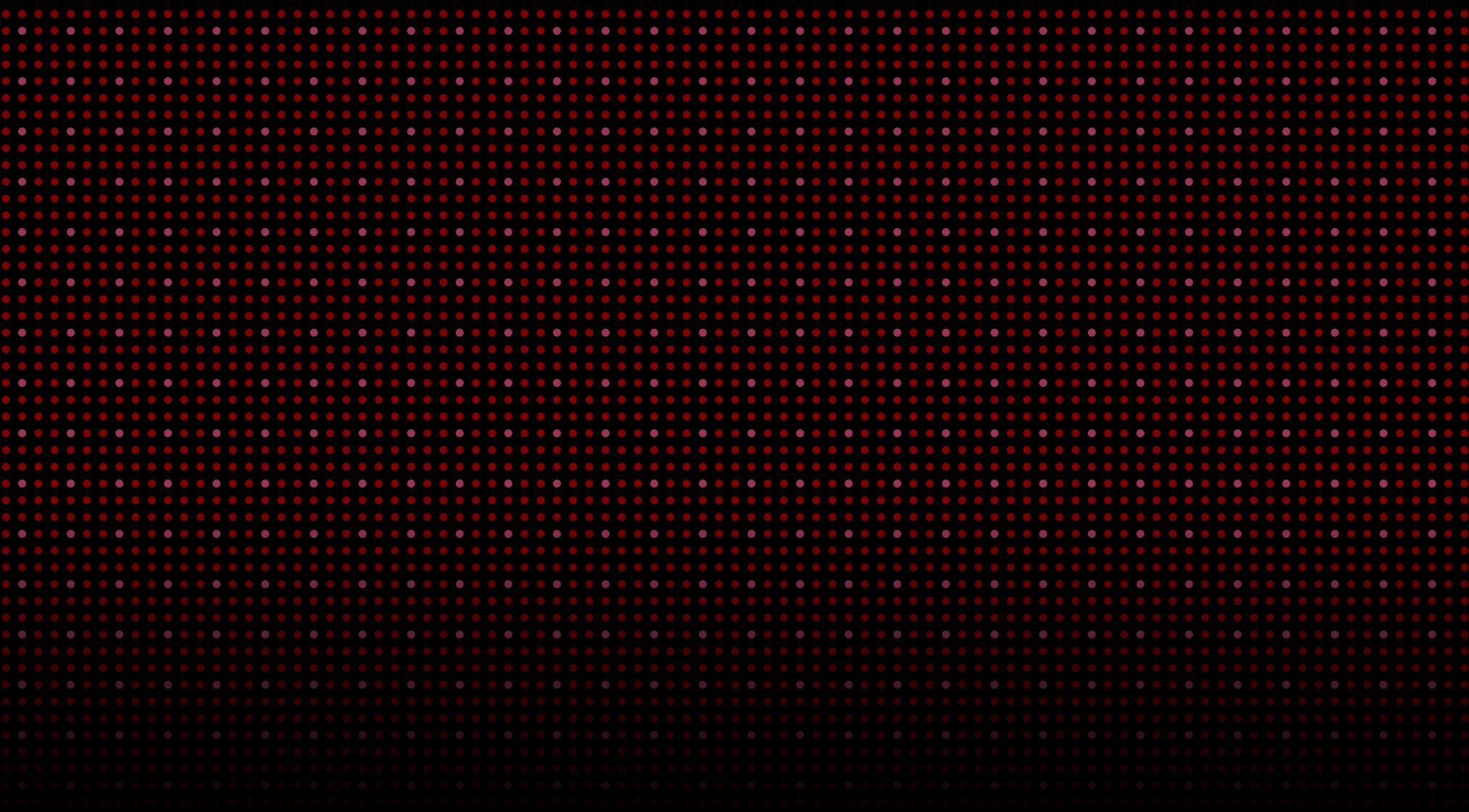




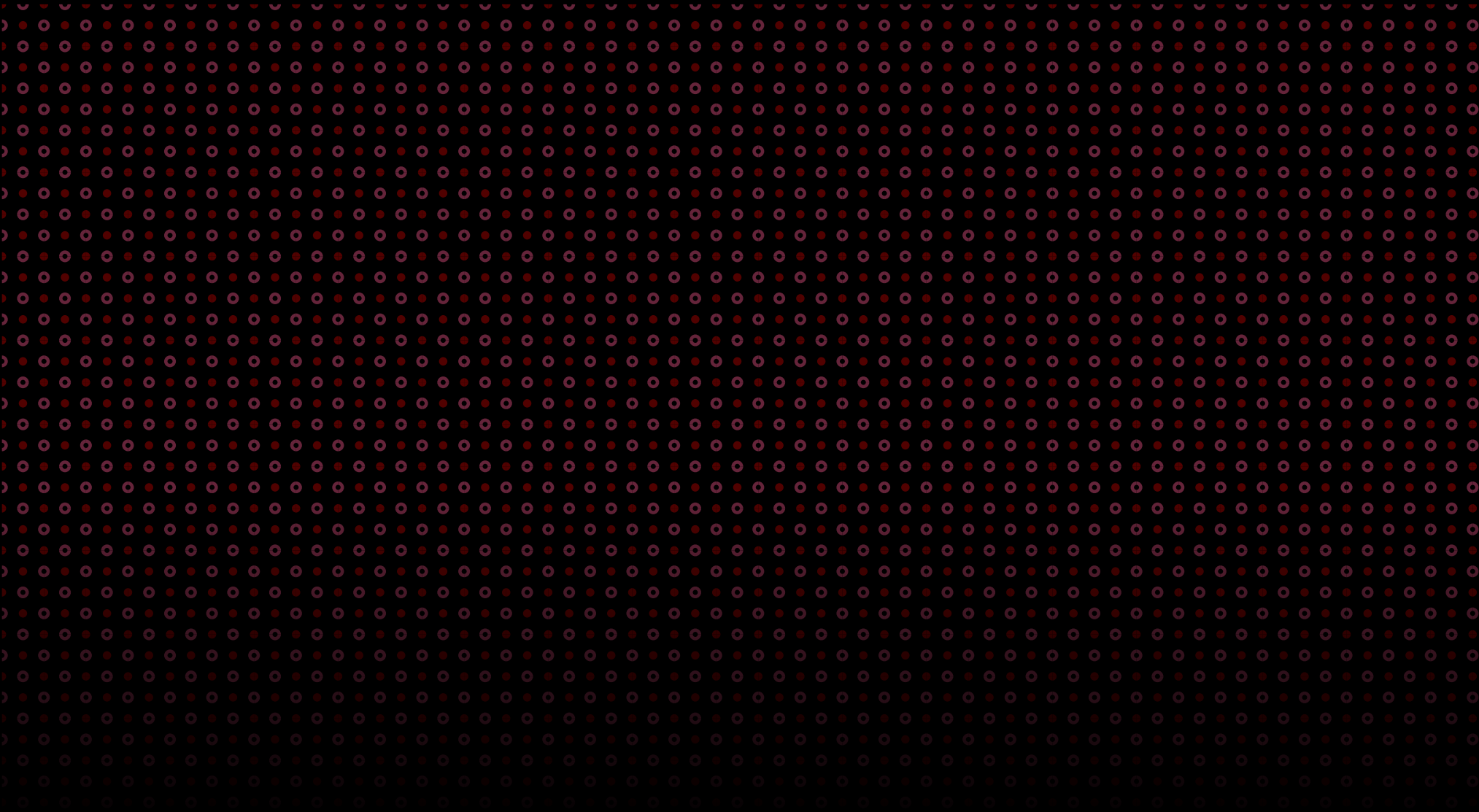
PATTERN .11



PATTERN .12



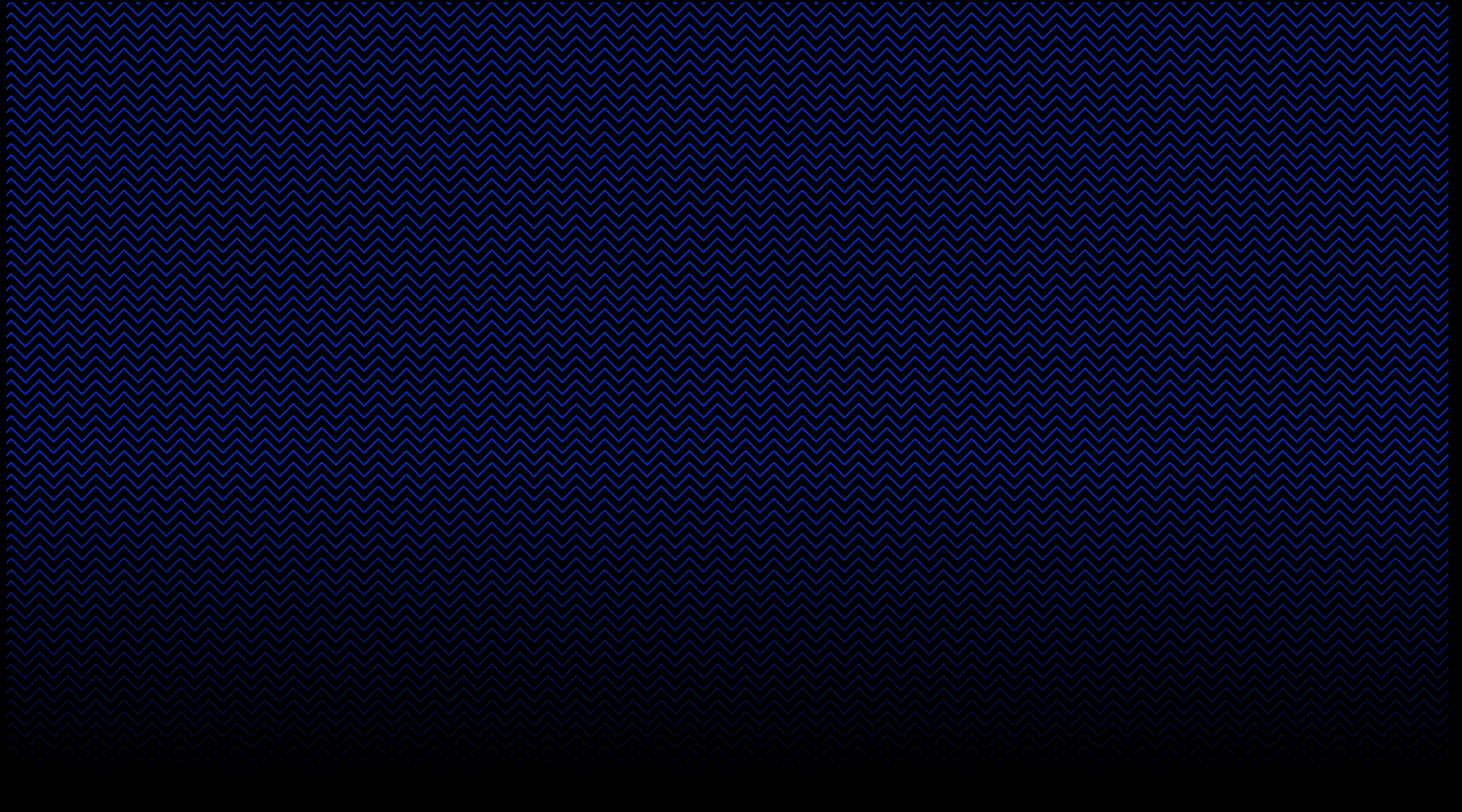
PATTERN .13



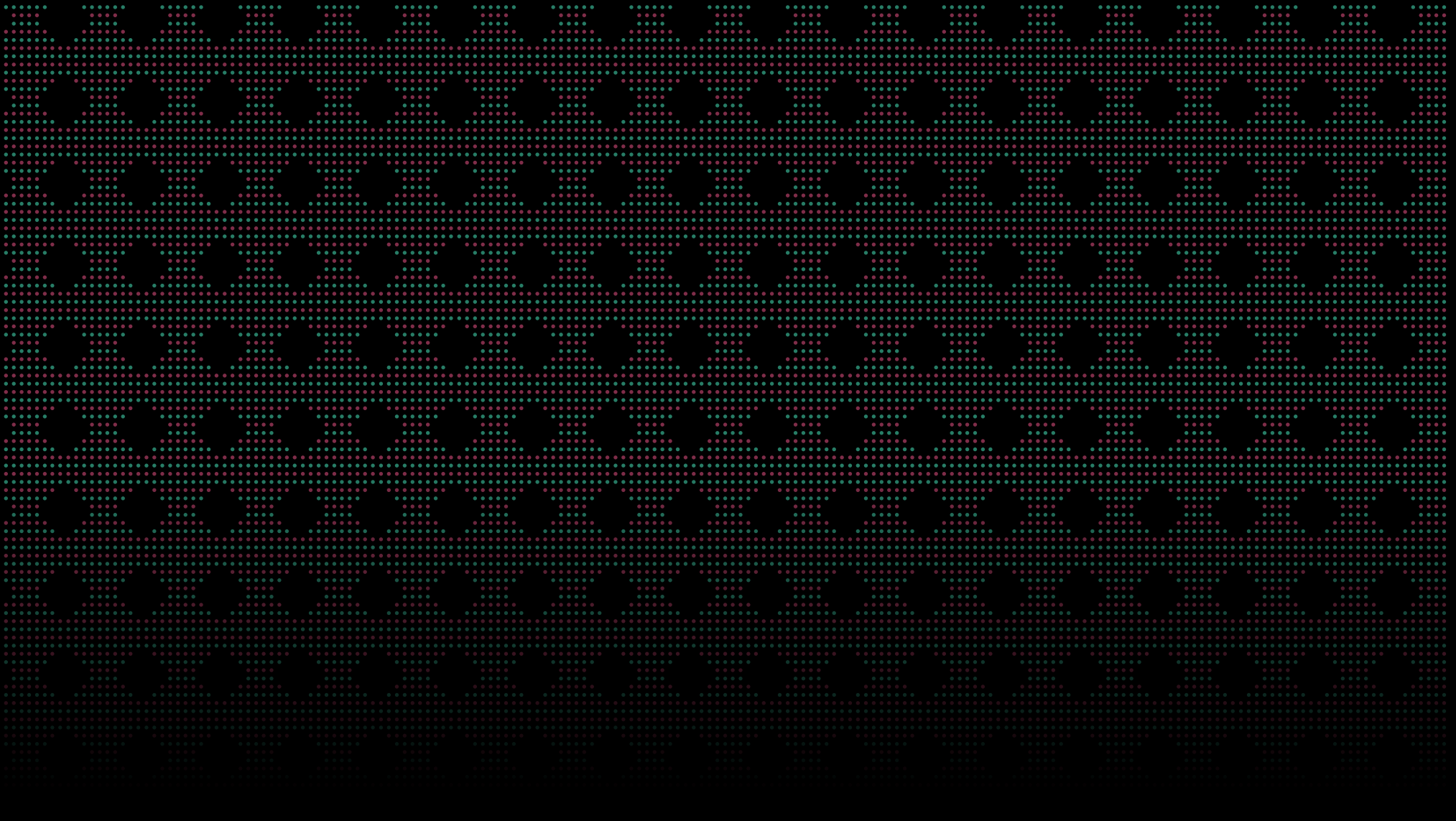
PATTERN .14



PATTERN .15



PATTERN .16



PATTERN .17



PATTERN .18

5.2 CROP SHAPES

There's a set graphic 'crop' shapes provided.
You can use these to crop the patterns to the shape you want.

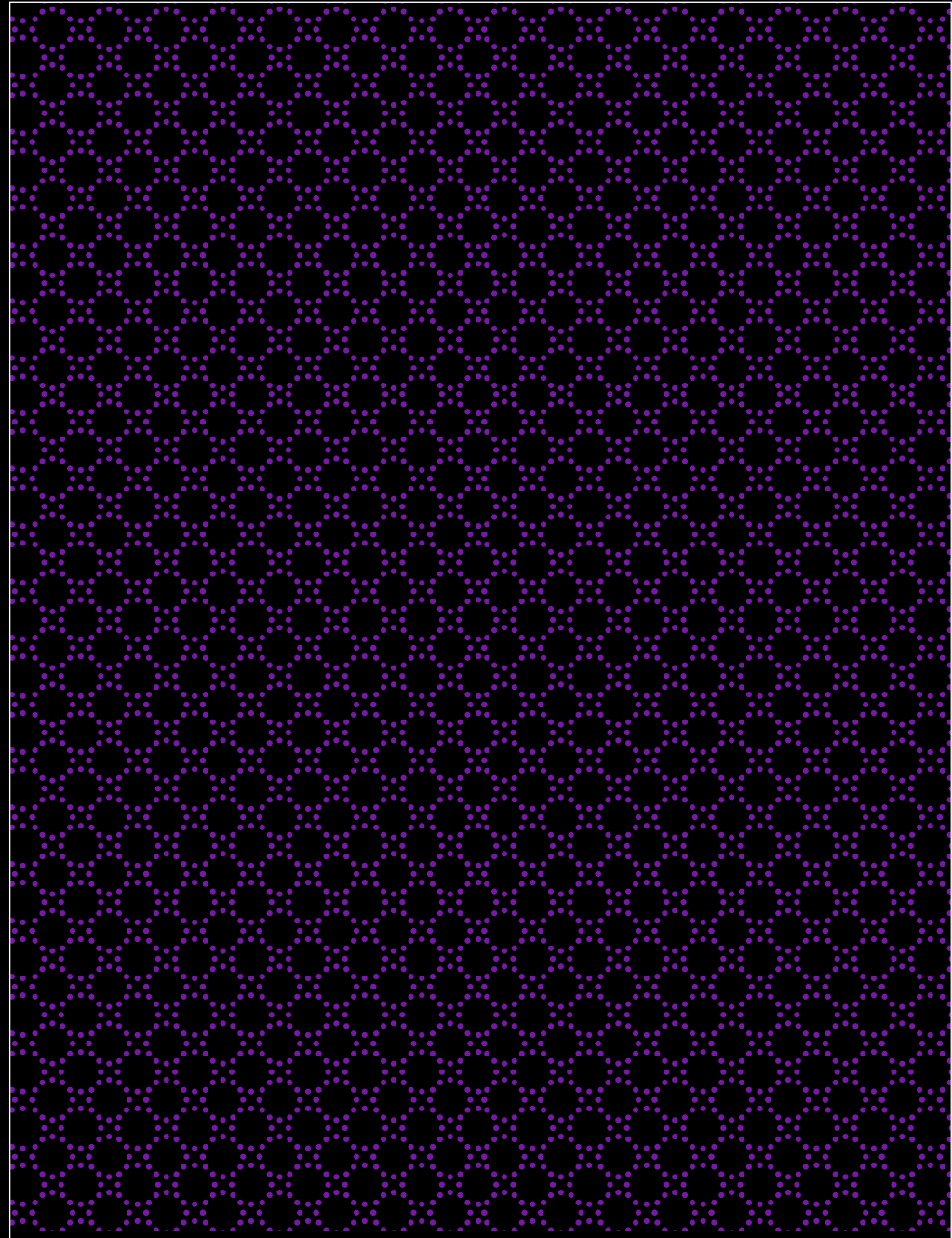
Available crop shapes:



5.3 PATTERN GUIDELINES

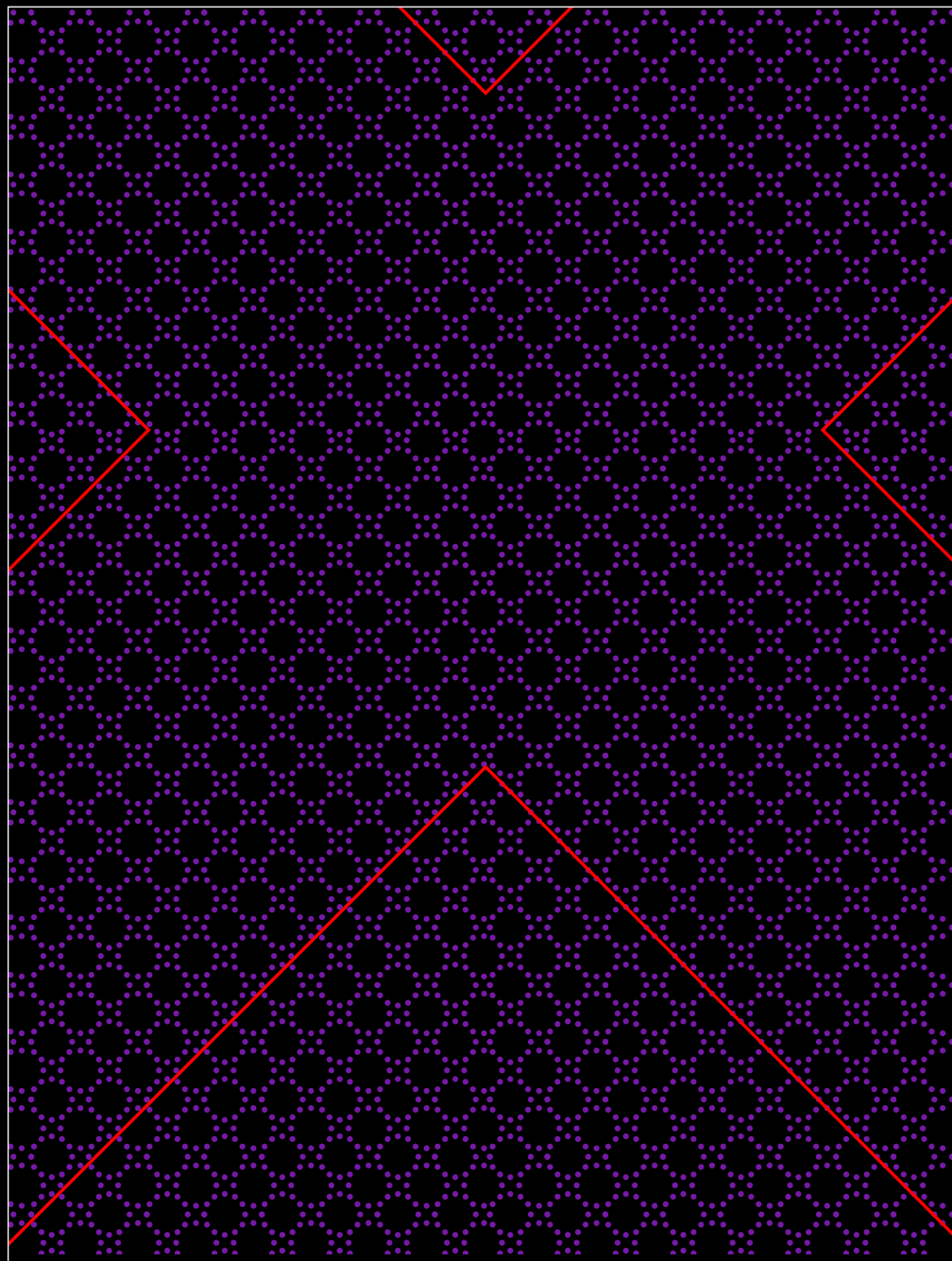
STEP 1:

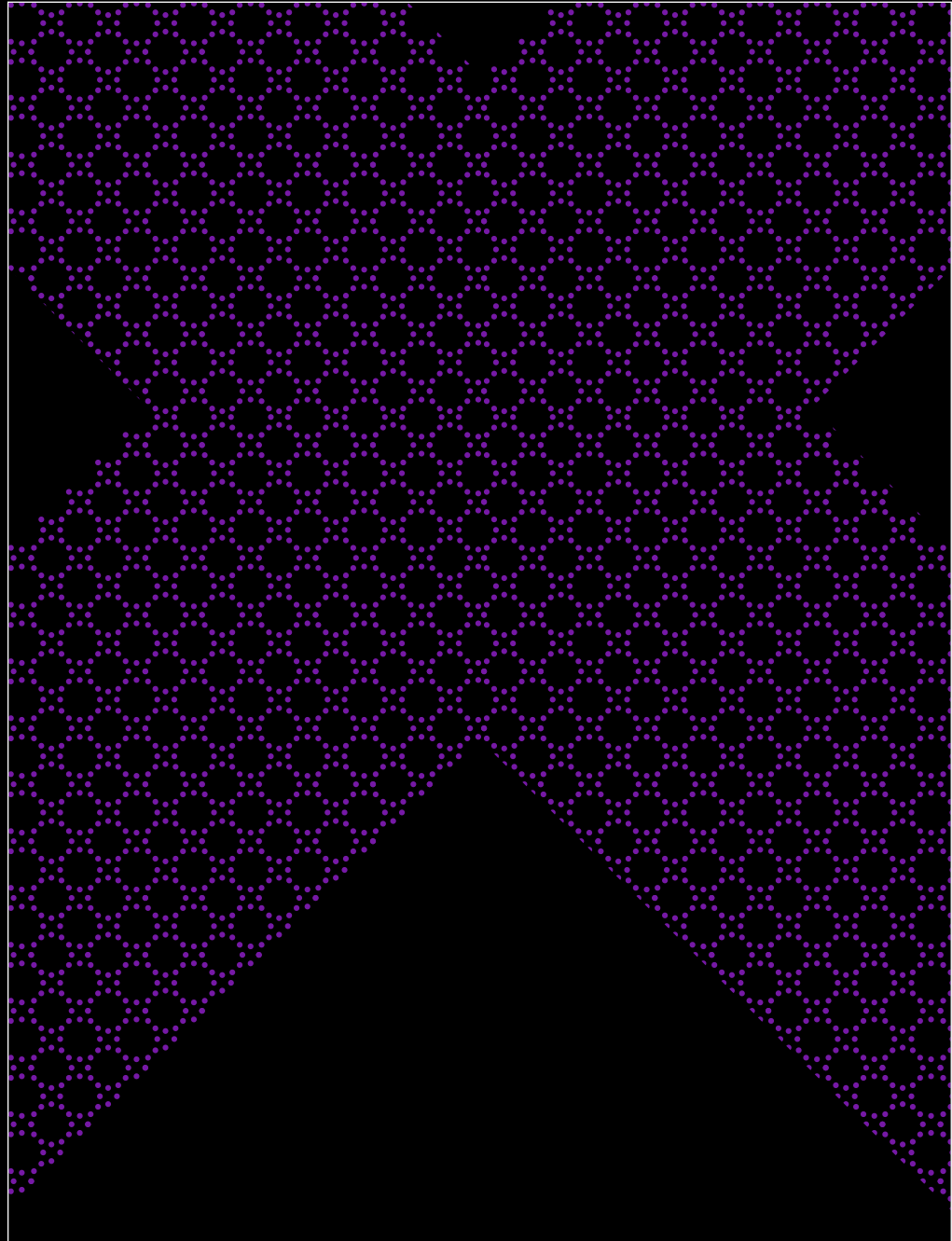
Choose a pattern and apply it on a background.
The pattern needs to be supportive not dominant.



STEP 2:

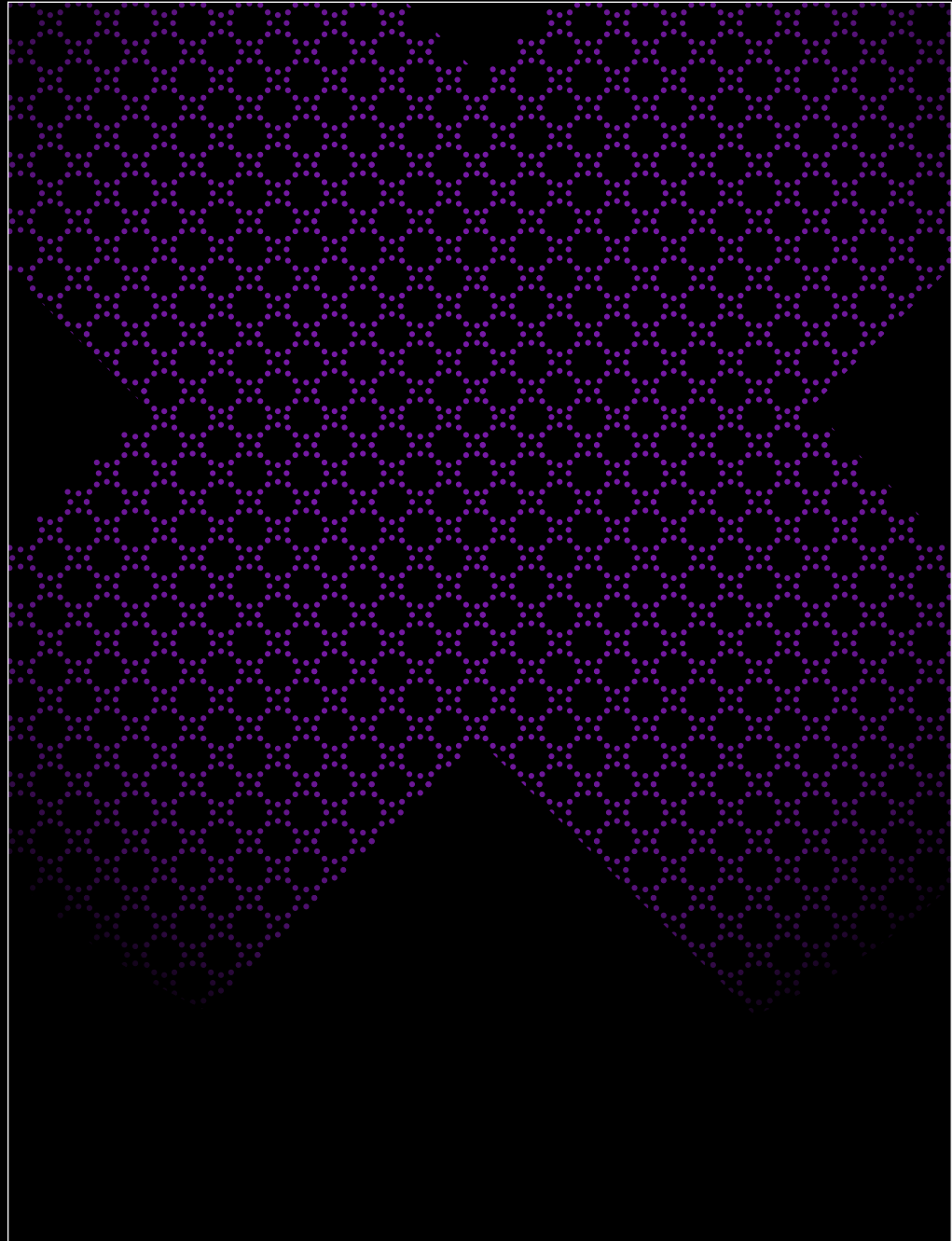
Choose one of the available crops.
Make sure the crop is always large enough
and touches the sides of the design.





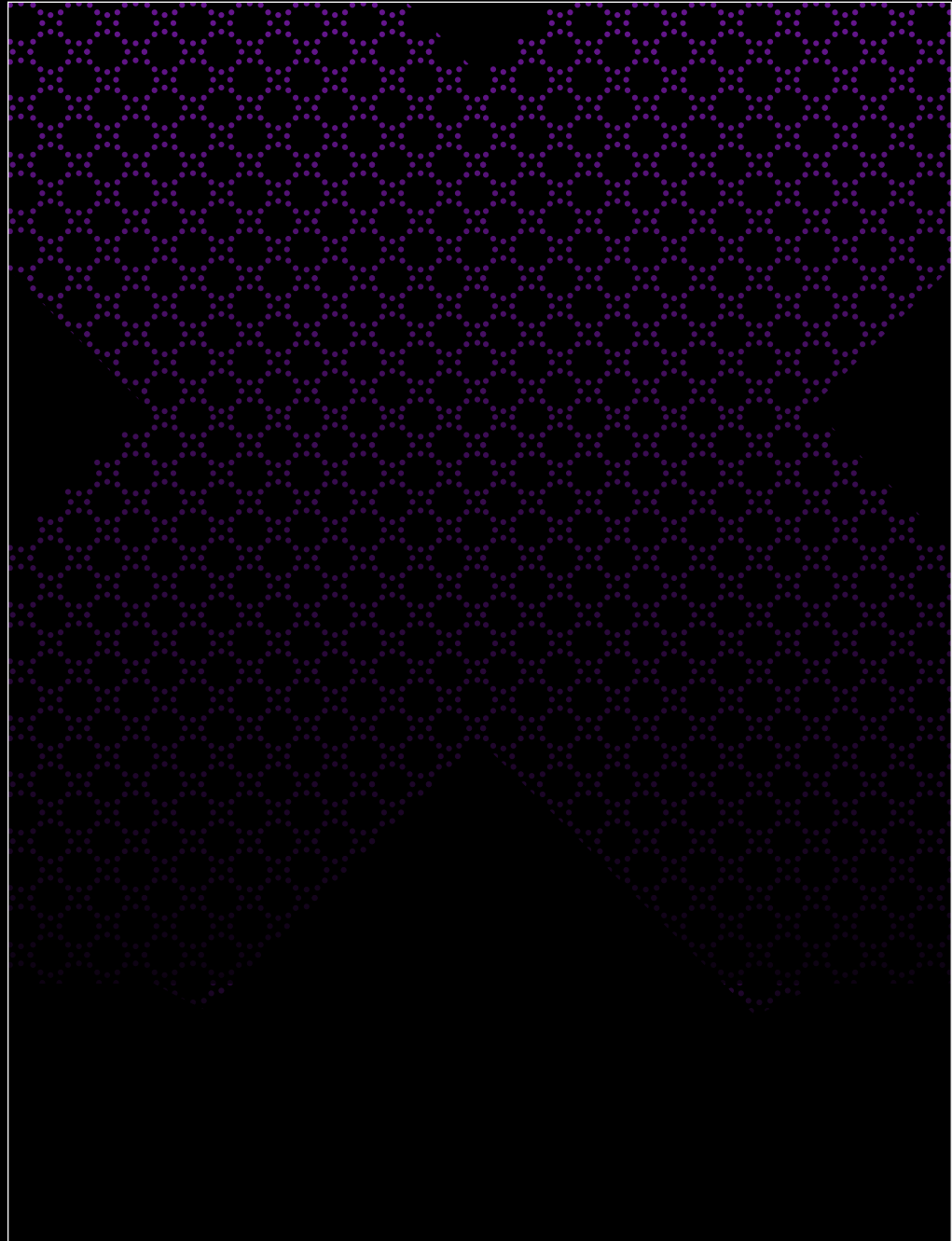
STEP 3:

Apply directional and / or circular gradient masks



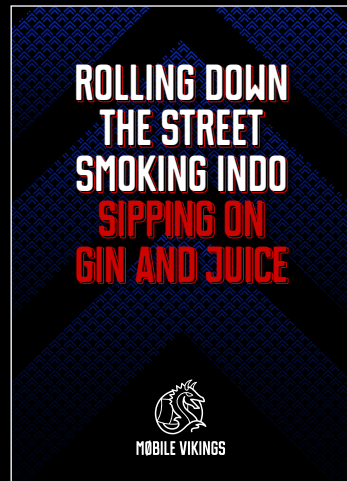
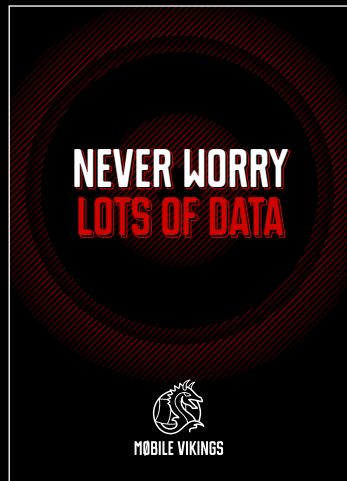
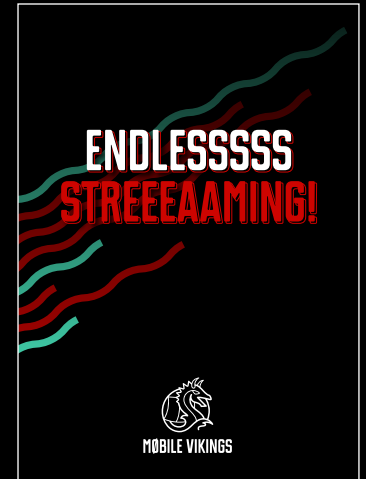
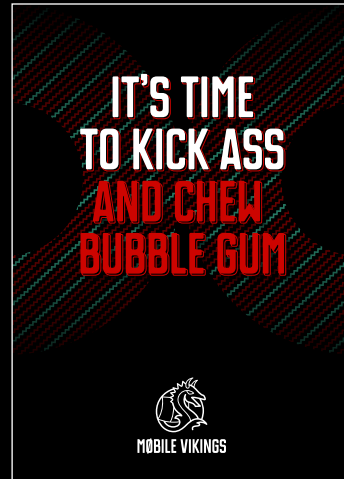
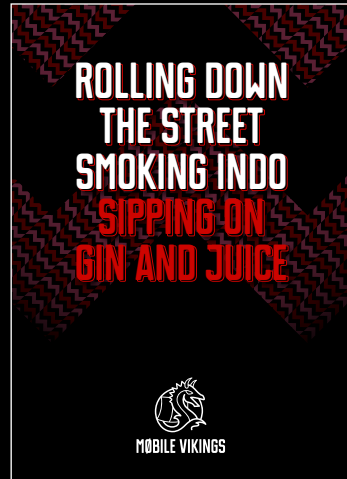
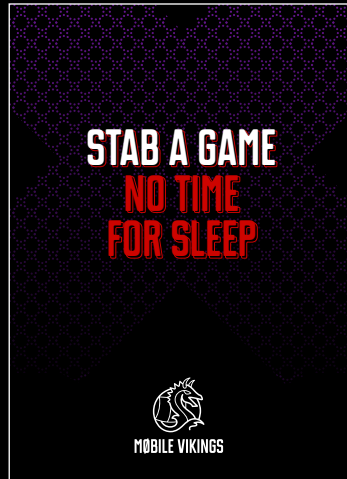
STEP 4:

Adjust the opacity of the graphic so it is not dominant.



6. PRINT

Available prints:



STAB A GAME NO TIME FOR SLEEP

Surf en bel tot 25% goedkoper*



MØBILE VIKINGS

*Info en voorwaarden op mobilevikings.be/vergelijk



**ROLLING DOWN
THE STREET
SMOKING INDO
SIPPING ON
GIN AND JUICE**

Surf en bel tot 25% goedkoper*

*Info en voorwaarden op mobilevikings.be/vergelijk



MØBILE VIKINGS



IT'S TIME TO KICK ASS AND CHEW BUBBLE GUM

Surf en bel tot 25% goedkoper*

*Info en voorwaarden op mobilevikings.be/vergelijk



MØBILE VIKINGS



WE LOVE YOU LONGTIME!

Surf en bel tot 25% goedkoper*

*Info en voorwaarden op mobilevikings.be/vergelijk



MØBILE VIKINGS



ENDLESSSSSS STREEEAAMING!

Surf en bel tot 25% goedkoper*

*Info en voorwaarden op mobilevikings.be/vergelijk



MØBILE VIKINGS



**ROLLING DOWN
THE STREET
SMOKING INDO
SIPPING ON
GIN AND JUICE**

Surf en bel tot 25% goedkoper*



MØBILE VIKINGS

*Info en voorwaarden op møbilevikings.be/vergelijk



LISTEN PLAY TALK REPEAT

Surf en bel tot 25% goedkoper*



MØBILE VIKINGS

*Info en voorwaarden op mobilevikings.be/vergelijk



NEVER WORRY LOTS OF DATA

Surf en bel tot 25% goedkoper*



MØBILE VIKINGS

*Info en voorwaarden op mobilevikings.be/vergelijk



**STAY THE
F***
OF MY DATA**

Surf en bel tot 25% goedkoper*



MØBILE VIKINGS

*Info en voorwaarden op mobilevikings.be/vergelijk



LISTEN PLAY TALK REPEAT

Surf en bel tot 25% goedkoper*



MØBILE VIKINGS

*Info en voorwaarden op mobilevikings.be/vergelijk



7. 00H

SWIPE EENS NAAR EEN ANDERE PROVIDER



Surf en bel tot 25% goedkoper*



MØBILE VIKINGS
Keep your smartphone smart





**SURF EN BEL
TOT 25%
GOEDKOPER***

Keep your smartphone smart



MOBILE VIKINGS



8. DIGITAL



IT'S TIME TO KICK ASS AND CHEW BUBBLE GUM

Surf en bel tot 25% goedkoper



4G COVERAGE FOR EVERYONE

We're on the Orange network which provides us with 4G. So, pretty much everyone.



EVERY DAY THE SAME LOW PRICE

No nonsense one-off promotions. We go for a permanent fair offer.



100% QUALITY GARANTEE

We ditched stores and annoying sales people. And we kept our humans where you want them: on standby for expert customer care.


A SUBSCRIPTION THAT SUITS YOUR NEEDS

MacBook



OUR BESTSELLER

GO UNLIMITED



Unlimited data, calls and messages

€29 / MONTH

DISCOVER UNLIMITED →

OR PICK A PLAN

1^{GB} 2^{GB} 5^{GB} 7^{GB} 10^{GB}

Including calls and messages

Starting from

€10 / MONTH

CHECK ALL PLANS →

RATHER WANT A PREPAID SIM?

More data? Or more calling? We've got it all.
It's really your choice, every top up you do!

[Check you prepaid here](#) →

WE'VE GOT YOU COVERED WITH THESE GARANTIES

MacBook





NO CONTRACTS

We don't have any contracts. You're always free to leave, but we'd love you to stay!



WE MAKE SWITCHING EASY

We'll handle everything with your provider. And you can even keep your number.



100% QUALITY GARANTEE

We stand behind the quality of our products, and offer a 30day-fullrefund if you're unhappy.

WHAT IF YOU COULD SAVE 100% ON YOUR PHONE BILL?

LEARN MORE →



MacBook





HOW TO SAVE UP TO 100% ON YOUR PHONEBILL?

1. SHOP ONLINE

2. EARN VIKING POINTS

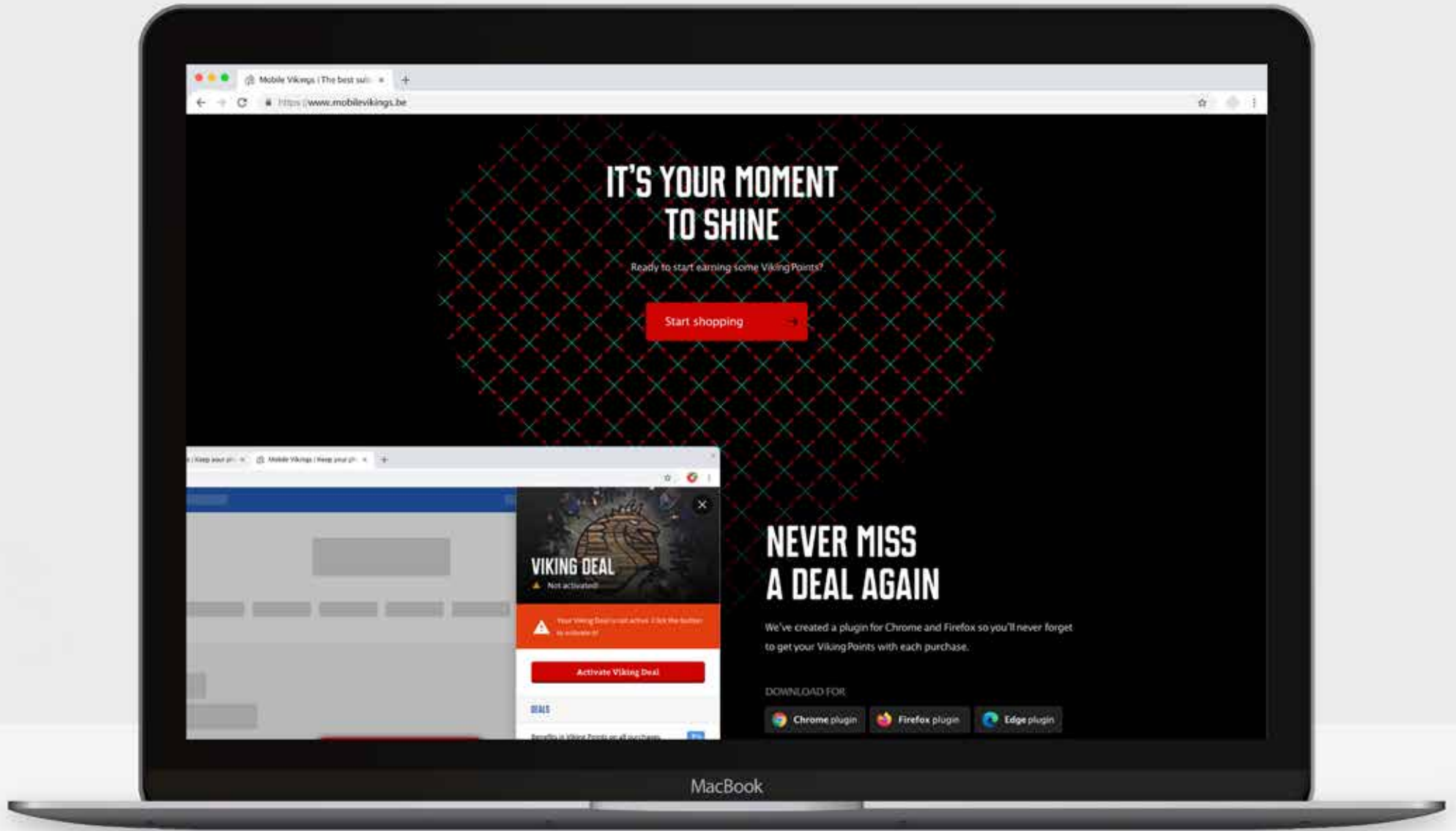
3. DISCOUNT ON YOUR PHONE BILL

1
SHOP AT OUR 88



MacBook





RECENTLY ADDED PARTNERS

Check out our newest partners for even more shopping pleasure!
Have some suggestions? Just contact us!

	ZALANDO LOUNGE Kleding van dumpingenrijzen	79%
	COOLBLUE.BE Computers en versnellen	45%
	bol.com Boeken enzo	25%
	Booking.com Goedkope hotelkamers	43%



USE VIKING DEALS VIA THE APP

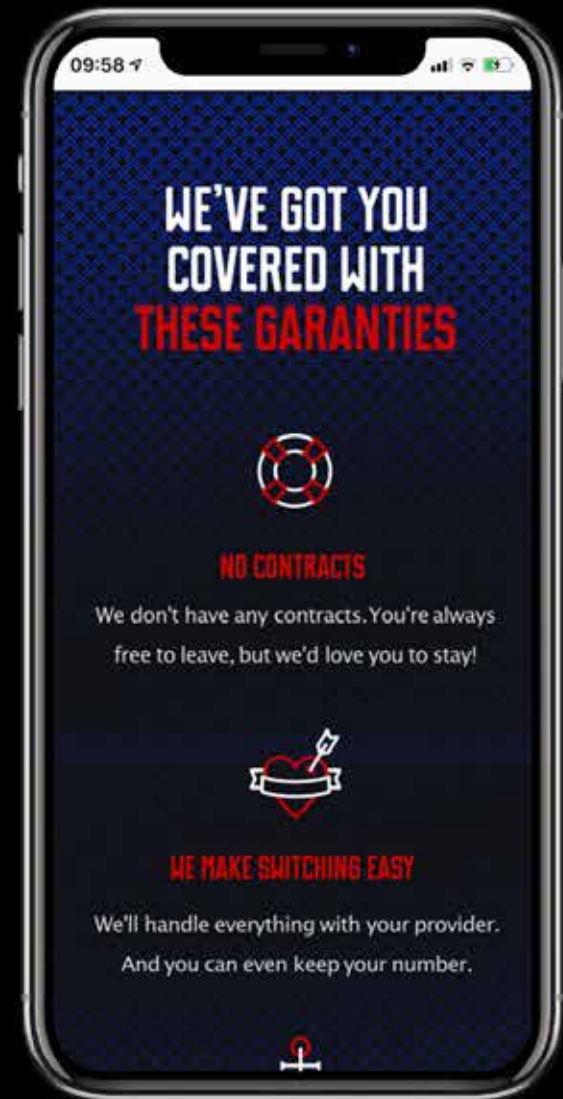
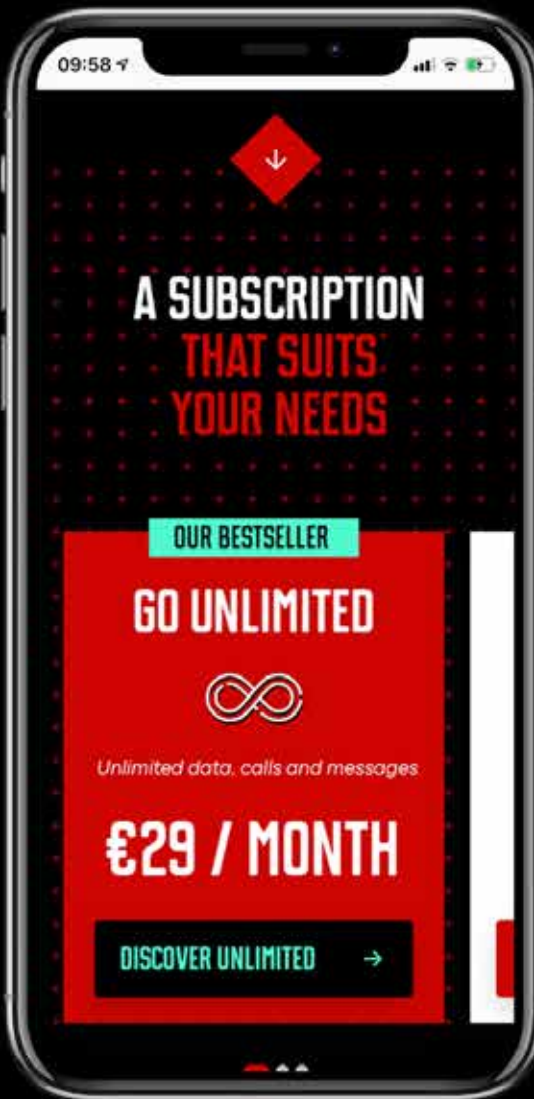
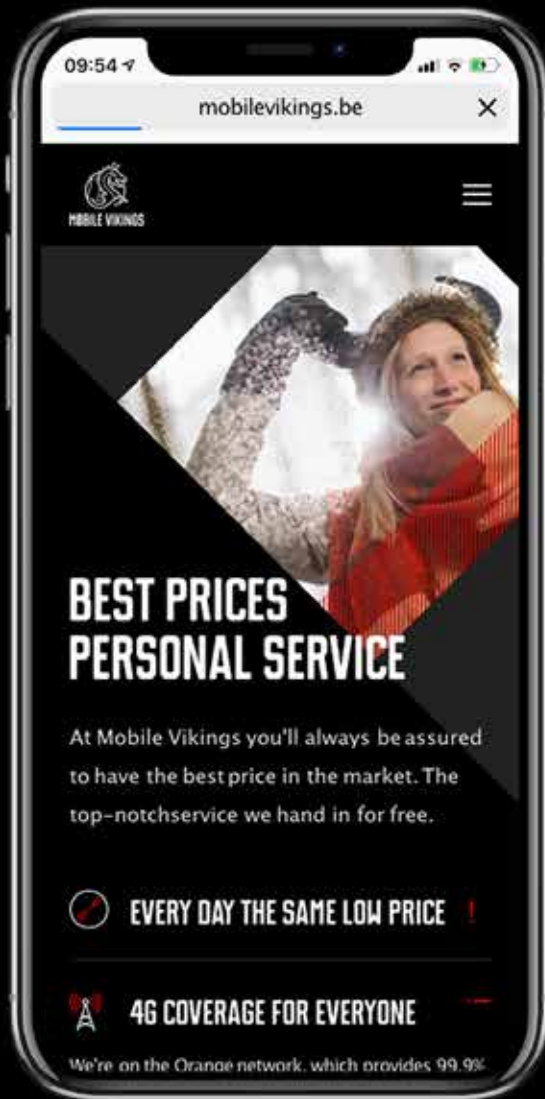
And get a discount on your phone bill.

Get the app!




MacBook





9. SOCIAL





**HOW TO CLEAN
YOUR PHONE?**


**EQUAL IDIOTS... DE MAX!
NON-STOP STREAMING.**



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**SUPER DUPER
VIKING DEALS!**



WE ARE LOOKING FOR A
**TELCO QUALITY
ASSURANCE ENGINEER**



MØBILE VIKINGS

**JE CHECKT
JE GSM
ZO'N 70X PER DAG
EN JE
GSM-FACTUUR?**

Surf en bel tot 25% goedkoper



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10. BANNERING

SWIPE EENS
NAAR EEN
ANDERE
PROVIDER



MØBILE VIKINGS

SWIPE EENS
NAAR EEN
ANDERE
PROVIDER



MØBILE VIKINGS

SURF EN BEL
TOT 25%
GOEDKOPER*

Keep your smartphone smart



MØBILE VIKINGS

5GB
+ ONBEPERKT BELLEN
VOOR €15



MØBILE VIKINGS

SURF EN BEL
TOT 25%
GOEDKOPER



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11. ICONS

SMALL & LARGE ICON SET WITH DETAILS

We've created some cool icons for every purpose for both small and large use. Different iconsets are provided.



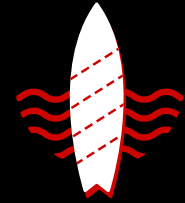
Sim card



You call and text mobile vikings for free



Viking Points Money/ Wallet



data



No contracts



We make switching easy



100% top quality



Every day the same low price



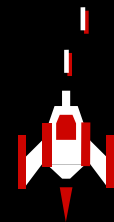
Refill



Use app



User / Viking



Work / life balance



Phone cleaning



Music



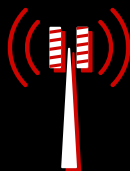
Watch movie



Tweet



Creditcard



Transmission



Shopping



Notification



Drinks



Twitter



Instagram



WhatsApp



Phone cleaning



Laptop



Self install



Technician



Invoice



Router



Fiber



Fast internet



TV

12. PHOTOGRAPHY

We want to stay close to our customer and therefore keep the photography style real and narrative.

We want to tell a story, and even though we don't picture Vikings, we create an image of what it means to be a real Viking.

The highlights of the world we want to show our Vikings, consist of stolen moments, experiences, authenticity.

The whole should certainly have a rawness and express a rock'n'roll feeling.

We are not good Instagram models, we are real Vikings!

The beauty in everyday moments, "little moments of happiness" that's our goal.

In our photography we want to import the same surprising edge we have in the campaign.

We combine the real settings with the Viking Worlds.

Add patterns and cool stuff to create our spontaneous crazy selves.

DO:

- show experience
- "instant" effect
- stolen moments
- details of the moment
- spontaneity
- natural appearance

DON'T:

- posed images
- "staged" images
- too retouched
- "instagram model" style
- excessive make-up



13. GADGETS

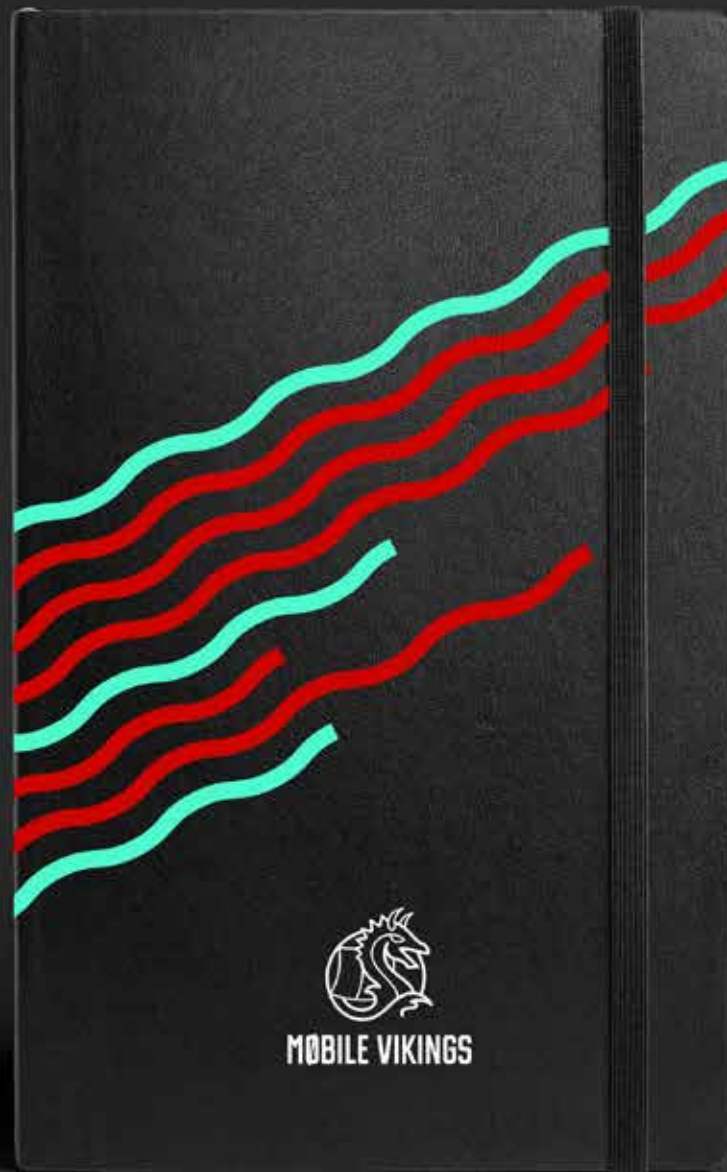












14. BROADBAND

14.1 BROADBAND COLOR

Our broadband is lightning fast and uses a yellow highlight color in combination with ofcourse our red, black and white.

RED

YELLOW

BLACK

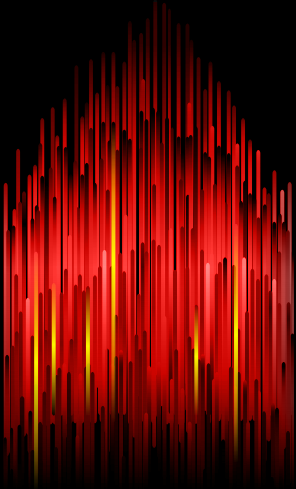
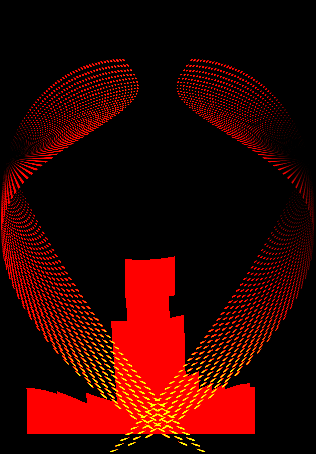
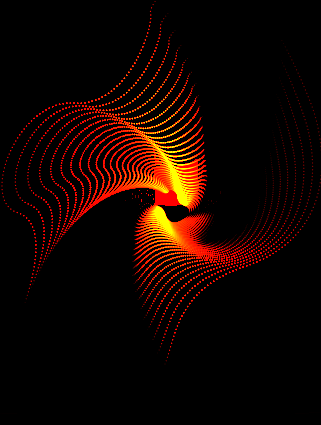
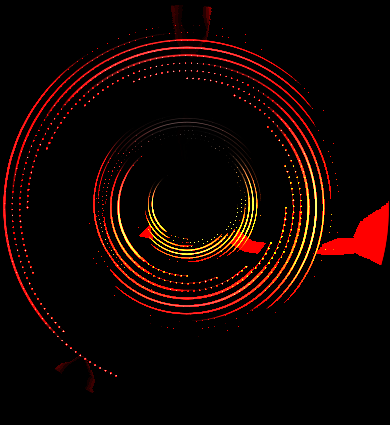
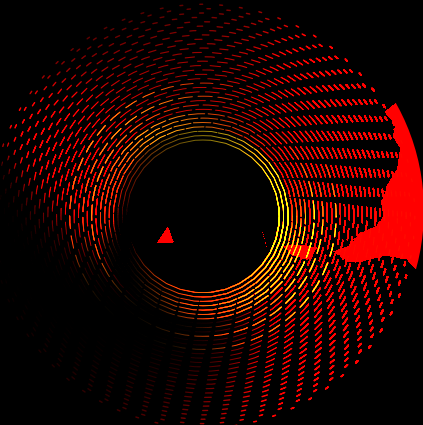
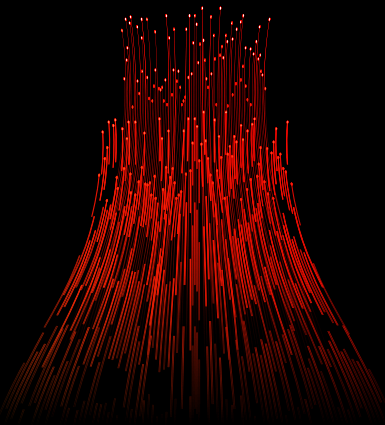
CMYK 10/20/94/0

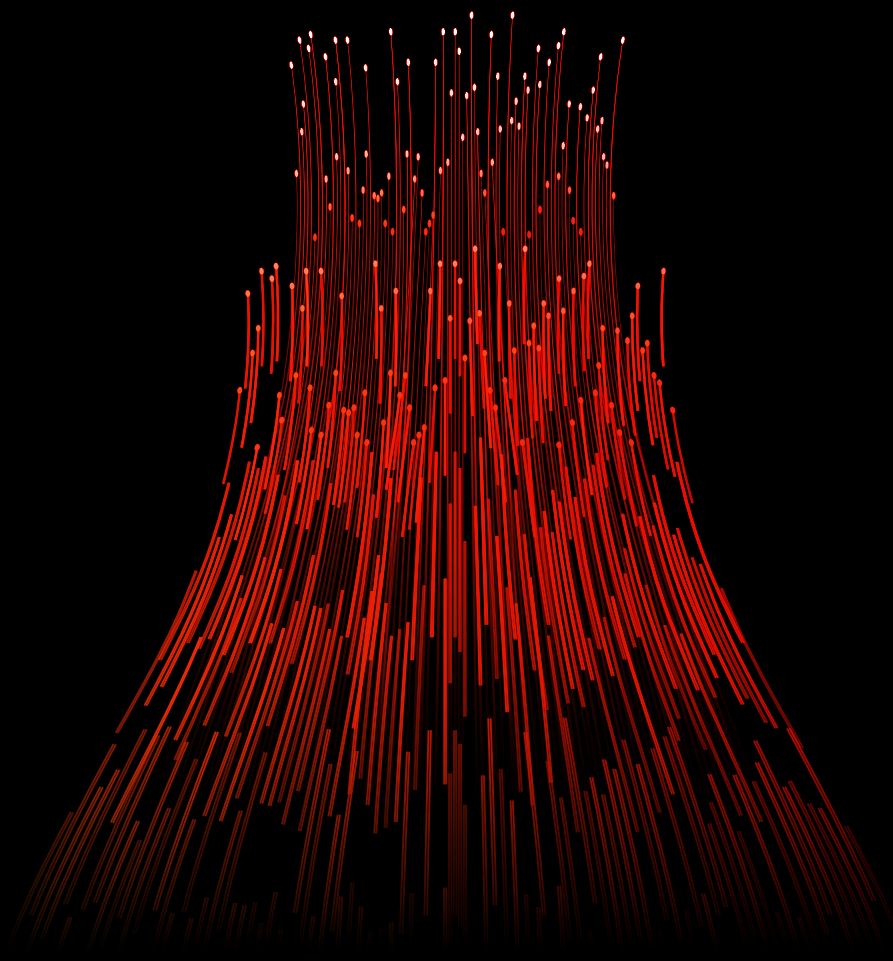
RGB 234/197/17

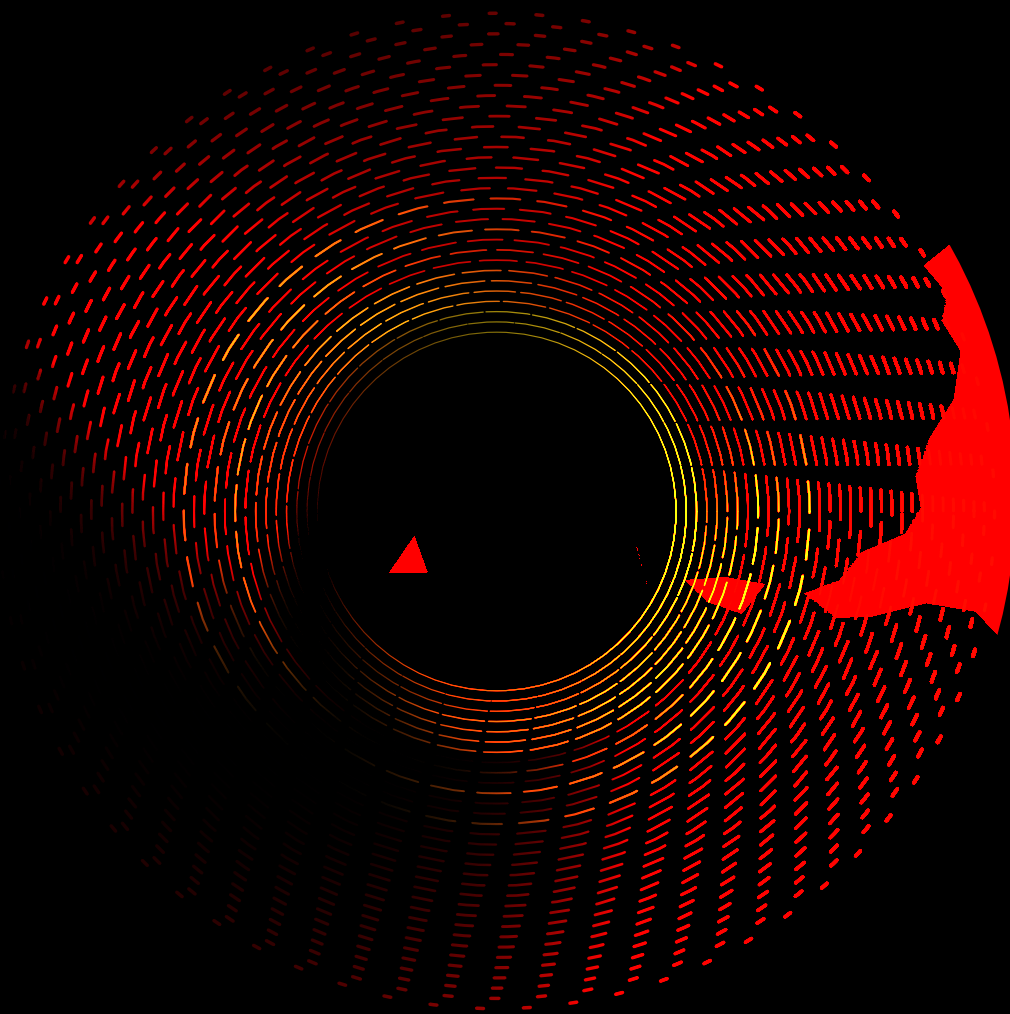
HEX #EAC511

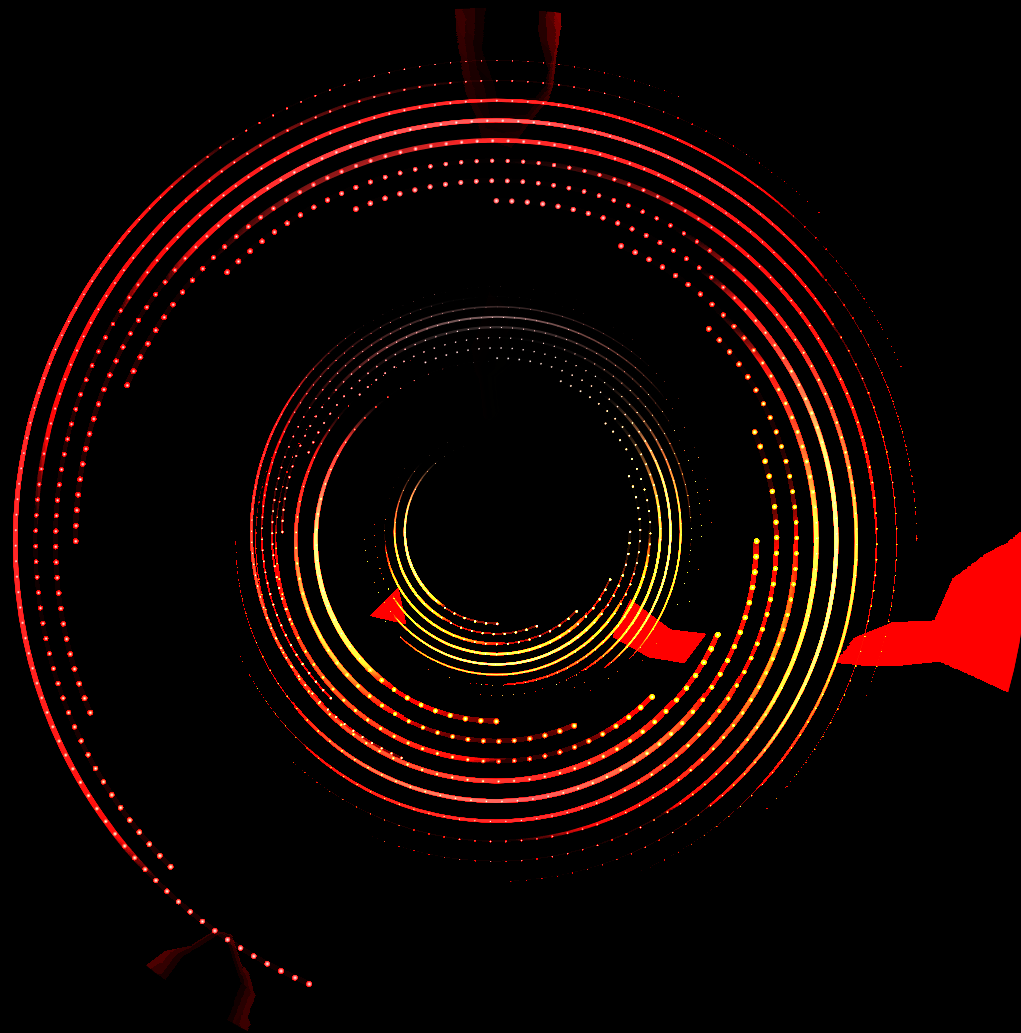
14.2 BROADBAND PATTERNS

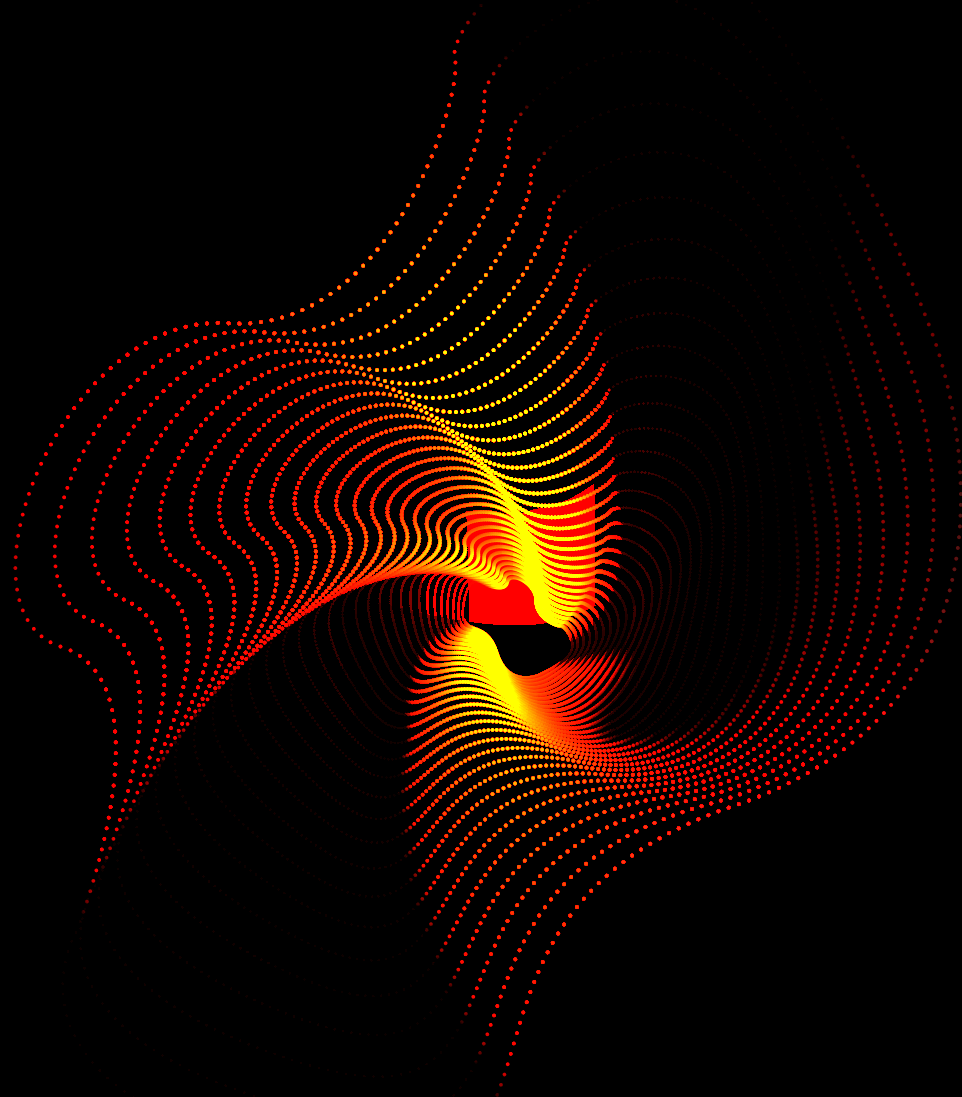
We created 6 patterns that symbolize our fiber at the speed of light. Elegant, hypnotic, endless viking! Fiery red with a touch of yellow.

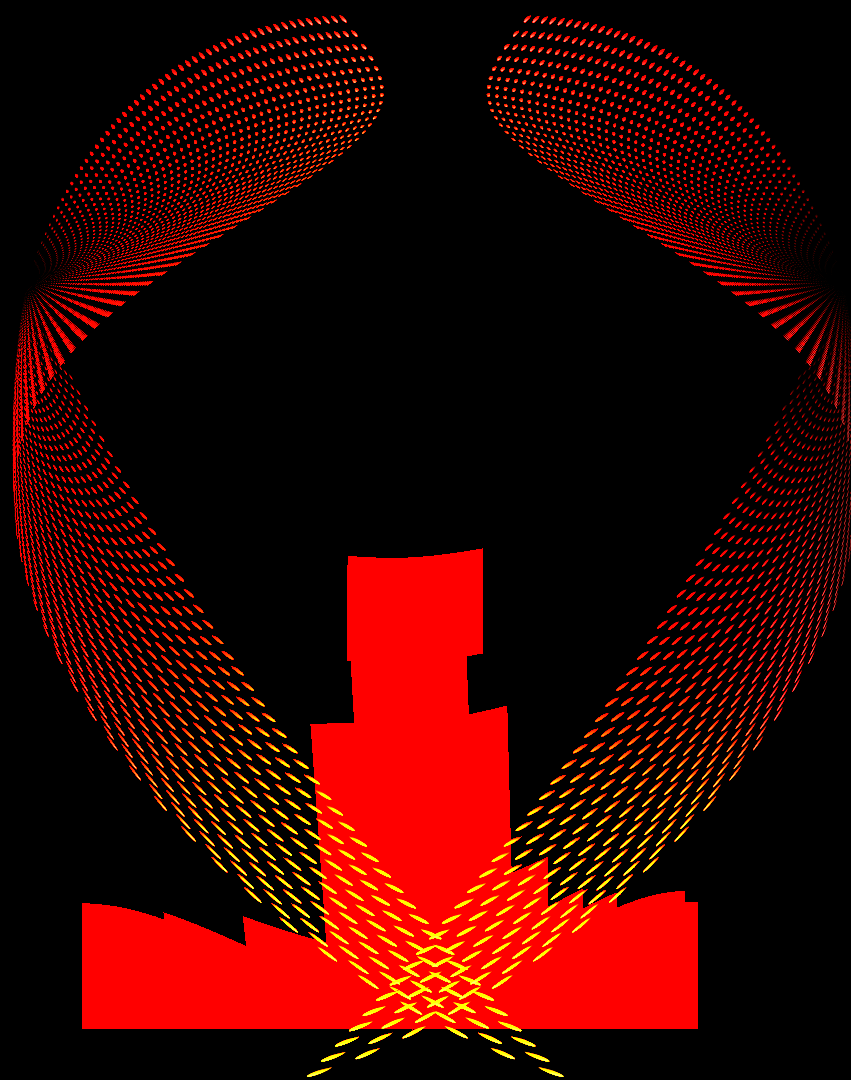


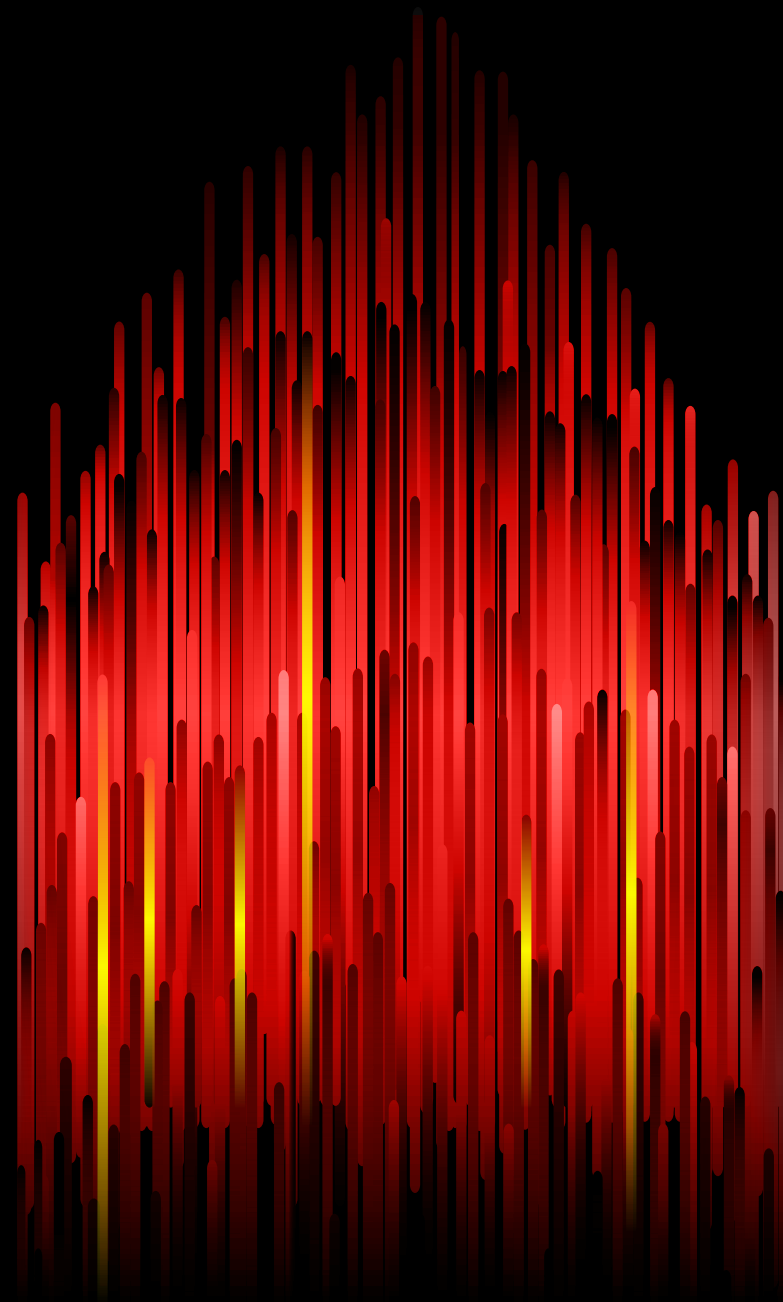


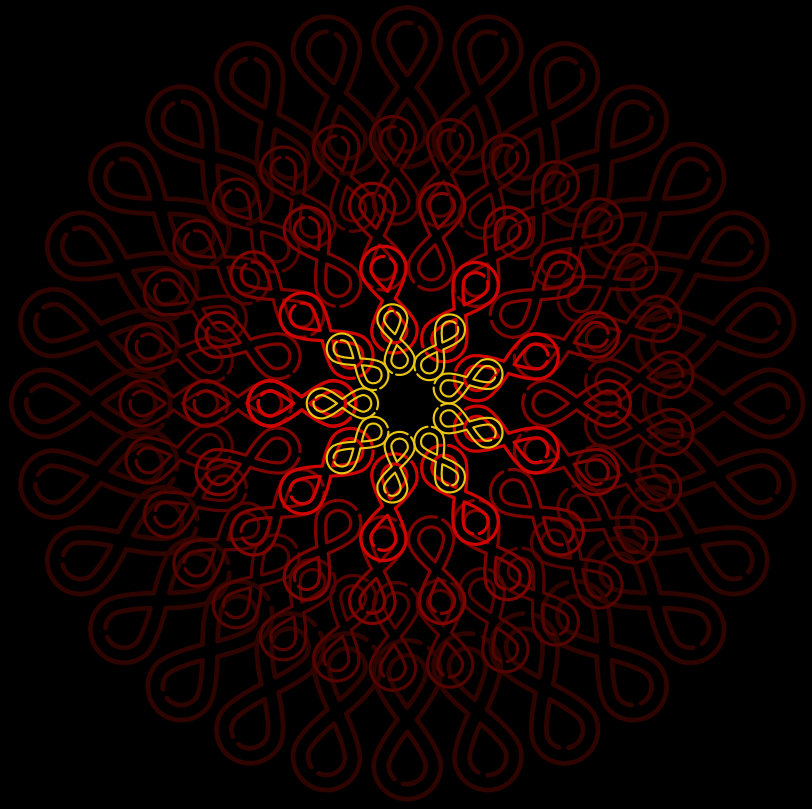












**KNAL HEEL
HET INTERNET
DOOR UW KOT!**



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PRIVE

ABONNEMENTEN VERLAEDEREN OND DATA VIERD DEALS VIERD CLAN

BRILJANT HERLADEN MY VORDE

KNAL HEEL HET INTERNET DOOR UW KOT!

EEN ABONNEMENT OP MAAT

POPULAIRES

UNLIMITED GAAN

∞

Onbeperkt surfen, bellen, en sms'en

€ 29 / MAAND

OF KIES EEN ABONNEMENT

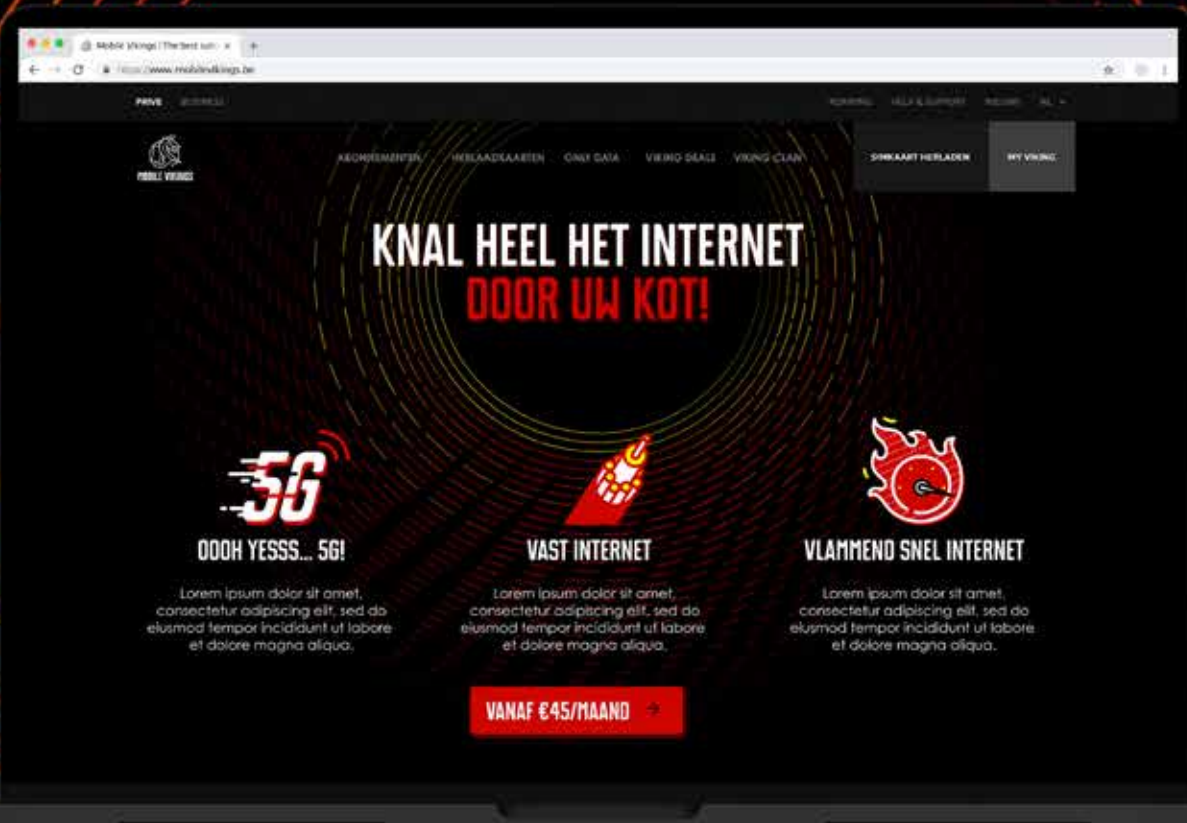
1.5 GB 2.5 GB 10 GB 15 GB

En natuurlijk bepalen we en sms'jes

vanaf

€ 10 / MAAND





Video On Demand



Acties & Comments



14:48

MOBILEVIKINGSBE
Berichten

mobilevikingsbe

EINDELIJK! WREED SNEL EN EINDELOOS INTERNET



188 vind-ik-leuks

mobilevikingsbe BOOM! And again we're injecting our € 15, € 20 and € 29 subscriptions with a ridiculous amount of mobile data. Wanna know how much it'll cost you... [more](#)

[Alle 35 opmerkingen bekijken](#)

mobilevikingsbe Hi Andres,
Bedankt voor je bericht!
Kan je mij even zeggen waarover je vraag gaat?
Dan kan ik je beter helpen :)

mobilevikingsbe Neen, dit blijft €29/maand! :)

Home Search Activity Shopping Profile

