

BRAND GUIDELINES

I D E N T I T Y M A N U A L



Veilock

AN OVERVIEW

The entirety of the features associated with the "Veilock" are unequivocally considered to be proprietary in nature, subject to exclusive ownership and control by the respective rights holder.

In the event that you decide to make use of any trademarks, logos, designs, or any other distinctive brand attributes affiliated with the "Veilock" it is imperative that you explicitly acknowledge and affirm your acceptance of the terms and conditions articulated within the brand guidelines.



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A large, bold, dark blue number '01' is centered within a light blue circular shape that occupies the left half of the page. The '0' is a simple, thick-lined circle, and the '1' is a thick vertical bar with a small horizontal top bar.

THE **LOGO**

A logo is a graphic mark, or symbol used to aid and promote public identification and recognition. It may be of an abstract or figurative design or include the text of the name it represents as in a wordmark.

PRIMARY LOGO

Our main logo is the foundation of our brand identity and will be prominently featured in all brand-related contexts. This trademark helps people easily connect it to our "**Veilock**" services, products, and our online presence.

To maintain our brand's success and credibility, it's crucial to always use the logo carefully and follow our brand guidelines to the letter. Adhering to these guidelines is vital to preserve our brand's integrity and effectiveness.



CLEAR SPACING

To ensure legibility, always keep a clear space around the logo. This space isolates the mark from any competing elements like other logos or body copy that might conflict with, over crowd, and lessen the impact of the mark.

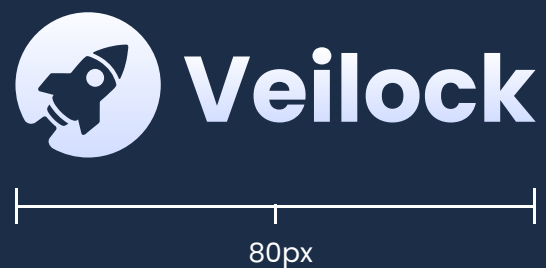
The minimum clear space is defined as the 1/2 height of the primary logo across all four directions.



MINIMUM SIZE

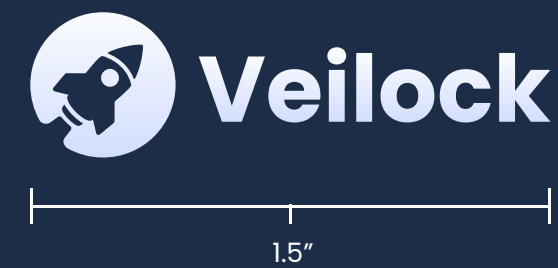
DIGITAL

To preserve legibility, do not show the horizontal lockup smaller than 80px wide or the icon smaller than 40px wide when displaying them digitally.



PRINT

To preserve legibility, do not show the horizontal logo smaller than 1.5" wide or the icon smaller than 0.75" wide when printing them.



LOGO ICON

A logo icon is a visual representation or symbol that represents a brand, company, organization, or product. It is a simplified graphic element that is designed to be easily recognizable and memorable. Logo icons are often used in conjunction with the Veilock or as a standalone symbol to create a visual identity for the entity they represent.



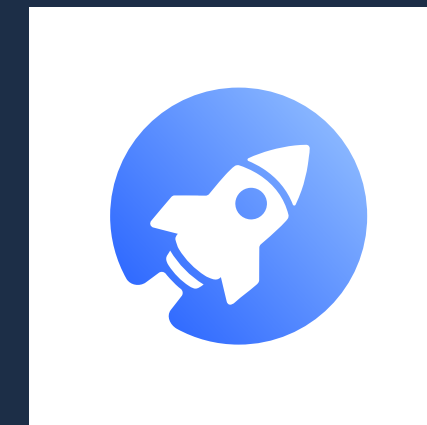
Icon Mark



Rounded Social Media
Display Picture



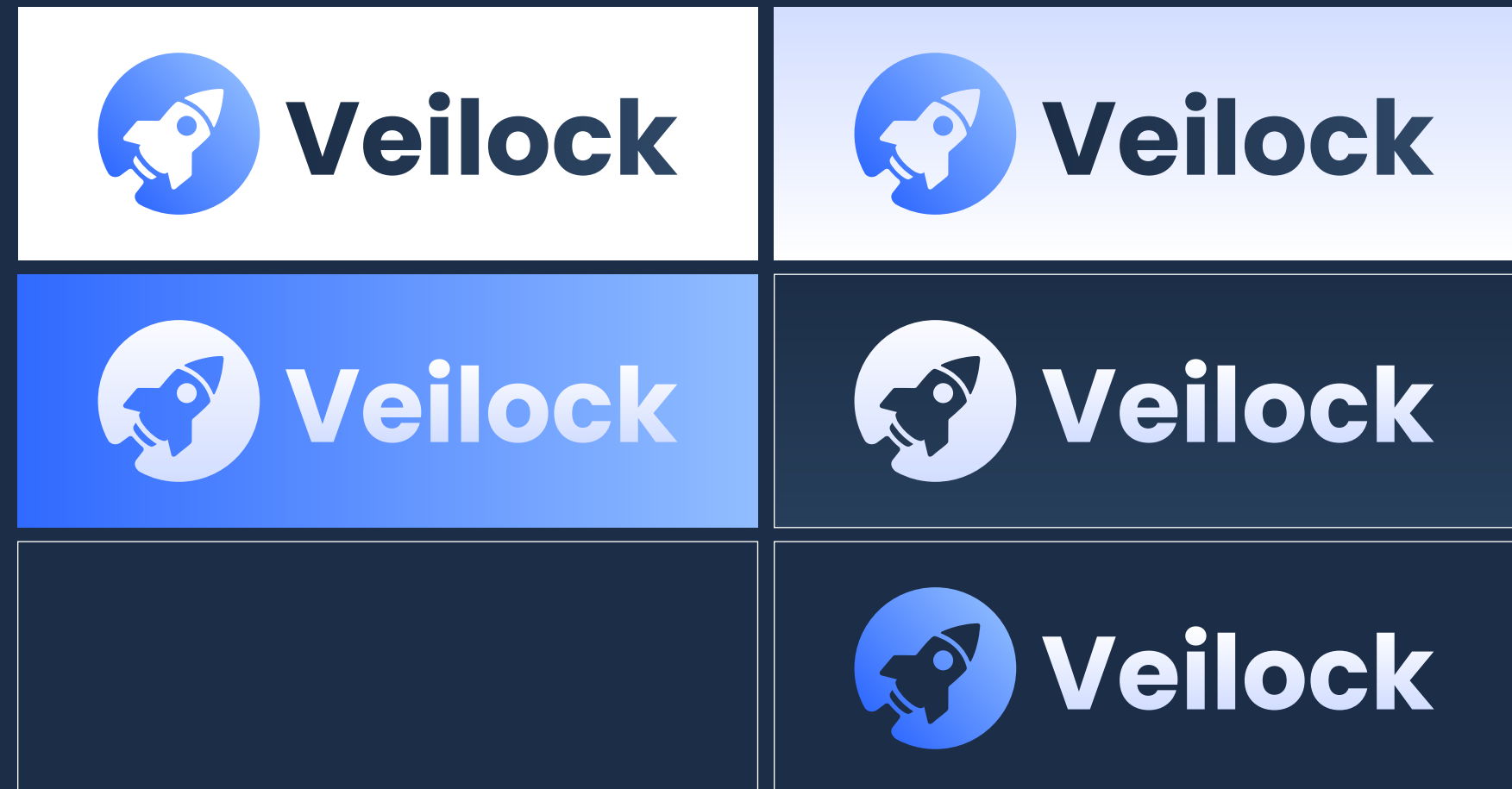
App Icon



Square Social Media
Display Picture

COLOR PAIRINGS

Logo background color variation refers to the use of different background colors for a logo design. It involves creating variations of a logo by changing the color of the background while keeping the other elements of the logo consistent.



MONO COLOR

The black and white version of our logo is a versatile option for situations where color printing is limited or unavailable. It ensures our brand's recognition across various mediums.

When using the black and white logo, ensure it is placed on a clear, uncluttered background to maintain its visual impact and legibility.



LOGO VARIATIONS

Our primary logo layout is horizontal, with the brand name positioned alongside the symbol. This layout is preferred for most applications and offers a balanced representation of our brand.

In situations where a more compact or vertically-oriented logo is required, you can use the vertical layout. In this version, the brand name is stacked above the symbol.



01. Primary Logo



02. Icon Mark

INCORRECT USAGE

- 1. Use only the approved colors.
- 2. Do not stretch, squeeze or distort logo.
- 3. Do not space out the logo elements.
- 4. Do not change the opacity.
- 5. Do not add the drop shadows.
- 6. Do not add a stroke.
- 7. Do not add any element in the logo space.
- 8. Do not change the logomark or wordmark.
- 9. Do not rotate, reflect or shear logo.

| | | |
|---|---|---|
| 1 | 2 | 3 |
|  |  |  |
| 4 | 5 | 6 |
|  |  |  |
| 7 | 8 | 9 |
|  |  |  |

02

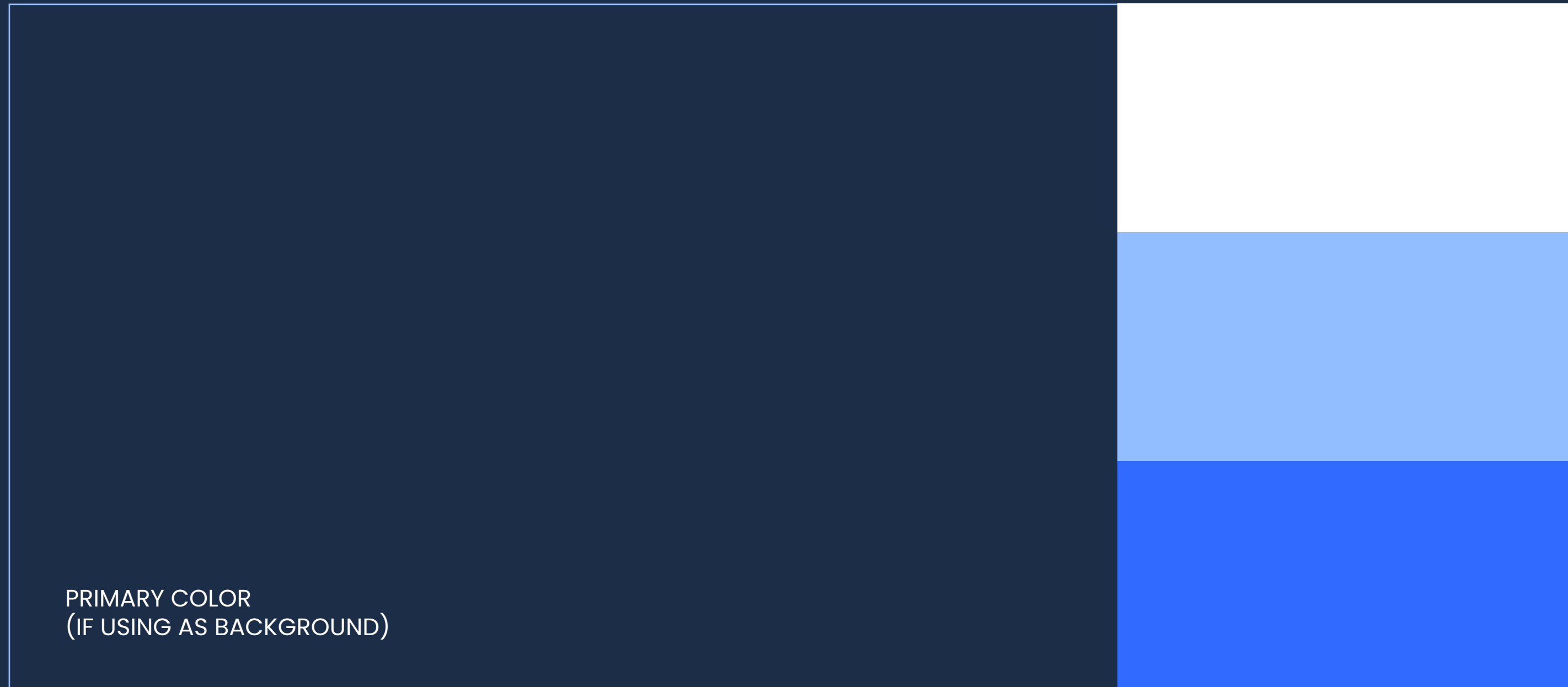
BRAND COLORS

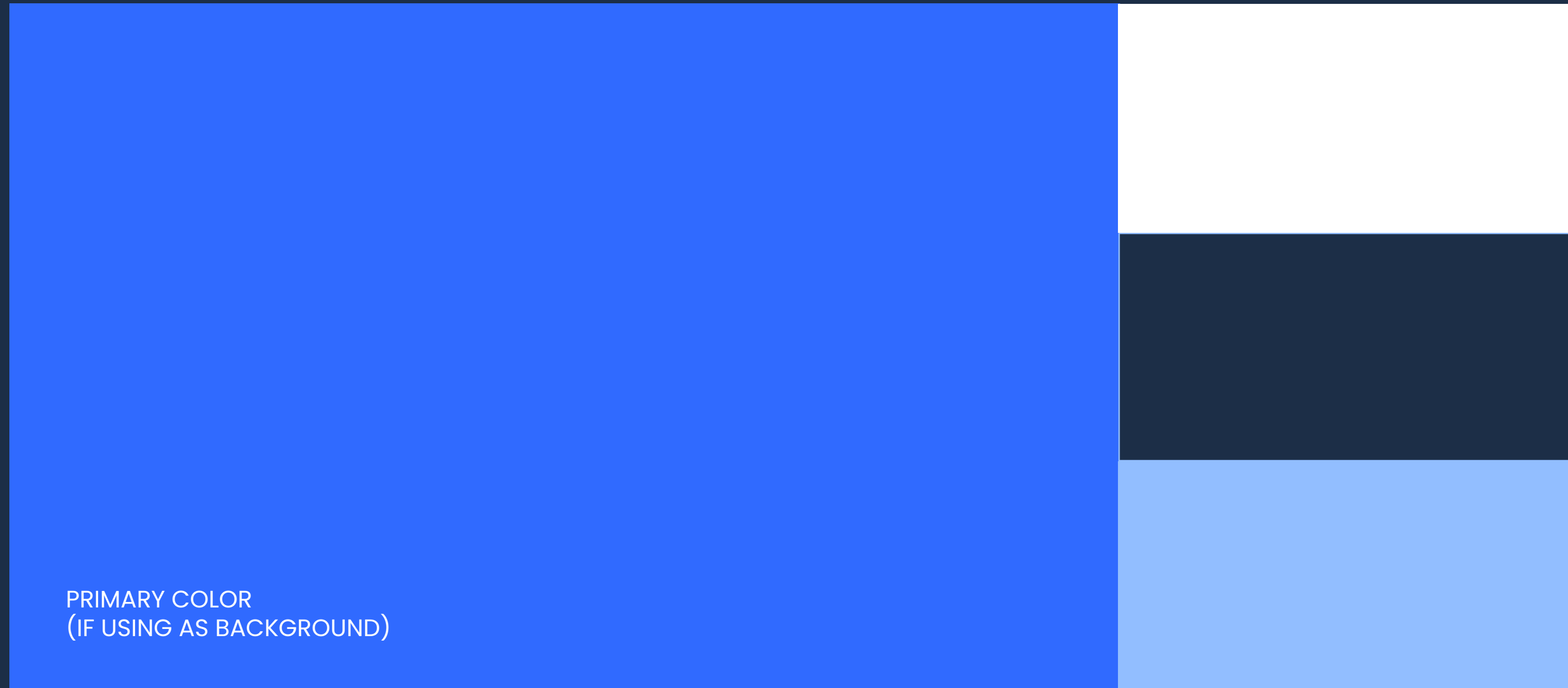
In color theory, a color scheme is the choice of colors used in various artistic and design contexts. Color schemes are used to create style and appeal.

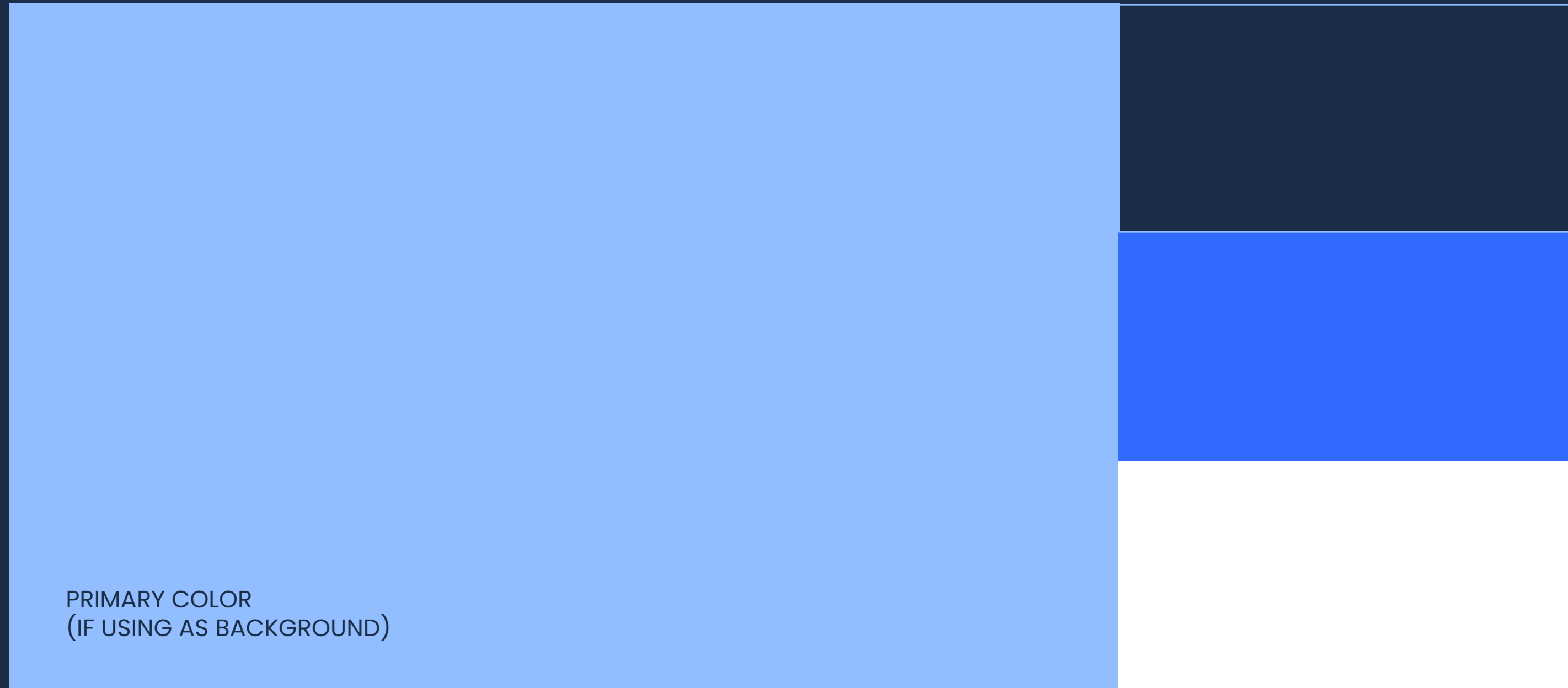
COLOR
SCHEME

| | | |
|--|--|--|
| <div>Dark Blue Grey</div> <div>HEX #1C2E47</div> <div>RGB 28 46 71</div> <div>CMYK 92 78 46 45</div> | <div>Royal Blue</div> <div>HEX #306AFF</div> <div>RGB 48 106 255</div> <div>CMYK 78 61 0 0</div> | <div>Pastel Blue</div> <div>HEX #92BEFF</div> <div>RGB 146 190 255</div> <div>CMYK 38 17 0 0</div> |
| | | |
| | | |
| | | |
| | | |

COLOR USAGE







03

TYPO- GRAPHY

The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing, and letter-spacing, as well as adjusting the space between pairs of letters.

TYPEFACE

Our main typeface is
“Poppins” & “DM Sans”.

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

DM SANS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

TITLE

Our titles should always be in “**Poppins Bold**”.

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ELIT.

Nullam in augue eget arcu fringilla malesuada. Sed ullamcorper, metus sit amet varius tempor, tellus massa ullamcorper turpis, sed lobortis lorem nisl ut odio.

TAGLINE

Our tagline should always be in “**Poppins Semi-Bold**”.

**LOREM IPSUM DOLOR SIT AMET,
CONSECTETUR ELIT.**

Consectetur adipiscing elit.

Nullam in augue eget arcu fringilla malesuada. Sed ullamcorper, metus sit amet varius tempor, tellus massa ullamcorper turpis, sed lobortis lorem nisl ut odio.

HIERARCHY

SIZE & WEIGHT

Headline and subheadline point size is 2:1 (eg: 30 pt size headline, 15 pt size subheadline).

LEADING

Leading refers to space between type. Small type sizes use auto leading.

Medium type sizes add 3 points of leading on top of the type size (eg: 30 pt size. 23 leading).

Large type uses add 20 points of leading to the size of the type (eg: 120 pt size. 140 leading).

TRACKING

Tracking refers to space between letters. Tracking is 25 (maximum).

JUSTIFICATION

Type should always be set to flush left or centered.

Header | Title

POPPINS BOLD

Tagline | Highlight

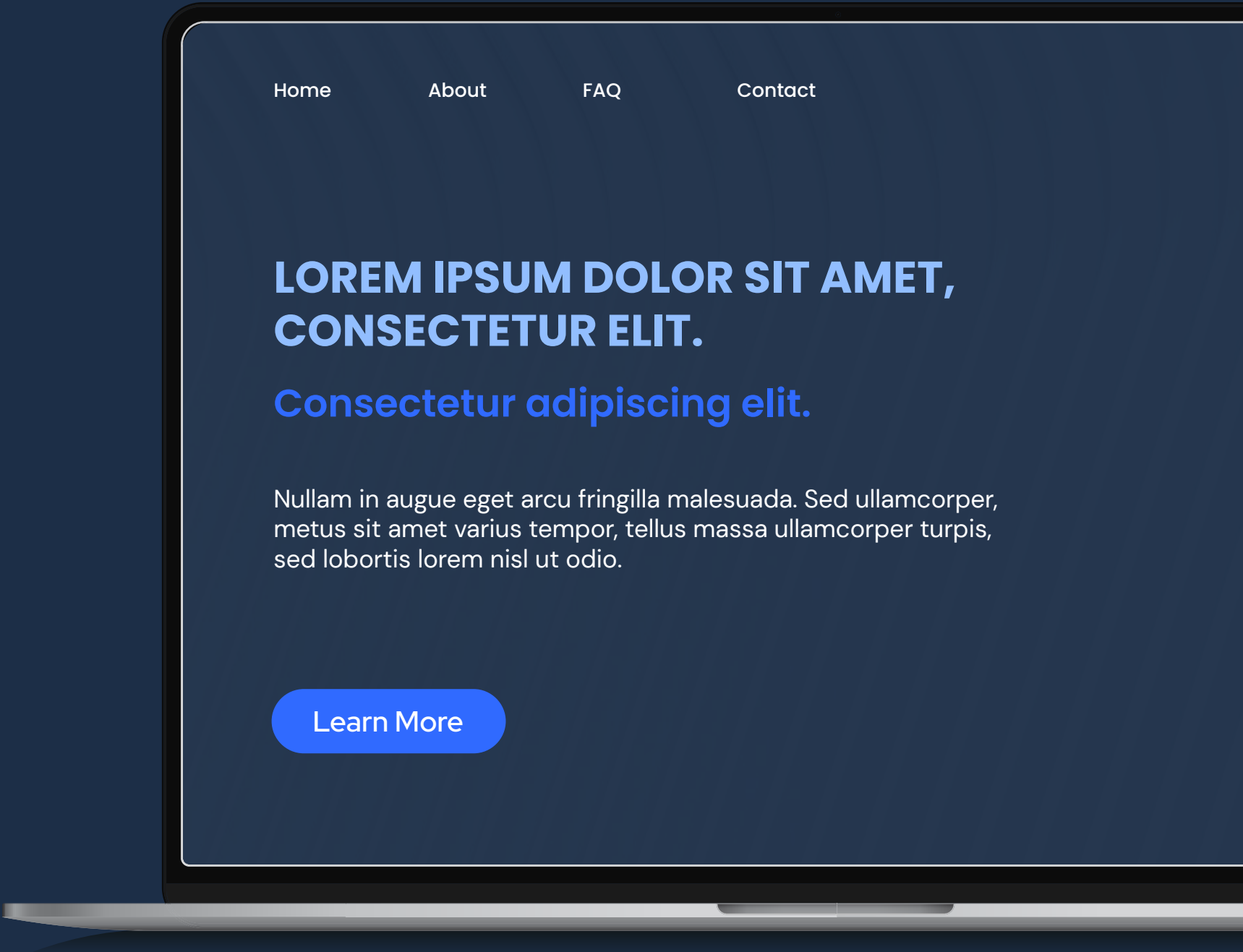
POPPINS SEMI-BOLD

Subheadline | CTA

DM SANS BOLD

Body | Description

DM SANS REGULAR



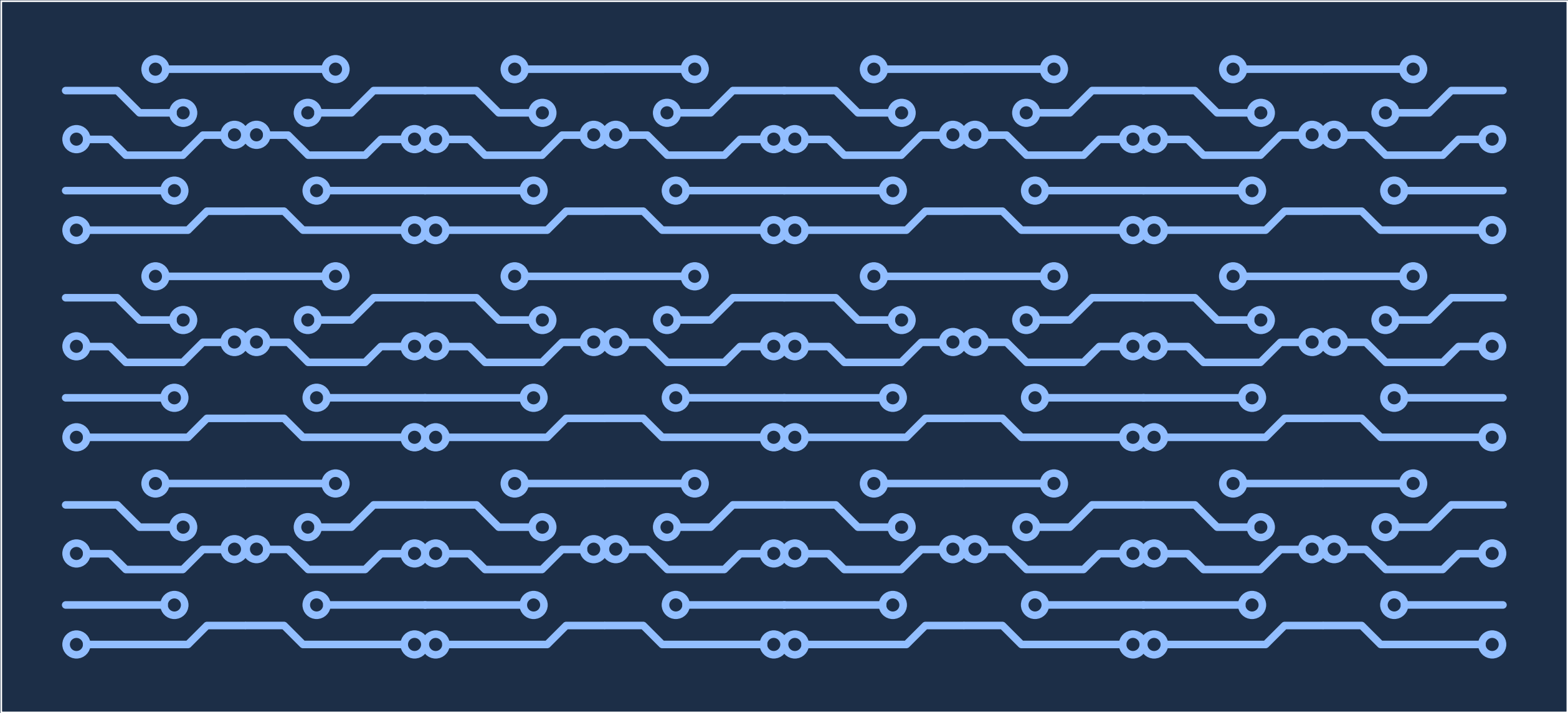
04

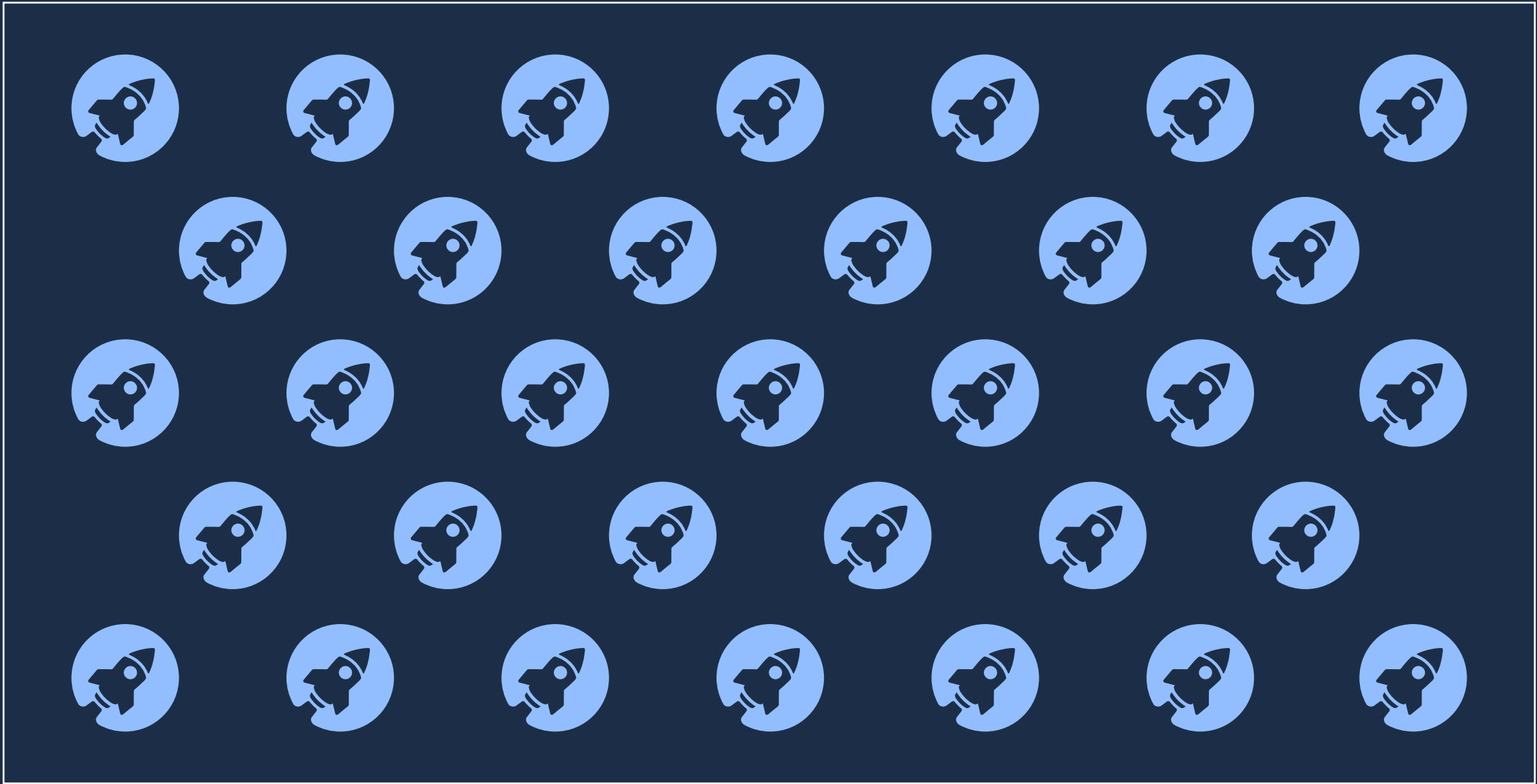
PATTERNS & ELEMENTS

Patterns are simply a repetition of more than one design element working in concert with each other. Elements are part of a design style that will be utilized in designing brand assets.

PATTERNS







ELEMENTS

