VELOSATY

BRAND GUIDELINES

2024

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01

LOGO USAGE

Primary Logos: Use the green short or long logo whenever possible.

Alternative Logos: Use black or white logos only if the background or accessibility requires it.

Note: The black logo has no background or white border; examples with a white border are for display purposes only.

	Long logo	Short logo
Main logo	VELOSATY	SA
White logo	VELOSATY	SA
Black logo	VELOSATY	SA

02
COLOR PALETTE

Colors are provided in HEX, RGB, and CMYK formats for versatile usage across different mediums.

Brand Color: Represents the main color used in the logo.

Primary Color: A tone of green used consistently across the website for cohesive branding.

Dark and Light Colors: Applied as needed for text, backgrounds, and to ensure contrast and accessibility.

Surface Elevation: Adds depth to content boxes and elements also dark tone supplementary.

Gray Tones: Serve as supplementary shades.

Brand/logo

CMYK: 53 , 0 , 18 , 45
RGB: 65, 139, 114
#418B72

CMYK: 10 , 0 , 3 , 13
RGB: 198, 221, 215
#C6DDD7

Primary

CMYK: 42 , 0 , 12 , 28
RGB: 106, 184, 162
#6AB8A2

CMYK: 53 , 0 , 19 , 52
RGB: 58, 123, 100
#3A7B64

Dark and Light

CMYK: 26 , 0 , 0 , 91
RGB: 17, 23, 23
#111717

CMYK: 0 , 0 , 0 , 0
RGB: 255, 255, 255
#FFFFFF

Surface elevation

CMYK: 17 , 0 , 0 , 86
RGB: 29, 35, 35
#1D2323

CMYK: 14 , 0 , 0 , 83
RGB: 38, 44, 44
#262C2C

CMYK: 9 , 0 , 0 , 78
RGB: 50, 55, 55
#323737

Gray tone

CMYK: 0 , 0 , 0 , 18
RGB: 208, 208, 208
#D0D0D0

CMYK: 0 , 0 , 0 , 40
RGB: 153, 153, 153
#999999

03
TYPOGRAPHY

Aa

Poppins

Our website exclusively uses the "Poppins" font.

Font sizes and weights are applied based on the guidelines provided and adjusted as needed.

Line-height and letter-spacing are set to auto for consistency and ease of readability.

Aa

Display

Size: 56/44/28px

Font-weight: Bold

Aa

Title

Size: 44/36/24px

Font-weight: Bold

Aa

H1

Size: 32/28/20px

Font-weight: Bold

Aa

H2

Size: 24/20/18px

Font-weight: Medium

Aa

H3

Size: 20/18/16px

Font-weight: Bold

Aa

Body

Size: 18/16/14px

Font-weight: Regular

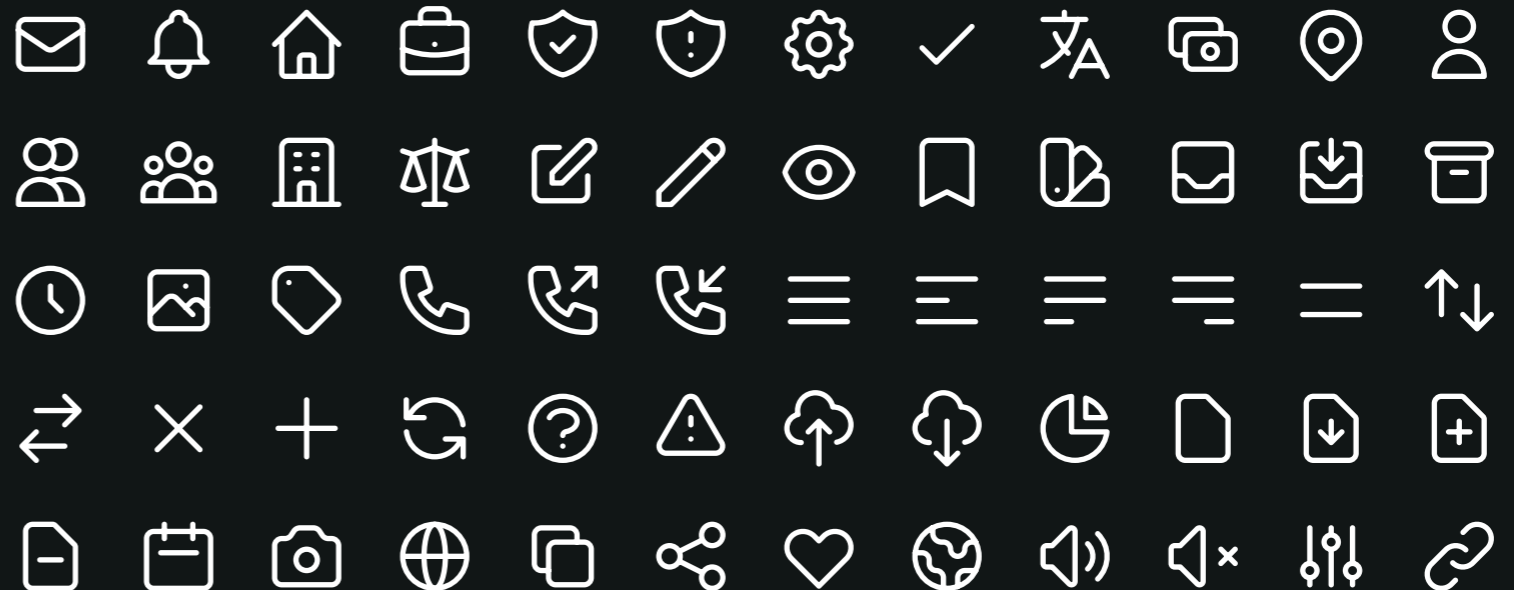Aa

Label

Size: 16/14/12px

Font-weight: Medium

04

ICON USAGE

We use two types of icons: filled and outlined, based on design needs.

- **Sizes**: Standard sizes are 32x32px or 24x24px. For buttons, use 24x24px, 20x20px, or 16x16px.

- **Always keep width and height equal for consistency.**

- **Usage**: Filled icons are for prominent elements, outlined for subtle emphasis.

Outlined

Filled
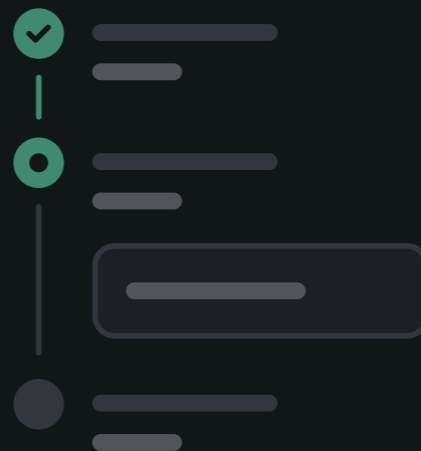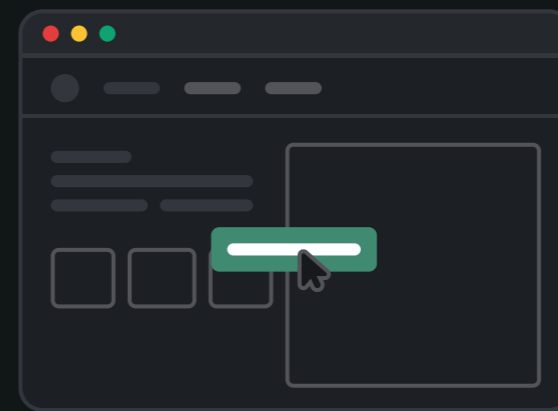
05
PATTERNS

Use subtle, brand-aligned patterns to enhance backgrounds or highlight sections without overwhelming content.

06
IMAGERY

Prioritize high-quality, relevant visuals that align with the brand's tone. Use consistent filters or overlays to maintain a cohesive look across all marketing assets.

Always ensure accessibility by maintaining sufficient contrast and clarity.
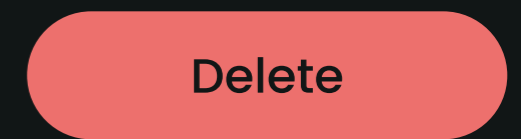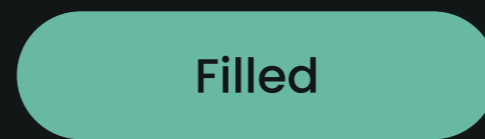
07

BUTTON/CTA

Our button styles include three variations: Filled, Outlined, and Delete. Each style is available in three sizes: Small, Medium, and Large.

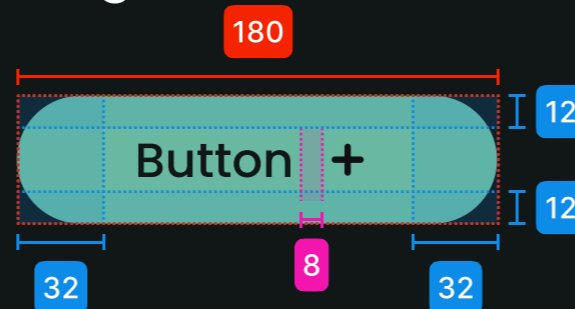Buttons can feature the following content types:

- Text only
- Text with icon
- Icon only

Ensure buttons are consistent with the brand's design language and accessible across all platforms.
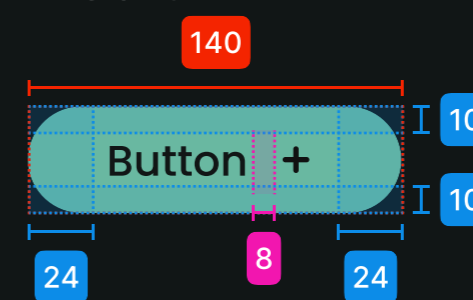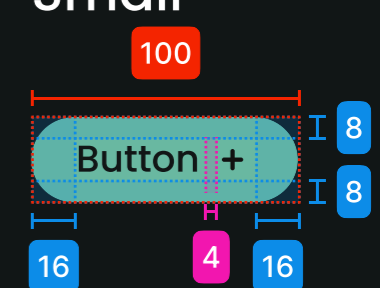
Button styles

Filled

Outlined

Delete

Large

180

Button +

12

12

32

8

32

Medium

140

Button +

10

10

24

8

24

Small

100

Button +

8

8

16

4

16

Large

+

size: 48x48px
padding: 16 16px
Icon: 24x24px

Medium

+

size: 40x40px
padding: 12 12px
Icon: 20x20px

Small

+

size: 32x32px
padding: 8 8px
Icon: 16x16px