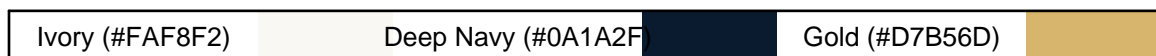


VAYRO — Professional Brand Guidelines

1. Brand Overview

VAYRO is a premium, automation-first SaaS brand. Its identity is minimal, elegant, fast, and modern. The brand expression uses clean geometry, balanced spacing, and a distinct gold–navy–ivory palette.

2. Color Palette



3. Typography

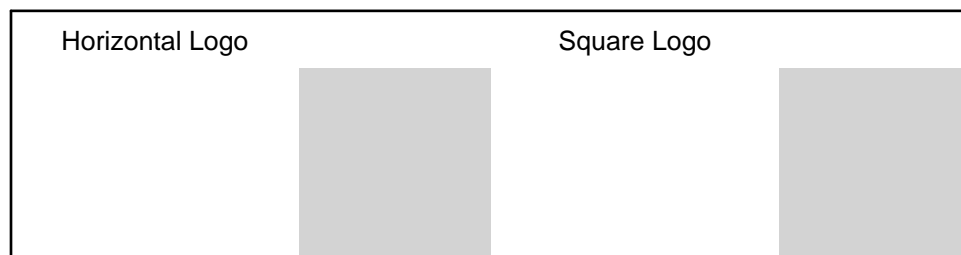
Headings: Montserrat

Body: Open Sans

Use generous spacing, consistent capitalization, and minimal variation. H1: 48px, H2: 32px, Body: 16–18px.

4. Logo System

VAYRO has four core logo concepts: Classic Minimal, Forward Arrow, Dual■Bar, and Tri■Bar. Each comes in Horizontal, Square, Monogram, and Favicon form. Maintain clearspace equal to the height of the 'V' symbol around the entire logo.



5. Spacing System

VAYRO uses an 8■point grid: 8, 16, 24, 40, 72px. Large sections use 72–96px padding. Buttons use 14×24px internal padding. Cards use 24px internal spacing.

8px	16px	24px	40px	72px

6. Brand Voice

VAYRO's tone is confident, fast, and modern. Copy should be short, clear, and value■driven. Avoid unnecessary adjectives or technical jargon when simpler words are available.