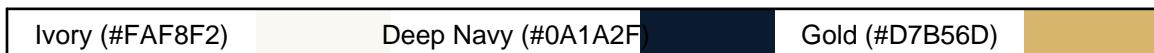


VAYRO — Professional Brand Guidelines

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

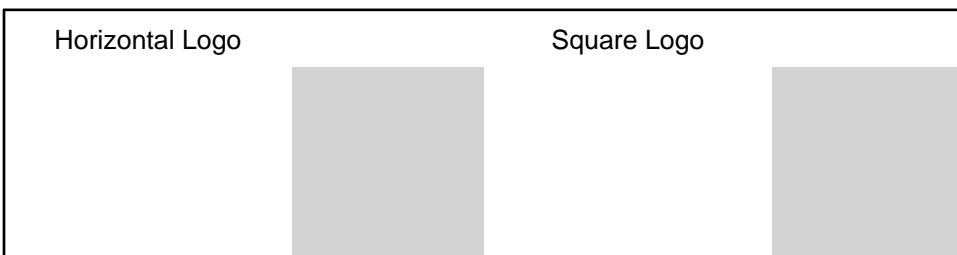
Headings: Montserrat

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 14x24px 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.