



Brand  
Guidelines

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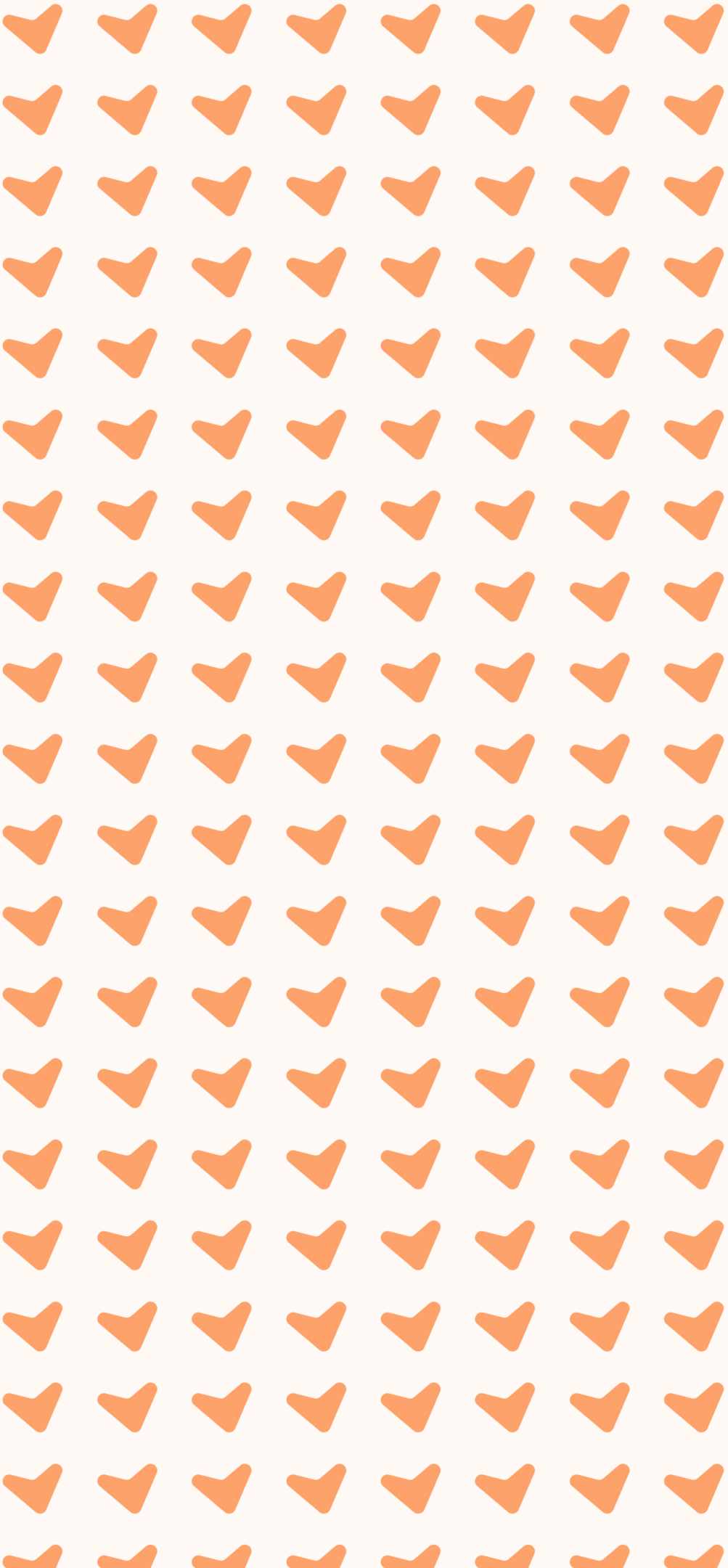
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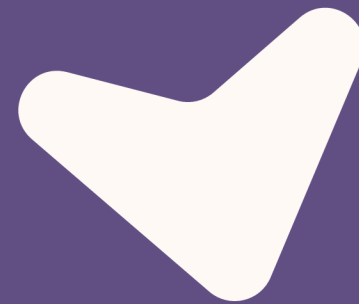
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## VCS Hub Our Pledge

We are specialists that deal in credibility engineering, identity research, and brand architecture.

VCSHub is an Identity Architecture firm that transforms high-trust professionals, thought leaders, and founder-led businesses from invisible to influential.

Our work ensures your name carries weight, your reputation is documented, and your authority extends beyond the room.

By engineering visibility that reflects real expertise, we position high-trust professionals, businesses & startups.

Backed with research, experience, design & edits, we take what you've built offline and create a strategic, credible, and consistent presence online.

**It's not enough to be great; you have to be seen as great.**

# Core Services

- Credibility engineering through documented proof of expertise.
- Research into identities, including the unique voice, audience, and market position of each client.
- Brand Architecture: Building the visual, verbal, and strategic systems that support long-term influence.
- Visibility systems as structures to keep engaged Content, platform management, and positioning strategies that keep our clients top-of-mind.

# Our Approach

- **Strategy:** Decide what the client should be known for and how they should be perceived.
- **Design:** Create visuals and messaging that signal authority and trust.
- **Visibility:** Consistently place the client in front of the right audience with the right narrative.



# Logo, Tone & Audience

How we use our logo is crucial in keeping its visual meaning and identity intact. Although certain aspects can be altered, these options are limited. The following guidelines should always be your first option.



## Clear space

When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the logo's importance.

The logo must be at least 30% of the logo mark's width away from illustrations, photographs, rules, page edges, or other type.

## Tone & Voice

Professional, confident, and strategic. We speak with clarity and authority, with direct, high-value, tone that is focused on results.

Every word and visual should reinforce trust and expertise.

## Audience

High-performing individuals and founder-led brands who have delivered results in their field but lack the online presence to match their reputation.

They value precision, discretion, and long-term positioning over quick trends.

# Visual Direction

Our typography choices reflect the brand's blend of classic elegance and modern approachability, ensuring both sophistication and readability.

## Univers

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Soles By Ebby is a distinguished footwear brand, synonymous with exceptional comfort, timeless style, and meticulous craftsmanship.

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## Quicksand

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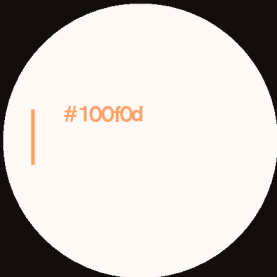
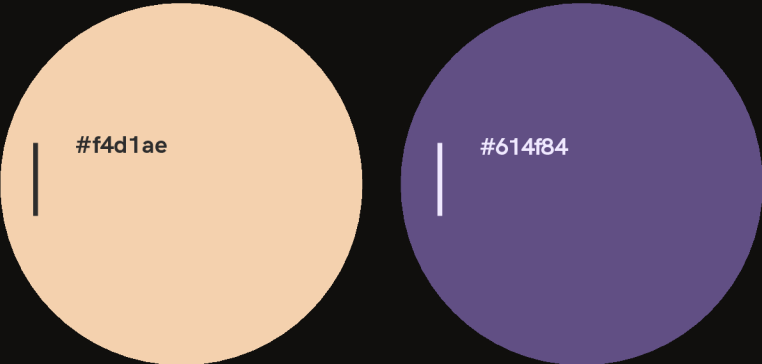
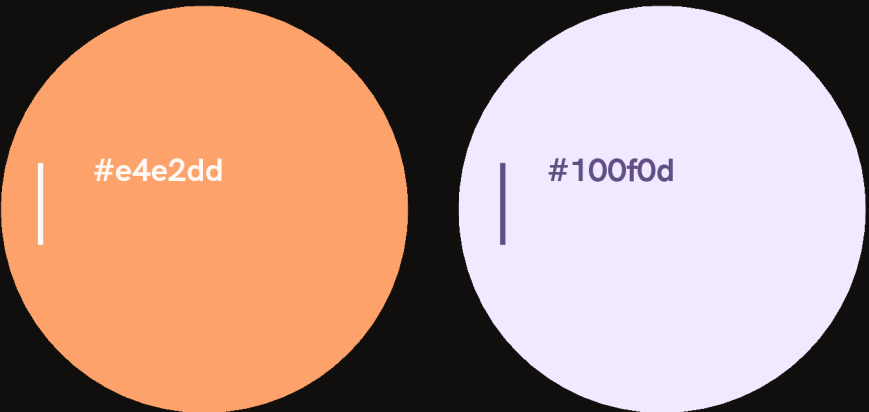
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## PRIMARY



## SECONDARY

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