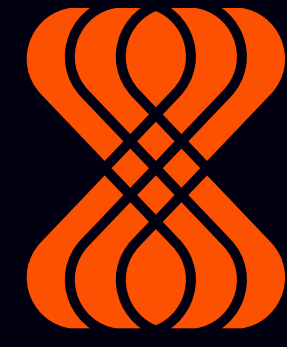


BRAND GUIDELINES



VELAR

.COM

VELAR

YOUR

GATEWAY

TO REAL DEFI

FOR SMARTER AND FASTER
FINANCIAL TRANSACTIONS

THIS IS LAYER2 BITCOIN





ELEVATING
FUNCTIONALITY

Visual branding is the non-verbal communicator of the brand, encapsulating elements like logos and design aesthetics.

Its significance lies in creating a memorable and unified brand identity, fostering quick recognition and connection with the audience.

VISUAL

BRANDING





THE LOGO

The Velar logo represents a bold evolution that pays tribute to Velar's legacy while embracing its future. By cleverly reimagining the negative space of the original design, this logo is more striking and impactful, designed to make a statement in an increasingly competitive landscape.

It embodies Velar's core values of authentic, innovative, collaborative and an unwavering commitment to shaping the future of decentralised finance. It signals that Velar is here to stay, to build, and to lead in the world of Bitcoin DeFi.





THE LOGO:
PRIMARY COLOUR

Our logo is crucial to our brand identity, consisting of a symbol and a word mark. Use it consistently for immediate recognition. Maintain legibility by not going below the recommended minimum size. Never alter, modify, or redraw the logo. Minimum height: 50px.

Usage: This logo is most suited for in-house branding, such as: Presentations | letterheads | decks | merchandise | website

Clear Space: When using this logo, please ensure to keep the clear-space in mind. The clear-space should be equal to the height of the 'brand mark' - as seen on the right.





SECONDARY | COLOURED

BRAND MARK	HEX: FC5101	RGB: 252 82 1
WORD MARK	HEX: 020020	RGB: 2 0 32



SECONDARY | MONOCHROME

BRAND MARK	HEX: FFFFFFFF	RGB: 255 255 255
WORD MARK	HEX: FFFFFFFF	RGB: 255 255 255



SECONDARY | MONOCHROME

BRAND MARK	HEX: 000000	RGB: 0 0 0
WORD MARK	HEX: 000000	RGB: 0 0 0

THE LOGO:
SECONDARY COLOUR

The Velar secondary logo is equally as impactful in full colour, as it is in single colour.

Usage: This logo is most suited for different situations where the primary logo may not work as well such as:
Presentations | letterheads | decks | merchandise



																			
PRIMARY				SECONDARY COLOURED				SECONDARY COLOURED				SECONDARY MONOCHROME				SECONDARY MONOCHROME			
BRAND MARK		FC5101		BRAND MARK		FBFBFB		BRAND MARK		FC5101		BRAND MARK		FFFFFF		BRAND MARK		000000	
BACKGROUND		020020		BACKGROUND		FC5101		BACKGROUND		FBFBFB		BACKGROUND		000000		BACKGROUND		FFFFFF	

THE LOGO:
BRAND MARK

The brand mark stands as a visual beacon for our brand across owned channels. Serving as a distinctive identifier, this brand mark becomes the go-to visual shorthand, ensuring consistent brand recognition. It plays a crucial role on digital platforms with limited space, such as social media profile pictures, maintaining a cohesive visual identity while adapting to the nuances of each channel. Use the brand mark consistently to reinforce our presence and ensure brand recognition across diverse digital touch points.

Usage: The primary brand mark is most suitable for owned channels. such as: Social media | Velar profiles | profile pictures | favicon | website
The secondary brand marks provide versatility for different situations where the primary brand mark may not work as well such as: Merchandise | monochrome printing



THE LOGO: DO'S & DON'TS

The logo do's and don'ts ensures that our brand is presented consistently maintaining contrast, clarity and legibility across all platforms.

DO's

- **Use the correct colours:** Always use the approved primary or secondary colours to maintain brand consistency and recognition.
- **Maintain clear space:** Ensure there's enough padding around the logo to avoid clutter and preserve its visual impact.
- **Use high-resolution formats:** Always use the correct file type (vector or high-res image) to ensure the logo appears sharp and professional.

DON'TS

- **Don't alter:** Avoid modifying the logo's proportions, colors, or elements, as it can dilute the brand identity.
- **Don't distort:** Keep the logo in its original proportions; stretching or squashing it will make it look unprofessional.
- **Don't add effects:** Avoid applying unnecessary filters, shadows, or textures that detract from the logo's clarity and professionalism.
- **Don't place on busy backgrounds:** Avoid placing the logo over images or patterns that make it difficult to read or recognize.



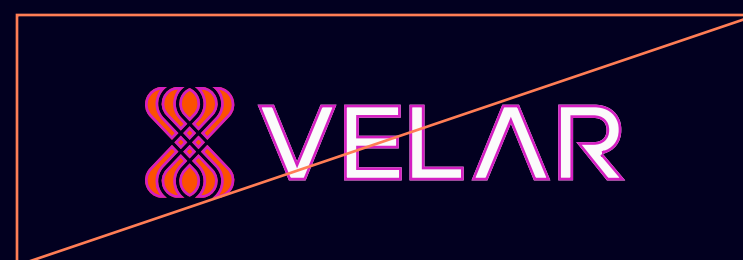
Don't stretch the logo



Don't outline to the logo



Don't mask an image with the logo



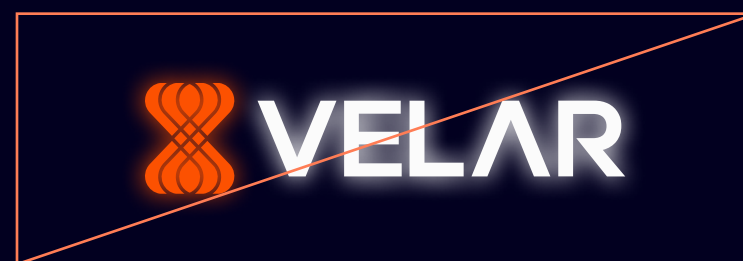
Don't add outline to the logo



Don't alter the colours



Don't emboss the logo



Don't add a glow on the logo



Don't change the spacing of the logo



Don't swap brand mark and word mark



Don't add a dropshadow to the logo



Don't place the logo on a colour with insufficient contrast



Don't place the logo on an overly busy background



THE LOGO: BRAND MARK DO'S & DON'TS

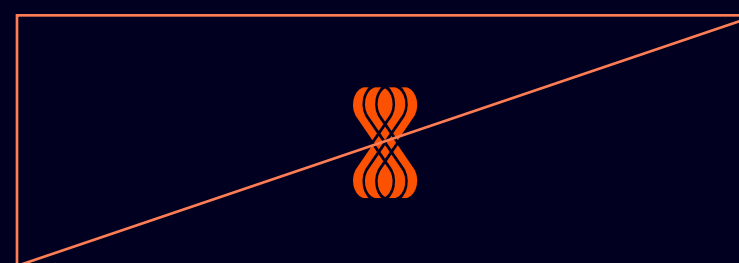
The brand mark do's and don'ts ensures that our brand is presented consistently maintaining contrast, clarity and legibility across all platforms.

DO'S

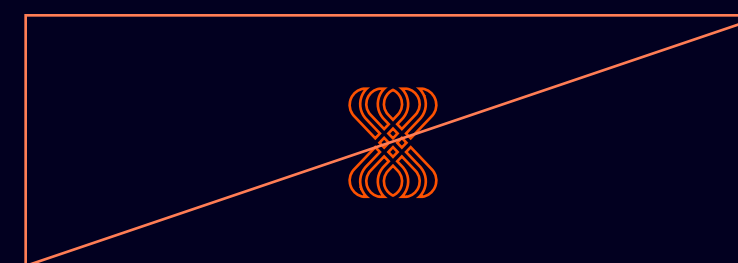
- **Use the correct colours:** Always use the approved primary or secondary colours to maintain brand consistency and recognition.
- **Maintain clear space:** Ensure there's enough padding around the brand mark to avoid clutter and preserve its visual impact.
- **Use high-resolution formats:** Always use the correct file type (vector or high-res image) to ensure the brand mark appears sharp and professional.

DON'TS

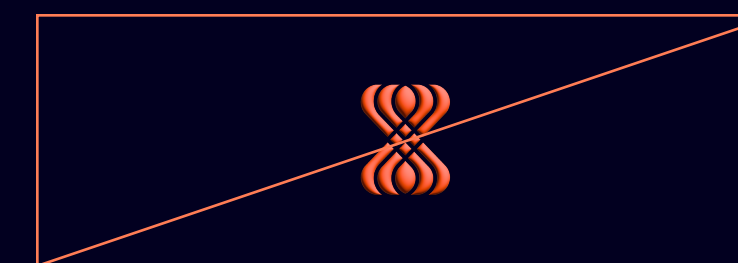
- **Don't alter:** Avoid modifying the brand mark's proportions, colors, or elements, as it can dilute the brand identity.
- **Don't distort:** Keep the brand mark in its original proportions; stretching or squashing it will make it look unprofessional.
- **Don't add effects:** Avoid applying unnecessary filters, shadows, or textures that detract from the brand mark's clarity and professionalism.
- **Don't place on busy backgrounds:** Avoid placing the brand mark over images or patterns that make it difficult to read or recognize.



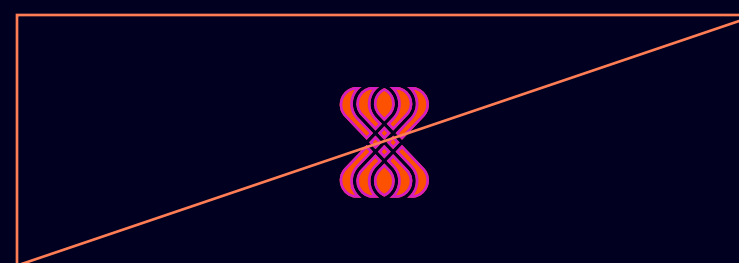
Don't stretch the brand mark



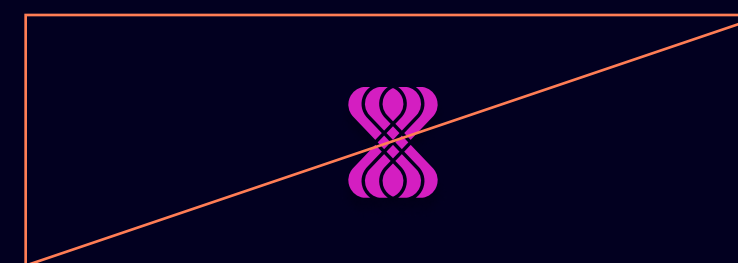
Don't outline to the brand mark



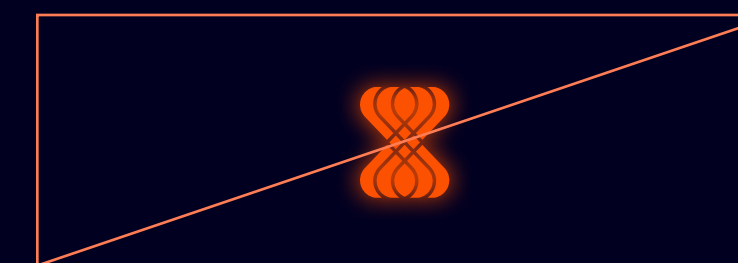
Don't emboss the brand mark



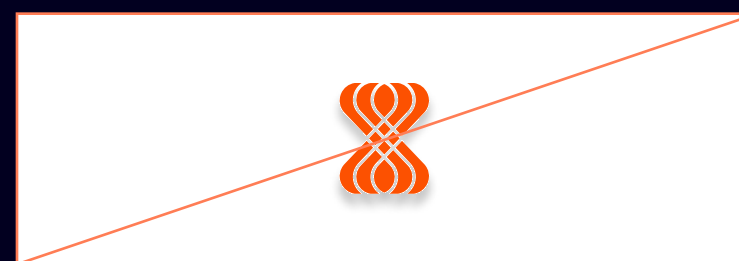
Don't add outline to the brand mark



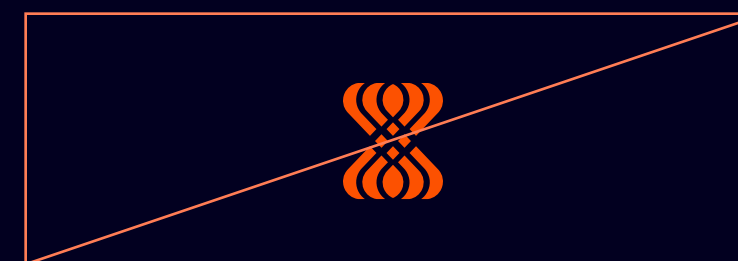
Don't alter the colours



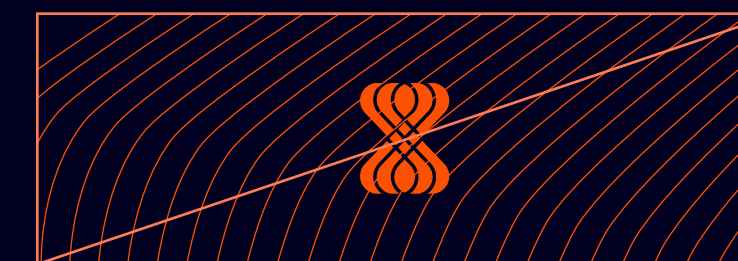
Don't add a glow on the brand mark



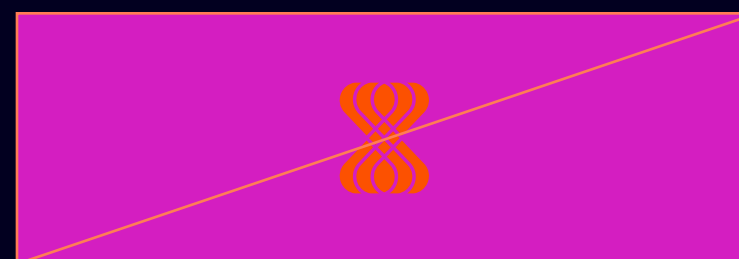
Don't add a dropshadow to the brand mark



Don't change the spacing of the brand mark



Don't place the brand mark on an overly busy background



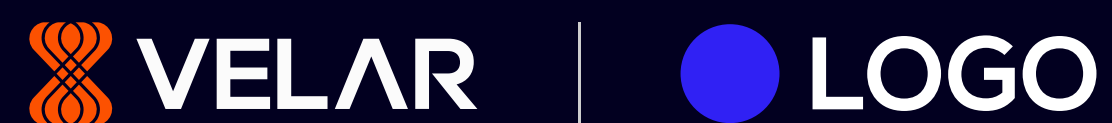
Don't place the brand mark on a colour with insufficient contrast



HORIZONTAL LOCKUP



HORIZONTAL LOCKUP WITH DIVIDER



VERTICAL LOCKUP



All co-brands should be used with appropriate clear space. Clear space is the space around the co-brand that should be free of other logos or distracting graphics. Minimum clear space for co-brands is the height of the 'brand mark' in the Velar logo.

THE LOGO: CO-BRANDING

Collaboration fuels innovation, and at Velar, we believe in the power of partnerships to drive change. Whether in the Bitcoin ecosystem or decentralized finance (DeFi), working together creates new opportunities. When we co-brand with our partners, our aim is to showcase a balanced partnership, where both brands bring significant value. This is reflected in how the logos are presented side by side.

The placement of logos in a co-branding situation is determined by who is leading the marketing initiative. If Velar is leading the effort, the co-branded logo should follow our standard with Velar's logo appearing first. In cases where the partner is leading, the co-branding will adhere to their logo placement standards.





VELAR.COM