

# VEETR

# Brand Guidelines



# The Brand

01

A photograph of a person wearing an orange jacket and brown pants, working on the rigging of a sailboat. The person is leaning over, adjusting a winch or cleat. The boat's white sail is visible in the background, along with the mast and other rigging components. The scene is set outdoors on a boat deck.

# Welcome to the VEETR's Brand Guidelines

This document serves as the central reference for all VEETR brand guidelines. It provides essential information about the visual identity, logo, colours, typography, and graphic elements that must be followed to ensure consistent and coherent communication.

# The Brand

VEETR is built on a core set of values that guide every aspect of the product and UX. These values define the beliefs and principles that shape how we operate. They reflect the identity, message, and personality of the brand, influencing the way we communicate, act, and make decisions throughout the development of our navigation ecosystem.

## Vision & Mission

VEETR aims to enhance the sailing experience by making navigation smarter, safer, and more accessible. Our mission is to provide sailors with reliable tools, intuitive technology, and a seamless DIY setup that empowers them to navigate with confidence and enjoy every moment on the water.

## Strategy

Our strategy focuses on combining practical innovation with user-driven design. By offering a modular, build-it-yourself product connected via Bluetooth, we give sailors full control over their navigation system.

Through continuous development, user feedback, and collaboration with the sailing community, we refine the experience, improve performance, and ensure that VEETR remains a trustworthy companion at sea.

# Brand Values

Brand values shape your identity, message, and personality. These principles guide your narrative, actions, behaviours, and decision-making processes.

1

## Self-Reliance

We champion the spirit of independent sailing. VEETR is built for sailors who value control, clarity, and confidence on the water, supported by intuitive technology they can assemble and trust.

2

## Reliability

We prioritise accuracy, stability, and dependable performance. Every decision in our design and development process aims to provide sailors with clear, responsive and reliable navigation in all conditions.

3

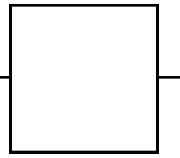
## Community-Driven

We listen to real sailors and evolve with their needs. Through feedback, shared experiences and continuous refinement, we create solutions that enhance the sailing journey and strengthen the global sailing community.

# Tone of Voice

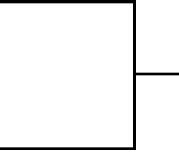
VEETR is confident, practical and user-focused. We communicate with clarity and purpose, valuing smart innovation and thoughtful design. We empower sailors to take control of their navigation experience and inspire them to enjoy the freedom and confidence of the open water.

**Funny**



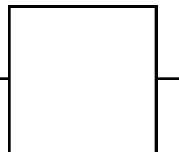
**Serious**

**Formal**



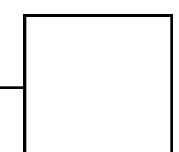
**Casual**

**Irrelevant**



**Respectful**

**Matter of fact**



**Enthusiastic**

# Logo

02

# Overview

The VEETR logo is designed for instant recognition. Its clean, modern sailboat icon and balanced typography convey precision, clarity and confidence on the water. The result is a versatile and memorable visual identity that reflects the brand's focus on smart, accessible navigation for sailors.



# Primarily Logo



**VEETR**

# Logo Safezone

The safe zone is a mandatory clear area surrounding the logo to ensure legibility and visual clarity. This space defines the minimum distance between the logo and any page edge, object, text or image. To verify that the safe zone is correctly applied, measure the full height of the standard logo together with the shape of the symbol. This height serves as the reference unit for defining the required clear space around the mark.

## Minimum Size

Print: 10mm height

Digital: 30pixels height





VEETR



VEETR



VEETR



VEETR

# Brandmark



# Missuse

Improper logo use weakens the brand. Do not alter, distort, recolour or apply effects to the Veetr logo. Always follow the approved guidelines to maintain clarity and consistency.

Do not distort



Do not inclinate



Do not rotate



Do not change the logo



Do not use other colors



Dont use strokes



Dont put the logo in a box



# Typography

03

# Typography

**IBM Plex Sans**

Semi-Bold

# Primarily Typography

The IBM Plex Sans family, in addition to being an integral part of the identity design, is also used for brand communication. Its use is recommended exclusively for titles, whenever possible, using the Semi-Bold weight.

## IBM Plex Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
-123456789  
&!%@

**Lorem ipsum dolor sit amet,  
consectetur adipiscing elit.**

**Aa**

# Typography

InterTight

Regular

Medium

SemiBold

# Secondary Tipography

The Inter Tight typeface family should be used consistently in subtitles and body text. This choice is justified by its excellent legibility and unique characteristics, which contribute to a pleasant reading experience. It is recommended to use Medium for subtitles, emphasizing their importance, and Regular weight for the main text, ensuring clarity and smooth communication. When it is necessary to use titles, the Semi-Bold weight should be applied.

## Inter Tight - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

-123456789

&!?%@

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nisl  
sit integer sem sed aenean imperdiet morbi.

Morbi volutpat aliquam elit nulla dictum mi nisi, integer.  
Venenatis pharetra aliquam, amet facilisis laoreet. Molestie tellus  
rhoncus pulvinar vitae fringilla id. Morbi.

Aa

# Complementary Typography

Ariai

Regular

**Bold**

# Complementary Typography

The Arial type family was chosen as a complementary option due to its wide availability on all computers. This typeface should be used whenever it is not possible to use IBM Plex Sans and Inter Tight, and it will take on the roles of titles, subtitles, and body text.

## Arial - Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

-123456789

&!?%@

*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam  
nisl sit integer sem sed aenean imperdiet morbi.*

**Morbi volutpat aliquam elit nulla dictum mi nisi, integer.  
Venenatis pharetra aliquam, amet facilisis laoreet. Molestie  
tellus rhoncus pulvinar vitae fringilla id. Morbi.**

Aa

# Hierarchy

## Display Extra Large

IBM Plex Sans - Semi-Bold  
72px

## Display Large

IBM Plex Sans - Semi-Bold  
42px

## Display Small

Inter Tight - Medium  
32px

## Corpo

Inter Tight - Regular  
16px

# This is a title.

## This is a title.

### This is a title.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nisl sit integer sem sed aenean imperdiet morbi.

It is recommended to follow the established hierarchy whenever possible. This hierarchy involves using different styles, sizes, and font weights to create a visually pleasing structure and to make the reading and understanding of the presented information easier.

# This is a title.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam nisl sit integer sem sed aenean imperdiet morbi. Morbi volutpat aliquam elit nulla dictum mi nisi, integer. Venenatis pharetra aliquam, amet facilisis laoreet. Molestie tellus rhoncus pulvinar vitae fringilla id. Morbi.

Button CTA

Secondary Button 

# Colors

04

# Colors

The color palette is composed of distinctive tones that represent the visual identity. The primary color, Fresh Sky, is extremely important and should always be prioritized. The secondary color, Alice Blue, should be used only when necessary. For text, the use of Oxford Navy is recommended, while Jet is reserved for shading and tonal variations. Finally, Bright Snow was chosen as a substitute for traditional white. Following these guidelines will ensure consistency and strong visual recognition of the brand.

**Fresh Sky**

#48B3F6

**Oxford Navy**

#102F56

**Alice Blue**

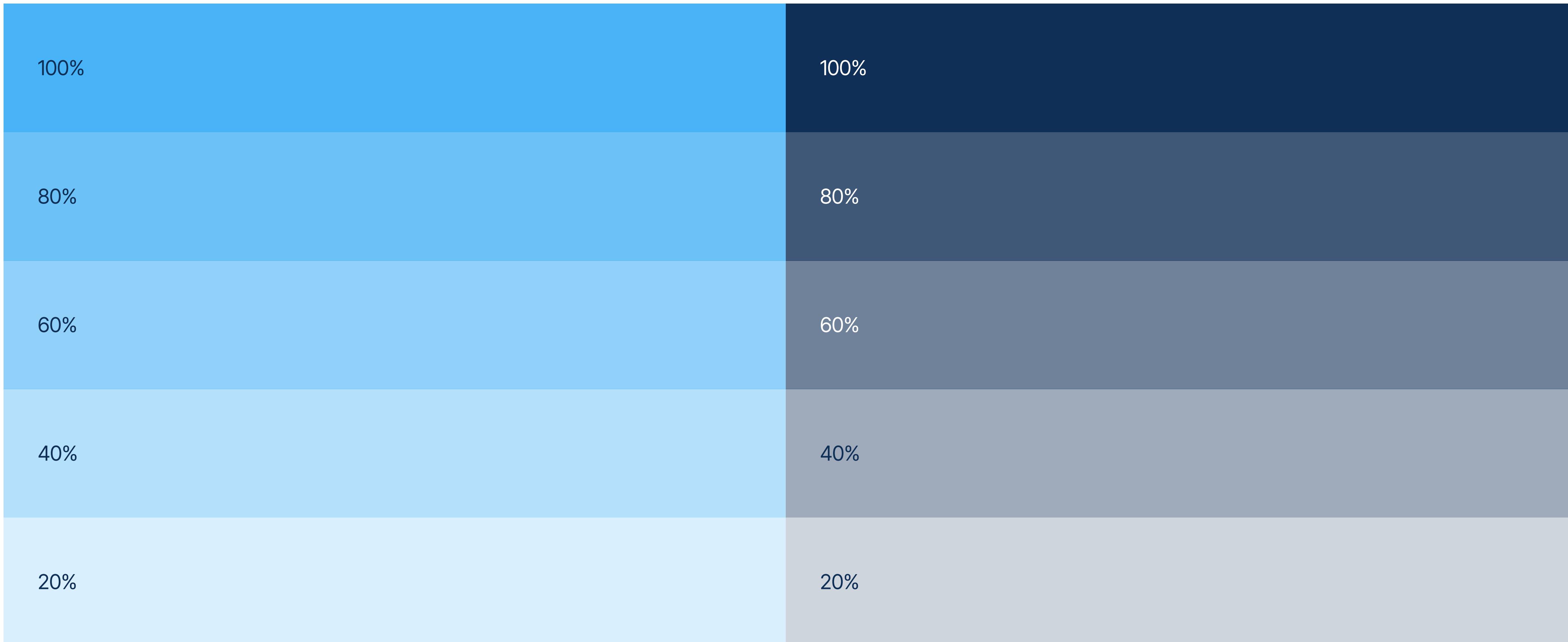
#E5F4FE

**Bright Snow**

#F8F8F8

# Using Tints

The use of tonal variations is an option to increase the versatility of the colors in the defined palette. We especially recommend using shades of Fresh Sky, Oxford Navy, Alice Blue, and Bright Snow to ensure harmonious and consistent visual coherence.



# Applications

05

# Social Media



**Application grid**  
36 field grid

When integrating social media, it is important to consider the personality and target audience of each platform. The brand should adapt its communication appropriately in order to reach the audience of each one.



**LinkedIn**  
400 × 400 pixels



**Youtube**  
250 × 250 pixels



**Instagram**  
180 × 180 pixels



**Facebook**  
170 × 170 pixels



**Twitter**  
400 × 400 pixels



**TikTok**  
110 × 110 pixels

# Social Media profile



Application grid  
36 field grid

Example of the communication on Veetr Instagram.







# Contact us

If you have any questions about applying these brand guidelines, please contact Ricardo at [ricardo@crafting.email](mailto:ricardo@crafting.email)

Visit [crafting.email](http://crafting.email)

# Thank you