# Vistro Technologies: Brand Identity Kit 2026

**Version 1.0**

**Last Updated:** January 2026

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## 1. Brand Overview

Vistro Technologies represents the intersection of efficiency and innovation. Our visual identity is built on a foundation of clean modernism, utilizing dynamic gradients to signify movement and a rigid geometric structure to signify stability.

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## 2. Logo System

### Primary Icon (The "V-Prism")

The primary mark is an inverted triangular prism constructed of segmented slats. This represents data layering, filtering, and structural integrity.

- **Usage:** Used as the app icon, favicon, and main avatar on social platforms.
- **Visual Construction:** Three diagonal bars forming the left/center (Gradient Blue/Cyan), one vertical block (Black), and a distinct "Keystone" block (Yellow) at the top right.

### Secondary Mark (The "Vi" Monogram)

A typographic reduction of the brand.

- **Usage:** Used for internal documents, email footers, or small-scale watermarks where the full logo is too complex.
- **Design:** Capital "V" in primary gradient, lowercase "i" in black with the "Keystone Yellow" tittle (dot).

### Logo Guidelines

- **Clear Space:** Always maintain a clear space equal to 50% of the logo's height around the mark.
- **Backgrounds:**
  - **Light Mode:** Use the version with the Black segment.

- - **Dark Mode:** The Black segment must change to White or Light Gray to maintain visibility against dark backgrounds.

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# 3. Color System

We utilize a "Digital First" palette centered around a high-energy Indigo-Cyan gradient, grounded by strict neutrals.

## A. Primary Gradients

*Used for high-impact elements to create depth and movement.*

| Usage | Tailwind Class | CSS Representation | Visual Description |
|---|---|---|---|
| **Primary Action** | bg-gradient-to-r from-indigo-600 to-cyan-600 | linear-gradient(to right, #4F46E5, #0891B2) | Deep Indigo fading into a rich Teal. Used for Buttons and Hero Backgrounds. |
| **Text Highlight** | bg-gradient-to-r from-indigo-600 to-cyan-500 | linear-gradient(to right, #4F46E5, #06B6D4) | Deep Indigo fading into a bright Cyan. Used for Key Headings. |

## B. Solid Color Palette (Reference)

*Hex codes are approximations based on standard Tailwind 2026 standards.*

| Color Name | Tailwind Ref | Hex Code | Usage |
|---|---|---|---|
| **Vistro Indigo** | indigo-600 | #4F46E5 | Primary Brand Color (Left side of gradient) |
| **Vistro Cyan** | cyan-600 | #0891B2 | Secondary Brand Color (Right side of gradient) |
| **Bright Cyan** | cyan-500 | #06B6D4 | Accent / Text Gradient end-point |

| | | | |
|---|---|---|---|
| **Keystone Yellow** | *Derived from Logo* | #FBBF24 | Notification dots, "Keystone" logo element, High-alert accents |

## C. Neutral System (Structure & Text)

*Used to create a clean, distraction-free interface.*

| Usage | Tailwind Ref | Hex Code | Context |
|---|---|---|---|
| **Headings** | text-gray-900 | #111827 | Main Titles, H1, H2, Strong Text |
| **Body Copy** | text-gray-700 | #374151 | Standard paragraphs, articles |
| **Subtext** | text-gray-600 | #4B5563 | Meta data, captions, footers |
| **Borders** | border-gray-200 | #E5E7EB | Dividers, card outlines |
| **Backgrounds** | bg-gray-50 | #F9FAFB | Page backgrounds, subtle sections |

# 4. Typography

*Since no font was specified, the following are recommended based on the geometric nature of your "Vi" logo.*

### Primary Typeface: Open Sans (or 'Sans Serif')

A clean, geometric sans-serif that ensures high readability on screens.

- **Font Family:** 'Open Sans', 'Open Sans Fallback'.
- **Font Weight (Base):** 400 (Regular).
- **Font Style (Base):** Normal.
- **Headings (H1 - H3):** Bold / Extra Bold. Character tracking (letter-spacing) should be slightly tight (-0.02em).
- **Body Text:** Regular / Medium. Optimized for legibility.
- **Buttons & UI:** Use a Semi-Bold weight for emphasis.

# 5. UI Component Library

### Buttons (Primary)

- **Background:** Primary Gradient (from-indigo-600 to-cyan-600).
- **Text:** White (#FFFFFF).
- **Shape:** Slightly rounded corners (Rounded-MD or Rounded-LG).
- **Example Text:** "Let's Get Started", "Dashboard", "Initialize".

### Headings

- **Standard:** Gray-900 (#111827).

### Cards & Surfaces

- **Background:** White (#FFFFFF).
- **Border:** Thin border (1px solid border-gray-200).
- **Shadow:** Soft, diffused shadow for depth (Shadow-SM).

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# 6. Implementation Checklist

- [ ] Ensure all "Call to Action" buttons use the Indigo-Cyan gradient.
- [ ] Verify the Logo has correct padding (Safe Space) in all presentations.
- [ ] Check that Body text is never pure black (#000000), but gray-700 or gray-900 for visual comfort.
- [ ] Ensure the "Keystone Yellow" is used sparingly—only for the logo or critical alerts.