

Brand Guidelines

Valeford Capital UG

Logo



Valeford

Bold on Black

Suitable for high-impact visuals, digital media, or dark-themed presentations. This variant gives a modern, sophisticated look, adding contrast and depth to darker backgrounds.



Valeford

Bold on White

Best suited for standard documents, formal presentations, and situations where clarity is essential. This version ensures readability and is ideal for lighter backgrounds.

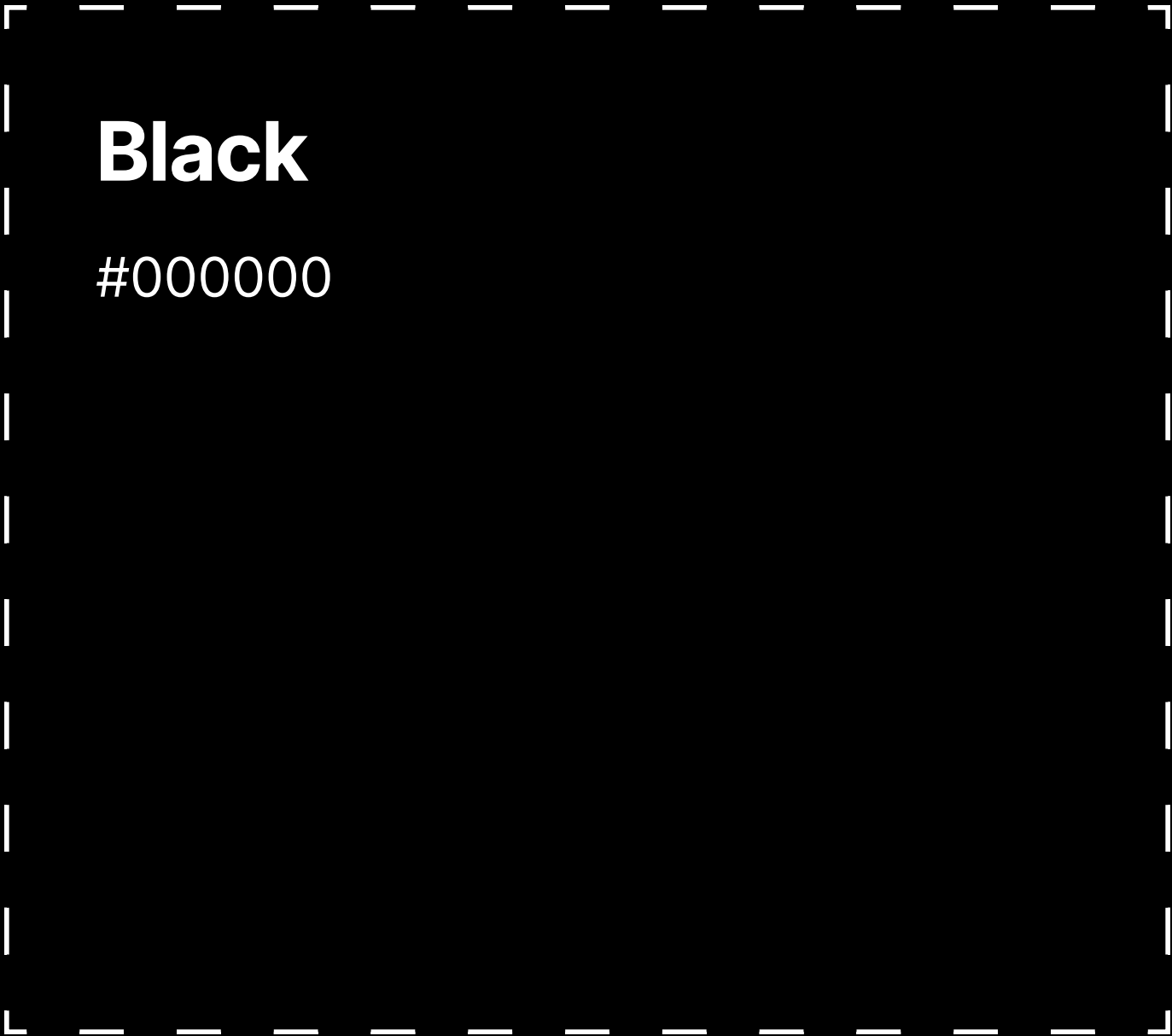
Logo

Clearspace

The Clearspace around the Valeford Capital logo should always be equal to the cap height of the V. This area ensures the logo remains visually distinct and free from interference by other design elements, allowing it to maintain clarity and impact in all applications.



Color

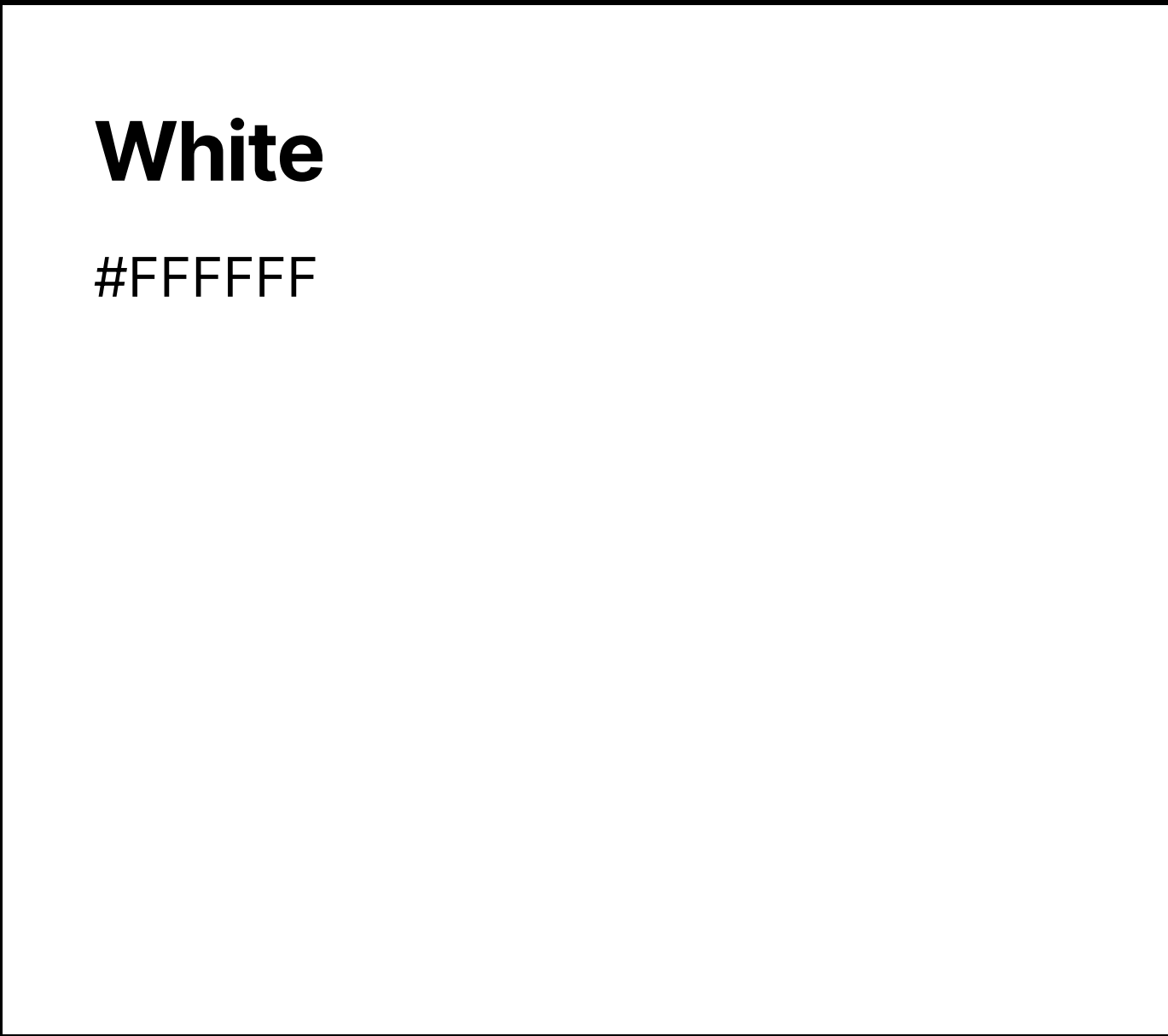


Black

#000000

Primary Color

Represents sophistication, strength, and elegance, serving as a solid base color that adds depth and versatility across all brand materials.

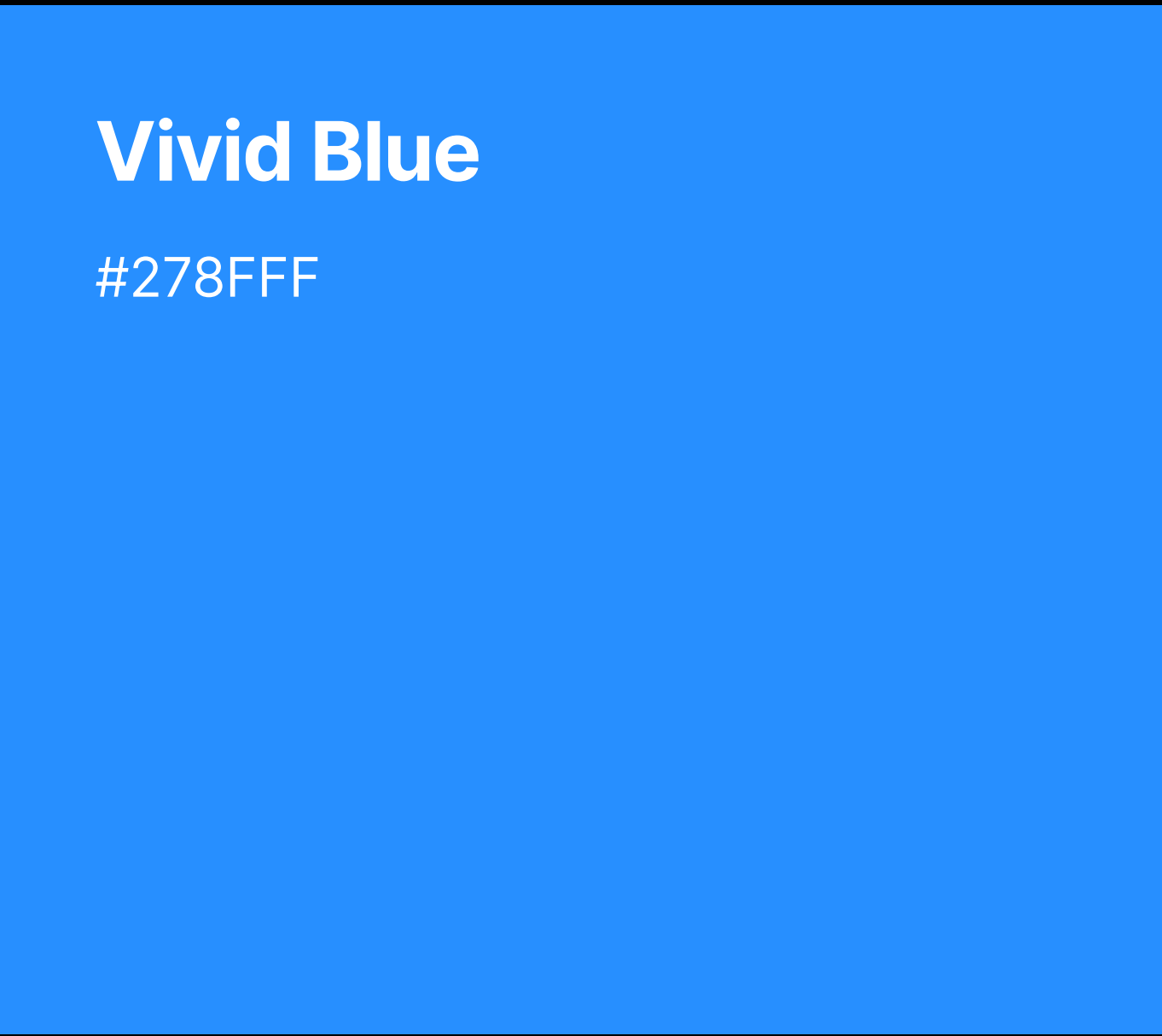


White

#FFFFFF

Primary Color

Symbolizes clarity and simplicity, providing balance and ensuring readability. White serves as a clean canvas that complements other brand colors effectively.



Vivid Blue

#278FFF

Secondary Color

Adds a modern, energetic touch, embodying trust and innovation. This color creates a visual focal point and brings vibrancy to the brand's overall look.

Typography

The Valeford brand exclusively uses the Inter typeface, chosen for its clean, modern look and excellent readability. This typeface ensures a consistent and professional appearance across all brand communications.

Inter

Light

Regular

Medium

Bold

Typography

Pairings

Option 1: This combination offers a balanced and approachable look, ideal for longer text and descriptive content. Medium adds emphasis, while Light creates a gentle, refined contrast.

Option 2: Designed for impactful statements, this pairing provides strong visual hierarchy. Bold draws attention to key points, while Regular maintains readability for supporting text.

Option 1

Medium

Header

Light

Subhead

Option 2

Bold

Header

Regular

Subhead