



VAMPIRE ATTACK

UNLEASH YOUR FURY



BRAND GUIDELINES 2024



BRAND GUIDELINES

Our brand is a reflection of our commitment to creating a captivating and immersive experience in the realm of cybersecurity. As we continue to expand our reach and influence, it's essential that we maintain a **consistent and recognizable brand identity**.

These guidelines serve as the foundation for how we present ourselves to the world, ensuring that every interaction with Vampire Attack reinforces our **core values and vision**.

From our proprietary logos to the words we choose, each of these guidelines comprises one piece of our full brand identity. Adhering to guidelines helps preserve our visual identity, build recognition, protect our logo assets, and craft powerful and resonant messaging across channels.



BRAND VOICE

Vampire Attack's voice is direct, confident, and powerful. Our voice can be heard in everything we create (even when words aren't involved). It informs who we are and how we present ourselves to the world.

1. CONFIDENT

The Vampire Attack brand speaks with unwavering confidence and assertiveness. We are the experts in our field, and our voice should inspire trust and convey our authority.

2. INTRIGUING

Our brand carries an air of mystery and intrigue, tapping into the dark, thrilling aspects of crypto. This voice captivates our audience and draws them into the world of Vampire Attack.

3. POWERFUL

While our voice is bold and powerful, it also empowers our users. We aim to make them feel supported and confident in their choices, highlighting the strength they gain from our solutions.

OUR LOGO



PRIMARY LOGO

These are the go-to logos for all brand communications. It's a trademark to help viewers easily identify the Vampire Attack brand. It is essential that the logo is always applied with care and respect.



VAMPIRE ATTACK



CLEAR SPACE

To ensure the prominence and legibility of the logo, always surround it with a field of clear space. Clear space isolates the logo from competing graphic elements such as text or photography that may divert attention from the logo. This area is measured using the height of the capital V in the logo, as shown. No other graphic elements, typography, rules, or images should appear inside this clear space





INCORRECT LOGO USAGE

The logo should not be adjusted or edited in any way. Here are some examples of what not to do:

Don't change the colors of the logo.



Don't condense, expand, or distort the logo disproportionately.



Don't add a drop shadow, inner glow, or any other text effects.



Don't place the logo on top of an image with poor contrast



Don't resize any individual elements of the logo.



Don't rotate the logo.



Don't crop the logo



BRAND TYPEFACE



PRIMARY TYPEFACE

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Vampire Attack's brand.

Montserrat

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

The old posters and signs in the traditional Montserrat neighborhood of Buenos Aires inspired Julieta Ulanovsky to design this typeface and rescue the beauty of urban typography that emerged in the first half of the twentieth century. As urban development changes that place, it will never return to its original form and loses forever the designs that are so special and unique.

Extra Light	Regular	SemiBold
Light	Medium	Bold



SECONDARY TYPEFACE

Consistent use of typography helps to make the brand identity strong and cohesive across all applications. The typeface Montserrat was selected to complement the voice and tone of Vampire Attack's brand.

Nunito

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 0123456789

Nunito is a well balanced sans serif typeface superfamily, with 2 versions: The project began with Nunito, created by Vernon Adams as a rounded terminal sans serif for display typography. Jacques Le Bailly extended it to a full set of weights, and an accompanying regular non-rounded terminal version, Nunito Sans.

Extra Light	Regular	SemiBold
Light	Medium	Bold

BRAND COLORS



BRAND COLOR

Our core colors are how we express ourselves in the most direct, Vampire Attack way possible

smoky black

HEX #171313

RGB 23 | 19 | 19

gradient

red CMYK

HEX #EF1D1E

RGB 239 | 29 | 30

vermilion

HEX #FC393A

RGB 252 | 57 | 58



PHOTOGRAPHY

Photography plays a crucial role in conveying the essence of the Vampire Attack brand. It captures the mood, tone, and energy we want to communicate to our audience.

These visual styles are more than just images; they are integral to the narrative we build and the emotions we evoke in our community. Let's use these guidelines to continue telling the Vampire Attack story in the most powerful and impactful way possible.





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