

Brand guidelines



v 1.0
Sep 2022

Contents

Intro	03
Logo	06
Colors	13
Typography	17
Illustrations & imagery	21
Application examples	26

Intro

This document will help you make our branded communications effective and consistent. They explain the various elements that make up Vatly – what they are, how they fit together, and why it is important that we use them in the right way.

If we don't follow the rules, we confuse our audiences and devalue our brand. Please refer to these guidelines when you are creating brand communications or brand materials.

Thank you!

**“vatly” comes from “VAT” –
which we take care of.**

We offer a payment/billing solution for selling digital goods and licenses, focused on SAAS subscriptions. 1) online checkout, 2) an API and 3) a web app where the merchant can manage products, customers, invoices, subscriptions.

Our mission

**Allow a business to sell worldwide,
whatever stage it's at. We're building
tech but are always aware it's for real
people, touching real people's lives.**

Logo

The company logo is an element of the corporate image of the company, along with the corporate color, the font, which serves to identify the company in advertising, communication with the market.

Logo

Our logo is modern, simple and geometric. The font, thanks to the unusual strokes on the letters t and y of the logo, looks unique and restrained at the same time, thus maintaining the character and image of the company.

**Never attempt to construct our logo.
Always obtain the original digital file.**

The logo consists of the word "vatly" in a bold, blue, sans-serif font. The letters are lowercase and have thick, rounded strokes. The "v" has a vertical stroke on its left side. The "a" has a horizontal stroke on its top-left. The "t" has a vertical stroke on its right side and a horizontal stroke on its top-right. The "l" has a vertical stroke on its left side. The "y" has a vertical stroke on its right side and a diagonal stroke from the middle of the vertical stroke to the bottom right corner.

Safe zone

The safety area around our logos is crucial to ensuring its clear legibility. To determine the safety area, we use letter "v" as a measuring tool.



Minimum size

Establishing a minimum size ensures that the impact and legibility of our logo is not compromised in application.

The following values are the minimum size that should be used in application.

Minimum logo height:

Digital: **16 pixels**

Print: **5,6 mm**

vatly

Usage on backgrounds

Our primary logo is colored blue and always appears on white or light grey.

The only exception to this rule is when placed in a photo with a lot of detail so that the logo is lost in the background.

In that case ONLY, the logo has an integrated white box that allows it to live legibly on any background.



Monochrome logo use

In order to have a strong and clean appearance on all applications, the monochrome logo must be always used on images or color backgrounds that can be found in our color palette.

Monochrome logo includes White and Black colors.



Do not distort or crop the logo



Do not use drop shadows or any other effects



Do not rotate the logo



Do not change the transparency of the logo



Do not use colors other than shown on pages 7-11



Do not re-create using any other typeface or register



Logo misuse

Colors

Colors have a big impact on a person, which is why the color palette is a very important tool for brand identification. Along with the logo, fonts and graphics, it helps convey the character and personality of a brand.

Primary color palette

This is our primary color palette. These colors should be used in all communications to give our brand a consistent and professional aesthetic.

White and Black are used for backgrounds and text, Blue is for buttons and small graphic elements.

White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0

Blue

HEX #326bff
RGB 50 107 255
CMYK 80 58 0 0

PANTONE® Gentian Flower

Black

HEX #161616
RGB 22 22 22
CMYK 76 68 61 86

PANTONE® Black 6 C

Light Blue

HEX #ECEFFF
RGB 236 239 255
CMYK 9 6 0 0

PANTONE® P 104-1 C

Light Grey

HEX #F7F7F7
RGB 247 247 247
CMYK 4 3 3 0

PANTONE® P 179-1 C

Sky Blue

Secondary color palette

Our secondary color palette should always be used together with our primary color palette in digital ads, illustrations, presentations, printed campaigns, etc.

Light Blue and Light Grey are used for backgrounds and colored blocks, Sky Blue and Grey are for additional graphicks.

HEX #8DB3FE
RGB 141 179 254
CMYK 48 25 0 0

PANTONE® P 104-1 C

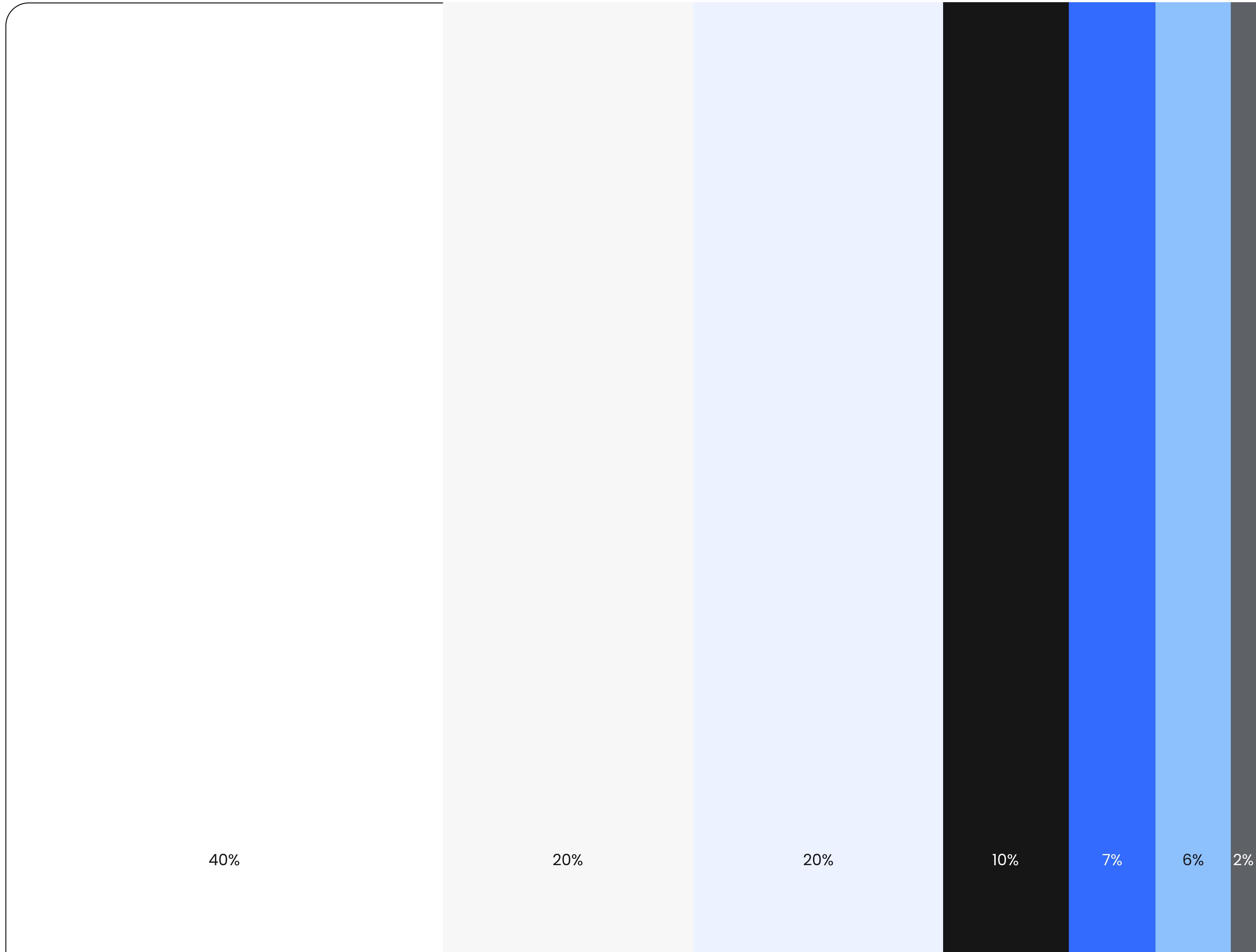
Grey

HEX #ECEFFF
RGB 235 239 255
CMYK 9 6 0 0

PANTONE® P 179-10 C

Colors hierarchy

The basis of the corporate identity is lightness and professionalism. These numbers can change from layout to layout, but not significantly. The main principle is to create a sense of a light, clean, modern and professional brand.



Typography

Brand typography is another visual element of brand style that organizes the written display of your business and aligns the message you want to convey to the customer with the identity of the company.

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Poppins

Poppins is our main typeface for all purposes. The most preferable weights are Light, Medium and SemiBold. But in other cases you can also use the Regular and Bold.

Poppins is a geometric sans serif typefaces. Many of the Latin glyphs (such as the ampersand) are more constructed and rationalist than is typical. Each letterform is nearly monolinear, with optical corrections applied to stroke joints where necessary to maintain an even typographic color.

Light **Lorem ipsum dolor sit amet consectetur.**

Regular **Lorem ipsum dolor sit amet consectetur.**

Medium **Lorem ipsum dolor sit amet consectetur.**

SemiBold **Lorem ipsum dolor sit amet consectetur.**

Bold

Poppins / Regular

Poppins / SemiBold

Poppins / Medium

Poppins / Regular

Allow a business to sell worldwide

We provide hassle-free billing
for EU based SAAS companies

We offer a payment/billing solution for selling digital goods and licenses, focused on SAAS subscriptions. 1) online checkout, 2) an API and 3) a web app where the merchant can manage products, customers, invoices, subscriptions.

Illustrations & imagery

The visual elements of the identity are of paramount importance, because it is through the eyes of buyers that they communicate with the brand most often – in advertising, promotional materials, product packaging, on the website.

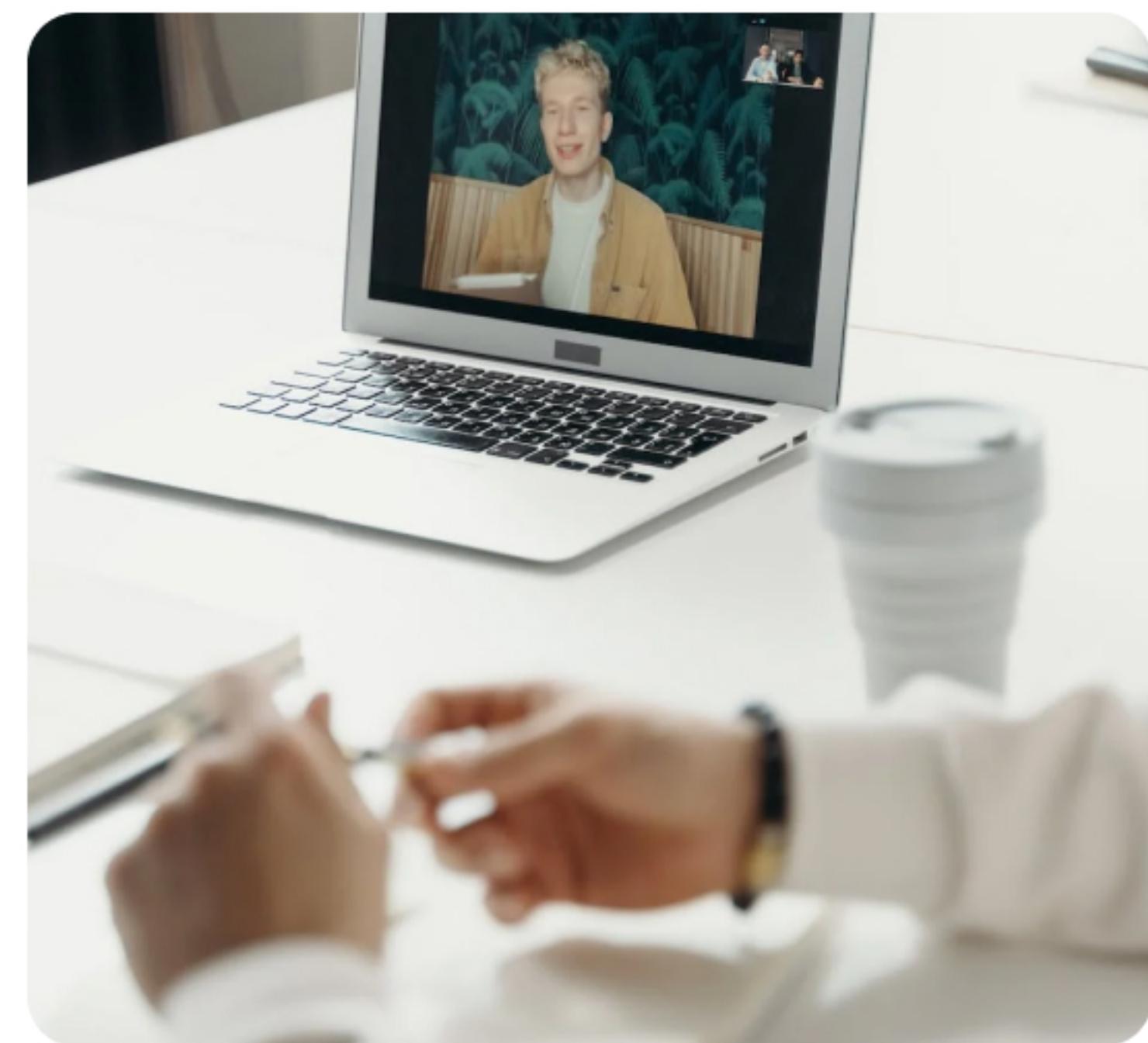
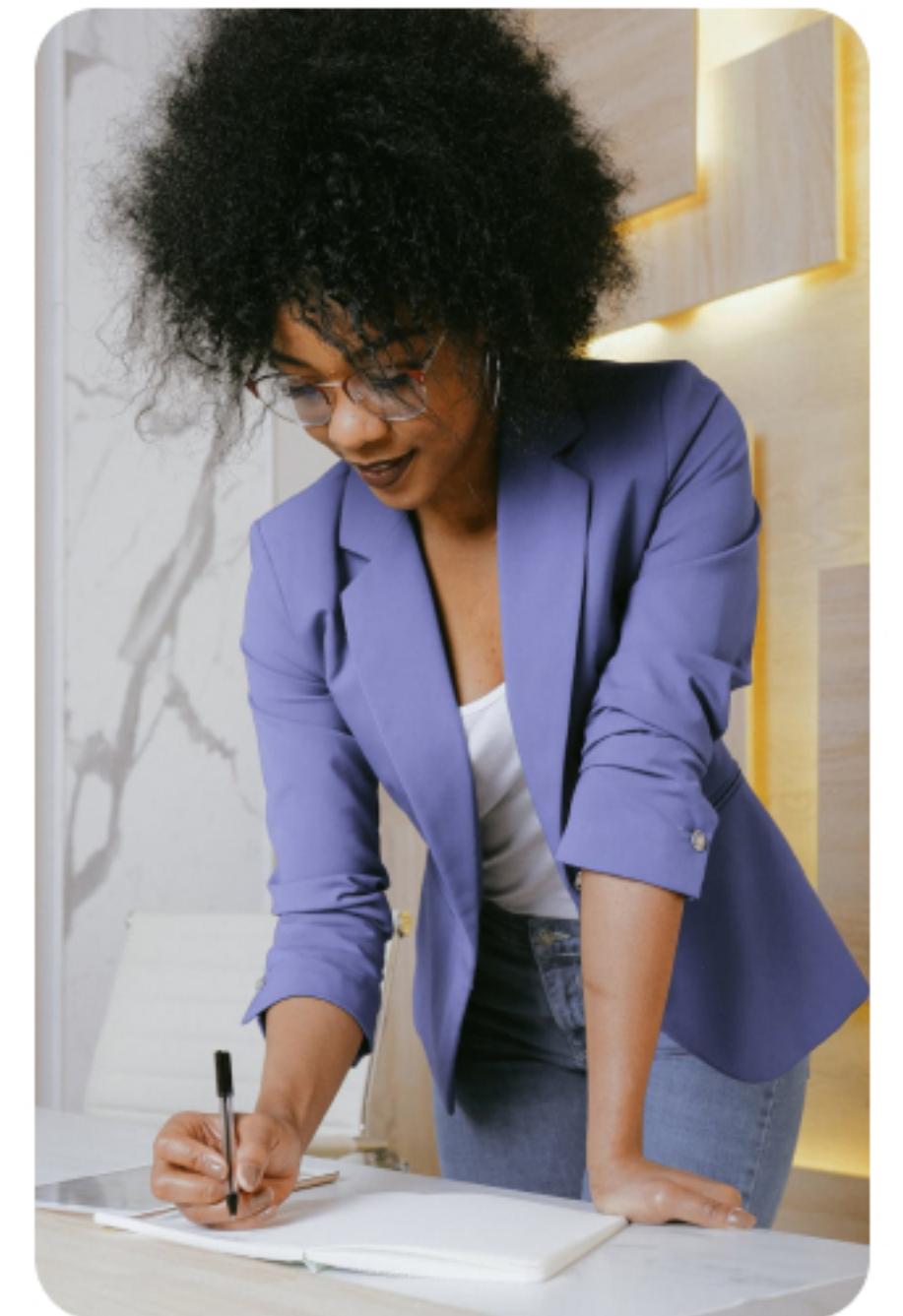
Opened & Friendly

Positive
Clean

Humanistic
Clever

Photo style

Vatly's photo style is clean and based on photographs of people, as the Vatly was created primarily for people and businesses. In all photos, people should smile and look happy, but in business style. People can be dressed in business attire, smart casual or casual (no evening wear).



Application examples

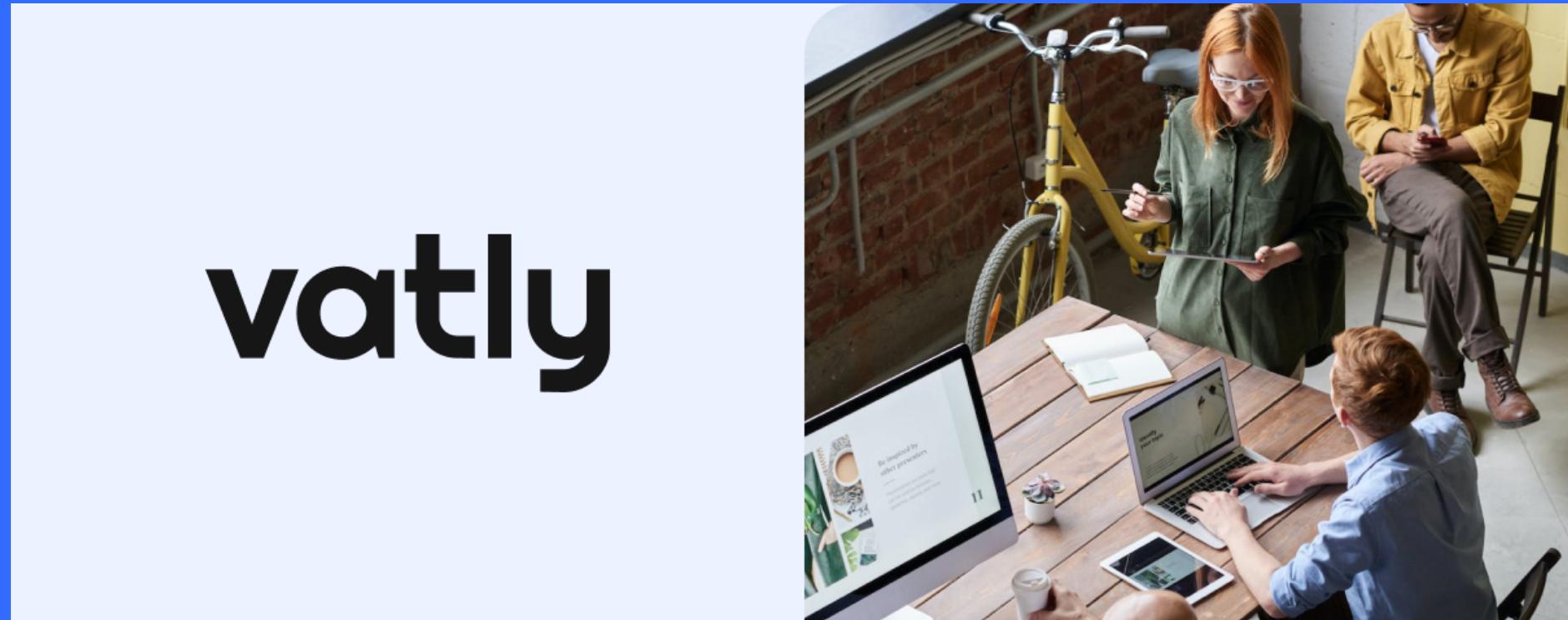
The visual elements of the identity are of paramount importance, because it is through the eyes of buyers that they communicate with the brand most often – in advertising, promotional materials, product packaging, on the website.



vatly

vatly

vatly



vatly

Lore ipsum dolor sit amet!

Consectetuer adipiscing elit, sed diam nonummy.

Nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu.

[Contact our support](#)

Thanks,
Vatly Team.

Welcome to Vatly!

We provide hassle-free billing
for EU based SAAS companies



Please confirm your email!

Click the button below to verify your email
and put an end to your scheduling woes.

[Confirm Email](#)

The image shows a YouTube channel cover for 'vatly'. The main title 'Allow a business to sell worldwide' is displayed in large, bold, black font. Below the title is a circular profile picture of the channel, which is blue with the word 'vatly' in white. To the right of the profile picture, it says '1.2M subscribers' and a red 'SUBSCRIBE' button. Below the title, there is a photograph of two people shaking hands, symbolizing business partnerships. At the bottom, there is another photograph of four people working together at a wooden desk with laptops and tablets, representing a collaborative business environment. The channel navigation bar includes links for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, ABOUT, and a search icon.

Allow a business
to sell worldwide

vatly

1.2M subscribers

SUBSCRIBE

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

vatly

Sander van Hooft | CEO

sander@vatly.com

+31 627 122 771

vatly.com

vatly

Sander van Hooft | CEO

sander@vatly.com

vatly.com

vatly

Vote





Vatly



vatly.com

We provide hassle-free
billing for EU based
SAAS companies

vat



vatly

Allow a
business
to sell
worldwide



vatly

Vatly, 2022