

Logos

A clean and simple fusion of the verify checkmark sign and the initial letters "V" and "A." The two tones of blue are chosen to communicate Stability and Security.

Horizontal version: The full version of the logo (logomark and logotype) is mainly used as the basic one.

Vertical version: The vertical version is mainly used for square and vertical layout formats. Designed for Space Optimization where it's not possible the usage of the Horizontal version.

And let's not forget:

Logomark: Brand symbol without logotype. It's represent the essence of the brand, easily identifiable even in small sizes.

You can find a more detailed explanation on when and where to use each version of the logo to the right.

Horizontal version →



Clearspace →



Vertical version →



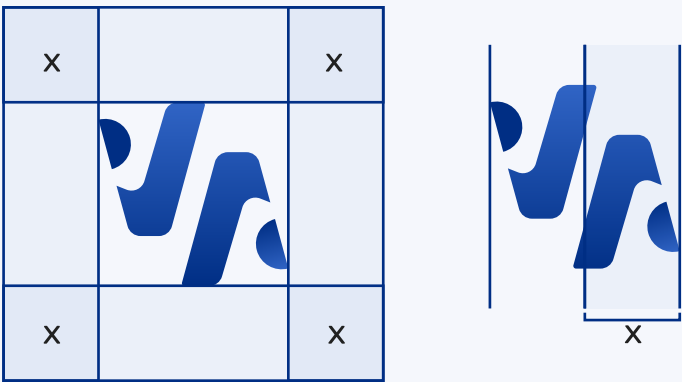
Clearspace →



Logomark →



Clearspace →



Logo Lockups

Usage of the logo with other logos or copy. Use the proper spacing and proportion between the elements. Here are some suggestions on how to compose those instances.

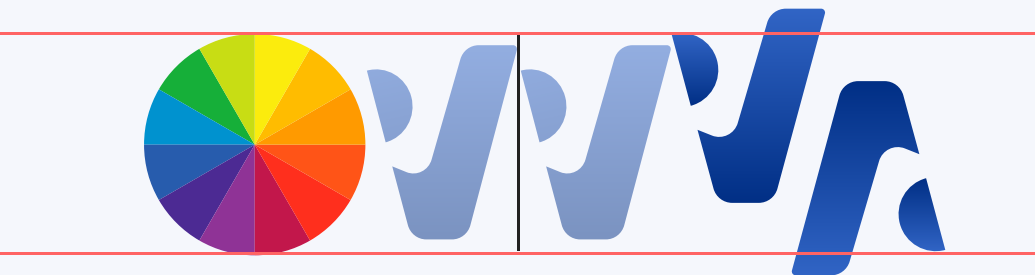
Horizontal lockup →



Vertical lockup →



Logomark lockup →



Color Palette

The color blue was chosen to communicate Stability and Security and at the same time create a reference to the verified check color.

The gradient in the logo create the illusion of depth and dimension, and give an overall modern aesthetic.

Usage

When designing for digital, use RGB.

When designing for IRL, CMYK is preferred.

Dark Blue

R 0
G 46
B 132

C 100
M 65
Y 0
K 48

H 219
S 100
B 52

HEX 002E84

Light Blue

R 48
G 100
B 197

C 76
M 49
Y 0
K 23

H 219
S 76
B 77

HEX 3064C5

Gradient

Linear Gradient

HEX 3064C5



HEX 002E84

Color usage

The standard version of the logo (logomark with gradient) is preferred, we suggest the usage of the white version on dark backgrounds, and, when strictly necessary, the monochromatic version as an alternative of the standard one.

Standard version →



White version →



Monochromatic version →



Standard version →



White version →



Monochromatic version →



Standard version →



White version →



Monochromatic version →



Typography

The brand typeface is Rubik, a sans serif google font with slightly rounded corners.

Weights

Our brand typeface comes in different weights from light to Black.

We most commonly use Light, Regular and Bold. Other font weights should be left for special instances.

Styles

Feel free to use the *Italics* style to add emphasis.

We suggest to use the typeface with a 125% of line-height.

A classic typeface: Rubik

Weights

Rubik Light

Rubik Regular

Rubik Bold

Styles

Rubik Light Italic

Rubik Regular Italic

Rubik Bold Italic

