



Brand Guideline

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Our Mission

At **Vas Noble**, we're on a mission to transform lives. We empower women—especially those healing from toxic relationships—by helping them reclaim their self-worth, heal from emotional trauma, and achieve financial independence through entrepreneurship.



Our Vision

At **Vas Noble**, we believe that every woman has the power to transform her life. Through a community-centered approach, we help women not only build businesses but also become leaders in their communities. We are creating a space where women rise together, overcome adversity, and build the legacy they've always dreamed of—one step at a time.



Our Impact

In our first few months, Vas Noble has already made an incredible impact:

- **5 women** have started their entrepreneurial journeys, laying the foundation for businesses driven by purpose and passion.
- **2 transformative workshops** have been held, with **85% of participants reporting** a boost in confidence and clarity around their business goals.
- We've engaged with **7 women** through personalized coaching, empowering them to make key strides in both their personal healing and business development.



Logo

Logos are essential for brand guidelines as they provide versatility in design applications, particularly in narrow or tall spaces. They maintain the integrity and recognizability of the brand. Using logos ensures that the brand identity remains consistent and impactful across various layouts and formats.



Logo Usage

Do's

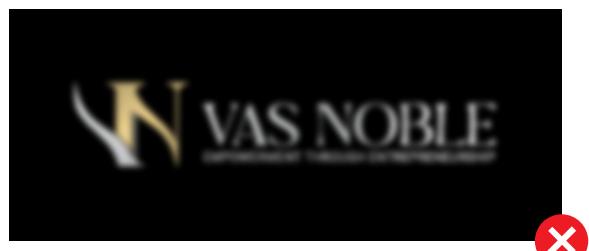
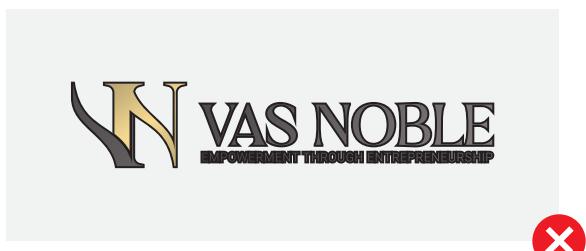
- Maintain proper spacing around the logo to ensure visibility and clarity.
- Use the logo in its original colors and proportions; avoid distorting or altering it.
- Ensure the logo is legible by using it against backgrounds with adequate contrast.
- Use high-resolution versions of the logo for crisp reproduction across various mediums.
- Avoid placing the logo in crowded or visually cluttered areas to maintain its impact.
- Do not combine the logo with other graphics or elements that may detract from its visibility or meaning.
- Always refer to the brand guidelines for specific rules and restrictions regarding logo usage.



Logo Usage

Dont's

- Use only Brand Color
- Do not distort
- Do not change the Opacity
- Do not space out of the logo
- Do not stretch the logo
- Do not place on an angle
- Do not add a stroke
- Do not add a Shadow
- Do not add a Blur



Palette

Our brand colors convey that we are kind, compassionate and progressive.

The consistent use of color is an easy way to stand out in the industry. Our corporate color palette includes a black theme with gold and white supporting tones. We use limiting colors that serve to strengthen our brand.

HEX: #b29a6b
RGB: 178 154 107
CMYK: 31 35 66 3

HEX: #f6da92
RGB: 245 218 145
CMYK: 4 12 51 0

HEX: #474347
RGB: 71 63 71
CMYK: 66 63 56 42

HEX: #87827f
RGB: 135 130 127
CMYK: 49 43 44 7

HEX: #bcbec0
RGB: 188 190 192
CMYK: 26 20 20 0

HEX: #000000
RGB: 0 0 0
CMYK: 75 68 67 90

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0.00 0.00 0.00 0.00

Typography

Fonts are the backbone of the design. We use practical and easy to read fonts. The fonts was optimized for web, print and mobile interfaces. Its letterforms feature excellent legibility characteristics.

Aa

Aa

Aa

Deraga

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+`-=}{[]\\;\"<>,.:/?

Roboto Medium

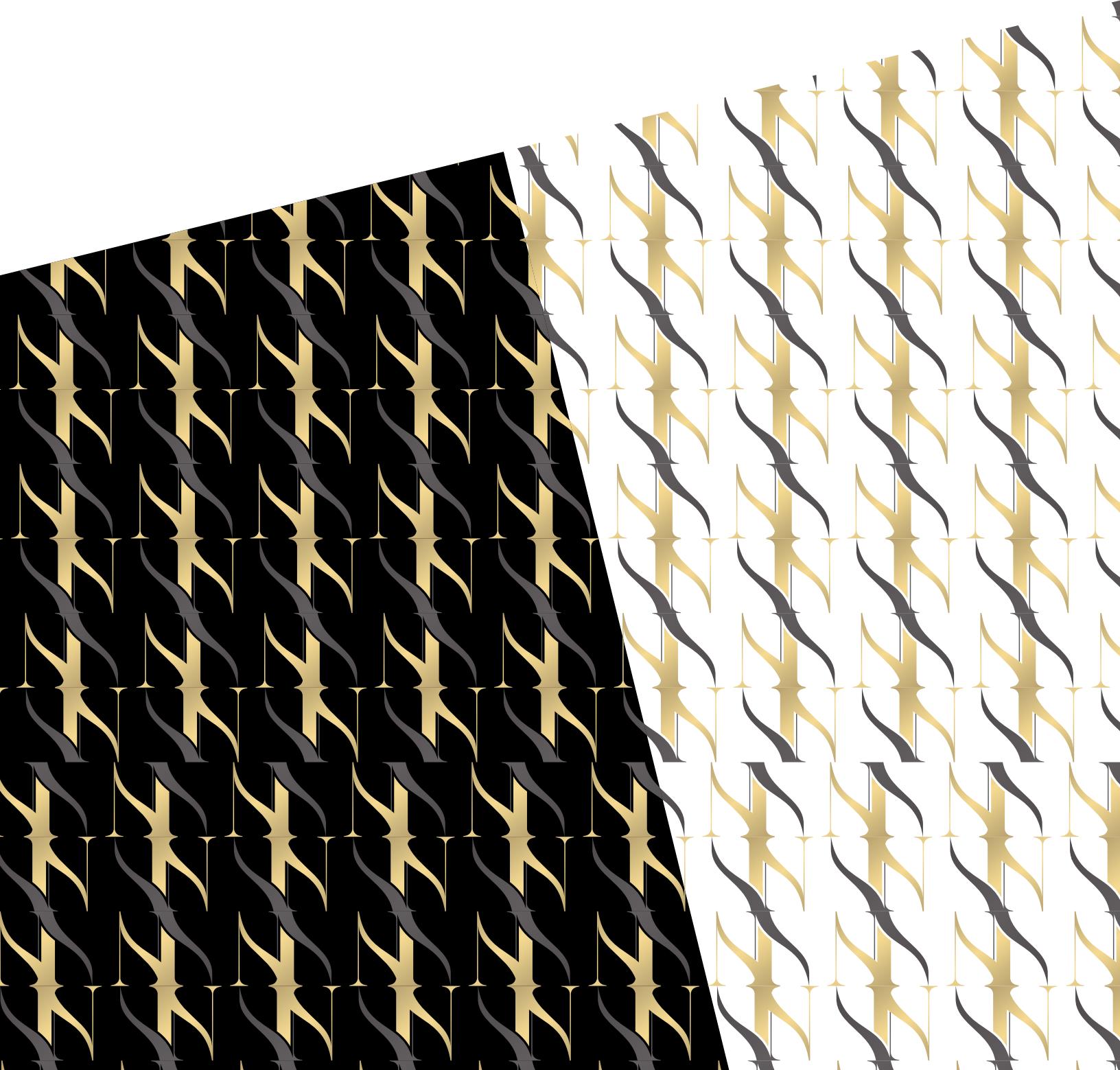
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+`-=}{[]\\;\"<>,.:/?

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789
~!@#\$%^&*()_+`-=}{[]\\;\"<>,.:/?

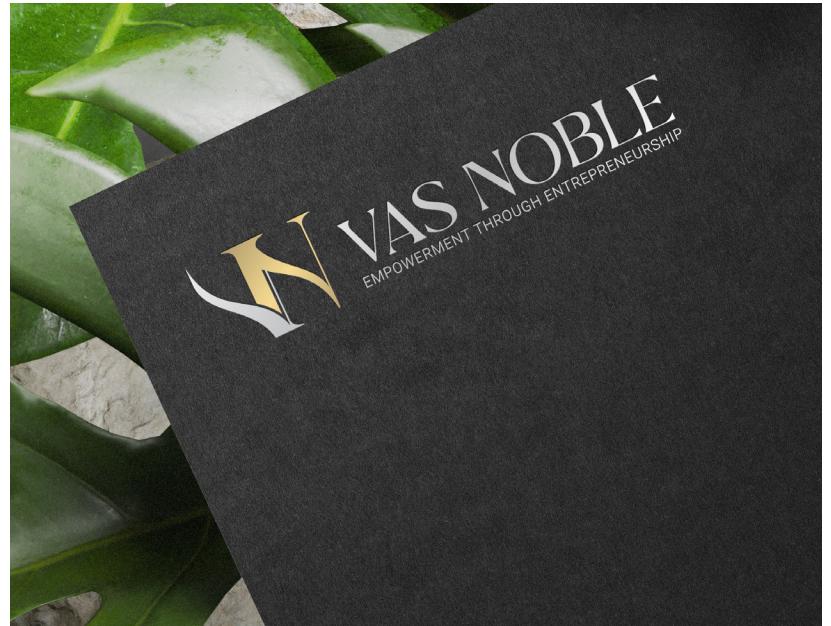
Pattern

Building a cohesive and compelling brand pattern is all about maintaining consistency across every touchpoint and deeply resonating with our audience. This approach ensures that our brand's message, values, and identity are clearly communicated and easily recognized, fostering trust and loyalty among our audience.



Mockups

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