



veil

BRAND IDENTITY GUIDELINES

VERSION 1.0



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BRAND STATEMENT

Privacy matters

To accelerate the world's transition to the next digital revolution

We have a client centered approach, based upon collaboration and a spirit of partnership. Not only driven and caring but self critical, uncompromising on quality, always striving to improve for better to deliver the best tools to empower our clients to reach their goals while maximizing their profits.



DEMOGRAPHIC

Audience and Personality

Today's most influential consumer is part of the Millennial generation.

This population spans ethnicity and geography and reflects our core customer

These younger consumers have an insatiable appetite for technology, information and the opportunity to share their interests and engage with brands that matter most to them and the world at large. Authenticity is the backbone to brands who succeed with these users.

Veil will work hard to live up to the expectations that our customers set for us.

We know they have many options when it comes to brands but remain loyal and enthusiastic as we introduce products that continuously exceed their expectations.



VISUAL IDENTITY

VEIL IDENTITY SYSTEM

Simple, Clean & Contemporary

The visual approach works to bring attention to the logo and maximise clarity of content.

The sharp angle of 60 degrees built from an equilateral triangle provides a super flexible identity system which can be implemented in creating various assets and components. The Triangle is the essence of perfection which as a brand we will strive for.

The curves provide an organic element inspired by cycles or waves in the market. They are a secondary element while the sharp angles will be the primary element. The generosity in color play brings scale and boldness to the brand identity.



LOGO ON BLACK



LOGO ON WHITE



LOGOMARK WHITE



PRIMARY COLORS

HEX# 080B2E
RGB: 8 11 46
CMYK: 93 89 47 64

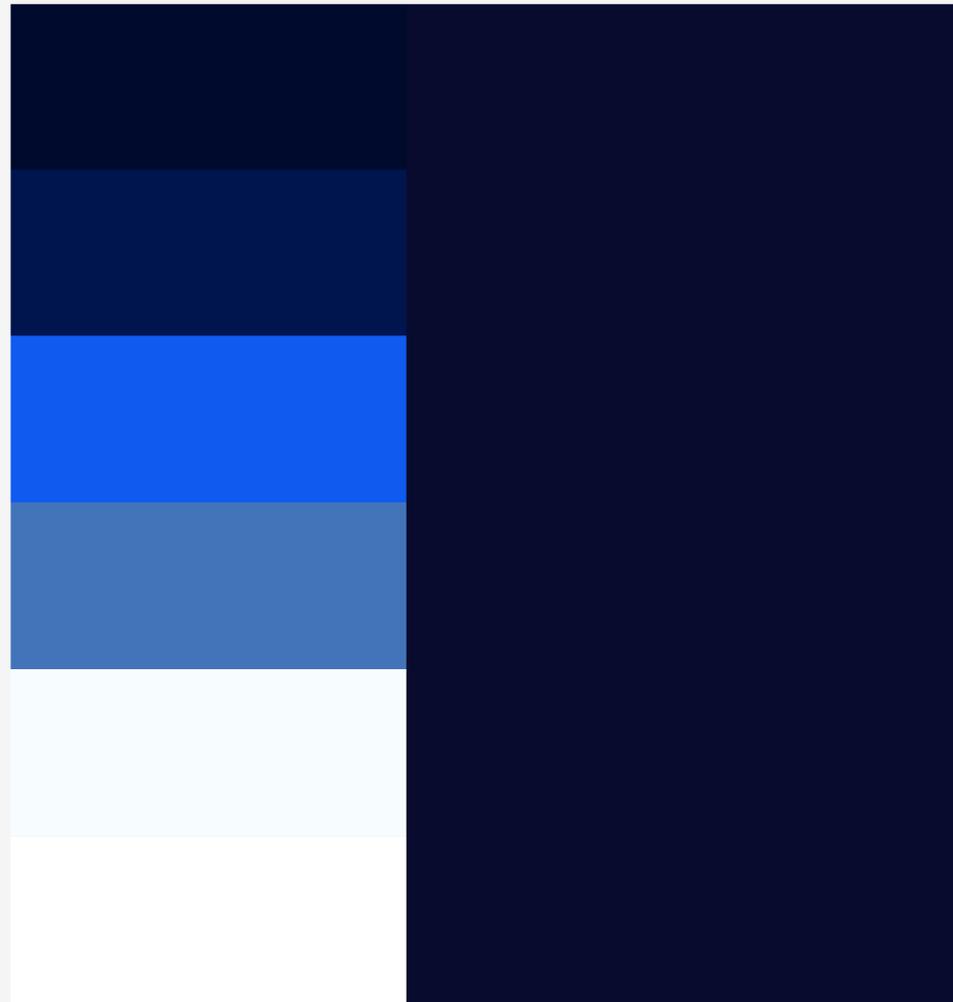
HEX# 0D124D
RGB: 13 18 77
CMYK: 100 99 31 40

HEX# 105AEF
RGB: 16 90 239
CMYK: 83 66 0 0

HEX# 4273B9
RGB: 66 116 185
CMYK: 100 94 37 55

HEX# F7FBFE
RGB: 247 252 254
CMYK: 2 0 0 0

HEX# FFFFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0



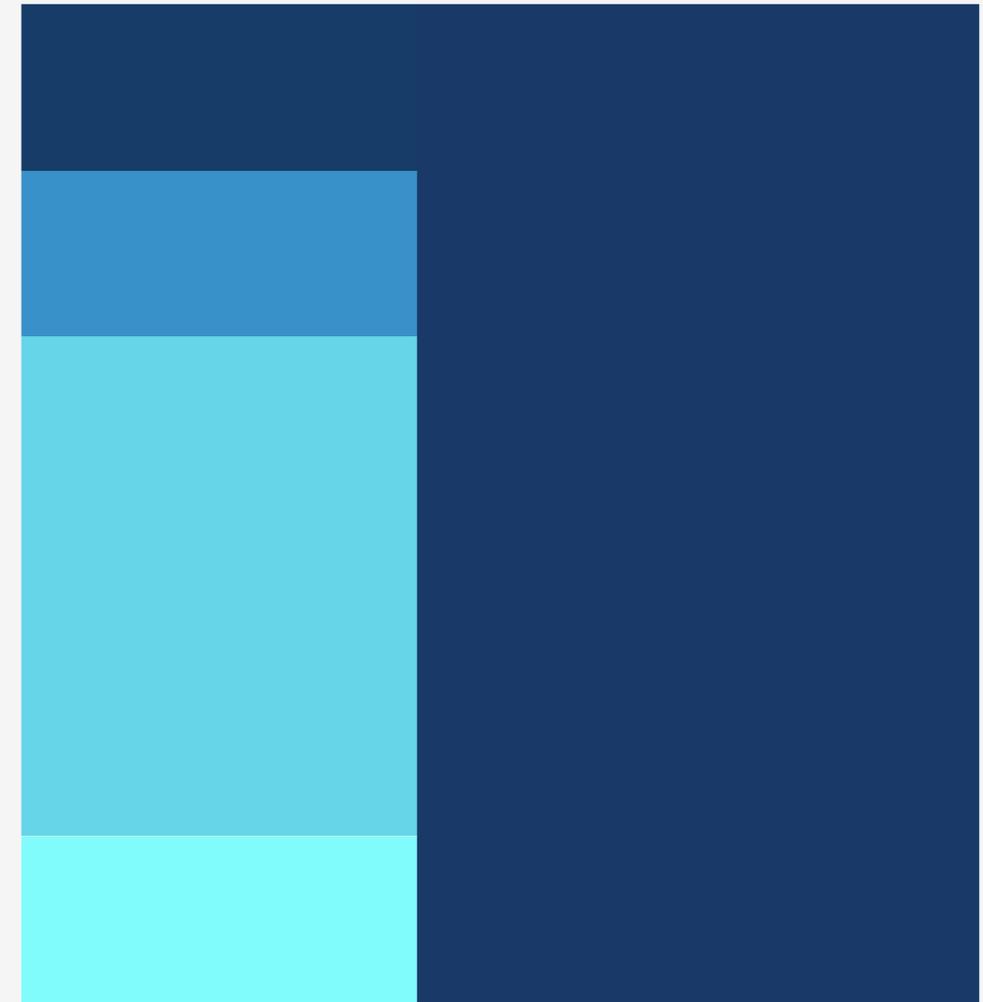
SECONDARY COLORS

HEX# 173B67
RGB: 24 59 104
CMYK: 100 83 33 21

HEX# 3890C8
RGB: 57 145 201
CMYK: 63 0 14 0

HEX# 65D5E7
RGB: 101 213 231
CMYK: 52 0 11 0

HEX# 80FCFD
RGB: 128 252 253
CMYK: 38 0 9 0



AaBbCc123
AaBbCc123

Noir Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz
 1234567890&

Noir Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&

Noir Pro Semi Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890&

Aa

TYPE INFORMATION

Consistent in typography is essential in keeping true to our brand image. We use Noir which is a sans serif font family of 12 fonts with contemporary aesthetics heavily influenced by early 20th century geometric typefaces. While having its geometric structure it carries organic personality with touch of warmth injected to each form.

Noir font family ranges from light and elegant weights perfect for small text, to extremely heavy and masculine weights suited for large display sizes.

DIGITAL TYPOGRAPHY EXAMPLE

KEYWORDS & HEADLINES

Keywords and headlines are set in Noir Semi Bold, all lowercase for Web design, social media with the exception of names and uppercase when used to create impact such as major titles.

H2
Noir Pro Semi Bold
24 Px / 30px

H1
Noir Pro Semi Bold
50 px / 50px

Body Paragraph
Noir Pro Light
18 px / 34 px

Header example

What are Privacy Coins in the space of Cryptocurrency

Cryptocurrency and blockchain technologies have taken off in huge ways over the past few months.

There are countless opinions about the legitimacy, reliability, and future of cryptocurrencies and their widespread use. One idea that there is less disagreement on is blockchain and cryptocurrencies' ability to protect user data from companies and governments.

BOLD

TYPE EXAMPLES

VEIL OF PRIVACY
ZERO COIN
PROTOCOL
STAKING
PRIVACY

