



# 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

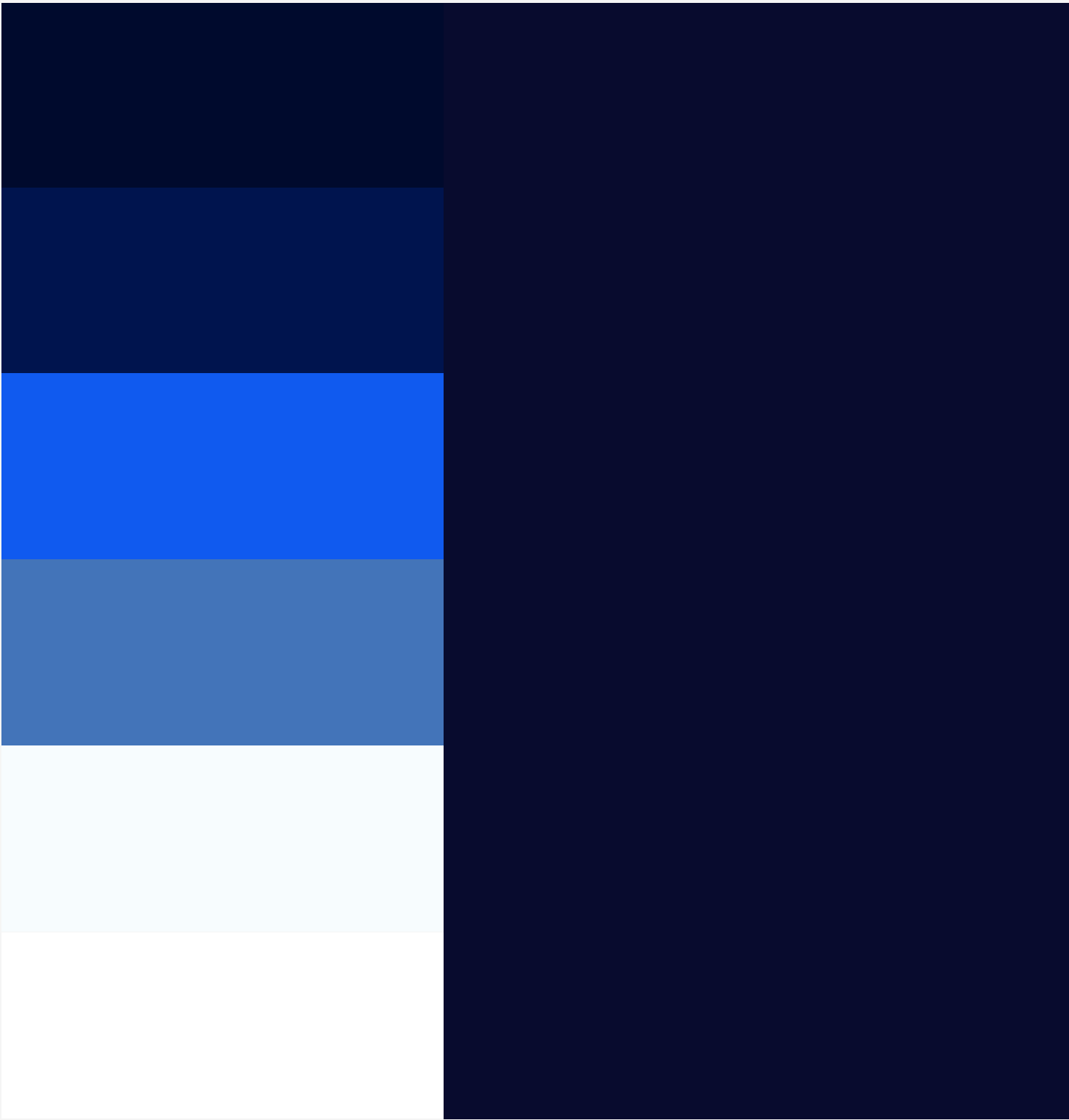
HEX# 0D124D  
RGB: 13 18 77  
CMYK: 100 99 31 40

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



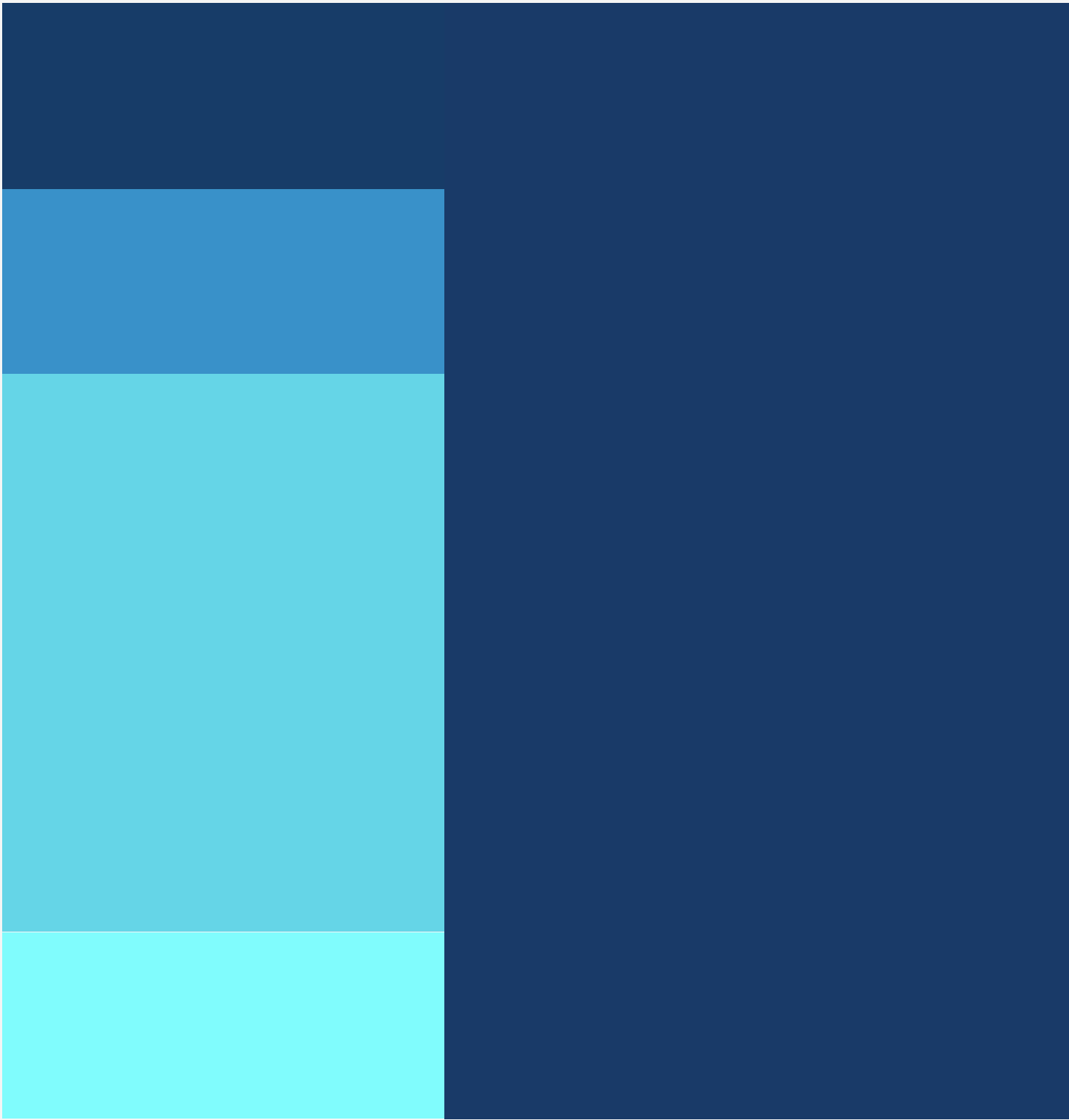
SECONDARY COLORS

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

