Brand Guidelines

Table of Contents

LOGO

Our logo is how our customers tell us apart from the rest of the industry. It's a promise of quality, consistency, and reliability.

As such, it is vital that our logo is presented correctly in every execution. This section covers these guidelines.

Any use of our brand logo outside of or conflicting with the contents of this section will be considered unauthorized.

What Our Icon Stands For

Precision. Trust. Technology.
Our logo signifies these brand values.

The symbol was inspired by the unique positioning and design of the phoropter lenses.

This simple yet unique combination of simple shapes is a nod to the eyecare industry without being too obvious. The simple shapes in the logo, allows Veero as a company to grow into other industries outside of eyecare while still paying homage to its' origins.

4
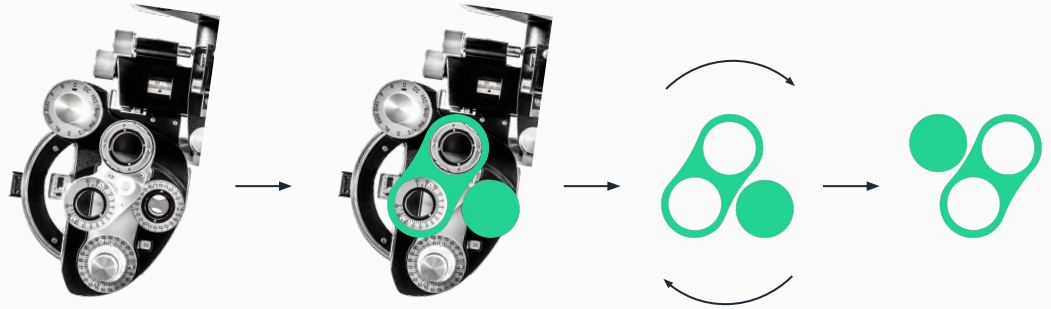
Primary Lockup

The Veero logo is a universal signature we use across all our communications.

The goal is always to make the logo appear as clear as possible.

The logo is comprised of two colors, however a Light & Dark version of the text is available depending on the background the logo is placed on. The icon remains the same color on both versions. When in doubt, use the most legible version of the logo for the available background.

Do not use the logo in any other color.

Dark Version (for light backgrounds)

Light Version (for dark backgrounds)

Vertical Lockup

The horizontal lockup is a perfect fit for taller areas, and areas where a centered lockup would fit better.

While we generally prefer the full horizontal logo, there are no specific restrictions that would prevent this version from use.

Dark Version (for light backgrounds)

Light Version (for dark backgrounds)

7

Brand Logo

Scale

The Veero logo is designed to scale to small sizes on print and screen. Readability will determine these rules. As a rule, the full brand name font may be no smaller than 8pt when reduced.

 22 pixels

Smallest Size Logo with Full Name (Lock up)

Height: 38 pixels
0.4 inches
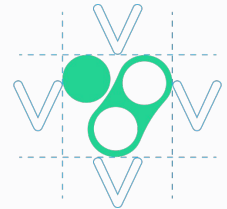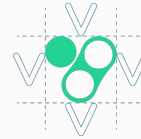1 centimeter

 16 pixels

Smallest Size Logo without Full Name

Height: 16 pixels
0.2 inches
0.5 centimeter

Clear Space

The Veero logo should always contain enough space to ensure a clean and clear visual image. The logo should never be disturbed by other elements that can reduce its clarity.

For minimum clear space around the logo, use the height of the letter V.

Logo Misuse

Here are some examples of common usage errors. This is not a comprehensive list of errors. These are simply the most common or egregious errors to avoid.

Do not stretch, squash, skew, or distort the logo in any way.

Do not edit the logo color, use an off-brand color, or reduce the logo opacity.

Do not change the layout or relationship between logo elements.

Do not add graphic effects to the logo, including drop shadows.

Do not change the font of the Veero logo.

Do not use the text portion of the logo without the Veero icon

10

Color

The consistent use of color is vital to effective brand recognition.

Primary brand colors are the main, consistent colors used in all graphics, publications, signage and online.

Our brand should always be represented in one of the colors on this page, aside from specific recommendations within this guide.

Do not use any other/unauthorized colors.

Veero Green
#00D491

Veero Blue
#171A3B

Veero White
#FFFFFF

Using Tints

We prefer our brand colors used without editing, but some situations require the use of color tints, especially on the web. For example, when a user hovers over a button on our website, using a tint change can help confirm their action.

If necessary, use a 20% tint step system, keeping legibility in mind. Any tint below 60% used as a background will require dark text.

100%	100%
80%	80%
60%	60%
40%	40%
20%	20%
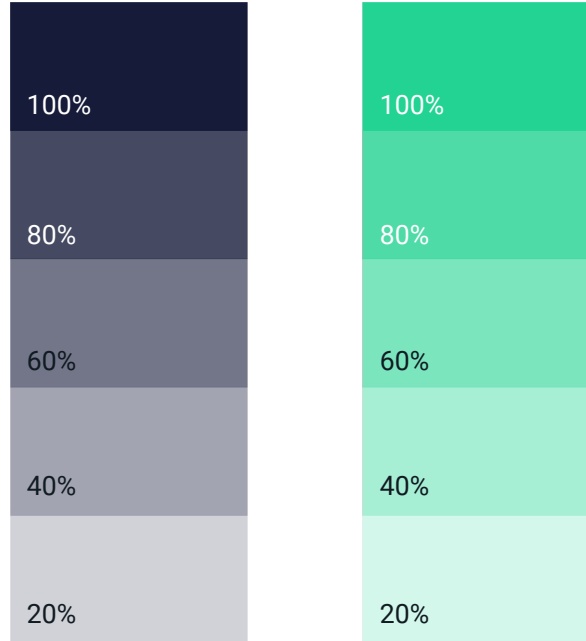
Neutral Colors

Neutral colors are used for functional components, will most likely be used for text and background but particularly in colorful sections of the site to help tone it down and refocus the eye.

Gray 900
#18181B
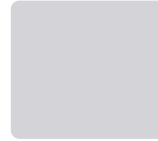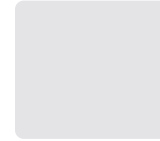
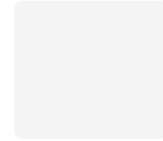Gray 800
#27272A

Gray 700
#3F3F46

Gray 600
#52525B

Gray 500
#71717A

Gray 400
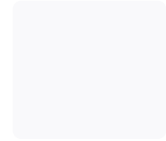**#A1A1AA**

Gray 300
#D4D4D8

Gray 200
#E4E4E7

Gray 100
#F4F4F5

Gray 50
#F9F9FB

Typography

Inter.

Primary font - Inter features a tall x-height that increases legibility using all sizes, and includes a wide array of glyphs, weights, and special features. The fonts' legibility expands across print and digital application.

Inter is free and open source: As such, neither paid licenses nor accreditation are required for use.

Download it free here: Inter

System font - Inter should be used for every brand execution. In rare circumstances, however, we recognize it is not realistic to use custom fonts. In which case, system default sans- serif fonts should be used: Helvetica and Arial, respectively.

Aa Aa

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTUuVvWwXxYyZz

Whether it's developing new products, attracting new customers, retaining old ones, or expanding into new market.

Branding elements must continually evolve to consistently communicate who Veero is, how it shows up in the world, what is stands for, and its unique benefits.

$1,000
Units of Anything

25k
Units of Anything

Typography Usage

Here are some examples of Title, Subtitle and Paragraph styles which are important for legibility and brand consistency.

Title
Inter Bold
21pt

Market Reports

Subtitle
Inter Semi Bold
14pt

Pre-IPO Transactions

Paragraph
Inter Normal
9pt

We have extensive relationships with a wide variety of buyers and support top-tier private companies and their founders in locating secondary capital. The block sale transaction timeline can be customized and adjusted using NPM's platform, allowing for seller controlled visibility throughout the bidding, IOI entry and closing process.

Logo Usage Examples

In the following pages you'll find real world examples of the Veero logo following the Brand Guidelines in this document.

Examples

Examples

Examples

Examples