



VELYON

Marketing Command Center & Brand Kit

Official Style Guide & Asset Compendium

Version: 2.4.0

Classification: Confidential Brand Asset

Date: May 2026

01 - Brand Identity

VELYON represents the state-of-the-art in AI-powered legal consultancy. The identity is built upon forensic-grade precision, uncompromising compliance, and futuristic intelligence. We bring order to legal chaos, transforming complex regulatory structures into high-fidelity actionable intelligence.

Core Brand Attributes

Precision	Absolute alignment and visual perfection down to the single pixel level. Zero approximations.
Compliance	Strict compliance in rules, layout systems, color guidelines, and operational procedures.
Intelligence	Harnessing state-of-the-art AI technology to elevate and automate marketing, analytics, and operational arsenals.

02 - Logo Usage Standards

The official VELYON logo consists of the geometric graphic mark and the custom font lockup. Always maintain clear space around the logo equal to at least 1x the height of the icon mark to ensure visual breathing room and legibility.



VELYON Official Graphic Mark

Always render in native deep blue/azure gradient or high contrast white on Obsidian background assets.

Approved Rules:

Clear Space	Maintain 1x logo height of clear space on all sides of the mark.
Dark Backgrounds	Approved on Velyon Obsidian (#0A0A1A) and Navy (#0A0A2E).
Minimum Size	Digital screen usage minimum height is 32px; print is 0.5 inches.
Prohibitions	Never rotate, distort, drop shadow, or recolor the official brand mark.

03 - Brand Color Palette

VELYON's color scheme utilizes premium, high-fidelity dark shades combined with a futuristic azure accent and warm gold highlight. Use these specific formulas for digital and print assets.



Obsidian

HEX: #0A0A1A

RGB: (10, 10, 26)

Primary Canvas shade

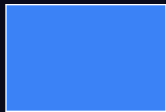


Navy

HEX: #0A0A2E

RGB: (10, 10, 46)

Secondary Canvas shade



Azure

HEX: #3B82F6

RGB: (59, 130, 246)

Primary brand accent color



Gold

HEX: #EAB308

RGB: (234, 179, 8)

Primary warning & highlight shade

04 - Typography & Systems

VELYON's typography utilizes modern, geometric sans-serif fonts to enforce readability, sleek aesthetics, and technical precision.

Display & Headings: Plus Jakarta Sans

Used exclusively for major titles, module headers, and executive dashboards. Always use wide letter-spacing (-0.02em tracking) for custom editorial layouts.

Body & Copy: Inter

The standard system interface font for maximum compliance, screen legibility, and data integrity. Rendered typically in Offwhite (#F5F5F7) or Muted (#8E8E93).

Technical & Code: JetBrains Mono

Reserved strictly for code snippets, compliance hashes, database keys, and technical system status.