



Brand guidelines · v1.0 · July 2026

01 · LOGO SYSTEM

Four lockups, six variants

Default is the horizontal lockup, full colour, on white. Background luminance picks the variant: if black text would be hard to read, use the on-dark version. Always lowercase — it is **velniq**, never Velniq. The tagline “*Intelligent products. Real impact.*” is part of the lockup artwork (teal i-dot on *impact*) and only ships inside the two lockups.



Icon — avatars, favicons, tight squares

The word 'velniq' in a lowercase, sans-serif font, with a small teal dot above the 'i', centered within a white rounded square.

Wordmark — when the V is already nearby



Horizontal lockup — the default



Vertical lockup — square & portrait spaces

Variants



On-dark — any dark background



Black — single-colour print



White — single-colour on dark/photo



Greyscale — newsprint, sponsor strips



Transparent masters — clean AA edges



Icon reads identically on dark

Give the mark room

Keep clear space of at least half the V-icon height on every side. Digital minimums: icon 24 px · wordmark 90 px · horizontal lockup 120 px wide · vertical lockup 96 px tall. Below that, use the icon alone.

Palette

The gradient belongs to the V. Teal and mint are text colours **only on dark**; on light backgrounds they are decorative and teal-700/800 carry text and links.

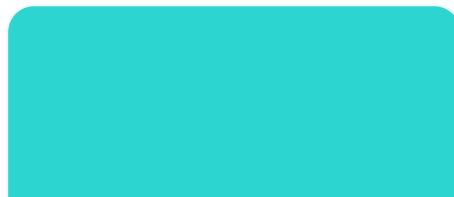


Brand gradient — `linear-gradient(135deg, #88F5CD, #2DD5D1 50%, #01AFB7)`



Mint

#88F5CD · 136 245 205



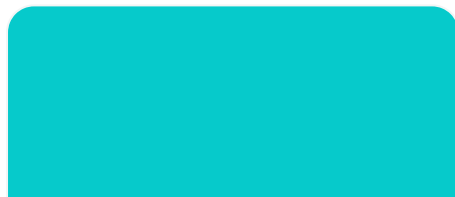
Teal mid

#2DD5D1 · 45 213 209



Cyan

#01AFB7 · 1 175 183



Teal accent (i-dot)

#06CACB · 6 202 203



Teal 700 — AA on white

#0E8385 · 4.6:1



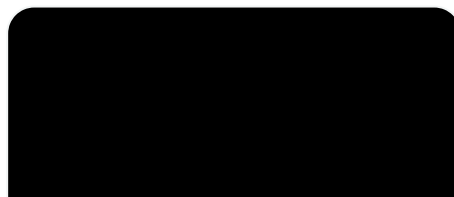
Teal 800 — AAA on white

#086265 · 7.1:1



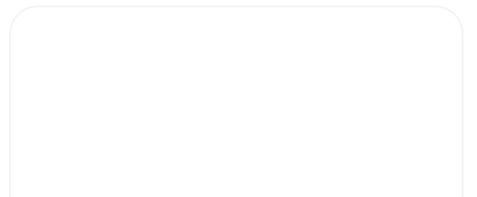
Dark

#0A0F14 · 10 15 20



Ink

#000000



White

#FFFFFF



Grey 700

#39424A



Grey 500

#6E7A7A



Grey 300

#C9D1D1

Contrast quick reference

SAMPLE	PAIR	RATIO	USE FOR
Aa teal	Teal on dark	9.5:1	✔ text & links on dark
Aa mint	Mint on dark	14.7:1	✔ highlights on dark
Aa label	Black on teal	10.3:1	✔ button labels
Aa link	Teal-700 on white	4.6:1	✔ links/text on light
Aa teal	Teal on white	2.0:1	✗ decorative only

Never do these



✗ Stretch, skew, or rotate



✗ Recolour the gradient or text



✗ Add shadows, outlines, or glows



✗ Colour version on dark — use on-dark



✗ Full colour on mid-teal backgrounds

Velniq

✗ Retype or capitalise the wordmark

Type pairing

The wordmark is artwork and is never retyped. Everything else uses this open-source pairing.

Bricolage Grotesque ·
display

**Precise
tools,
plainly built.**

Manrope · body & UI

velniq builds software
that says exactly what it
does — and does exactly
that. No superlatives, no
surprises.

Martian Mono · code

```
POST /v1/translate  
segments: 1,204  
verified: true
```

In the wild



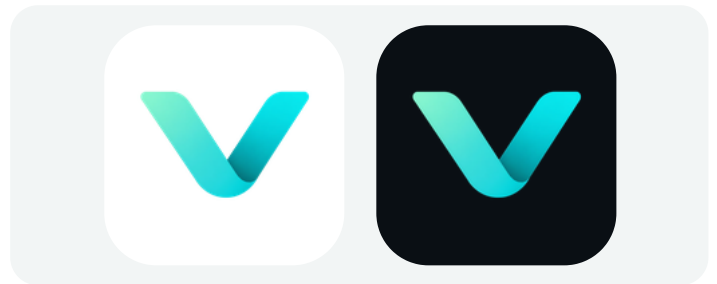
Open Graph — light



Open Graph — dark (white-text lockup)



X header 1500x500



App icons — light & dark

velniq brand guidelines v1.0 — assets & tokens in this folder · regenerate derived files with `python3 build_brand.py`