



BRAND MANUAL

UPDATED OCT 25, 2024



**DESIGN
FOUNDATIONS**

Logo

The Vectair logo is a clean, concise, and contemporary mark for the brand. It adapts the waves of its forebear but pushes the brand forward by being more legible, flexible, colorful, and meaningful. It better represents Vectair as a vibrant and innovative company and offers new opportunities to define and inspire the brand in new directions.



LOGO

Logo Variants

Full Horizontal

The full-color horizontal version of Vectair's logo is the preferred version to use when no other constraints are present.



B&W

The black or white version of the logo is used when color printing isn't an option, or when economical printing is preferred.



Avatar

The avatar version of the Vectair logo is primarily preferred only in instances where the full name is being programmatically displayed adjacent the avatar by a digital platform. An example of this would be social media platforms.



LOGO

Logo Construction

The logo is proportionally sized and spaced with the standard unit being the height of the letters in the wordmark. Note that some space measurements account for optical weight that minimizes finer details and angles in the logo.



Clear Space

We recommend that an appropriate amount of clear space be placed around the logo when being used. This space is equal to the twice the height of the wordmark letters, as measured from the top and bottom of the wordmark, the leftmost edge of the V, and the rightmost edge of the wordmark.



Color

Vectair's colors range from deep blues to vibrant greens. The gradation from dark to light, blue to green, help emphasize change and innovation while providing a greater range of flexibility.

Note, that this is not an exhaustive list of colors, but these are the core brand colors.

Pantone 7477C

#244c5a

C:86 M:29 Y:21 K:67

Atlantic

A medium saturation dark blue-green that registers as almost black in text. Will likely be the primary type color and is the primary color in the logo.

Pantone 632C

#0093b2

C:93 M:2 Y:15 K:7

Pacific

A medium blue that contrasts with Atlantic. Has enough contrast with white to be used for headlines and body text.

Pantone 7465C

#40c1ac

C:58 M:0 Y:36 K:0

Limelight

A luminous turquoise highlighter for accent graphics. Can be used for text in special occasions. Can be used as the contrast color in the logo.

Pantone 2283C

#a7e163

C:35 M:0 Y:61 K:0

Sprout

A warm green color. Could be used as hover states or link highlights.

White

#FFFFFF

C:0 M:0 Y:0 K:0

Pantone 634C

#005f83

C:100 M:13 Y:10 K:41

Whirlpool

A dark contrast color for Pacific.

Pantone 3268C

#00ab8e

C:86 M:0 Y:53 K:0

Thicket

A dark contrast color for Limelight.

COLOR

Color Accessibility

Accessibility is a key component of digital platforms but also provides helpful standards for print and other mediums. Please adhere to the recommended color combinations to ensure text and graphics are as accessible as they can be.

		Text Color								
		White FFFFFF	Black 000000	Atlantic 244c5a	Whirlpool 005f83	Pacific 0093b2	Thicket 00ab83	Limelight 40c1ac	Sprout a7e163	Seafoam f0f7f6
Background Color	White FFFFFF		Aa	Aa	Aa	Aa*•				
	Black 000000	Aa				Aa	Aa	Aa	Aa	Aa
	Atlantic 244c5a	Aa					Aa*•	Aa*•	Aa	Aa
	Whirlpool 005f83	Aa						Aa*•	Aa	Aa
	Pacific 0093b2	Aa*•	Aa							Aa*•
	Thicket 00ab83		Aa	Aa*•						
	Limelight 40c1ac		Aa	Aa*•	Aa*•					
	Sprout a7e163		Aa	Aa	Aa					
	Seafoam f0f7f6		Aa	Aa	Aa	Aa*•				

*Large Text Only

•Graphical Objects & UI Components

Typography

Sculpin

Sculpin is a sharp, wide-set, and sophisticated sans-serif typeface with a lot of character.

While it is used in the wordmark of the logo in all-caps, its lowercase is also well-executed and can be used in title case for larger applications like headlines. You may also see it used for buttons to emphasize the brand around actions.

Uses

Headlines, Section Labels, Buttons

Licensing

Sculpin is licensed by Adobe and is available from Adobe Fonts and is available to anyone with a Creative Cloud license.

<https://fonts.adobe.com/fonts/sculpin>

It can also be licensed for local use from Process Type Foundry.

<https://processtypefoundry.com/fonts/sculpin/>

SCULPIN BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

.,?!@#\$%^&*(){}[]\|/><

SCULPIN MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

.,?!@#\$%^&*(){}[]\|/><

SCULPIN REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

.,?!@#\$%^&*(){}[]\|/><

TYPOGRAPHY

DM Sans

DM Sans is a geometric sans serif that is clean, neutral, and easy to read. While it excels in smaller sizes like for body or paragraph copy, it's also well constructed enough to be used in some larger applications.

Uses

Body Copy, In-Text Links, Testimonials, Large Numbers

Licensing

DM Sans is licensed by Google and can be used for free.

<https://fonts.google.com/specimen/DM+Sans>

DM SANS BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

.,?!@#\$%^&*(){}[]\ / > <

DM SANS MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

.,?!@#\$%^&*(){}[]\ / > <

DM SANS REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

a b c d e f g h i j k l m n o p q r s t u v w x y z

.,?!@#\$%^&*(){}[]\ / > <

TYPOGRAPHY

DM Mono

DM Mono is a monospaced font that lends a technical, precise, and engineered feeling to text. It is best when used for small details like chart or table data, where the numbers line up perfectly. It can also be used for utilitarian labels, and some interface controls.

Uses

Chart and table data, Utilitarian Labels, Interface Controls

Licensing

DM Mono is licensed by Google and can be used for free.

<https://fonts.google.com/specimen/DM+Mono>

DM MONO MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z
. , ? ! @ # \$ % ^ & * () { } [] \ / > <

DM MONO REGULAR

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
0 1 2 3 4 5 6 7 8 9
a b c d e f g h i j k l m n o p q r s t u v w x y z
. , ? ! @ # \$ % ^ & * () { } [] \ / > <

For further guidance or have any questions,
please contact brandlaunch@vectairsystems.com

