Viz.ai Brand Guidelines

v01 May 26, 2023

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Viz.ai

01 Logo

The Viz.ai logo is the most visible representation of our brand and the unifying visual element that appears across all communications.

Our logo comes in a horizontal and vertical formats, to accommodate different spaces and needs. There are no specific situations that require the use of one over the other – it comes down to which fits best in the space.

The Viz logo should always appear in solid Viz Blue on lighter backgrounds. It should be knocked out in white for darker backgrounds. It can also be used in solid black in B&W scenarios.

Horizontal logo

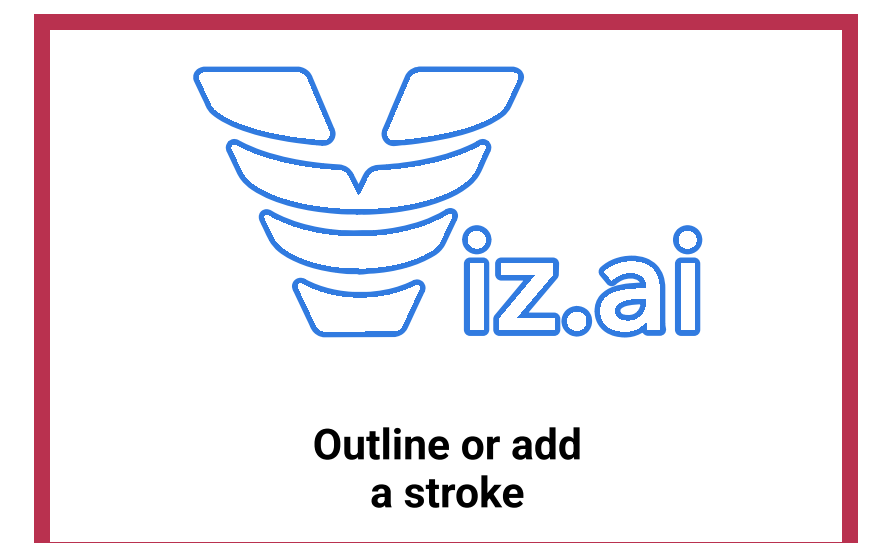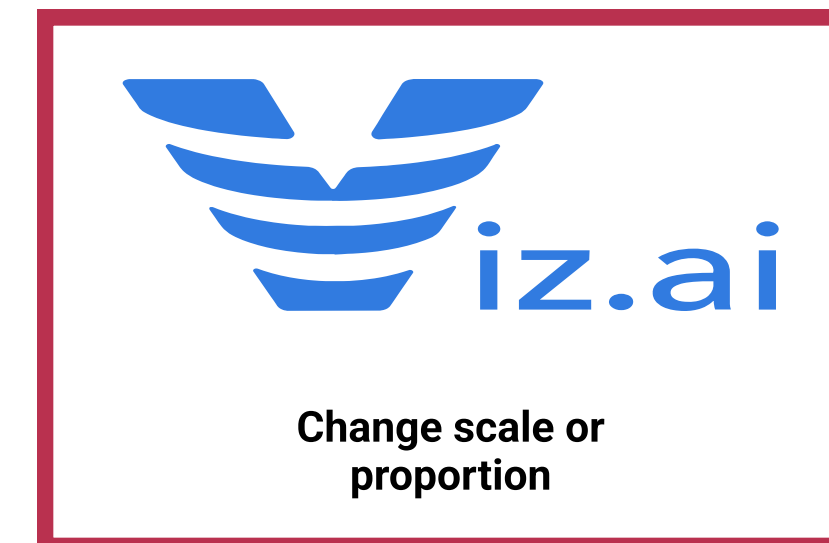## Vertical logo

Co-branded logo

If the co-brand logo is square or more vertical, use the vertical Viz logo

If the co-brand logo is more horizontal, use the horizontal Viz logo

Don't do these things

Change scale or proportion

Use other colors besides the preferred ones

Apply special effects or gradients

Use other fonts in place of the logo

Remove or crop any part of the logo

Outline or add a stroke

02 Colors

Primary Colors are the ones you'll see the most of. They are the dominant colors in a background or used in large swaths in a design. It doesn't mean they can't be used for delicate detail, but they will most likely be a strong presence on the screen page or wall.

Secondary Colors play a more minor part in our design. They are used as accents or splashes. And while they play a supporting role, they can at times be used boldly. But this is an exception, not a rule.

Tertiary Colors are used in moderation. And only then in subtle ways. They are always a seasoning, never a main course.

White and Black – while not in the palette – are unofficial members of the Viz Color Palette, and can be used for text and any other place that feels appropriate.

Primary

Very Dk Blue
HEX #0D0045
RGB 13 0 69
CMYK 100 99 30 52
PMS 2738

Dk Blue
HEX #0B428E
RGB 11 66 142
CMYK 100 85 14 2
PMS 2728

Viz Blue
HEX #317BE0
RGB 49 123 224
CMYK 76 51 0 0
PMS 2382

Secondary

Gold
HEX #
RGB 255 208 31
CMYK 0 17 95 0
PMS 109

Lt Blue
HEX #63ADF2
RGB 99 173 242
CMYK 55 21 0 0
PMS 291

Dk Grey
HEX #525252
RGB 82 82 82
CMYK 64 57 56 33
PMS 418

Tertiary

Green
HEX #6DA34D
RGB 109 163 77
CMYK 63 16 92 2
PMS 384

Red
HEX #B9314F
RGB 185 49 79
CMYK 21 94 61 7
PMS 1805

Lt Grey
HEX #F3F3F3
RGB 243 243 243
CMYK 3 2 2 0
PMS Cool Gray 1

03 Typography

Roboto Light

Our typeface is Roboto

Roboto Regular

It comes in different weights

Roboto Bold

The weights can be used interchangeably

Relationship between headlines and subheads:

Headline goes here

The subhead goes right beneath it

This is body copy. It is always displayed in the Roboto Regular font. When shown in longer blocks of text, the Regular font is easy on the eyes and a quick read. **It can be bolded** or *italicized for emphasis*. Be mindful of the space between lines of text. Too little space and everything gets smushed, not enough and the lines disconnect from each other.

2x
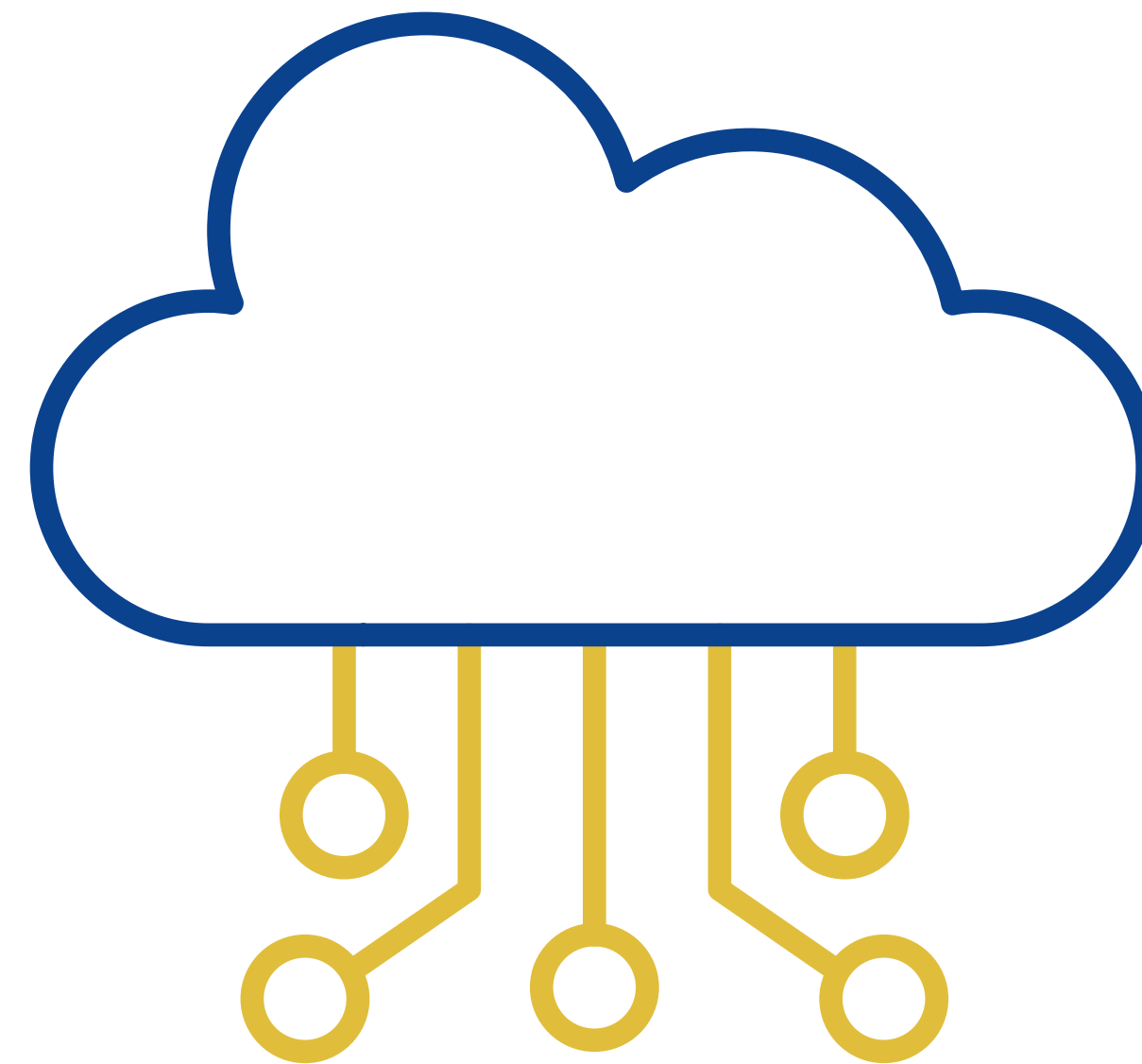**LARGER**

3x-4x
LARGER
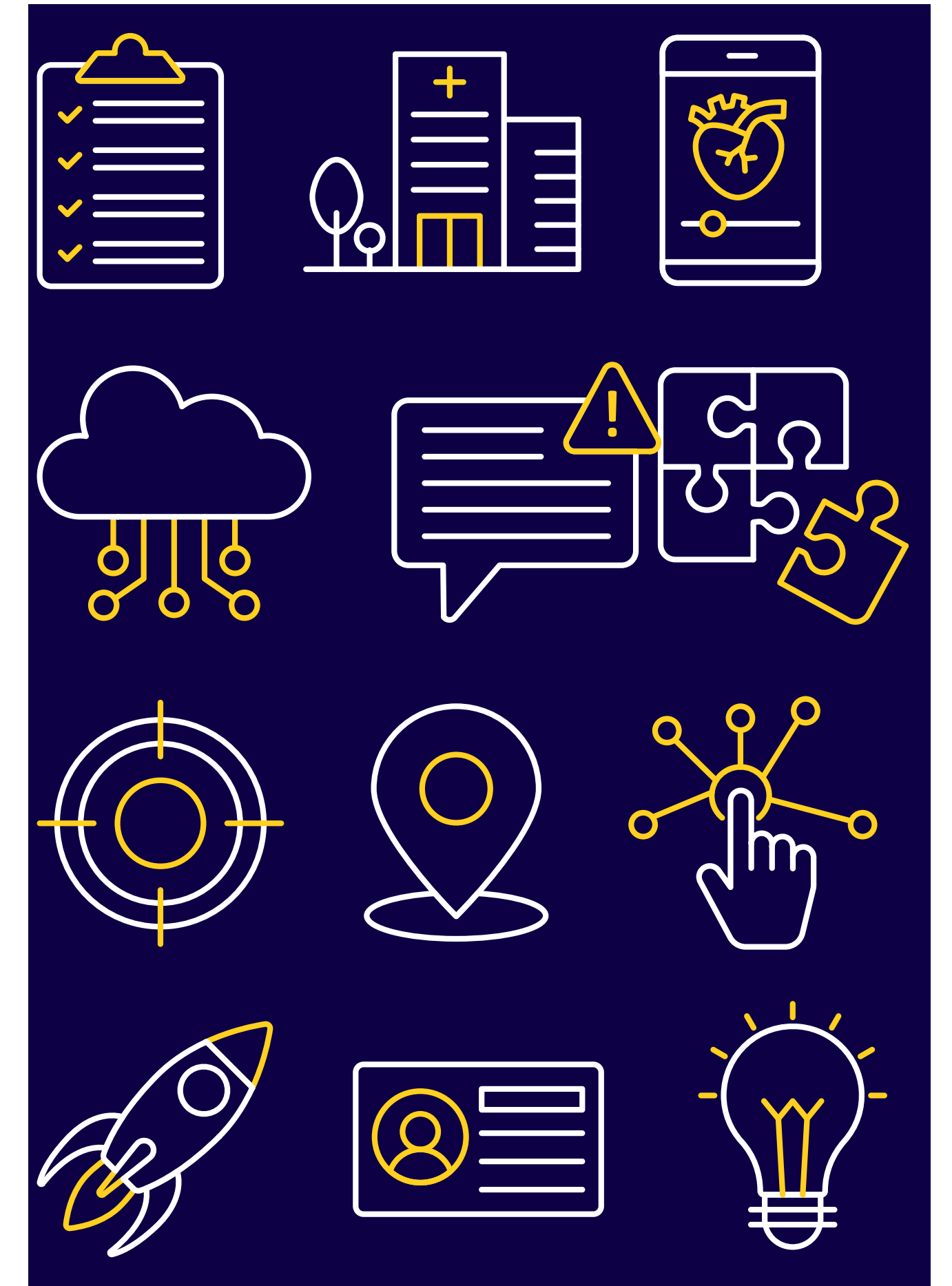
Body Text   **Subhead**   Headline

04 Iconography

Our illustration style is delightfully simple, using minimal line work to express concepts and ideas.

A hit of gold is used to emphasize or accent part of the icon to give it a focal point.

We are currently working on a library of icons that will be available for use in materials and presentations.

05 Brand Elements

Gradients & textures

Textured Background

This is a graphic featuring a deep blue background with halftone screen artifacts lightly watermarking the lower half. There's a bright blue light leak illuminating top and lower alternating corners providing a dynamic canvas for content.
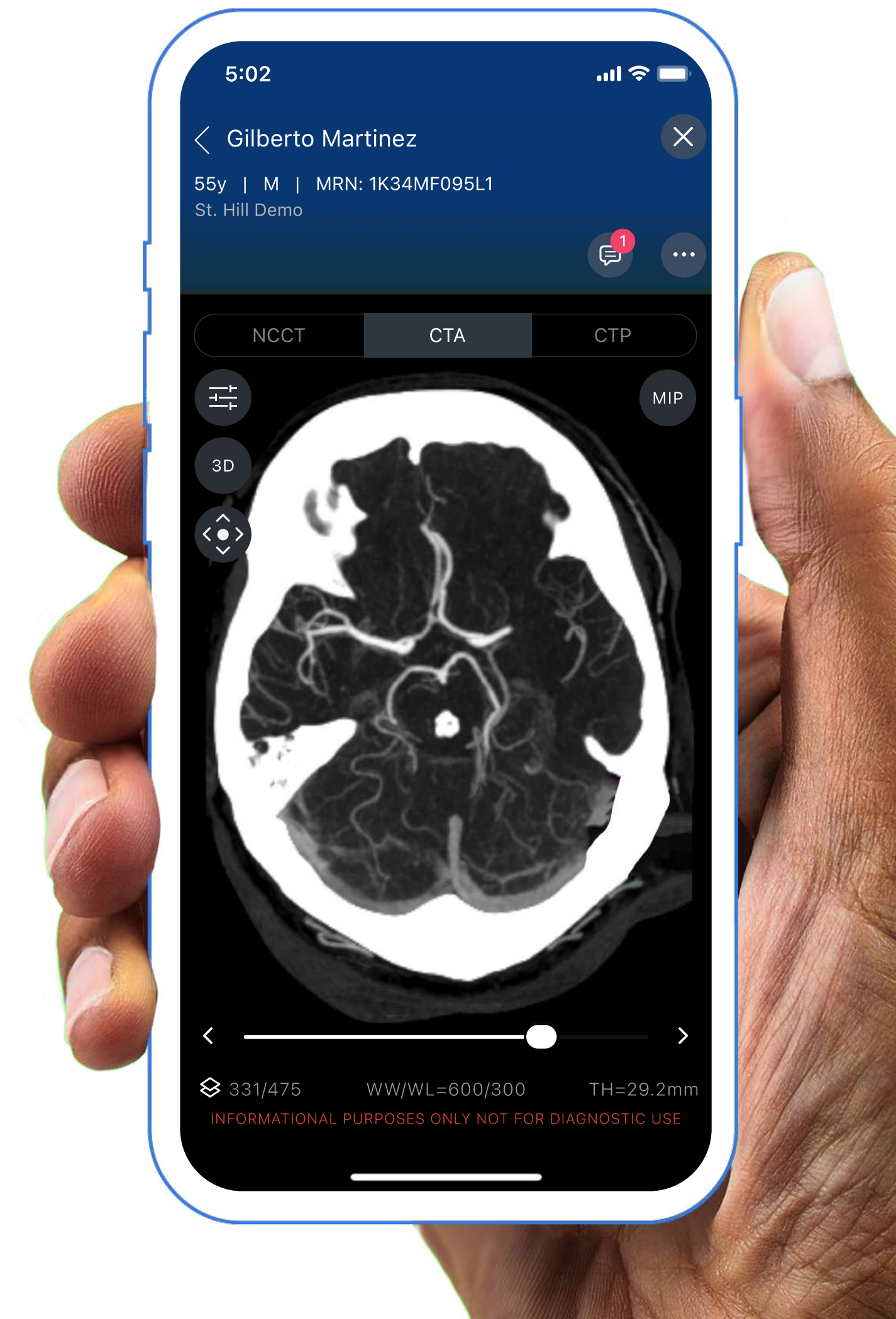
Color Sweep Background

This is a sweep of color going from the Very Dark Blue in our palette to the Light Blue. It's a velvety smooth base that also serves as a visual bridge to our previous branding.

Phone frames

Change Log

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Initial release of the style guide.

Thank you!