

VEAN Brand Guidelines v1.0

Official identity, typography, and design standards for VEAN Networks Ltd.

1. The Core Identity

VEAN is an **Engineering-Led** ISP. Our brand conveys precision, speed, and transparency.

- **Brand Voice:** Bold, Minimalist, Technical, Deterministic.
- **Mission:** Broadband, Reimagined.
- **Logo Concept:** Pure Typography. The wordmark itself is the symbol of our commitment to simplicity and performance. No emblems, no distractions.

2. Typography

Primary Font: Roboto Roboto is the official font for all VEAN interfaces, documents, and assets. It provides a clean, mechanical yet friendly aesthetic that aligns with our infrastructure-first approach.

- **Wordmark:** Roboto Black (900)
- **Headings:** Roboto Bold (700) or Black (900)
- **Body:** Roboto Regular (400) or Light (300)
- **Technical/Stats:** Roboto Medium (500)

3. Color Palette

The VEAN palette is inspired by deep space and fiber-optic light.

Color	Hex	Usage
Deep Space Blue	#020617	Primary Background / Brand Base
Fiber Cyan	#00E5FF	Primary Accent / Call to Action
Starry White	#FFFFFF	Primary Text / Wordmark
Neutron Silver	#E2E8F0	Secondary Text / Borders

4. Logo Usage

The VEAN identity is represented solely by the **VEAN Wordmark**.

Clear Space

Always maintain a clear space around the wordmark equal to the height of the letter 'V'.

Minimum Size

- Digital: 16px height.
- Print: 8mm height.

Prohibitions

- **No Emblems:** Do not add icons or graphic elements to the wordmark.

- Do not stretch or distort the typography.
 - Do not use non-brand colors for the text.
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5. UI Components (Glassmorphism)

The VEAN web interface uses high-premium glassmorphism.

- **Background:** Starry Background with radial gradients.
 - **Cards:** `bg-white/5` with `backdrop-blur-xl`.
 - **Borders:** `border-white/5` (1px).
 - **Transitions:** 1000ms duration for slide-ins; 300ms for hover states.
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6. Official Tagline

"Broadband, Reimagined!"

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