

Introduction

As Vault12 continues to grow, both as a product and a company, one challenge we are faced with is learning how to refine the Vault12 brand identity and apply it meaningfully across company products. We created this styleguide to act as a central location where we house a live inventory of UI components, brand guidelines, brand assets, code snippets, developer guidelines and more. Anyone working on the Vault12 product is encouraged to stay familiar with this styleguide and help ensure that it is kept up-to-date.

Logo

Our logo symbolizes the unity needed to empower security for the people that use our products. We want it to be instantly recognizable, so consistency is important—please don't edit, change, distort, recolor, or reconfigure it.



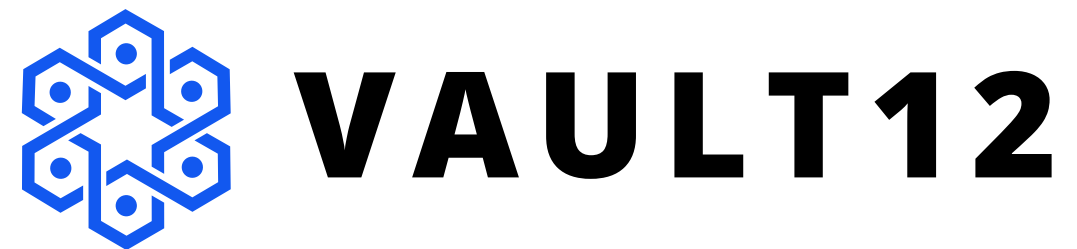
VAULT12



VAULT12

Logo

Please use our two-color logo most of the time. Our glyph color may change in special circumstances, but keep the wordmark in white or black.



Product Wordmarks

Products are the only sub-brand logos within our system. Programs and initiatives don't have custom logos.



Product Wordmarks

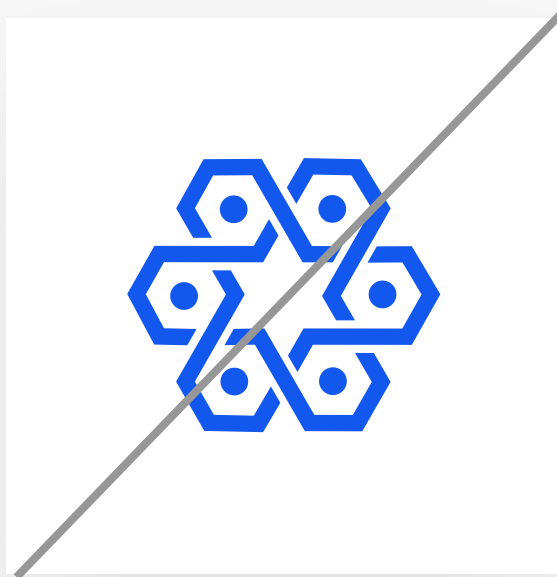
Depending on the context, you can use an additional color from our brand palette for the glyph and the product name. Please don't put the glyph in one color, and the name in the other. They should always be the same.



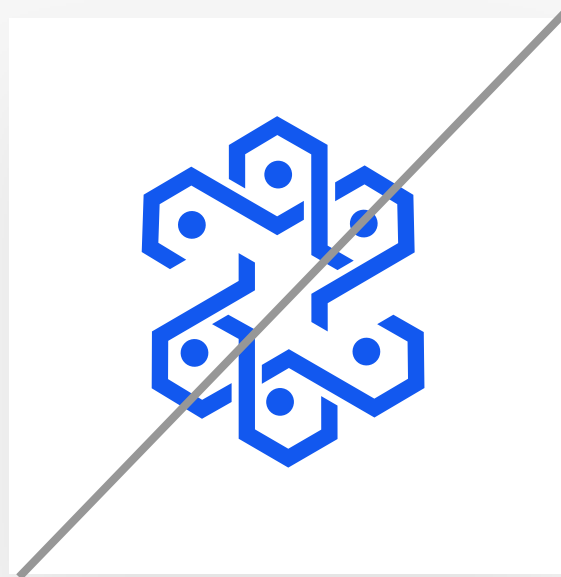
Logo Placement

These are incorrect implementations of the company logo.

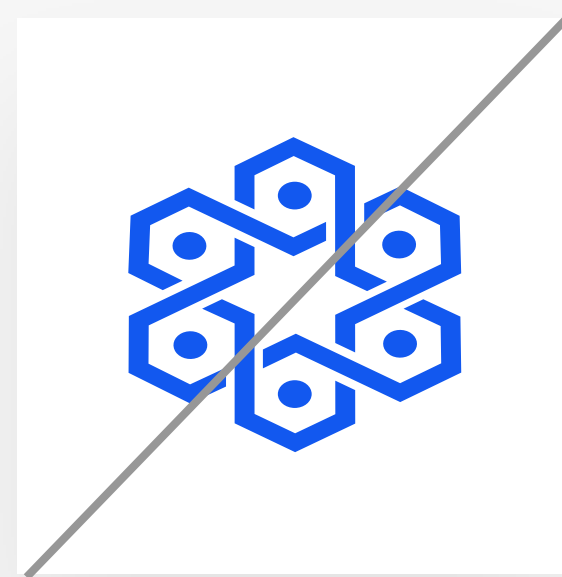
Do not rotate glyph



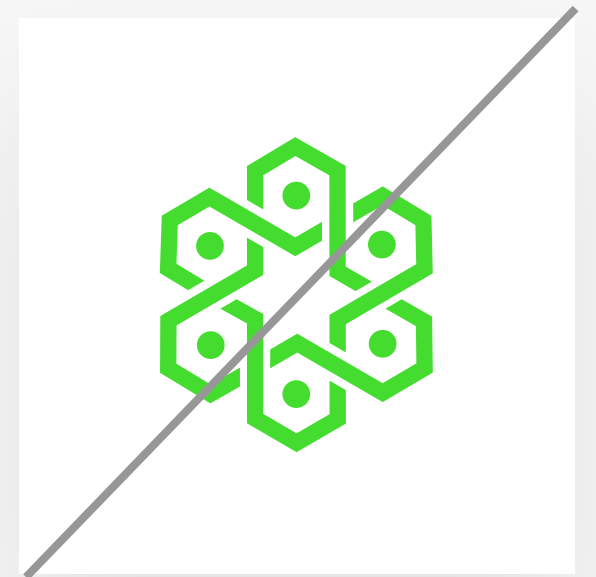
Do not deconstruct glyph



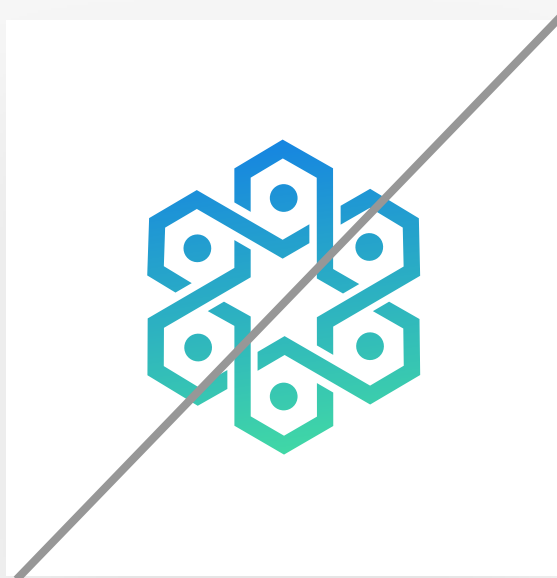
Do not stretch glyph



Do not use wrong colors



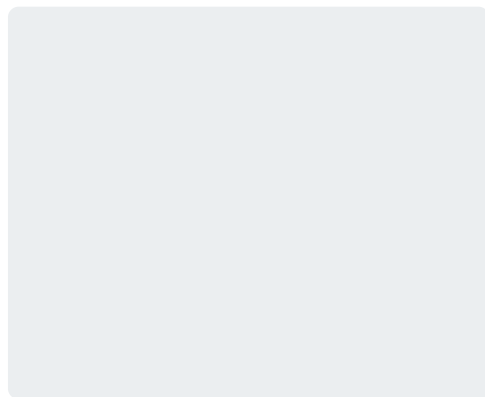
Do not use gradients



Do not center lockup



Colors



Cool Grey

HEX #EBEEF0
RGB 235,238,240



Blue Dream

HEX #1258EF
RGB 18,88,239



Midnight

HEX #053395
RGB 5,51,149



Royal

HEX #5939C7
RGB 89,57,199

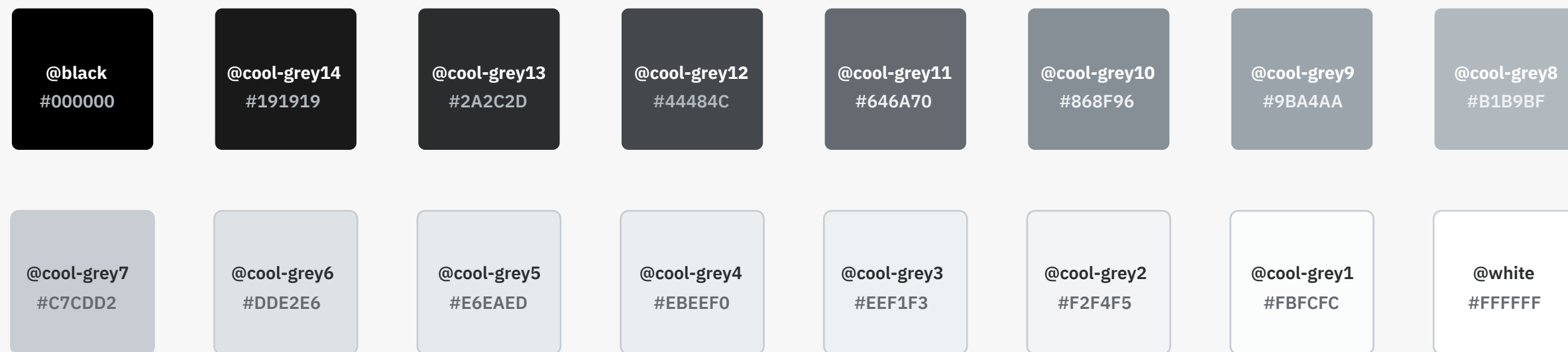


Cherry

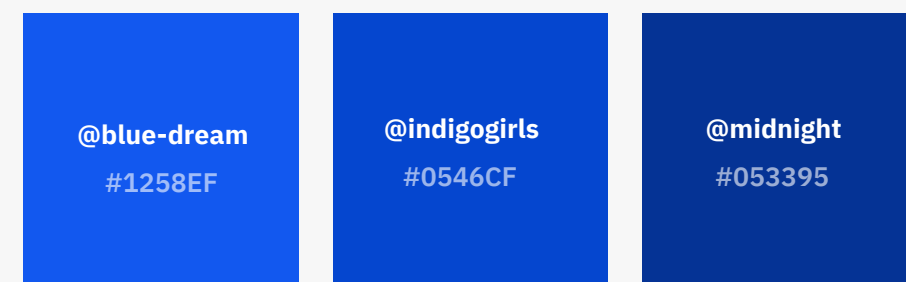
HEX #F90054
RGB 249,0,84

Extended Colors

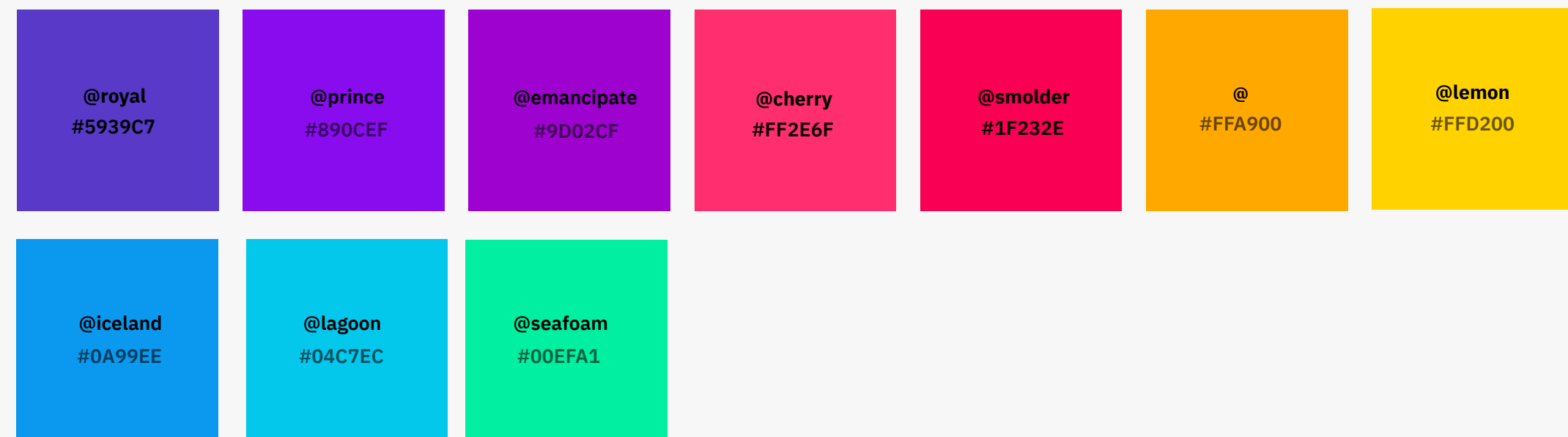
Cool Grey Scale



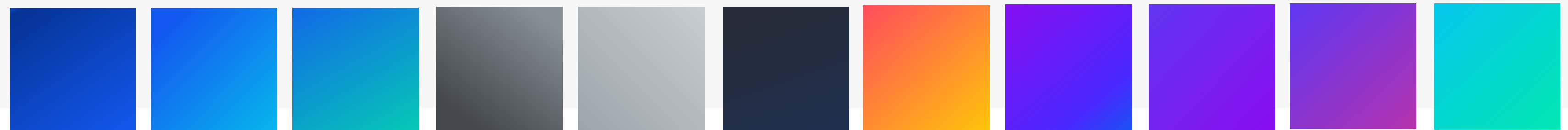
Primary Blue



Secondary Colors



Gradients



Typography

IBM Plex Sans Light

Abcde

IBM Plex Sans Regular

Abcde

IBM Plex Sans Medium

Abcde

IBM Plex Sans Bold

Abcde

Hierarchy

H1 Open Sans Light 25-40pt

H2 Open Sans Bold 15-25pt

H3 Open Sans Regular 14-25pt

H4 Open Sans Semibold 12-16pt

Examples



Examples

Security for your digital assets shouldn't require 75-character passwords made of your best friends' pet or that weird hobby you do by yourself.

A social way to secure your data.



Learn more about distributed cryptography
at vault12.com