External Brand Standards & Usage

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Purpose

This guide governs external use of the current Vesper public identity for editorial, research, supplier and publication contexts. It does not grant endorsement, partnership or authority.

Approved name

Formal: Vesper Directorate **Short form:** Vesper **Designation:** Advanced Systems & Applied Research

Primary mark

Use supplied artwork without redrawing, outlining, rotating, compressing or combining it with third-party marks. Preserve clear space equal to the internal star height.

Color

BONE	#ECEBE4	INK	#0B0D0E	SIGNAL	#5B456F
ASH	#C9C9C2	STEEL	#707575		

Typography

Use a restrained sans-serif hierarchy. Monospaced text is reserved for identifiers, machine-addressable fields and document-control metadata.

Use restrictions

Do not imply government, military or regulatory affiliation. Do not use historical, experimental or unregistered marks to represent current Vesper activity. Only assets in the current package are approved.

Document behavior

Controlled records retain identifiers and revision state when printed. Printed copies may not reflect the current electronic revision.

Registration & provenance

MARK 01 is the current public mark. Geometry outside this package is not authoritative. Package VSP-MEDIA-001 is a controlled publication; superseded packages, if issued, remain identifiable rather than silently disappearing.

Usage note

A registration sequence is not evidence that every preceding geometry was published.