VESPER

DIRECTORATE

BRAND GUIDE

Identity / Logo usage / Color system
Typography / Media applications

VSP-BRG-001

REV 03 / CURRENT

25 NOV 2026



REG / 26.11.24

02 / BRAND STANDARDS

Official mark system

Primary identity

VESPER DIRECTORATE

Clear space



X = height of the lower wedge; retain clear space on all sides.

Approved variants



PRIMARY



REVERSE



MARK ONLY



OUTLINE

Primary palette

OBSIDIAN	BONE	GRAPHITE	SIGNAL
#0B0D0E	#F2F0E9	#6B7178	#7950B7

Typography

Aa — **Lato** — Body / display

Aa — Record fields

> i Use only the current registered geometry. Historical or unregistered marks do not represent current Vesper activities.

01 / USAGE

Identity in application

Use registered vector assets whenever possible. Match the intended substrate, preserve contrast and retain the mark's three-piece geometry. Never use the conceptual images as evidence of a facility or operational capability.

Approved applications



PRIMARY



REVERSE

Minimum size & integrity

For small icons use the standalone mark. For editorial reproductions retain the full lockup when the Directorate lettering is readable. Do not add shadows, gradients, third-party marks, or unregistered geometry.

i A mark is registered for a particular publication state. Do not infer registration from the existence of geometry.