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.