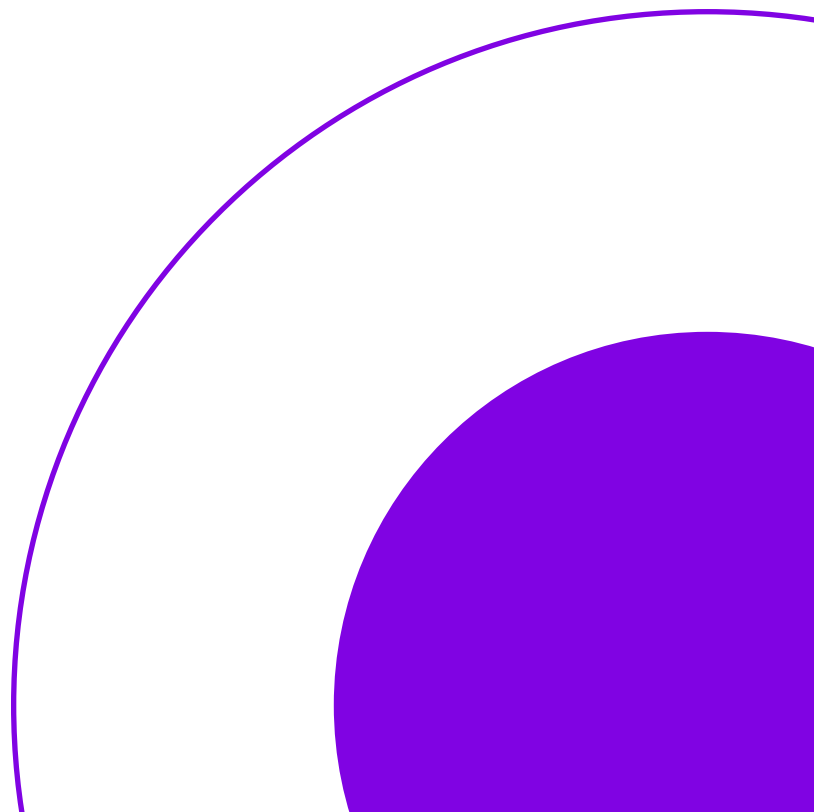




Brand Guidelines

How to use the Vaysin name, logo, colors and voice.

Version 1.0 · 2026



Logo



Clear space: keep at least the height of the “a” free on every side.

The capital V is custom-designed, and “aysin” is set in a licensed typeface. Never retype or redraw the logo. Always use the supplied logo files in full, and do not use the V on its own.

MINIMUM SIZE

Print: 25 mm wide · Digital: 100 px wide

Logo versions



Full color

Default, on white or light backgrounds



Reversed

On Vaysin Purple



Reversed

On black or dark images



One color black

Print, single-ink, stamps

Color



Vaysin Purple

PRIMARY

HEX #8003E3

RGB 128, 3, 227

CMYK 75 85 0 0 (approx.)



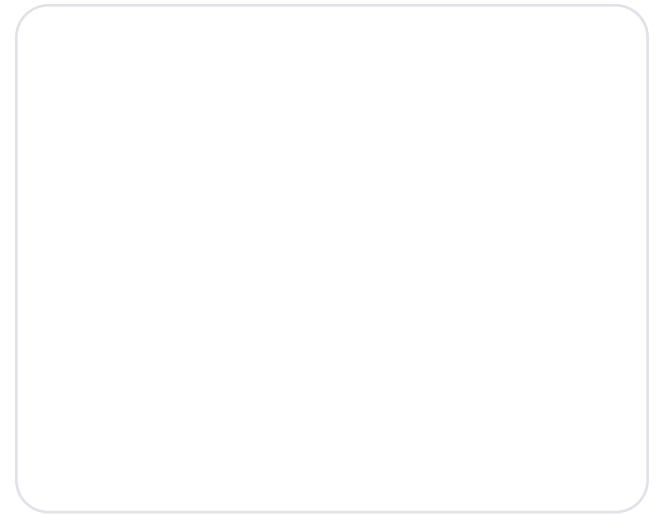
Black

PRIMARY

HEX #000000

RGB 0, 0, 0

CMYK 0 0 0 100 (approx.)



White

PRIMARY

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0 0 0 0 (approx.)

Vaysin uses only three colors: Vaysin Purple, black and white. Use purple as the signature color for highlights, buttons and key moments, with black for text and white for backgrounds. Do not introduce other colors. CMYK values are approximate; confirm with your printer.

Logo don'ts



Don't stretch or squash



Don't rotate



Don't recolor



Don't add shadows or effects



Don't place on busy backgrounds



Don't crowd or overlap

Questions about brand use? help@vaysin.com · www.vaysin.com