VERSENT

Brand Guidelines

VERSENT'S KEY PRINCIPLES FOR BRAND IDENTITY

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Index

At Versent, our brand is more than just a logo - it's the essence of how we connect with customers, partners, and employees. Every interaction shapes their experience and reinforces who we are.

Explore the range of visual tools designed to help you engage effectively with our diverse audience.

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Our look

Modern
Minimalistic
Energetic
Edgy.

Our visual style is modern, minimalistic, and energetic, using clean, bold designs to deliver clear, impactful messages. Edgy and creative, our visuals embrace simplicity. Every element reflects our forward-thinking approach, balancing professionalism with an energetic twist that inspires.

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Our imagery

Vibrant
Dynamic
Abstract
Human.

Our photography is modern and minimalistic, using stunning graphic backgrounds and real, authentic moments of our people—because they are what makes Versent. With clean compositions and bold contrasts, we tell relatable stories that reflect genuine human connections, bringing our forward-thinking brand to life.

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Our voice

Clear
Concise
Confident
Authentic.

Our tone is direct, confident, and grounded in expertise. We speak with clarity, cutting through jargon to deliver straightforward, action-oriented messages. We value authenticity, communicating with a no-nonsense approach that reflects our commitment to delivering tangible outcomes. Our voice is that of a trusted advisor—insightful, supportive, and unafraid to challenge conventions when it’s in the best interest of our clients.

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Logos

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Logo basics. The Versent logo has two basic forms: Both versions of the logo can be used to represent Versent, but context should dictate which logo is a better choice;

1. The V mark is the main logo used throughout most of the Versent brand. It's our mark of authenticity. It's unique and striking and can increasingly stand alone with its' ever-growing brand awareness.

2. The Wordmark is our more formal logo and should be used to communicate the full name of the company to people who may not be familiar with Versent.

V MARK

WORDMARK

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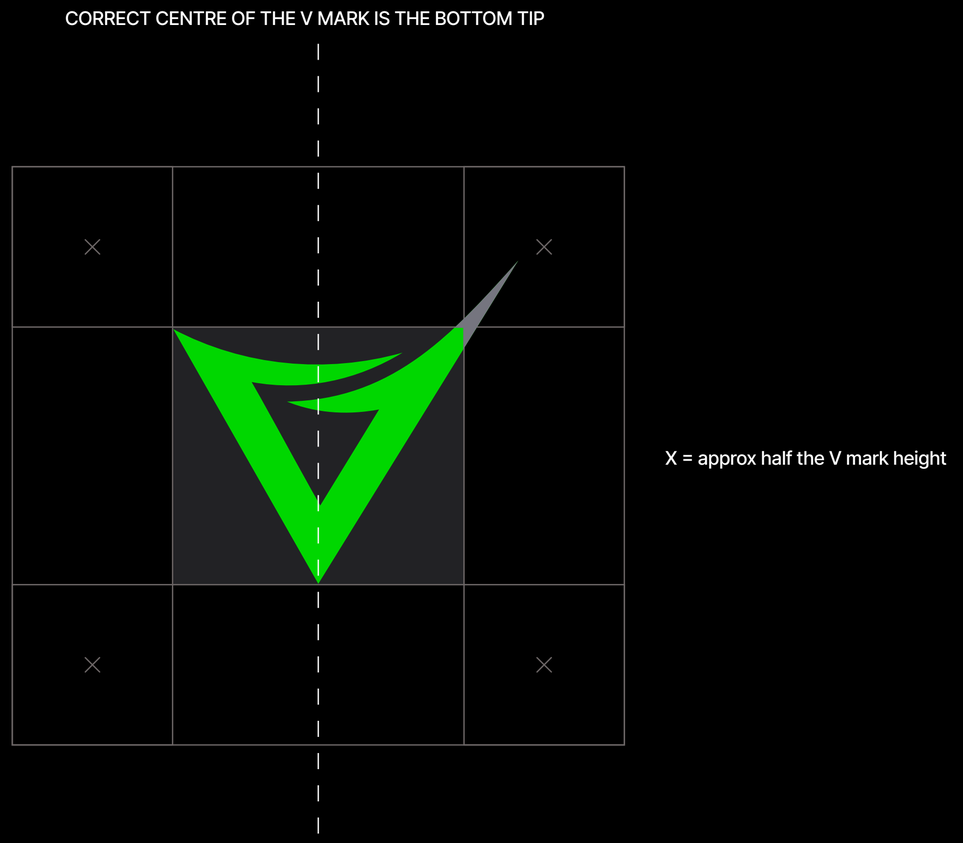
V mark clear-space and alignment.

When using our V mark on its own, maintaining proper spatial margins strengthens its impact and reflects the brand’s confidence and integrity

CORRECT ALIGNMENT

To find the centre of the V mark, draw a square from the left point horizontally across and then down to the bottom point. This will locate the centre, with some overflow of the top right corner of the mark being observed.



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Colour-way use.

Green Logo

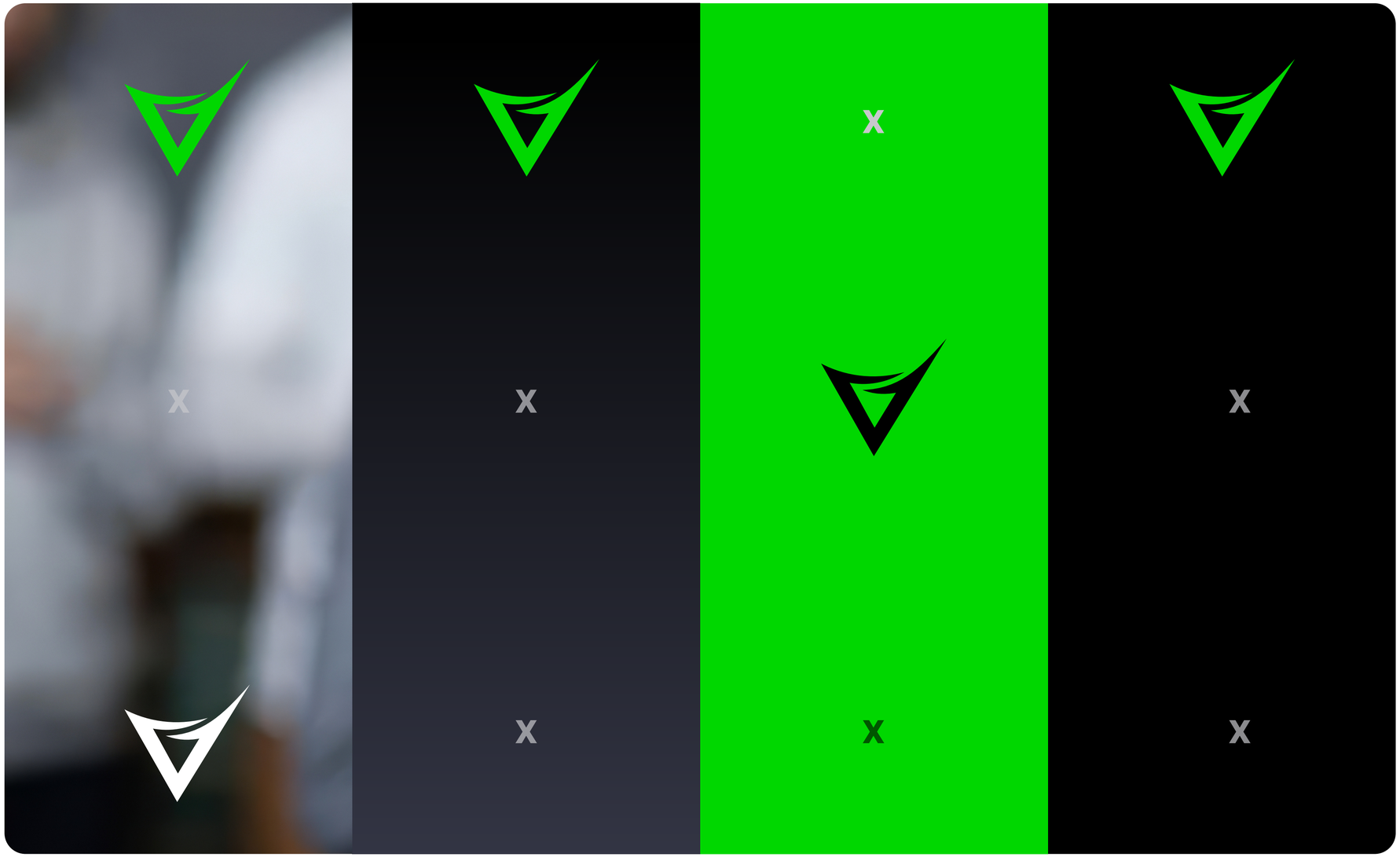
This is the preferred colour-way. Use this colour-way wherever possible, unless the logo conflicts with the background.

Black Logo

For use on green backgrounds.

White Logo

For use on darker images.



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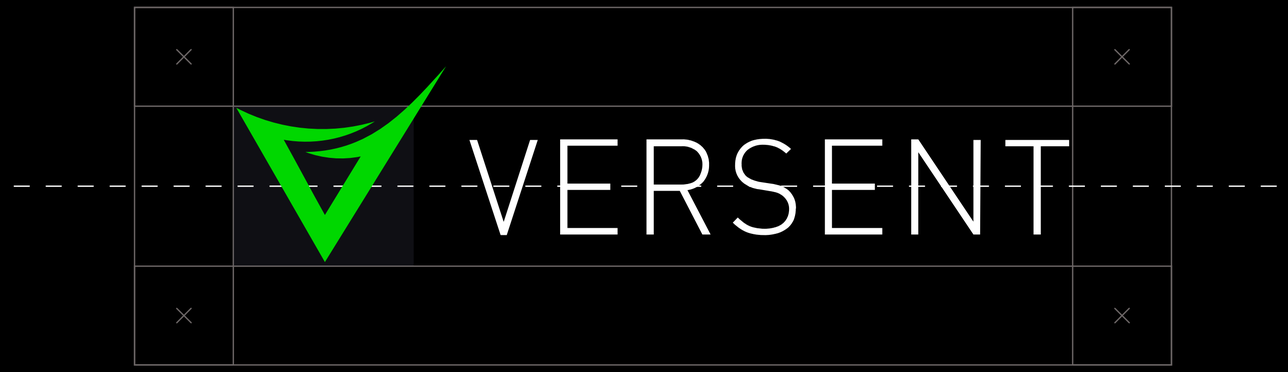
Wordmark clear-space. When using the wordmark it’s important to ensure a generous margin to allow the logo strong presence where it lives.

The middle of the wordmark is tracked by the centre of the letters E.

X = approx half the V mark height



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Variants. We have four variants for our Wordmark. Our primary options are white with green V mark and black with green V mark. Our secondary options are all white and black versions.

Primary

Primary

Secondary

Secondary

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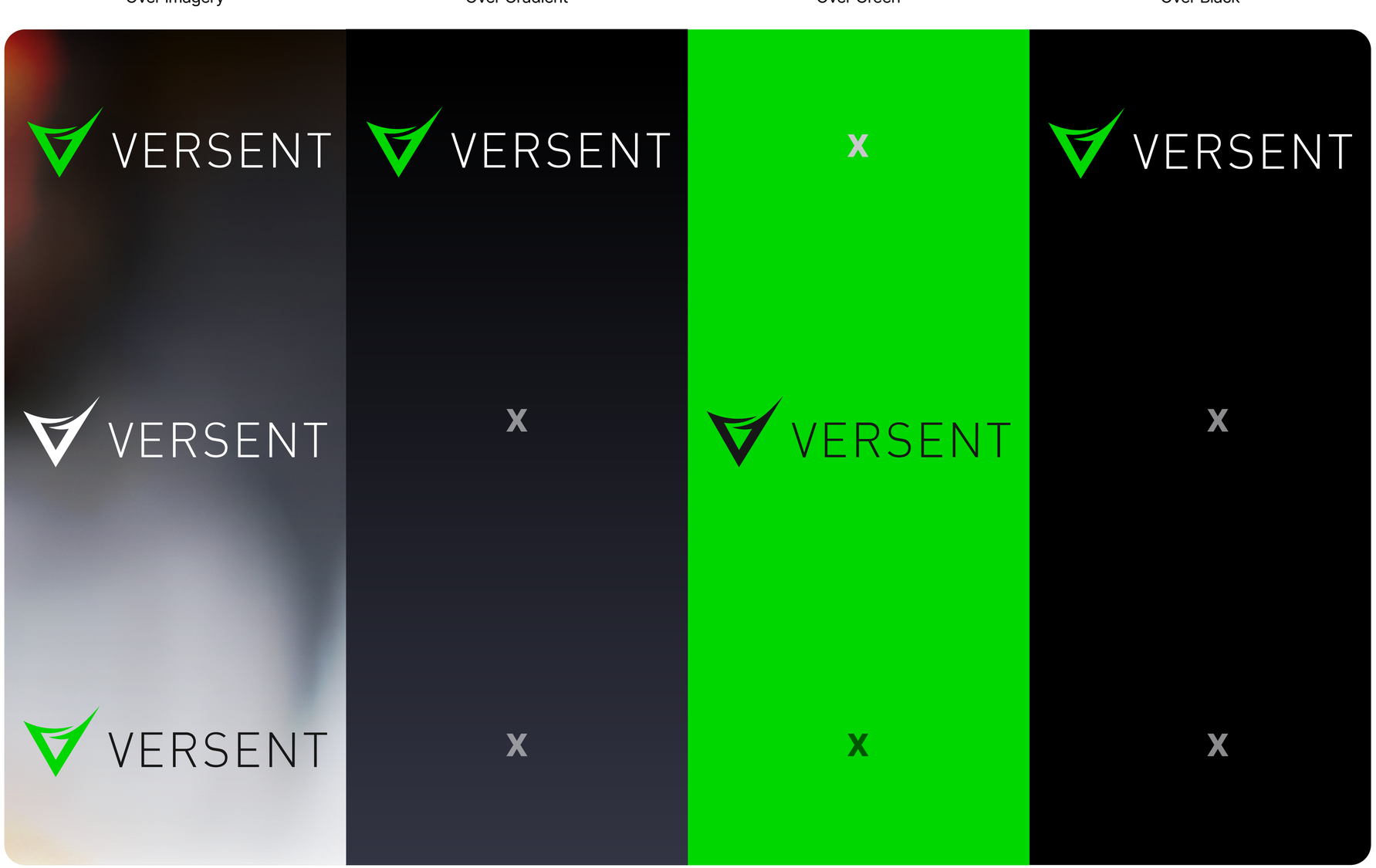
Colour-way use.



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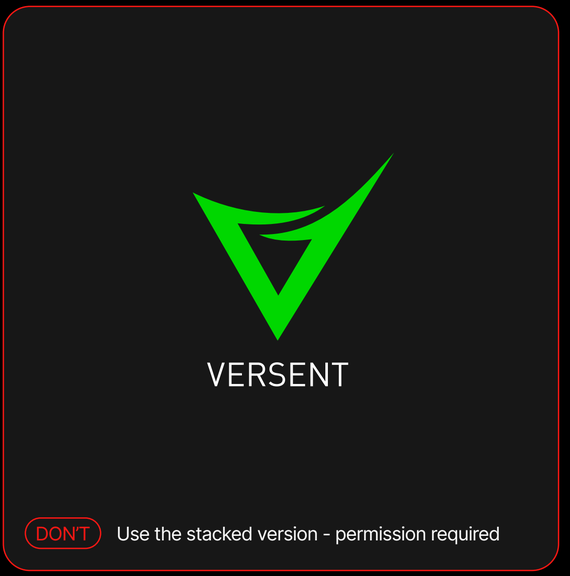
Misuse. Our logo was carefully constructed for its intended use. Please avoid altering its scale, proportions, layout, or colour.

Always use the logo files provided.

DON'T Use the wordmark without the V mark



DON'T Use the stacked version - permission required

STACKED VERSION

The stacked version of the logo is reserved for special circumstances, such as swag or promotional materials.

If in doubt, please contact the marketing team.

DON'T Change colours or add gradients

DON'T Adjust the proportionate relationship of V mark and wordmark

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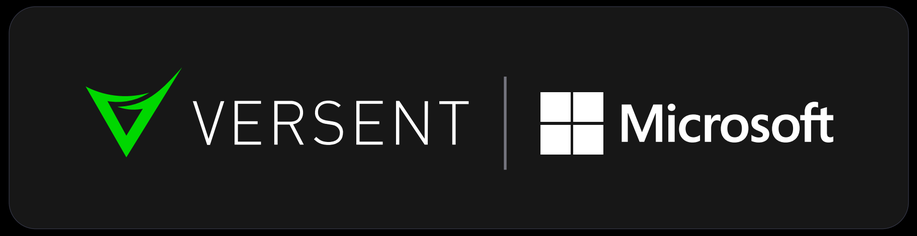
Logo lock-ups. We have two foundational patterns for how we lock up our logo mark with;

1. Our customers and partners.
2. Our own internal teams, practices and communications.



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Services lock-ups.

Advisory

Cloud

Security

Data & Insights

Modern Run

Digital

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Colours

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Primary colours

Our core colours are how we express ourselves in the most direct, Versent way possible.

The core palette consists of four swatches:

Primary Colour - 01

Versent Green

HEX
#00D700

RGB
0 215 0

CMYK
71 0 100 0

PMS
802C

Primary Colour - 02

Code Black

HEX
#000000

RGB
0 0 0

CMYK
75 68 67 90

PMS
6C

Primary Colour - 03

Pixel White

HEX
#FFFFFF

RGB
255 255 255

CMYK
0 0 0 0

Primary Colour - 04

Cyber Blue

HEX
#0000FF

RGB
0 0 255

CMYK
88 77 0 0

PMS
2728C

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Secondary colours

Our secondary and grey-scale colours play a crucial role in enhancing and reinforcing the impact of our primary colours, ensuring they remain the central focus of our visual identity.

Secondary Colour - 01

Violectric

HEX
#B52CF2

RGB
181 44 242

CMYK
51 80 0 0

Secondary Colour - 02

Sonic

HEX
#0014A5

RGB
0 20 165

CMYK
100 96 1 1

Secondary Colour - 03

Glitch

HEX
#C2FF01

RGB
194 255 1

CMYK
29 0 100 0

Grey-scale - 01

Rock

HEX
#333544

RGB
51 53 68

CMYK
78 71 50 47

Grey-scale - 02

Storm

HEX
#75757F

RGB
117 117 127

CMYK
57 49 40 9

Grey-scale - 03

Rock Tint

HEX
#ADAEB4

RGB
173 174 180

CMYK
33 27 23 0

Grey-scale - 04

Storm Tint

HEX
#C8C8CC

RGB
200 200 204

CMYK
21 17 14 0

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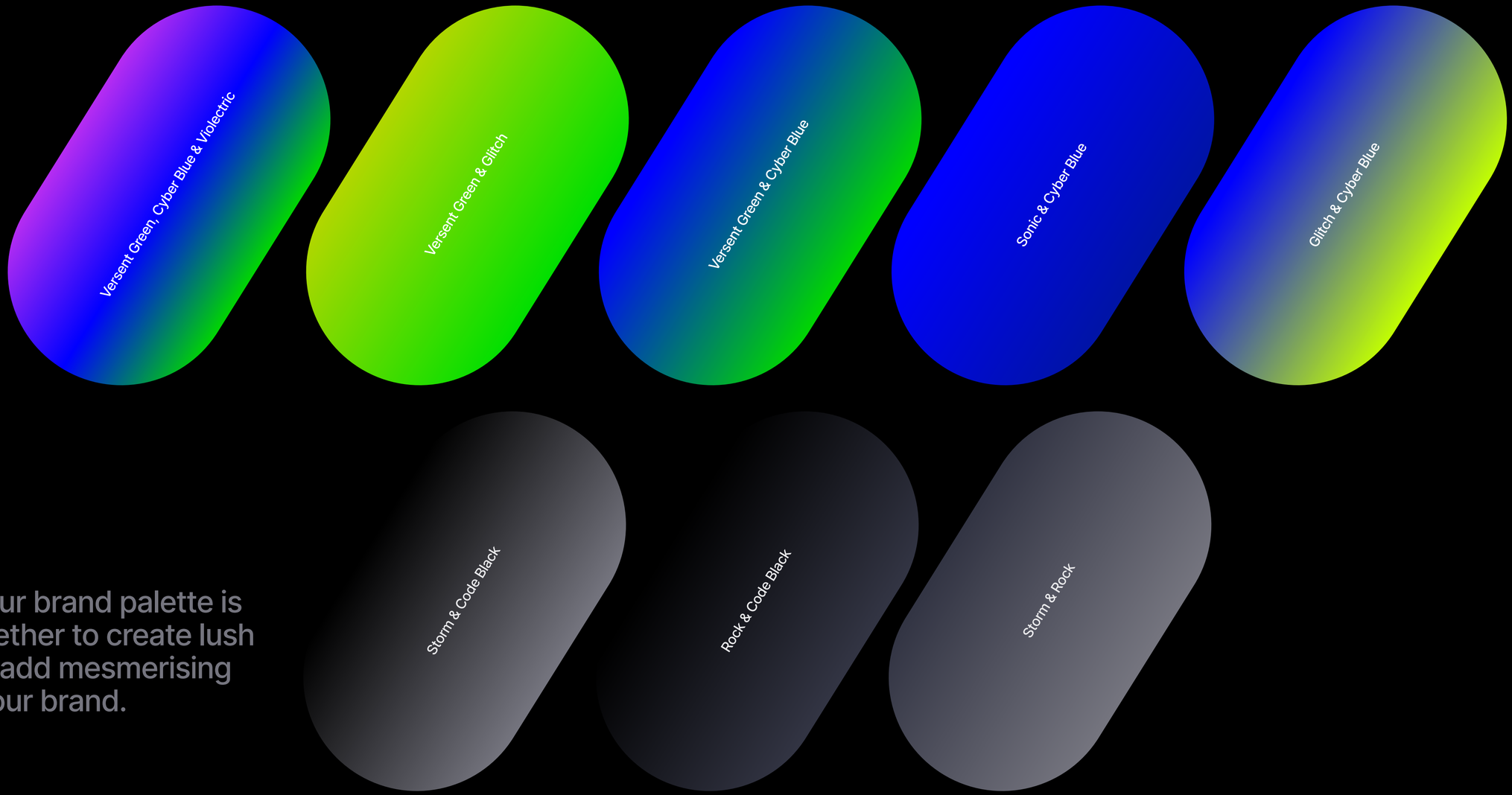

Gradients. Our brand palette is blended together to create lush gradients to add mesmerising vibrancy to our brand.

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Type

Inter. Our typeface, Inter, is a modernist sans serif. It lends confidence and clarity to our voice.

It is to be used across all surfaces of communication when representing Versent.

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Weights. Frame Gothic is a variable weight typeface. We utilise 4 pre-set weights to create a harmonious balance.

Inter ExtraLight

Inter Light

Inter Regular

Inter Medium

Inter SemiBold

Inter Bold

Inter Extra Bold

Inter Black

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Profiles

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Avatar/Display pictures.

The preferred logo is the V mark. The preferred colours are displayed here and are available in the downloadable assets.

CORRECT ALIGNMENT

The bottom point of the logo is the centre and should be aligned with the centre of any container.

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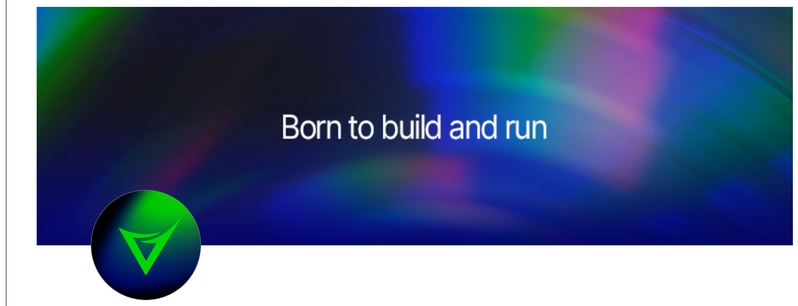
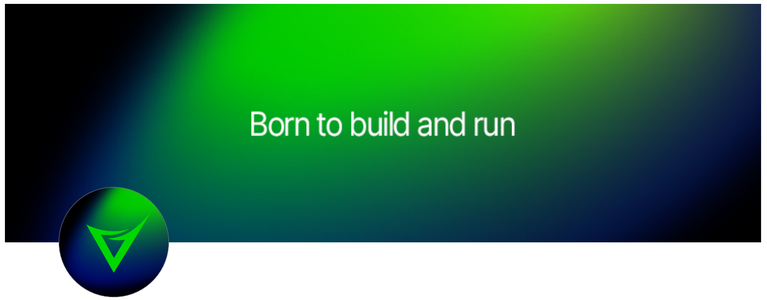
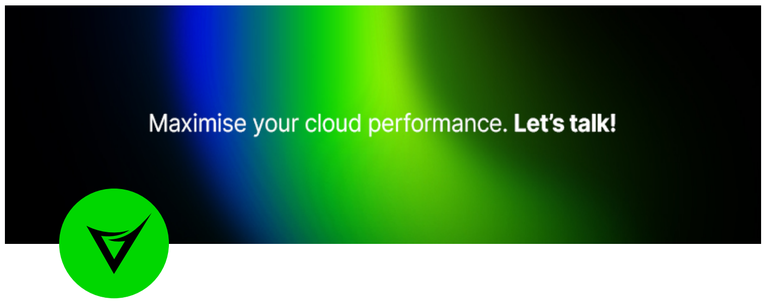
Headers: These are the various header and avatar combinations that can be use for our social media handles.







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Exectution Examples

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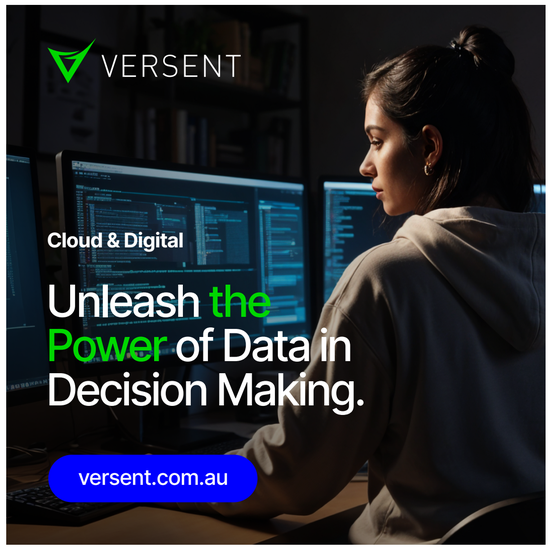
Execution examples:



LOGO:
The V mark or wordmark must be present in all communications.

LOGO PLACEMENT:
The V mark and Wordmark can be placed on the top-left.

CTA PLACEMENT:
Bottom-left or, central in designs that are centred.

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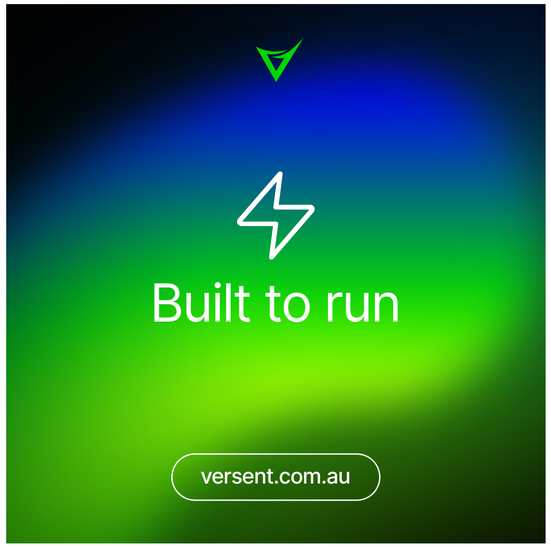
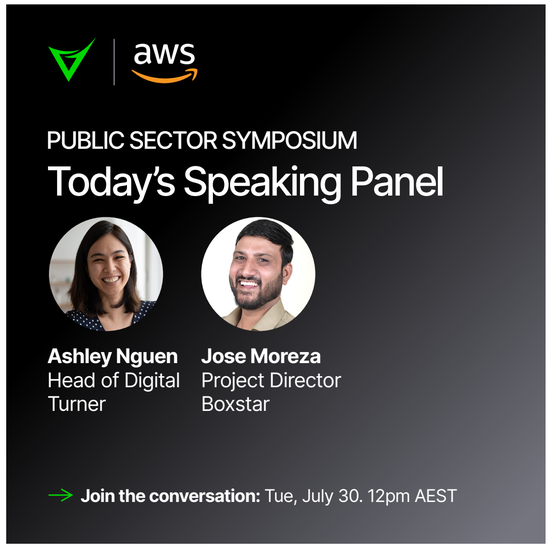
Execution examples:





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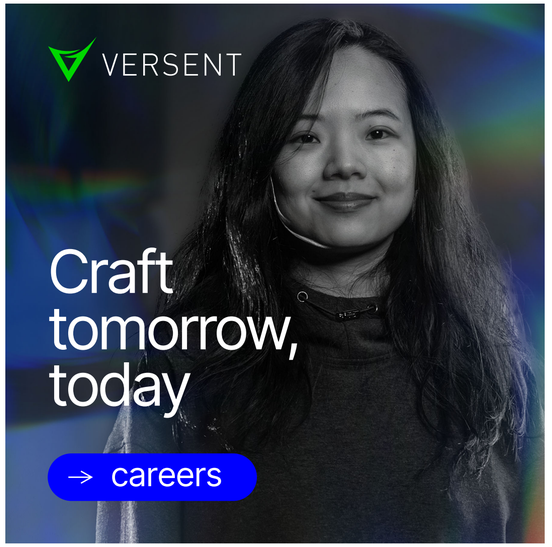
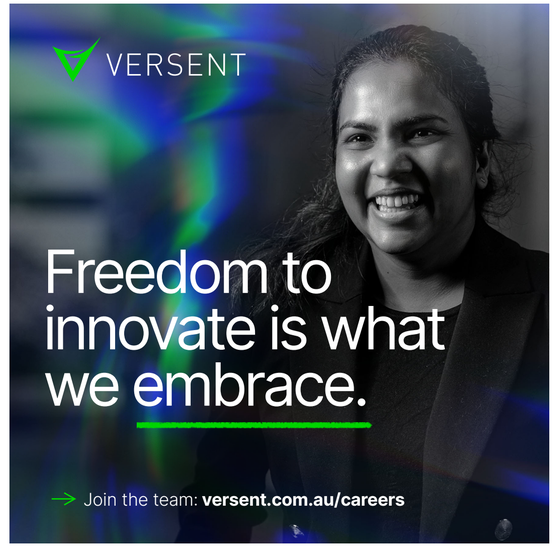
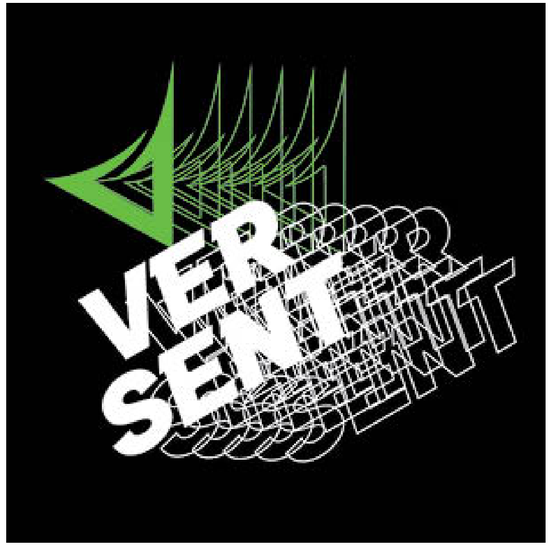
Execution examples:







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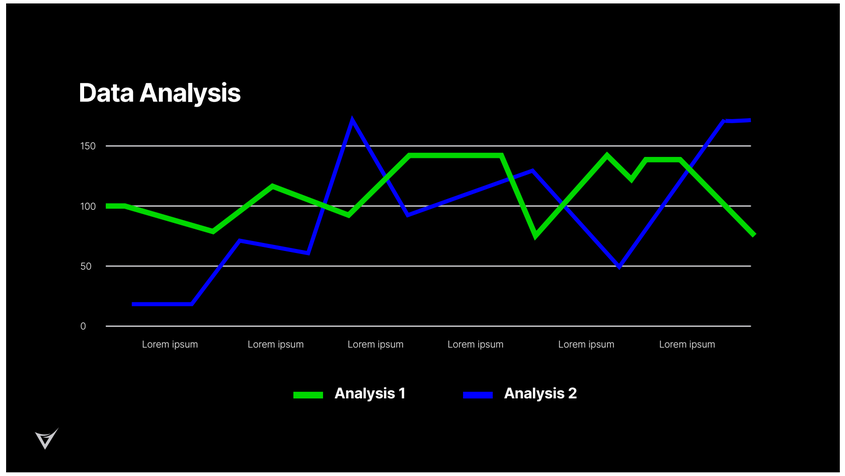
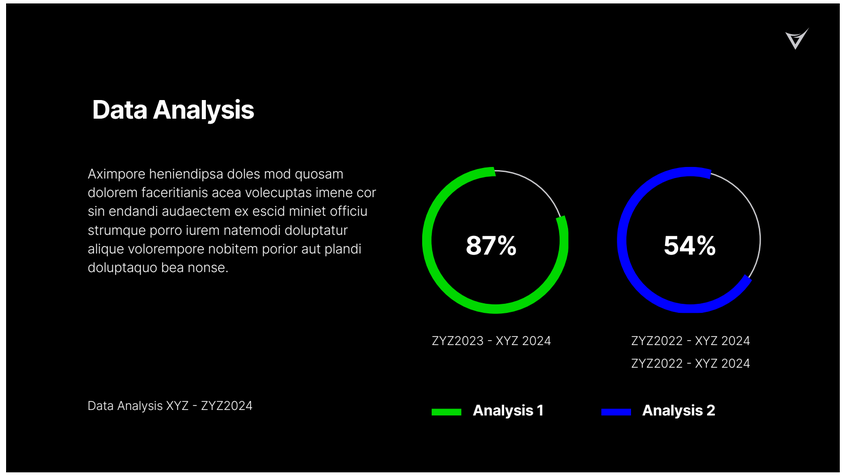
Execution examples:





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