

BRAND GUIDELINES

Book of graphic standards for the **Veloce** visual identity

2023



VELOCE



VELOCE

IDENTITY

Performance, genius and flexibility are at the heart of Veloce's mission. For more than 20 years, the Veloce team has been developing and refining its management systems so that they perfectly meet the needs of its customers. Veloce offers the same basic features as the competition.

In 2020 Veloce was purchased by PayFacto. Based in Montreal and with offices in Canada, the United States, Europe, PayFacto is a North American leader in payment processing with customers in a multitude of industries, in addition to being a supplier of high-end integrated technologies for the restaurant and hospitality industry.

LOGO COMPOSITION

The company logo is made up of two elements: the pictogram and the signature.

THE PICTOGRAM

The pictogram symbolizes an arrow, a marker on a map, which represents the reference. The V-shaped layout implies the word Veloce, but also represents a simple and thoughtful geometric shape, typical of Veloce's technological innovations.

THE SIGNATURE

The signature was designed using the Metropolis font and reworked to optimize its visibility on all media.

VERTICAL VERSION

A vertical version of the logo is also available, but should only be used in exceptional circumstances. Approval from the Veloce communication and marketing department is required for the use of this version.



USING THE LOGO

On a white, light background or on a fairly neutral photo, the two-color version should be used. To maintain optimal readability, prioritize the two-color logo on a dark background.

SAFETY MARGIN

To increase the visual impact of the logo, it must be surrounded by a space equal to the height of the letter O of the Veloce name. This area must be respected on all four sides of the logo in order to maximize its visibility and prevent other graphic elements from conflicting with it. This space must at all times be free of any graphic element (text, image, etc.).

VISIBILITY SECURITY

The size of the logo may vary proportionally but it is strictly forbidden to stretch, flatten or tilt it. To ensure optimal reading, the logo should not be smaller than 0.5 inches in width.



COLORS

The Veloce logo was designed using two Pantone colors. If in doubt about the color choices, contact Veloce's communication and marketing department.



RGB

R 0
G 167
B 225

CMYK

C 80
M 12
Y 1
K 0

HEX

#00a7e1

PANTONE

2295 C



RGB

R 2
G 127
B 171

CMYK

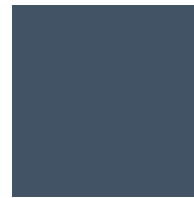
C 84
M 36
Y 18
K 4

HEX

#027fab

PANTONE

314 C



RGB

R 65
G 83
B 100

CMYK

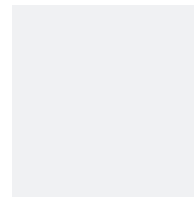
C 76
M 56
Y 41
K 32

HEX

#415364

PANTONE

7545 C



RGB

R 240
G 242
B 243

CMYK

C 7
M 4
Y 5
K 0

HEX

#f0f2f3

PANTONE

7545 C

TYPOGRAPHY

If in doubt about the typographical choices, contact Veloce's communication and marketing department.

Metropolis

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Metropolis

Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Roboto

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

PROHIBITED USES

If in doubt about using the logo, contact Veloce's communication and marketing department.



Change logo colors.



Move logo elements.



Apply a monochrome color
(only black can be used).



Modify the proportions of the logo
by crushing it or stretching it.



Tilt logo.



Place the logo on a dark image
without using the punctured version.

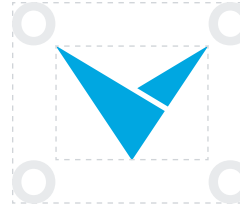
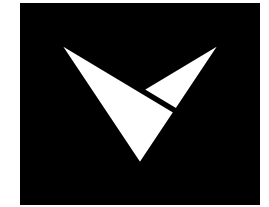
ICON CONTROL

USE OF THE PICTOGRAM

The pictogram can be used alone as a graphic element but the logo must always be used with the pictogram. Never use text alone. The safety margins of the logo must be respected.

ICONOGRAPHY

Icons must respect the color rules of the Veloce graphic charter and must always be legible and clearly visible. A safety margin of at least one-third of the icon surface is recommended.

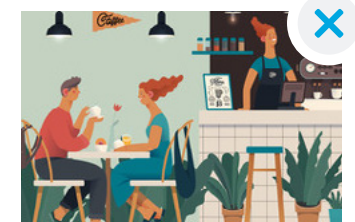


MARKETING PHOTOS

The photos to be favored present a relaxed atmosphere, interaction, dynamism and the human side. The subject is in color, centered and close. Veloce technology should ideally be present in the photo.

Avoid studio photos with obvious staging, photo montages, technological illustrations or corporate illustrations.

If in doubt about a choice of photo, contact Veloce's communication and marketing department.



FILIGREE

The Veloce filigree is inspired by the current logo pictogram. It can be used as a colored or transparent background on a photo. The contrast of the colors used must be low enough not to impede the reading of the information.

If in doubt about the use of the filigree, contact the Veloce communication and marketing department.

