Logo

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The Symbol

The Wordmark

The Logo

Primary logo

The primary logo consists of the symbol and the wordmark, placed together horizontally. The logo represents the brand's core identity and serves as the foundation for all other logo versions. The primary logo should be used whenever possible and appropriate to maintain consistency and build recognition for both the symbol and the wordmark.

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Logo with slogan

The slogan version of the logo can be used in instances where disclosing the domain of the company is beneficial. This can be for example channels or environments where VEIL.AI and its domain is not yet familiar to the audience.

While using the slogan version of the logo, it's crucial to make sure that the size of the logo is big enough and the slogan is readable.

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ENABLING USE OF SENSITIVE DATA

Vertical logo

The vertical logo version is created for instances where the space for the full logo is too small, but both the symbol and the wordmark needs to be used. This can be for example third party materials, where the space for the logo is very small or a square or a circle.

Denmark ApS logo

The Denmark ApS logo is created for the Denmark branch of VEIL.AI. It can be used when talked specifically about the Denmark branch, or used by team members working at VEIL.AI Denmark ApS.

While using the Denmark ApS logo, it's crucial to make sure that the size of the logo is big enough and the additional name is readable.

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DENMARK APS

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When using the logo in a design or placing it next to other visual elements, you should ensure that the logo has enough room to breathe.

The logo's safespace defines the minimum distance between the logo and any other graphic element or the edge of the composition. Use the X-height of the wordmark as a reference for the appropriate safespace.
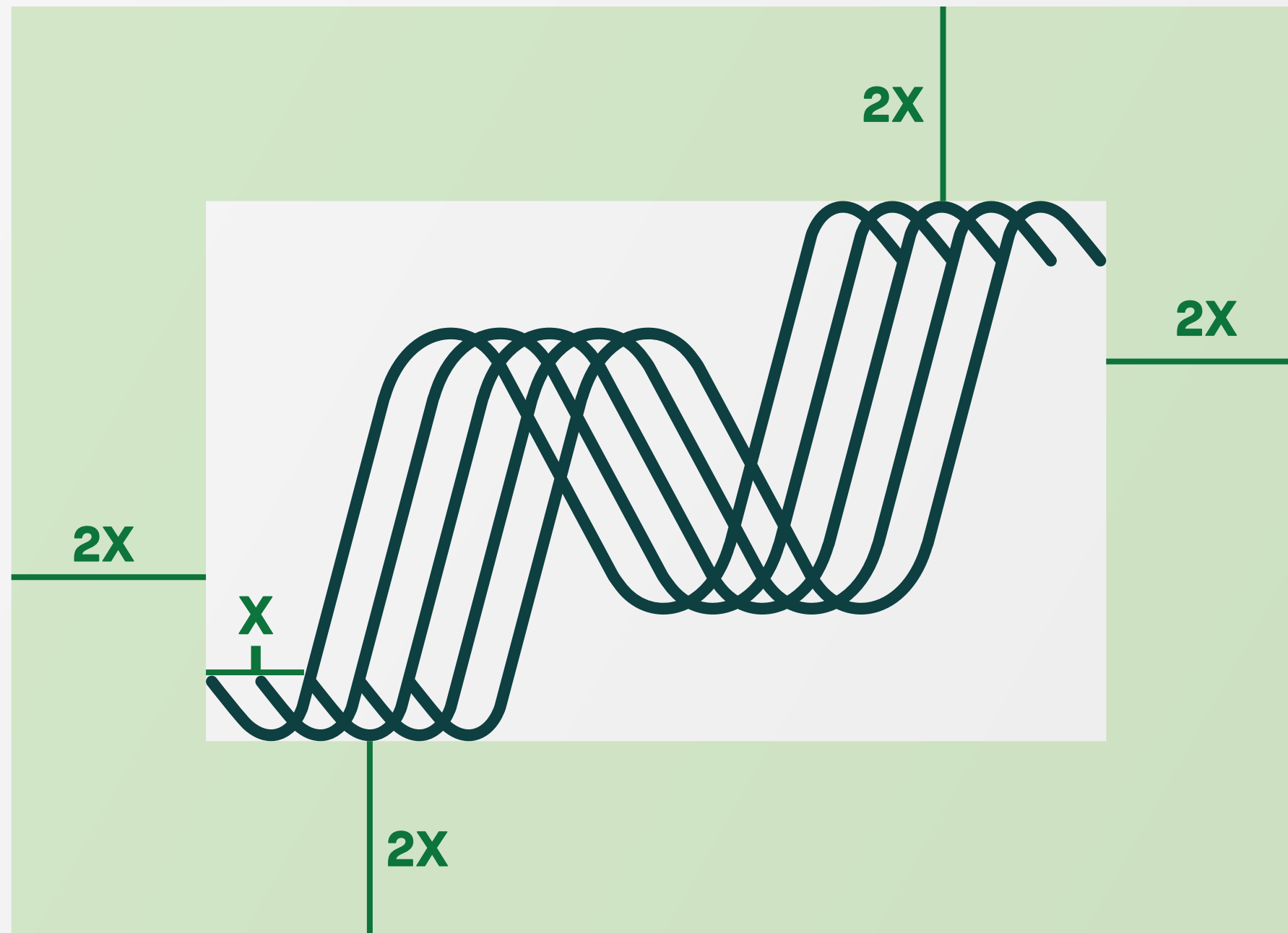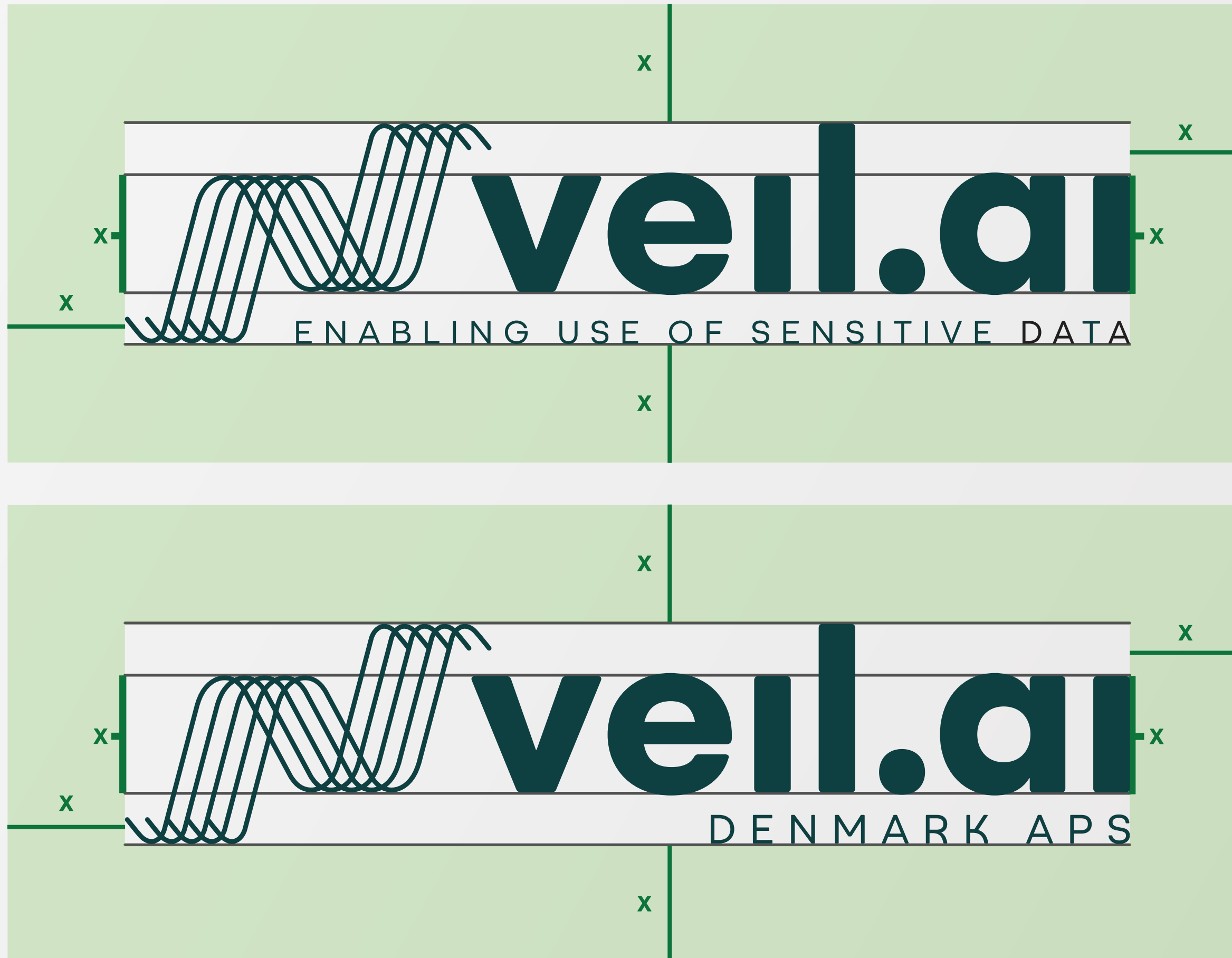
Symbol

Use the length of the logo's heel, defined by X, as a reference for the appropriate safespace. The safespace is two times the lenght of the heel.

Wordmark

Use the X-height of the wordmark as a reference for the appropriate safespace.

Other versions use the same safespace logic as the primary logo. Use the X-height of the wordmark as a reference for the appropriate safespace.

These color rules also apply to the symbol, the wordmark and other logo versions. When there is an additional text below the wordmark (slogan or Denmark ApS), **the text should always be the same color as the wordmark.**

Apply these color choices to other colors as well. Use the background colors as a reference to other similar shades and values.

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A monochrome logo can be used in specific use cases, when the logo is meant to take a secondary, supporting role. A good example is decks and presentations, where the overall brand presence is very strong (for example this brand book). The monochrome logo gives more space to the actual content of the presentation, not stealing the attention of the viewer and also making the overall look more calm, especially if there is a lot of content on the page.

A monochrome logo can only be used with a gradient background. The color of the monochrome logo is defined by the gradient color, using either the dark or light shade.

For example: if you use Shell Gradient as the background, you can place a Shell Light logo to the bottom right corner of the gradient or a Shell Dark logo to the top left corner of the gradient.

GHOSTLAND COAL DARK LOGO

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SHELL DARK LOGO

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SAND DARK LOGO

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LYNX DARK LOGO

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GHOSTLAND COAL GRADIENT

SHELL GRADIENT

SAND GRADIENT

LYNX GRADIENT

GHOSTLAND COAL LIGHT LOGO

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SHELL LIGHT LOGO

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SAND LIGHT LOGO

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LYNX DARK LOGO

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When choosing a color and placement for a logo on an image, it is important to take the three following qualities into account:

Visibility

Always make sure that the logo is fully visible and follows the accessibility guidelines.

Image layout

Analyse the layout of the image. Find a spot with a simple, plain surface where the logo has room to stand out. Use the safezone as a guideline, not only with the borders of the image but also with the contents of the image. Adjust the logo size to fit the space.

Overall visuality

Pick a logo coloring that both fits the overall visuality of the image and makes the logo stand out. Sometimes there are multiple choices for the logo coloring, in those instances choose a color that supports the aesthetics of the photo.

Primary logo

The minimum sizes of the primary logo are 20 px in height for digital assets and 17 px / 6 mm in height for print assets.

DIGITAL

veıl.aı ⊢ 20 px

PRINT
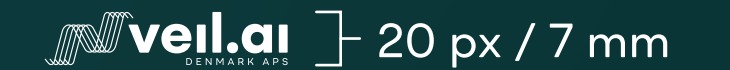
veıl.aı ⊢ 17 px / 6 mm

Denmark ApS logo

The minimum sizes of the Denmark ApS logo are 20 px in height for digital assets and 20 px / 7 mm in height for print assets.

DIGITAL

veıl.aı ⊢ 20 px

PRINT

veıl.aı ⊢ 20 px / 7 mm

Symbol

The minimum sizes of the symbol are 20 px in height for digital assets and 20 px / 7 mm in height for print assets.

Please note that the smallest favicon size (16x16 px) is the only exeption for the symbol's minimum size.

DIGITAL
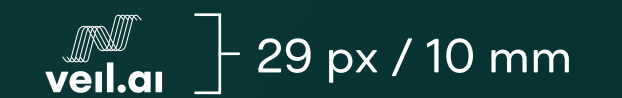
⊢ 20 px

PRINT

⊢ 20 px / 7 mm

Vertical logo

The minimum sizes of the Denmark ApS logo are 29 px in height for digital assets and 29 px / 10 mm in height for print assets.

DIGITAL

veıl.aı ⊢ 29 px

PRINT

veıl.aı ⊢ 29 px / 10 mm

Wordmark

The minimum sizes of the wordmark are 11 px in height for digital assets and 11 px / 4 mm in height for print assets.

DIGITAL

veıl.aı ⊢ 11 px

PRINT

veıl.aı ⊢ 11 px / 4 mm

Logo with slogan

The minimum sizes of the logo with slogan are 40 px in height for digital assets and 40 px / 14 mm in height for print assets.

DIGITAL

veıl.aı
ENABLING USE OF SENSITIVE DATA ⊢ 40 px

PRINT

veıl.aı
ENABLING USE OF SENSITIVE DATA ⊢ 40 px / 14 mm

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These rules also apply to the symbol, the wordmark and other logo versions.

DON'T outline the logo.

DON'T alter the spacing of the elements.

DON'T rotate the logo.

DON'T skew, squeeze or alter the elements.

DON'T apply any effects on the logo, such as gradients or shadows.

DON'T put dots on the logo's letters.

DON'T use the logo in any other color than the brand colors.