

Identity

The wordmark identifies Vertical. The symbol supports compact digital applications.

WORDMARK

Documents, presentations and website navigation.

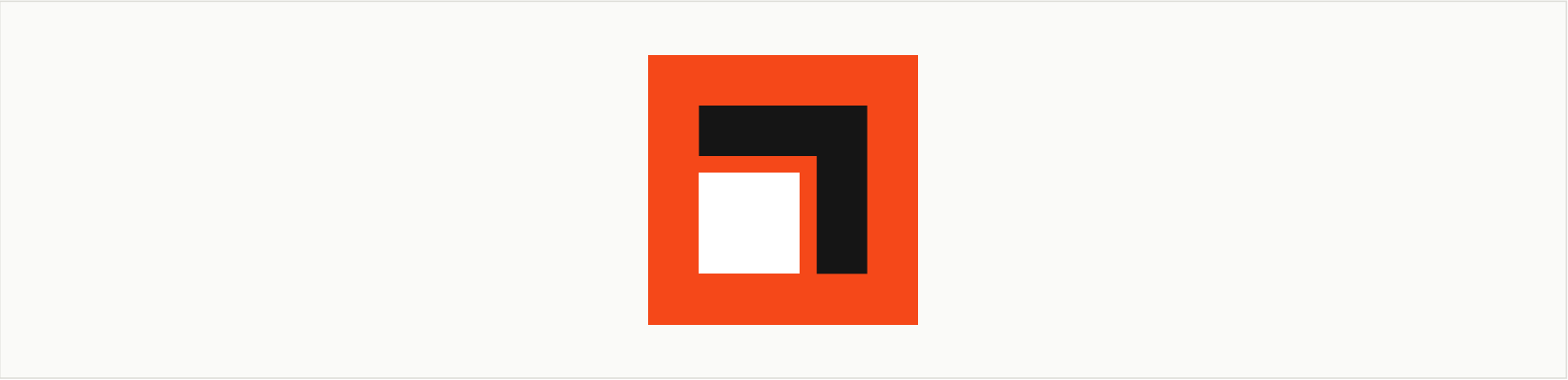
SYMBOL

Favicons and social previews.

Use the supplied artwork.
Do not combine the two marks.



Wordmark



Symbol

Wordmark

Keep the lettering, spacing and square stop unchanged.

CLEAR SPACE

At least x on every side. x is the square stop width.

MINIMUM WIDTH

Digital 120 px
Print 30 mm

vertical-wordmark.svg
vertical-wordmark.png

CLEAR SPACE



Scale proportionally



Black artwork



White artwork

Symbol

Keep the orange tile and internal shapes together.

CLEAR SPACE

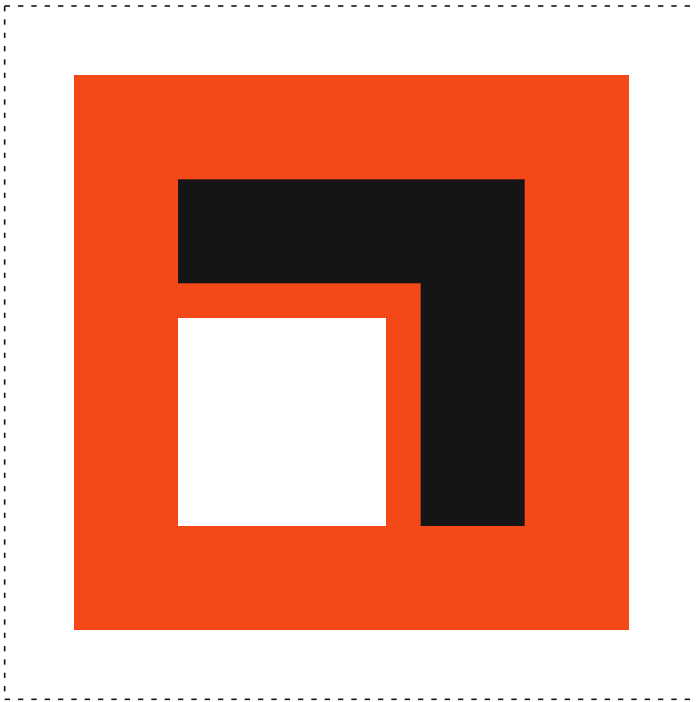
x = 1/8 of the tile width.

MINIMUM SIZE

Digital 24 px
Print 8 mm

Use the supplied 16 px favicon for browser tabs.

SQUARE



64 × 64 unit master

Full color only

ROUNDED



8 unit outer radius

Internal geometry unchanged

Color

White is the base. Ink carries text. Orange is the accent.

TEXT ON ORANGE

Use ink for small text.

PRINT

Convert for the printer's color profile and proof on stock.

Digital master values: sRGB.



Orange

#F54819

RGB 245 / 72 / 25



Ink

#151515

RGB 21 / 21 / 21



White

#FFFFFF

RGB 255 / 255 / 255

Typography

Use Switzer for content. Keep Panchang within the wordmark.

SWITZER
400 Regular
500 Medium
600 Semibold

FALLBACK
Arial or Helvetica.

Font source: fontshare.com
Do not retype the wordmark.

CONTENT

Switzer

Aa Bb Cc Dd Ee Ff Gg

0123456789

WORDMARK

VERTICAL.

Panchang Semibold 600

Use

Choose the supplied version for the background.

PRESERVE

- Proportions
- Square stop
- Original colors

Clear space and minimum sizes are proposed standards for this edition.



Light background



Dark background



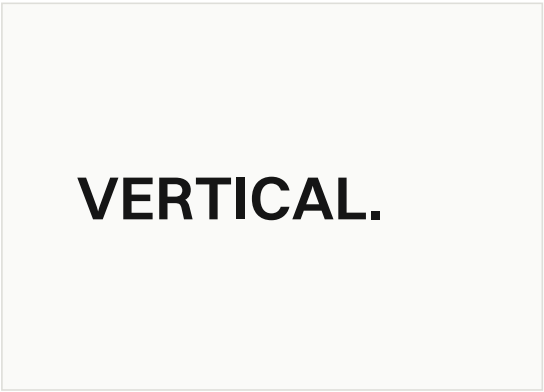
Orange background



Do not stretch



Do not round the stop



Do not retype