



Minimum Size

100px is the minimum height the logo should be represented.

LOGO

Vizify's primary logo is a wordmark enclosed by an ellipse. The font used in the primary logo is Telegraf Bold which has a vintage, bold feel that helps emphasize the **vibrant playfulness** of the brand.

This is the main logo which is to be used across all branding. It helps identify Vizify's web presence, products and digital outputs.

TYPOGRAPHY

This set of typefaces are **characterful sans-serifs** designed by Pangram Pangram Type Foundry. They add to the **bold** and **trendy** style of Vizify and should be used across all print and web applications.

MONUMENT EXTENDED

Use for headlines.

Uppercase.

MONUMENT EXTENDED

Regular

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

SUPPLY

Use for accent text such as subheaders.

Uppercase.

SUPPLY

Regular

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

TELEGRAF

Use for paragraph headers.

Sentence Case.

Telegraf

Bold

A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

TELEGRAF

Use for body copy.

Sentence Case.

Telegraf

Regular

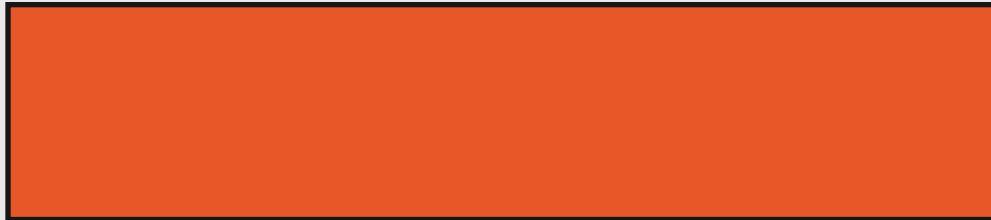
A B C D E F G H I J K L M N

O P Q R S T U V W X Y Z

1 2 3 4 5 6 7 8 9 0



VIZIFY YELLOW
#C9DC00
R: 201
G: 220
B: 0



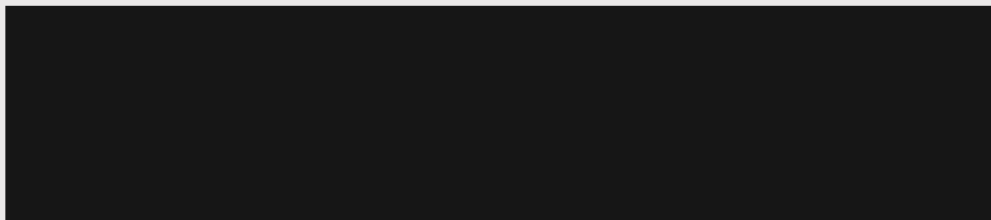
VIZIFY RED
#E85728
R: 232
G: 87
B: 40



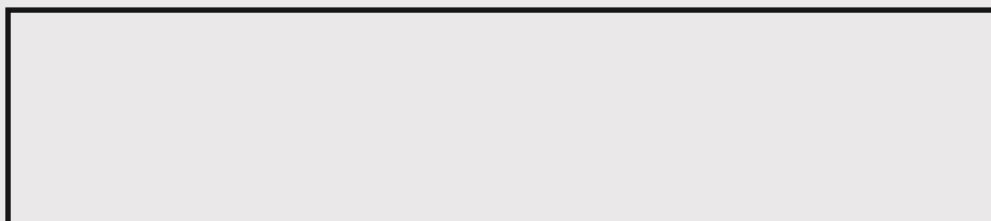
VIZIFY BLUE
#5289C2
R: 82
G: 137
B: 194



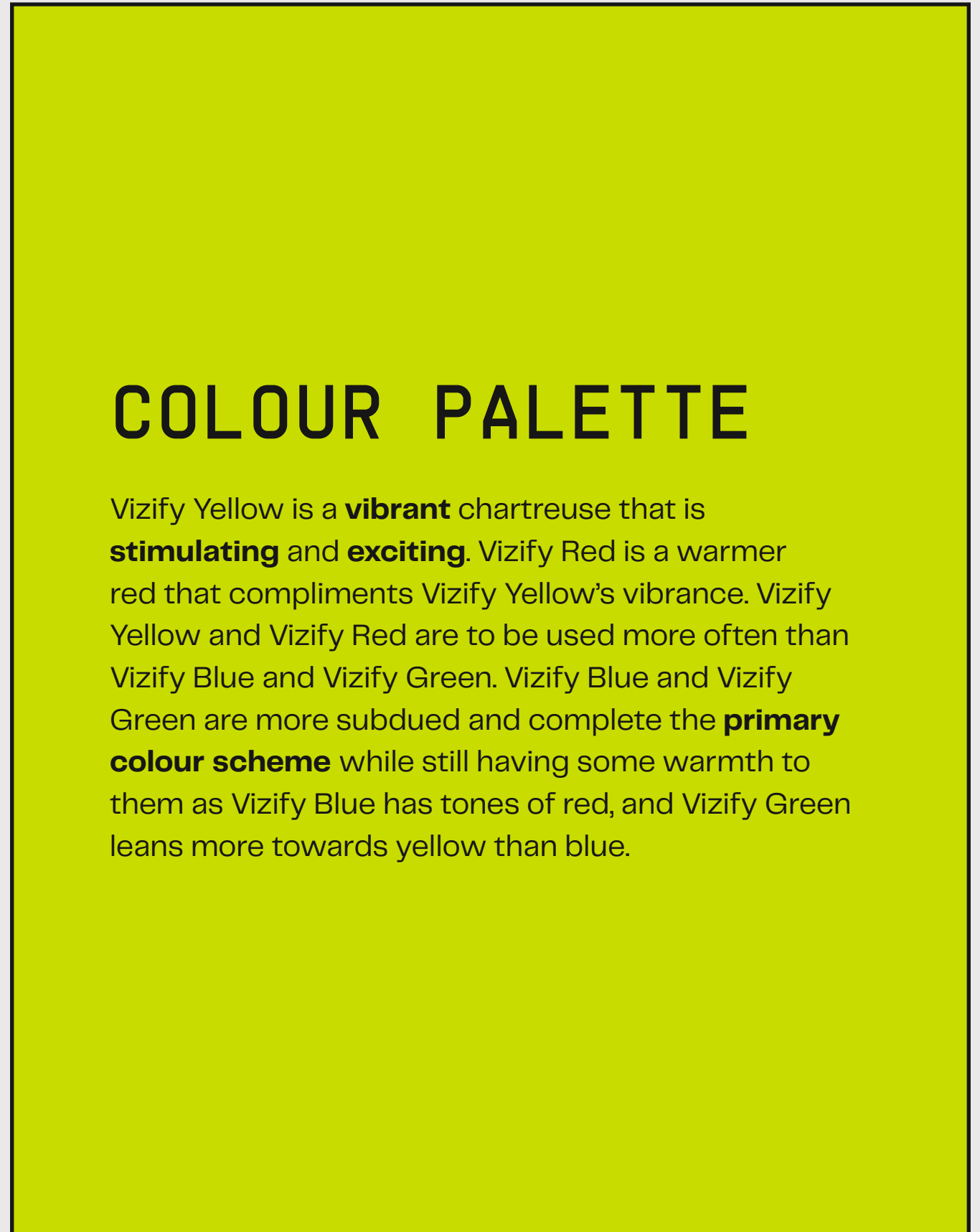
VIZIFY GREEN
#01924D
R: 1
G: 146
B: 77



BLACK
#161616
R: 22
G: 22
B: 22



GREY
#EAE8E8
R: 234
G: 232
B: 232



COLOUR PALETTE

Vizify Yellow is a **vibrant** chartreuse that is **stimulating** and **exciting**. Vizify Red is a warmer red that compliments Vizify Yellow's vibrance. Vizify Yellow and Vizify Red are to be used more often than Vizify Blue and Vizify Green. Vizify Blue and Vizify Green are more subdued and complete the **primary colour scheme** while still having some warmth to them as Vizify Blue has tones of red, and Vizify Green leans more towards yellow than blue.