

Logo

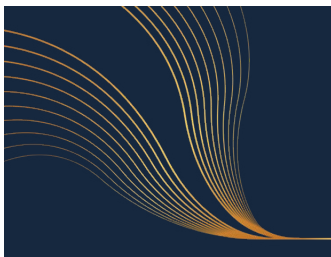
Versigent's logo is our most significant visual asset and takes center stage in our system. It is for everyday use, and should only be used in approved colors.



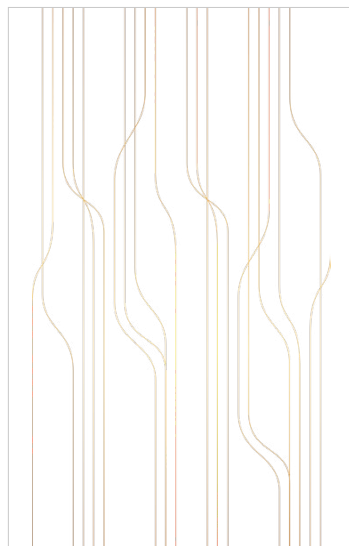
Graphics and patterns

Our graphics and patterns are to be applied judiciously in digital channels and physical instances. We have two graphics for supergraphics and a predefined pattern. These can be edited for special usage cases, if the idea of "convergence" is maintained.

Sweeping Cables



Mosaic Cables



Typography

Aeonik

Brand display type. Use for headlines in marketing executions, digital touchpoints and any printed materials

Inter












Use for body copy and any text below headline levels. Defer to Inter for deliverables where Aeonik cannot be embedded. Regular and light weights (bold only as needed for emphasis).

Color

Spectrum



Codes


			
Versigent Copper RGB 205/121/37 HEX #CD7925 CMYK 15/58/95/4 PMS 7565 C	Packard Blue RGB 22/40/63 HEX #16283F CMYK 99/83/46/51 PMS 289 C	Electric Blue RGB 8/87/195 HEX #0857C3 CMYK 89/65/0/0 PMS 2132 C	Sky Blue RGB 116/210/231 HEX #74D2E7 CMYK 52/0/10/0 PMS 2197 C
			
Neon Green RGB 121/221/5 HEX #79DD05 CMYK 53/0/100/0 PMS 375 C	Forest Green RGB 0/70/36 HEX #004624 CMYK 91/42/100/50 PMS 3537 C	Light Sienna RGB 203/149/82 HEX #CB9552 CMYK 18/42/73/5 PMS 7407 C	Molten Gold RGB 247/169/0 HEX #F7A900 CMYK 1/38/97/0 PMS 130 C
			
Warm White RGB 251/250/246 HEX #FBFAF6 CMYK 2/1/4/0 PMS 375 C	Black RGB 0/0/0 HEX #000000	White RGB 255/255/255 HEX #FFFFFF	


Gradients

Gradients are used to enhance the visual system and can be used in digital design, print and environmental graphics. We have two color gradients. Color point placement can be flexible as needed.


Copper gradient



 Versigent Copper


 Molten Gold


 Molten Gold


 Versigent Copper

Silver gradient






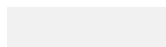

 Versigent Aluminum 1

 Versigent Aluminum 2

 Versigent Aluminum 1

 Versigent Aluminum 2

 Versigent Aluminum 1

			
Versigent Copper RGB 205/121/37 HEX #CD7925 CMYK 15/58/95/4 PMS 7525 C	Molten Gold RGB 247/169/0 HEX #F7A900 CMYK 1/38/97/0 PMS 130 C	Versigent Aluminum 1 RGB 241/241/241 HEX #F1F1F1 CMYK 4/3/3/0 PMS 7407 C	Versigent Aluminum 2 RGB 136/139/141 HEX #888B8D CMYK 1/38/97/0 PMS Cool Gray 8C