VeChain

VeChain Brand Guidelines

VECHAIN BRAND GUIDELINES

At VeChain, our brand guidelines shape everything we create, ensuring a consistent and recognizable identity across all touchpoints.

Consistency builds trust. By following our brand guidelines, we communicate with clarity and confidence, strengthening how the world sees VeChain. Every visual, word, and experience should reflect the same purpose: to embody innovation, reliability, and transparency in everything we do. Through this shared standard, we create a unified voice that connects our technology, our partners, and our community.

VeChain

Logo

Logo

The VeChain logo is a reflection of our identity. It embodies the philosophy that guides us, the values that connect us, and the aspirations that inspire our community.

The VeChain logo embodies trust, innovation, and sustainability, reflecting our mission to connect blockchain with the real world and create measurable value. The stylized ‘i’ signifies our commitment to the planet, placing sustainability at the heart of our identity. More than a mark, it represents transparency, collaboration, and progress, a symbol of Web3 for Better.



Logo

Logo backgrounds

The primary background colors the VeChain logomark can sit on a Cool Gray, Almost White and Dark Purple.



COOL GRAY: #F0F0F5



ALMOST WHITE: #FCFCFD



DARK PURPLE: #0C0A1F

Logo

Safe space

To establish clarity and consistency, the minimum safe space is required around the logo.

The safe space around the logo is equal to the height and width of the symbol ‘V’ from the logo itself.

Follow the clear space guidance when placing the logo near the edge of any document, print or digital.

PRIMARY LOGO

Used across all communications as the brand’s primary visual mark



LOGO WITH TAGLINE

Applied in contexts where it is important to emphasize the mission and provide additional context



Logo

Logo variation

The VeChain logo is presented in two forms — full and shortened — each with color and monochrome versions.

Color versions are used by default across digital and brand communications.

Monochrome versions are applied in print or in situations where color usage is not possible or appropriate, or when the logo appears too small.

When the logo is placed on Pine backgrounds or other dark surfaces, always use the white monochrome version to ensure optimal contrast and readability in dark mode applications.

VeChain

PRIMARY FULL LOGO / COLOR

Primary version



LOGOMARK / COLOR

Colored ‘V’ symbol for socials



FULL LOGO / MONOCHROME

Black-and-white version for print and limited color contexts



LOGOMARK / MONOCHROME

Dark symbol for technical or enterprise context



Don’t do this

Logo

Incorrect usage

Our logo is the visual representation of our brand. Maintaining its consistency and integrity is crucial to our success. The examples below show the most common incorrect usage of the VeChain logo.

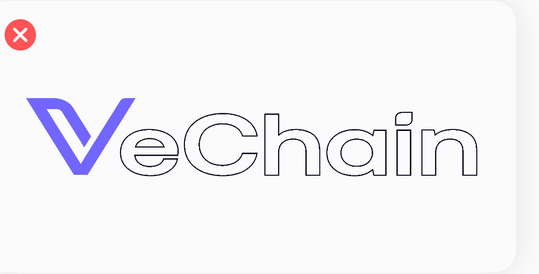
DO NOT CHANGE THE COLORS



DO NOT ADD STROKES



DO NOT STRETCH



DO NOT CHANGE TAGLINE POSITION



DO NOT APPLY GRADIENT



DO NOT APPLY ADDITIONAL EFFECTS



DO NOT CHANGE COMPOSITION



DO NOT COMBINE WITH GRAPHICS



NEVER REMOVE SIGN

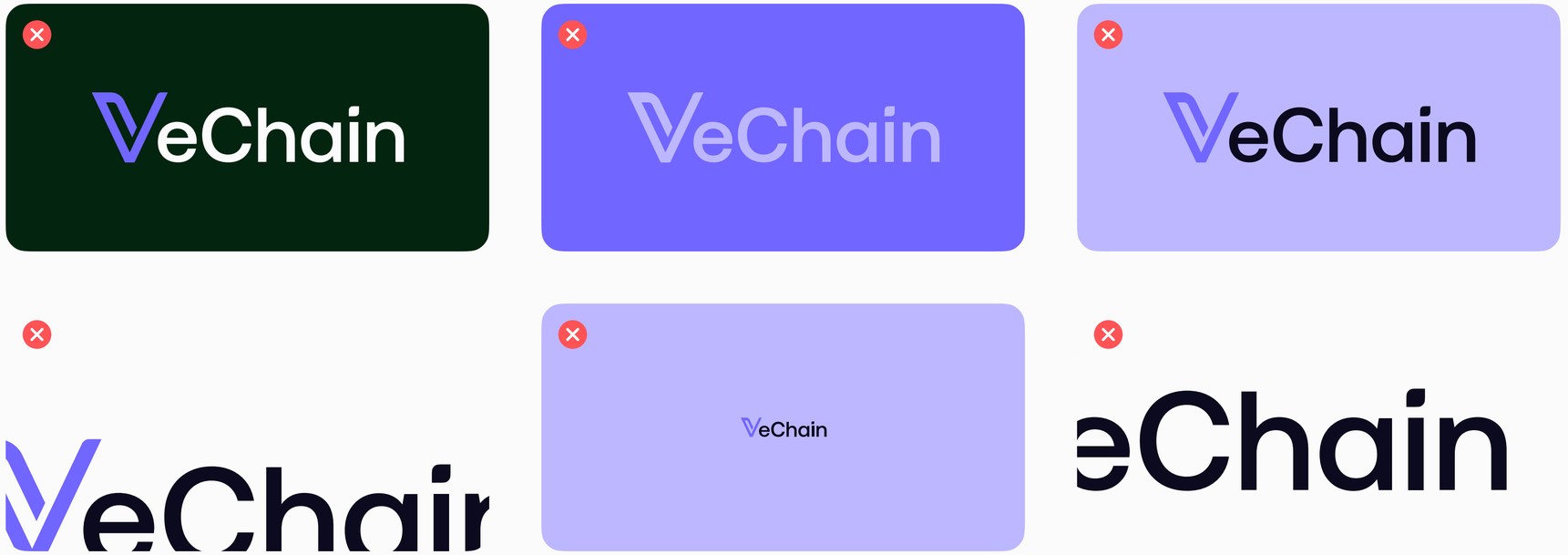


Logo

Incorrect contrast

Do ensure the logo has enough contrast and visibility in a layout.

Don’t colorize, size, or place the logo in a way that makes it unreadable.

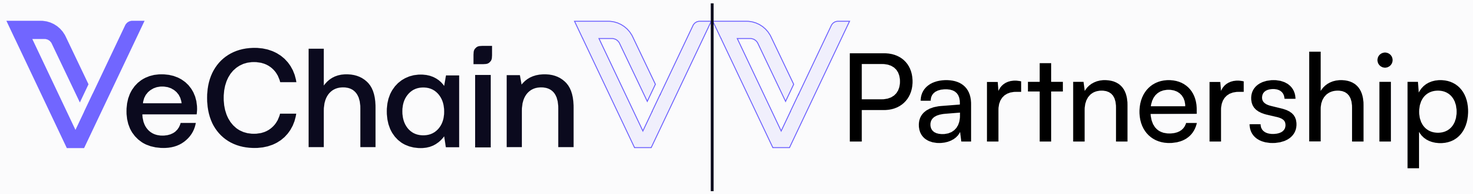


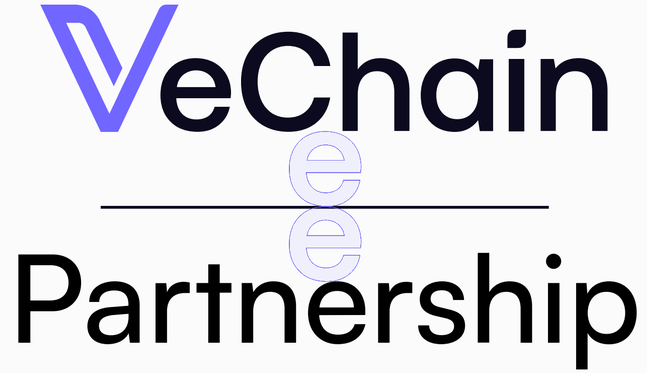
Logo

Partnerships

For horizontal lockups, please keep the spacing within the width of the V logomark.

For vertial lockups, ensure the space fits the height of the ‘e’ in the logo.





Color

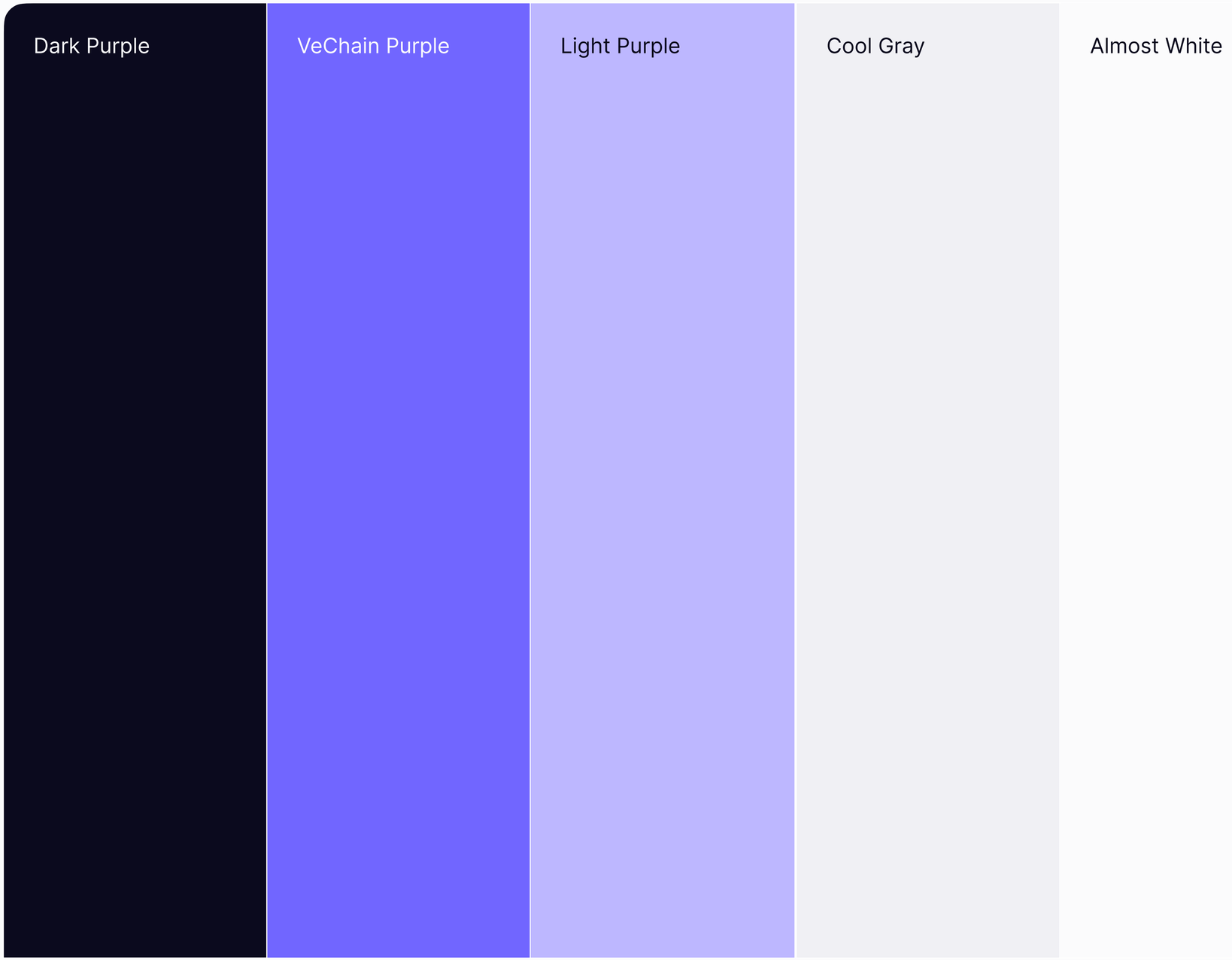
Color

Color palette

Our core palette is built around VeChain Purple, a bold digital color that expresses innovation and trust. Consistent use of this color builds recognition and unifies touchpoints.

Supporting colors — Light Purple, Cool Gray, and Almost White — provide balance and clarity, ensuring the identity works across light and dark modes. Dark Purple grounds the palette, adding contrast and reflecting the premium, technology-driven nature.

Together, these colors create a clear, consistent, and memorable visual identity.



VeChain

Typography

Typography

Font families

VeChain uses two type families across our communications: Satoshi and Inter.

Their clean, modern look reinforces our positioning as a forward-thinking Web3 brand. Satoshi brings clarity and confidence to headlines and key messages, while Inter ensures readability and accessibility across all platforms.

Together, they create a consistent and contemporary typographic voice that helps VeChain stand out, connect with its audience, and communicate trust and innovation.

Satoshi

PRIMARY FONT FOR TITLES

Inter

SECONDARY FONT FOR TEXT

Typography

We lead with Satoshi, a modernist sans serif that balances grotesk character shapes with geometric precision. It reflects VeChain's focus on clarity, innovation, and trust, giving our messages a confident and future-ready voice.



VeChain

Typography

We use Satoshi for headlines to bring a sense of precision and modernity to our brand voice. Designed by Deni Anggara, it combines geometric rigor with balanced grotesk character shapes, giving our messages a bold, structured, and innovative presence.

This typeface reflects our focus on technology and forward-thinking design, making every headline feel confident and impactful.

Bold

Medium

Typography

Satoshi character set

UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOWERCASE	abcdefghijklmnopqrstuvwxyz
LIGATURES	ff fi fl ffi ffl
NUMERALS	0123456789 ¼½¾
PUNCTUATION	# % & " ' ^ ° * ! ¡ ? ¿ @ ( ) / | \ [ ] { } % ‰ § ¶ © ® ™ • . — — — _ . : ; … < > « » ‘ ’ , , “ ” „ „
SYMBOLS	№ µ π + − × ÷ = > < ± ~ ¬ ฿ ↑ → ↓ ←

Typography

To maintain a consistent typographic hierarchy, Satoshi is used exclusively for headlines and always paired with Inter for supporting text. The weight of the body text should always be thinner than the headline.

For example, Satoshi Bold headlines pair with Inter Regular or Light for body text, and Satoshi Medium headlines pair with Inter Regular.

If the size difference between the headline and body text is significant, it is acceptable to use the same weight — for example, Satoshi Medium 80 paired with Inter Medium 24.

HEADLINE

Satoshi Medium, 80pt

BODY TEXT

Inter Medium, 22pt

Built for Trust

Connecting technology with the real world to bring clarity, reliability, and progress you can count on.

HEADLINE

Satoshi Medium, 66pt

BODY TEXT

Inter Medium, 24pt

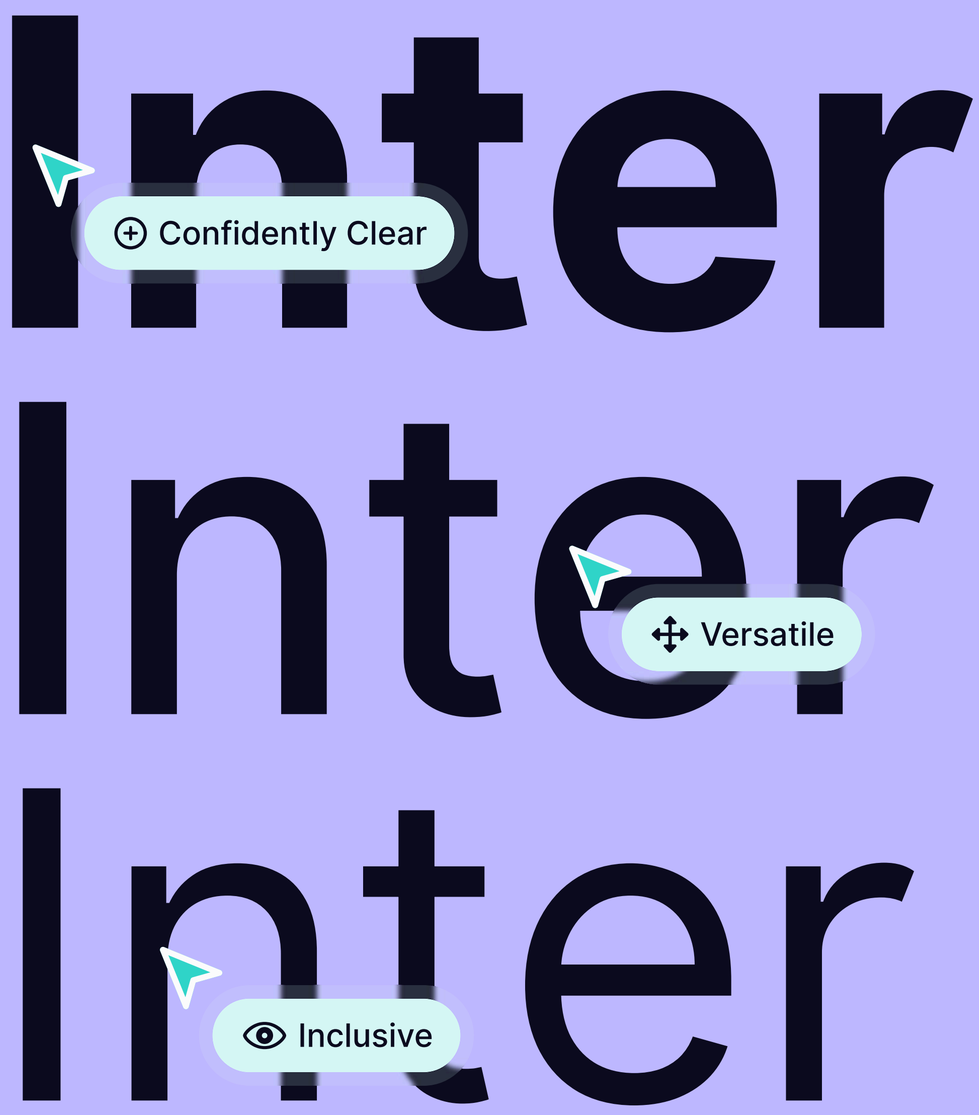
Built for Trust

Connecting technology with the real world to bring clarity, reliability, and progress you can count on.

VeChain

Typography

We use Inter, a sans serif typeface designed for digital environments. With its tall x-height and clean proportions, it ensures clarity, accessibility, and consistent readability across presentation, components and interfaces.



VeChain

Typography

We use Inter for body text in digital products, interfaces, and documents to ensure readability and accessibility. Its tall x-height and clean proportions make it ideal for long-form copy, captions, and supporting text.

Designed by Rasmus Andersson, Inter is an open-source typeface trusted across the industry for its clarity and consistency in digital environments.

VeChain

Semi bold

Medium

Regular

Typography

Inter character set

UPPERCASE	ABCDEFGHIJKLMNOPQRSTUVWXYZ
LOWERCASE	abcdefghijklmnopqrstuvwxyz
LIGATURES	ff fi fl ffi ffl
NUMERALS	0123456789 ¼½¾
PUNCTUATION	# % & " ' ^ ° * ! ¡ ? ¿ @ ( ) / | \ [ ] { } % ‰ § ¶ © ® ™ · . – — — _ . : ; … < > « » ‘ ’ ‚ , “ ” „ „
SYMBOLS	№ µ π + − × ÷ = > < ± ~ ¬ ₿ ↑ → ↓ ←

VeChain


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