

Brand guidelines

VEXiON cards

Introduction

VEXiON cards replaces paper loyalty cards with digital passes in Apple Wallet and Google Wallet. Cafes, salons, restaurants and shops use it to bring customers back, with no app to download and no plastic to print.

The logo sets VEXiON in capitals with a lowercase i in VEXiON Blue, followed by cards in the same blue. The X on its own is the symbol, used wherever the full name does not fit.

The identity is light and calm: off-white pages, white cards, Ink text and one strong blue. The horizon gradient adds depth where a page, a slide or a post needs atmosphere.

72 px	VEXiON cards	X
60 px	VEXiON cards	
48 px	VEXiON cards	
38 px	VEXiON cards	
30 px	VEXiON cards	
24 px	VEXiON cards	
18 px	VEXiON cards	
Logo scale	The logo holds together from large headers down to 18 pixels high. Keep its proportions and the blue i at every size. Below 18 pixels, use the symbol on its own.	
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VEXiON cards

VEXiON cards

Color versions

Use the dark logo on White, Off-white and other light backgrounds. This is the default version.

Use the light logo on Ink, on photos and on the darker gradients. The i and cards stay VEXiON Blue in both versions.



Clear space

Leave empty space around the logo equal to the height of its capital X. Keep text, edges and other logos out of that area.



Black



White



App icon, dark



App icon, light

Symbol

The X is the VEXiON symbol. Use it for app icons, profile pictures and favicons, where the full logo would be too small to read. Center it in a square, white on Ink or Ink on white.

WRITE		AVOID		X
Full name		Capital C	Only V in capitals	
VEXiON cards		VEXiON Cards	Vexion cards	
Short form		Capital I	All lowercase	
VEXiON		VEXION cards	vexion cards	
Writing the name	VEXiON is always capitals with a lowercase i, and cards is always lowercase, even in titles.			
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HEX #00BDFF
RGB 0, 189, 255

Ink

HEX #1F1E1F
RGB 31, 30, 31

Text grey

HEX #9EA2A5
RGB 158, 162, 165

Off-white

HEX #F8F8F8
RGB 248, 248, 248

White

HEX #FFFFFF
RGB 255, 255, 255

Color palette

VEXiON Blue is the brand color. It marks buttons, links and highlights, and the i in the logo. Use it as an accent on light surfaces rather than as a large background.

Text grey carries supporting text, from subtitles to captions, and Off-white is the page behind everything. Ink and White cover the rest: main text, dark surfaces and the cards that sit on the page.

Aa	Ink on White		16.6:1	AAA	X
Aa	Ink on Off-white		15.6:1	AAA	
Aa	White on Ink		16.6:1	AAA	
Aa	Ink on VEXiON Blue		7.7:1	AAA	
Aa	White on VEXiON Blue		2.2:1	Approved	
Aa	VEXiON Blue on White		2.2:1	Approved	
Aa	Text grey on White		2.6:1	Approved	
Readable combinations		Ink reads well on every light color, including VEXiON Blue. White on VEXiON Blue and VEXiON Blue on White are approved for buttons, links and highlights, and Text grey on White for supporting text such as subtitles and captions. At 2.2:1 and 2.6:1 all three sit below the WCAG AA minimum of 4.5:1, so keep them away from long paragraphs. AAA means 7:1 or more, AA means 4.5:1 or more.			
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Geist

Light
Regular
Medium
Semibold
Bold

Typeface

Geist is the only typeface across VEXiON cards, from headlines to the fine print. Semibold sets headings, Medium picks out labels and buttons, and Regular carries longer reading.

We turn on Geist's stylistic set 3 (ss03), which swaps the curved lowercase l for a straight one. Turn it on in Figma, Keynote and any other tool that supports OpenType features.

DISPLAY Geist · 600 · 48.8px	Digital loyalty cards for your business
HEADING 1 Geist · 600 · 39.1px	Every stamp, right in the wallet
HEADING 2 Geist · 600 · 31.3px	Rewards customers come back for
HEADING 3 Geist · 600 · 20px	Your card, your colors
BODY Geist · 400 · 16px	Customers add the card to Apple Wallet or Google Wallet with one tap, and every new stamp appears on it right away.
LABEL Geist · 500 · 14.3px	Add to Apple Wallet
CAPTION Geist · 400 · 12.8px	Updated a moment ago
Type scale	Every size comes from one base and one ratio. The default, 16 pixels on a major third (1.25), is the scale the site uses. Headings stay Semibold with slightly tight letter spacing, and nothing meant for reading goes below 12 pixels.
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Gradients

The VEXiON gradient is a horizon. Ink at the top falls through deep navy and VEXiON Blue into pale cyan at the bottom, along a soft wave and under a fine grain.

Every gradient is a variation of that one recipe, so the four here are examples, not a fixed set.

Move the horizon up or down and let it wave more or less, but keep to the palette, keep the dark at the top and the edges soft. The light logo and white text go on the dark part, never on the bright cyan.

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