



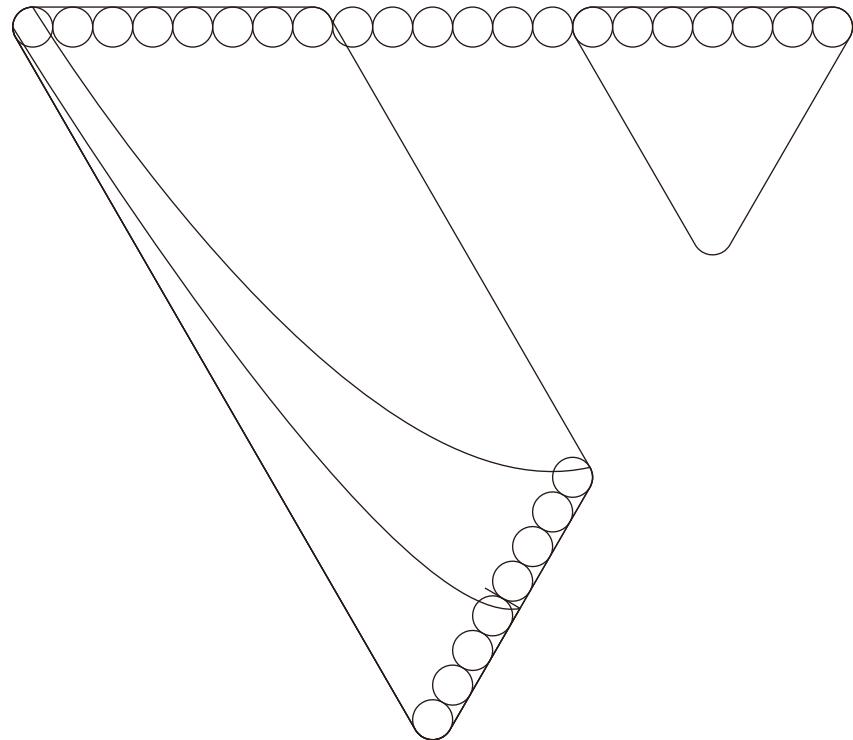
Brand Guideline

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LOGO MARK

THE V TRIANGLE

The V triangle logo mark represents the V Systems brand. It is a shape of trapezoid and triangle forming a letter V, with energy flowing inside the shape.



MAIN LOGO

MAIN LOGO

The brand lockup of logo mark + word mark is the preferred usage for partnerships, co-branding, and in media articles.

The word mark “V SYSTEMS” on its own should only be used with the logo mark.

WORD MARK

The word mark should always be Black or White.

Brand logo (Vertical)

The vertical logo is for large scale use, or where horizontal space isn't available.

Avoid using it in small sizes.

Brand logo (Horizontal)

The primary logo for the V SYSTEMS brand is the logo mark and the word mark together.

They should always appear in this size relationship.



v systems

v systems The word mark 'v systems' is positioned to the left of the vertical logo mark, maintaining a consistent size ratio.

VSYS COIN

VSYS COIN LOGO

The coin name of V SYSTEMS is VSYS.

The currency logo is consistent with V SYSTEMS.

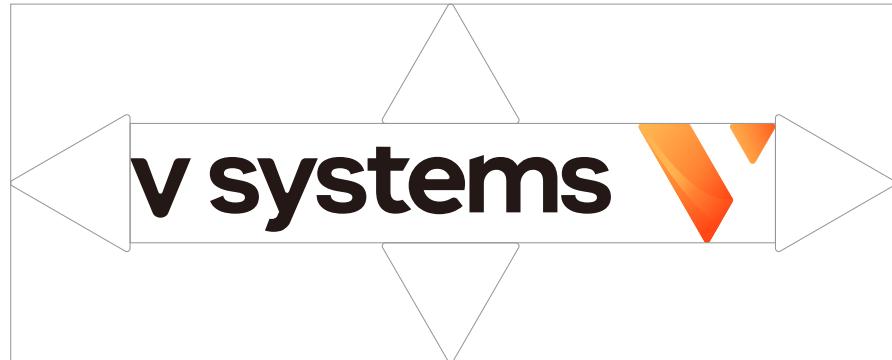


LOGO CONSTRUCTION

CLEAR SPACE

For clear space around the horizontal logo, use the height of the logo mark as a guide.

For clear space around the vertical logo, use the height of the smaller triangle in the logo mark as a guide.



LOGO USAGE

Always use the logo files provided in the logo pack.

Do not recreate or change the spacing of the logo mark and the word type.

MINIMUM SIZE

To ensure recognizability, the minimum width or height of the logo must not be less than 5mm.

The vertical logo is for large scale use, avoid using it in small size.



COLOR USAGE

MAIN COLOR OF THE V SYSTEMS BRAND

The main colors of the V SYSTEMS brand are three variations of the orange variant.

The auxiliary colors can be white, light gray, and light black. White and light gray are often used for content and background. Light black is often used for text.

The three additional colors of purple to pink scale can be used in graphic elements.



RGB #FF4614	C0 M85 Y100 K0	RGB #FF8232	C0 M60 Y90 K0	RGB #FFB450	C0 M40 Y80 K0
RGB #FFFFFF	C0 M0 Y0 K0	RGB #F5F5F5	C5 M5 Y5 K0	RGB #323233	C80 M75 Y70 K45
RGB #7814CD	C75 M85 Y0 K0	RGB #AF23AA	C45 M90 Y0 K0	RGB #F04178	C5 M85 Y30 K0

WHITE WORDMARK VERSION AND B/W VERSION

The full-color logo is our primary logo.

Only use either black or white for the glyph and the word mark.



STANDARD FONT

STANDARD FONT

The V SYSTEMS brand's English standard font is "Inter", which can be used for on-screen displays and printed products.

The V SYSTEMS brand can use the Black and Bold versions of the font for stressed titles, and is often used as a short phrase.

The Chinese and Korean standard font of the V SYSTEMS brand is "Noto Sans", which can be used for screen displays and printed products.

Inter

What is V SYSTEMS?

V SYSTEMS, the Virtual Economy Era is a blockchain database cloud used to decentralized applications and is the first general purpose database with the most innovative infrastructure in the world today.

Noto Sans (Chinese)

什么是 V SYSTEMS?

V SYSTEMS, Vitrual Economy Era, 意在创建一个数字经济时代, 是一个区块链数据库, 全球首个面向对象通用级分布式数据库, 可以承载复杂的去中心化应用。

Noto Sans (Korean)

V SYSTEMS는 무엇입니까?

V SYSTEMS, 가상 경제 시대는 분산 애플리케이션에 사용되는 블록체인 데이터베이스 클라우드이며 오늘날 세계에서 가장 혁신적인 인프라를 갖춘 최초의 범용 데이터베이스입니다. (above is google translated content)

V SYSTEMS EXPLORER

V SYSTEMS EXPLORER LOGO

The logo is consistent with the V SYSTEMS main logo.



SOCIAL MEDIA BANNERS

TWITTER

The banner size of the V SYSTEMS brand's Twitter homepage is 1500x500px. Avoid placing the V SYSTEMS logos, texts, etc. on the image.

- Home
- Explore
- Notifications
- Messages
- Bookmarks
- Lists
- Profile
- More

[Tweet](#)

V Systems
1,562 Tweets



v systems 

TAGLINE HERE TAGLINE HERE

Follow

...

V Systems
@VSYSCoin

A general purpose blockchain database for decentralized applications.
VSYS Official Telegram: t.me/VSYSCoin

Hong Kong  v.systems  Joined January 2018

49 Following 17.5K Followers

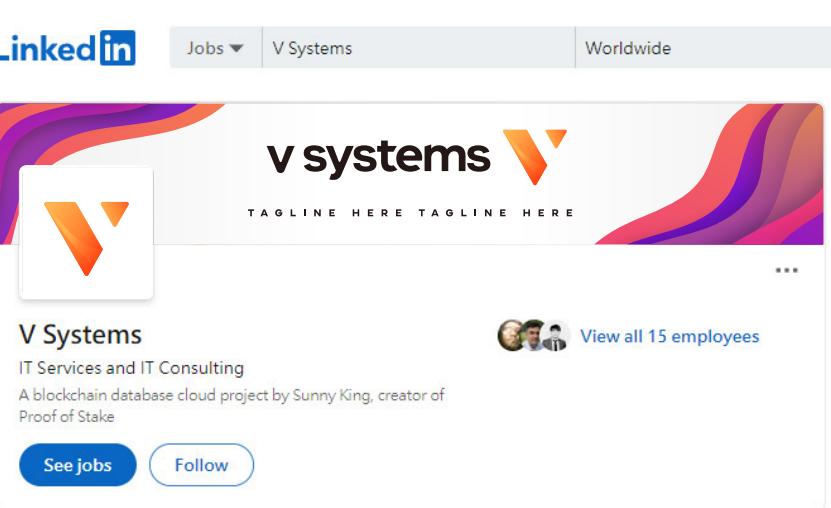
Not followed by anyone you're following

Tweets	Tweets & replies	Media	Likes
V Systems @VSYSCoin · Jan 6 Goldzip candidate node now got over 100 million VSYS staked amount, which is pretty close to other supernodes. Something is going to happen 😊 vsysrate.com	10 5 9		
V Systems @VSYSCoin · Jan 1 Hey, supporters. Check our Monthly Digest — December 2021			

SOCIAL MEDIA BANNERS

LINKEDIN

The banner size of the V SYSTEMS brand's LinkedIn homepage is 1128x191px. Avoid placing the V SYSTEMS logos, texts, etc. on the image.



The screenshot shows the LinkedIn profile page for 'V Systems'. The header features the LinkedIn logo, a search bar with 'Jobs', 'V Systems', and 'Worldwide' filters, and a search icon. The main banner area has a purple and orange abstract background with the 'v systems' logo and a placeholder 'TAGLINE HERE'. Below the banner, the company name 'V Systems' is displayed in bold, followed by 'IT Services and IT Consulting'. It is described as a 'blockchain database cloud project by Sunny King, creator of Proof of Stake'. Two small profile pictures are shown next to the company name. Buttons for 'See jobs' and 'Follow' are present. To the right, there is a sidebar titled 'Similar pages' with links to other companies like 'V system', 'Industri...', 'Fiorano...', 'Tender...', 'IT Service...', 'Berkeley...', 'V-System...', 'Wholes...', 'Pittsburg...', 'PROTE...', 'Civil Eng...', and 'Sucr...'. A 'Show more similar' link is at the bottom of the sidebar.

About us

V SYSTEMS is a blockchain project by Sunny King, creator of Proof of Stake. The project brings a database cloud using Supernode Proof of Stake (SPoS) and a modular structure for a truly scalable and stable blockchain.

Website	https://v.systems
Industries	IT Services and IT Consulting
Company size	11-50 employees
Headquarters	Hong Kong
Type	Privately Held
Founded	2018

Locations

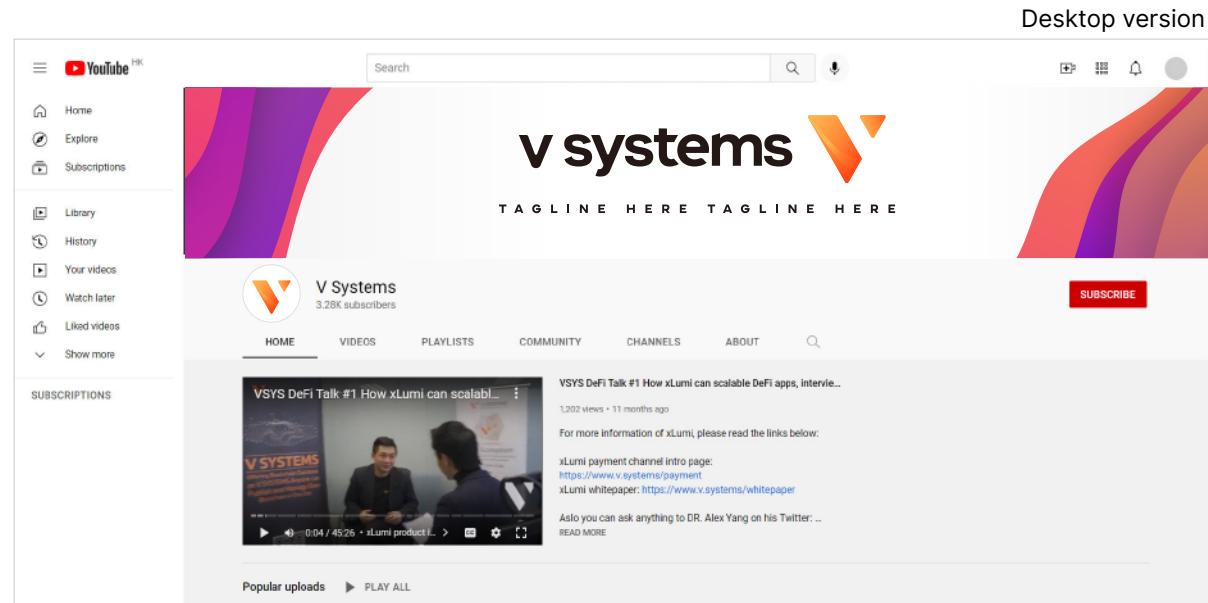
Primary
Hong Kong, HK
[Get directions](#)

SOCIAL MEDIA BANNERS

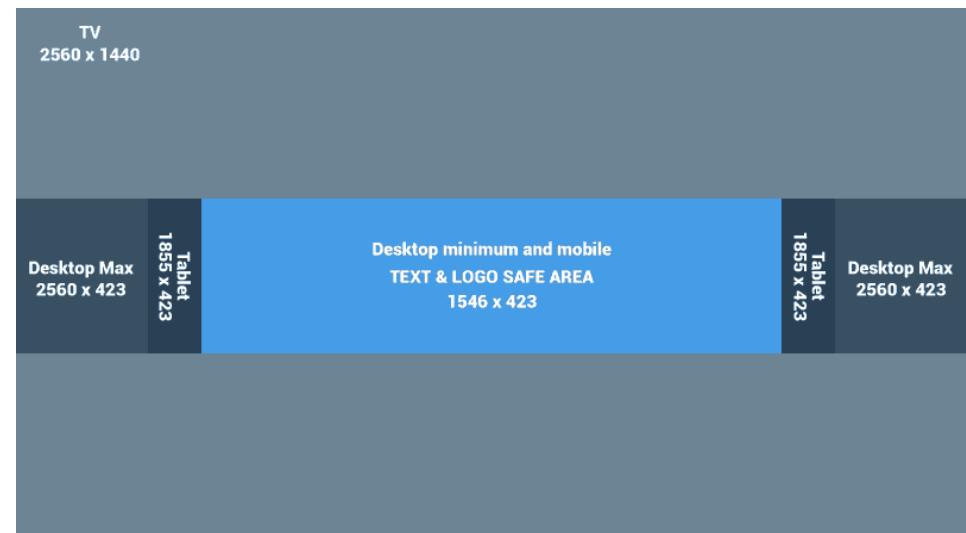
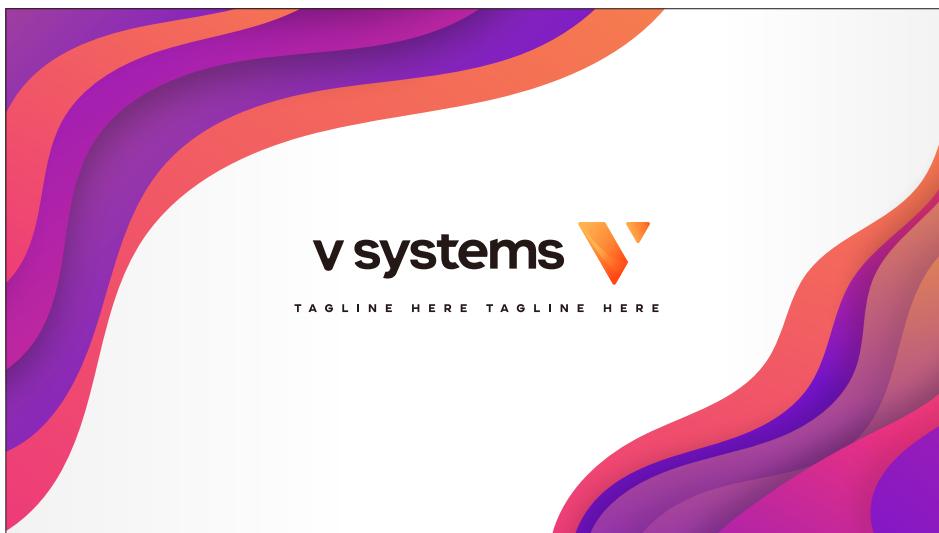
YOUTUBE

The title image size of the V SYSTEMS brand's youtube homepage is 2560x1440px, Avoid placing the V SYSTEMS logos, texts, etc. on the image.

The visible size of the banner are different for desktop, mobile and TV.



TV version



BUSINESS CARD

SPECIFICATION

The V SYSTEMS business card is American standard size of 90X50mm. The font is Inter. The name is 14.5pt, bold. The position title is 9pt, all capital letter. The content information is 7pt.

TRANSPARENT CARD

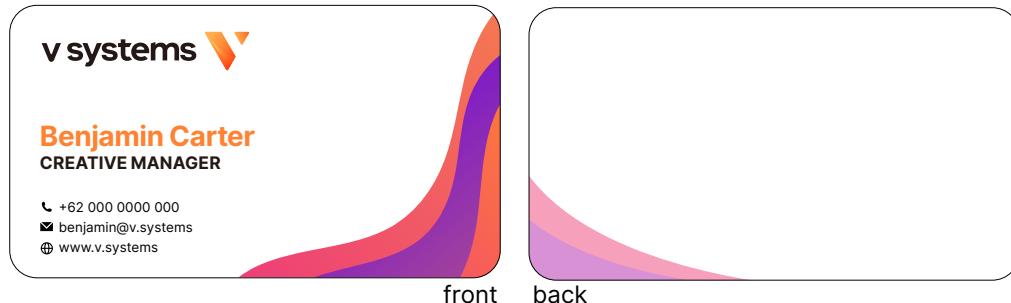
It is double sided printed on a transparent plastic with 5mm radius corners.



Benjamin Carter
CREATIVE MANAGER

📞 +62 000 0000 000
✉ benjamin@v.systems
🌐 www.v.systems

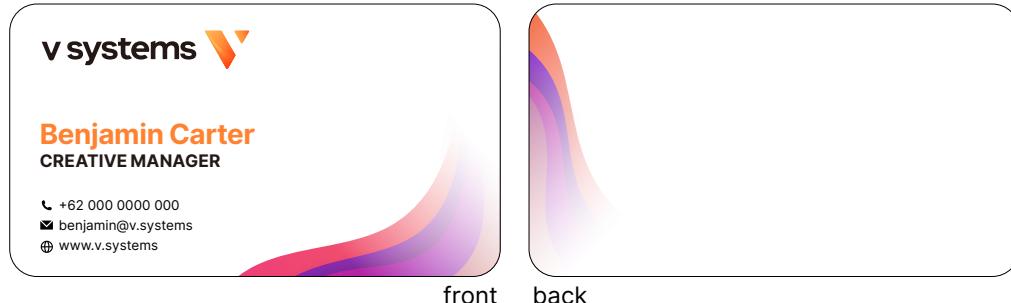
Option 1



Benjamin Carter
CREATIVE MANAGER

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🌐 www.v.systems

Option 2



Benjamin Carter
CREATIVE MANAGER

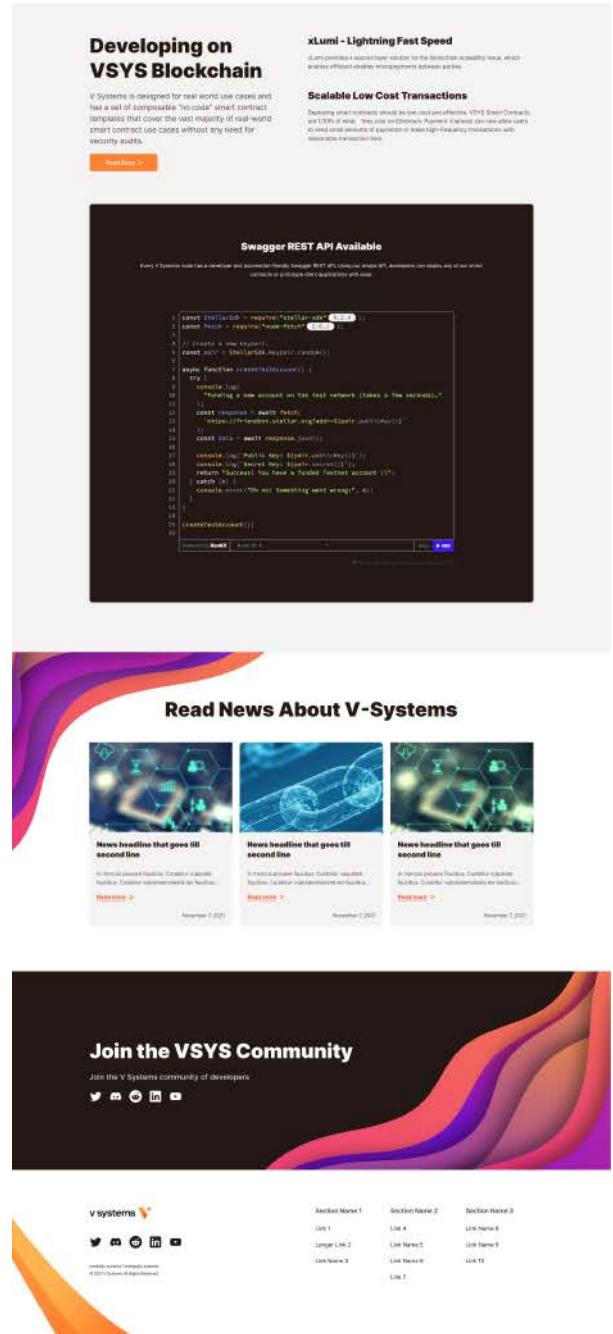
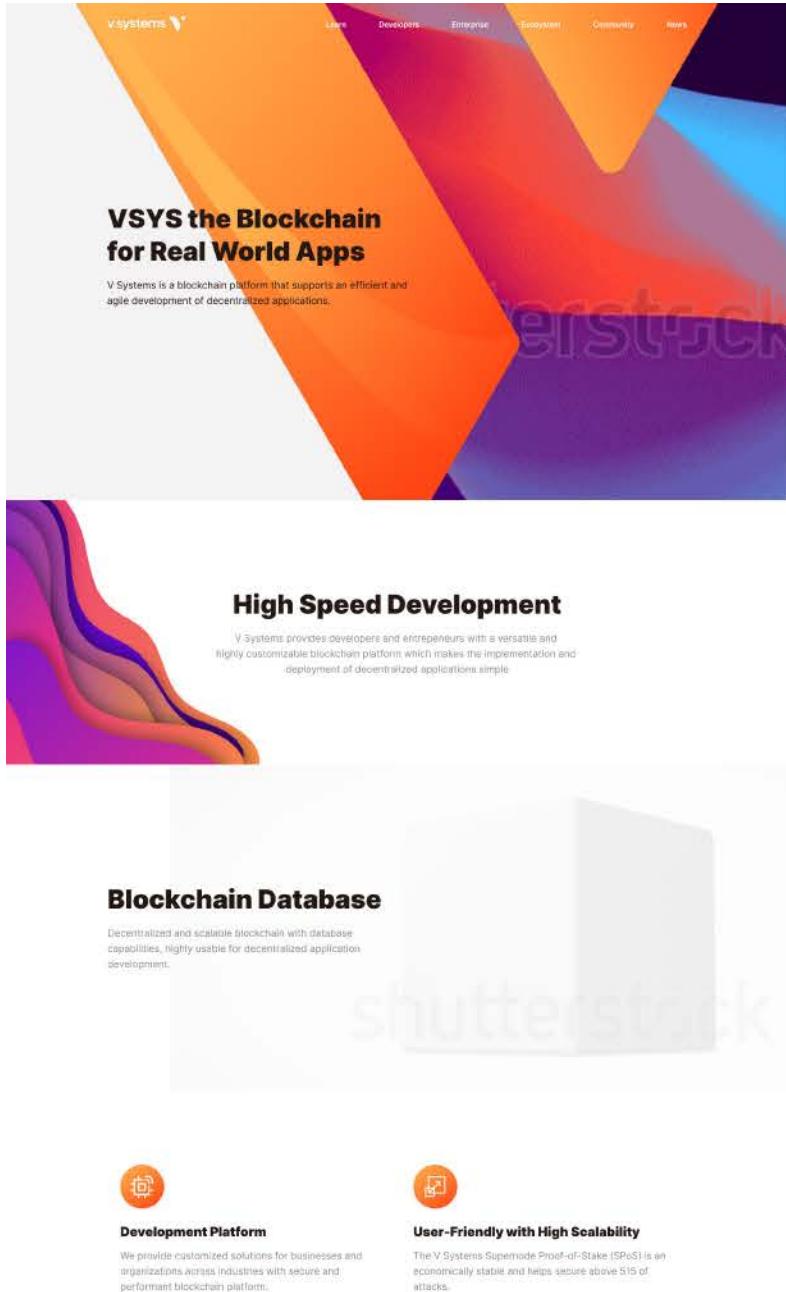
📞 +62 000 0000 000
✉ benjamin@v.systems
🌐 www.v.systems

UI DESIGN

WEBSITE

The UI utilizes various elements using the brand colors.

To ensure all visual assets align with the brand image, follow the imagery direction page.



POWERPOINT

TEMPLATE

The V SYSTEMS brand uses a unified PowerPoint specification that includes 2 main templates: title page and content page. Use the file pack for PowerPoint creation.

TITLE PAGE

The title page uses the V SYSTEMS logo and tagline is displayed in the middle.

Variation of the title page are starting page and ending page.

CONTENT PAGE

The V SYSTEMS logo and the title of the page are displayed at the top of the content page.



MAIN TITLE
TITLE OF THE PAGE

v systems

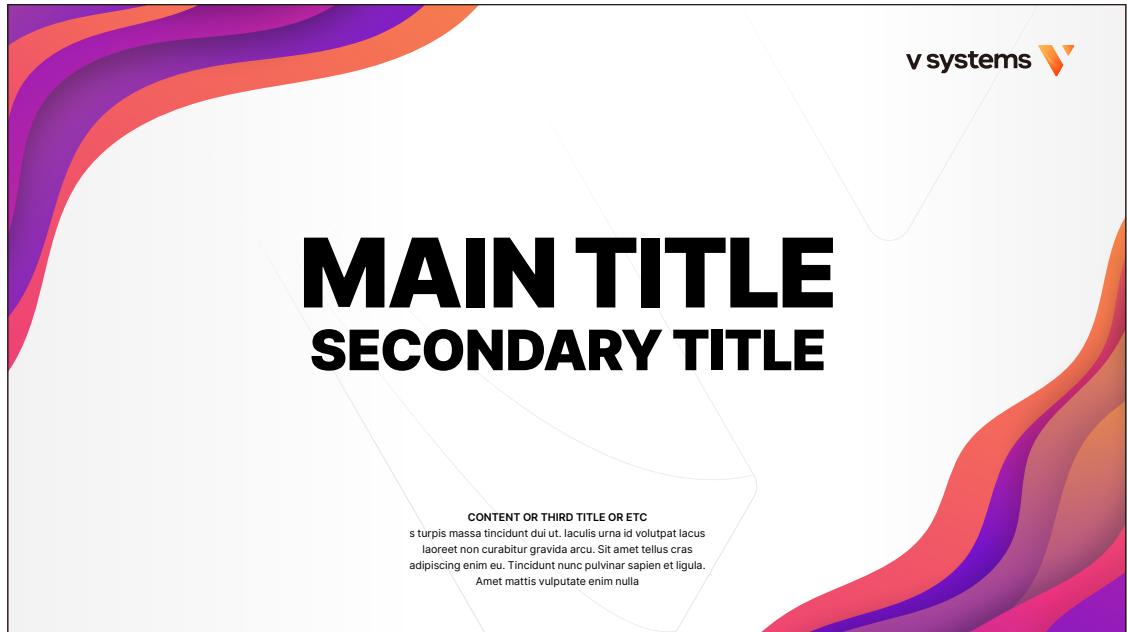
POWERPOINT

STARTING PAGE

Features the main title and secondary title. The credit texts are under the main title.
Font size of the titles vary depending on the length of the title. Follow the PowerPoint template guide for spacing.

ENDING PAGE

Thank you message and credit texts are included.



POWERPOINT

CONTENT PAGE

The V SYSTEMS logo and title of the page are at the top of the content page.

The font size of the main title is 40pt and the title of the page is 75pt, both of them use Inter Black.

For spacing of the title area, please follow the PowerPoint template guide. Content should not exceed the margin line stated in the guide.

MAIN TITLE TITLE OF THE PAGE



Image description



Image description

MAIN TITLE TITLE OF THE PAGE



CONTENT TITLE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis imperdiet massa tincidunt nunc. Adipiscing at in tellus integer feugiat scelerisque varius morbi enim. Nunc sed id semper risus in hendrerit. Nunc lobortis mattis aliquam faucibus purus in massa tempor. Et malesuada fames ac turpis. Utrices mi tempus imperdiet nulla malesuada. Turpis cursus in hac habitasse platea dictumst quisque. Arcu bibendum at varius vel pharetra vel.



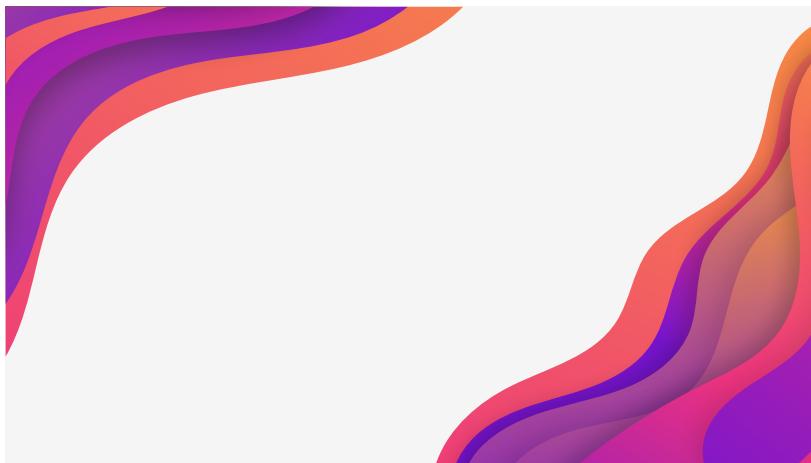
IMAGERY DIRECTION

Please use the following image types to select visuals.

ENERGY WAVE BACKGROUND



VECTOR WAVE GRAPHIC



BLACK AND WHITE ABSTRACT IMAGERY



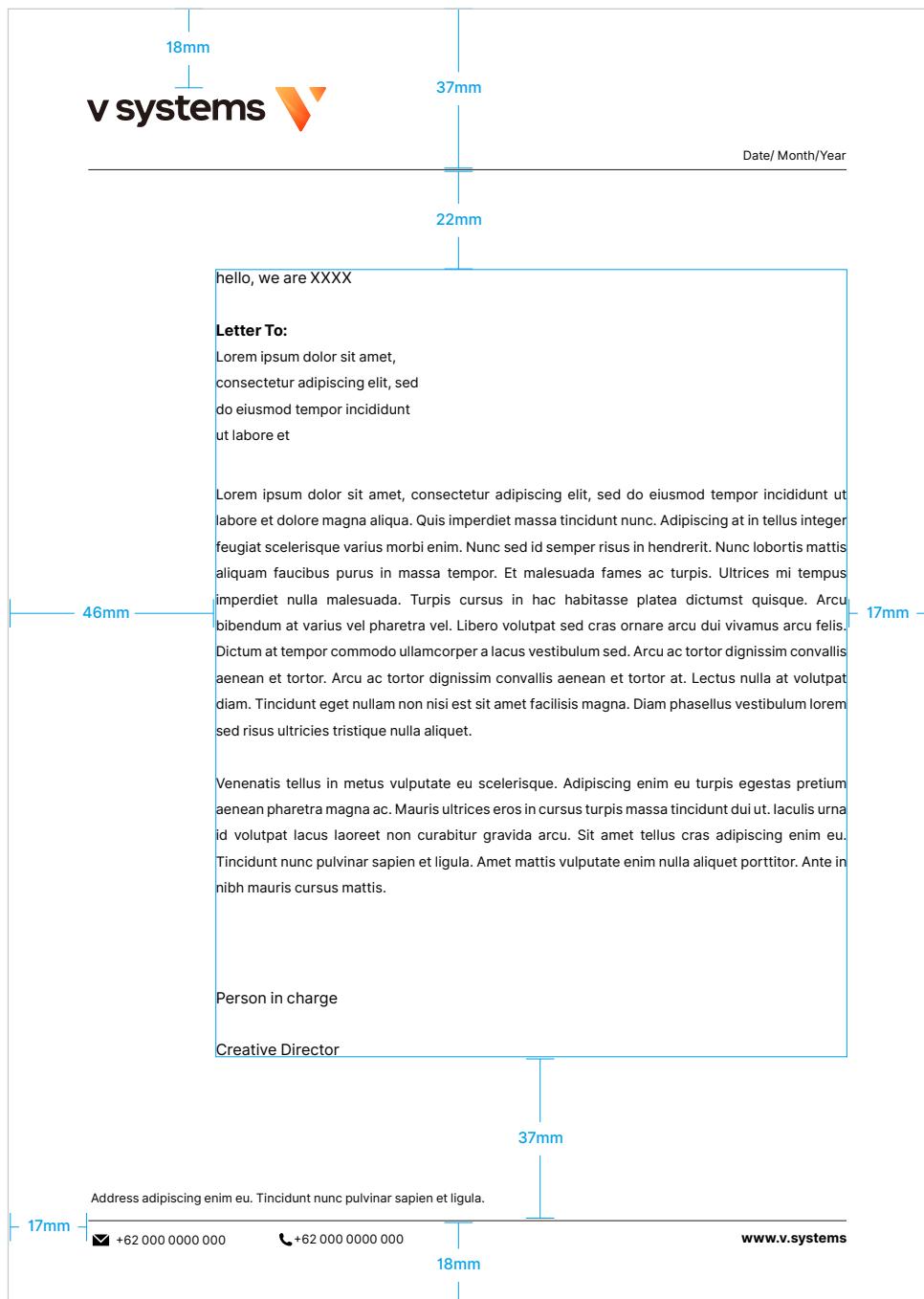
MONOTONE TECH-RELATED IMAGERY



LETTER HEAD

SPECIFICATION

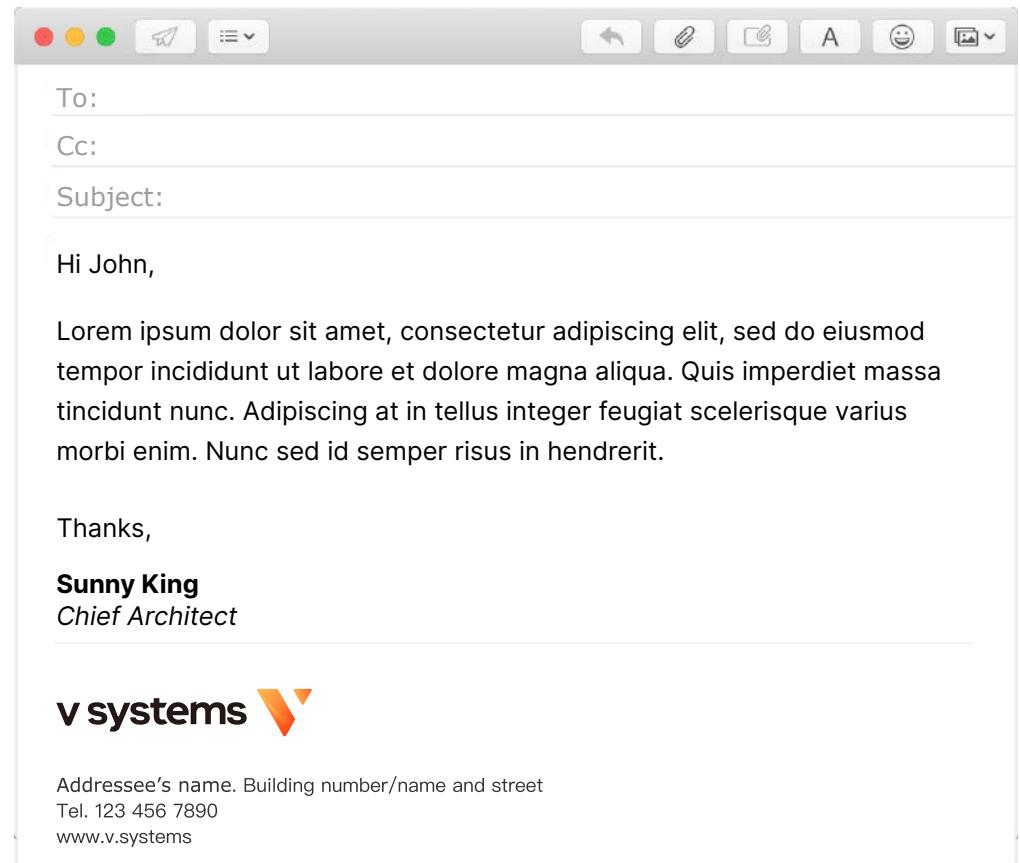
The V Systems brand uses unified letter version specification. For entire page, top and bottom margin are 18mm; left and right margin are 18mm. For content, top margin is 59mm; bottom margin is 55mm; left margin is 46mm; right margin is 18mm. The font uses "Inter". The font size is not larger than 12pt.



MAIL SIGNATURE

SPECIFICATION

The V SYSTEMS uses a unified mail signature with a signature font of "Inter". The sender's name uses 13pt bold, the post name uses 13pt italic, and the contact information uses 13pt regular. The V SYSTEMS logo has a width of 90px, a top margin of 10px, and a bottom margin of 8px.



SOCIAL MEDIA ICON

The V SYSTEMS brand icons need to be displayed on social media. Common icons are in shape of rectangles and circles.

The icon background uses white. To ensure the clear spacing between logo and frame, always use the logo files provided in the social media logo icon pack.



MEDIUM ARTICLE BANNER

The banner size of the Medium article is 1500x750px.

Utilize the banner template for custom title.

TECH NEWS

SPOS STAKING

EVENTS

ANNOUNCEMENTS

MONTHLY DIGEST

V SYSTEMS WEBSITE



Introduction to xLumi: An Efficient and Scalable Payment Feature on V Systems

Blockchain protocols offer secure payment transactions, yet their throughput and high transaction fee hinder the adoption of...



V Systems

Jan 25, 2021 · 3 min read

V Systems Chrome Extension Wallet is Now Live

27 November 2020—The V Systems Chrome extension wallet has officially launched today! Similar to MetaMask, the VSYS extension wallet...



V Systems

Nov 28, 2020 · 2 min read

Staking 2.0 Update: Ecosystem Expansion

1 November 2020—Staking 2.0 went live in November 2019 with almost 50% of the dedicated IPX tokens have already been distributed to our...



V Systems

Nov 1, 2020 · 3 min read

Latest

Saving the word

V Systems has partnered with Immutable DAO to make a new...



V Systems is a general purpose blockchain database for decentralized applications led by Sunny King