

Brand Guidelines

Logotype

The API-Verse logotype is the official logo of the API-Verse brand, the main purpose of which is to emphasize highly advanced product technology, quality, aesthetics and modernity.



Graphic sign grid

The construction of the logo was based on a grid composed of a grid of squares. The starting point was to simplify the letters A and V to a minimum, thanks to this procedure we got a simple symbol.

System



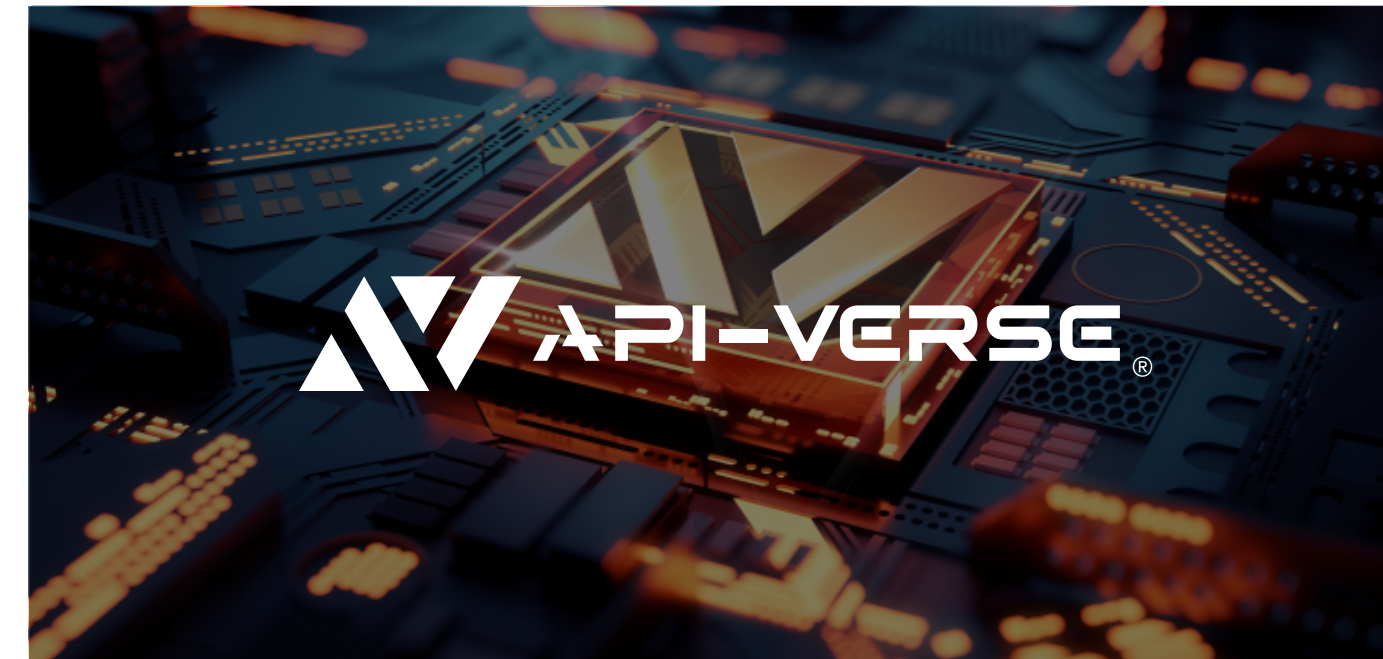
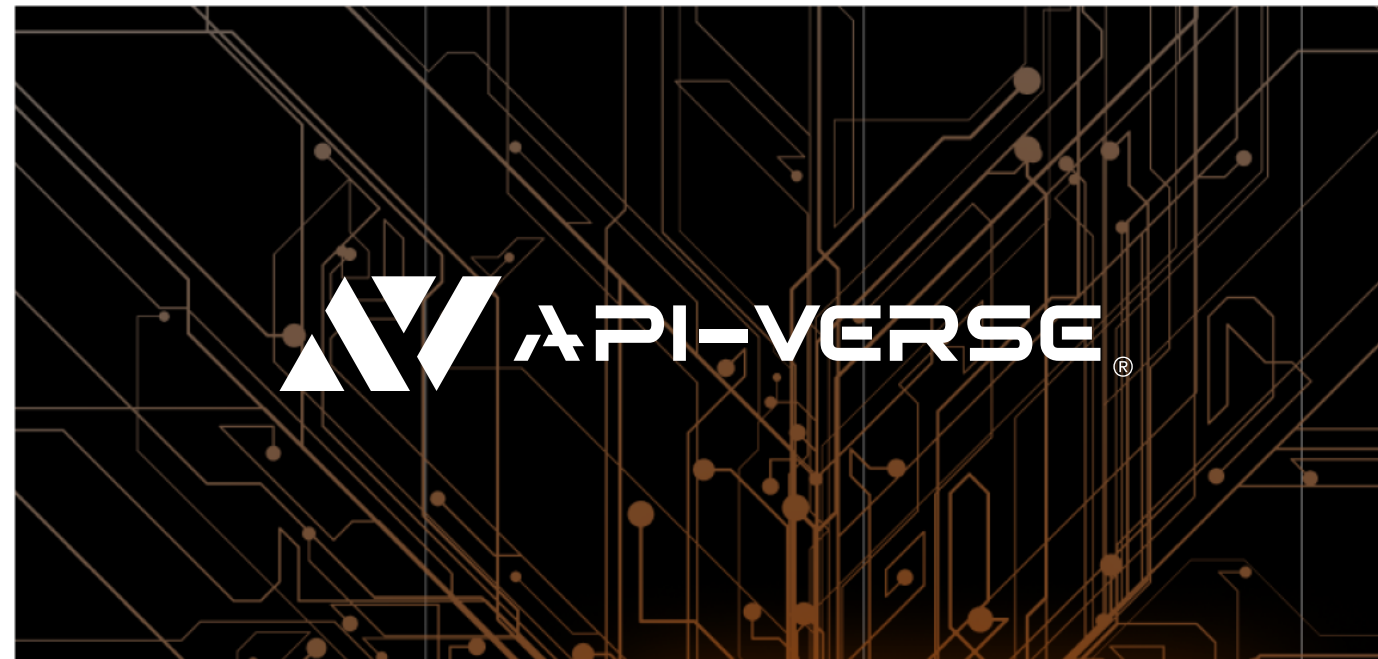
Logo grid

The grid used to align the typography along the graphic mark organizes them in relation to each other. The object used as the "excluded field" is the capital letter "A". The dashed lines above and below the text show a clear alignment between the typography and the graphic mark.

Logotype versions

To ensure consistency across the API-VERSE brand, the logo should be used in a limited number of colour options. It is particularly important that the logo is consciously placed on such backgrounds that provide a sufficient level of contrast. Maintaining these principles is key to maximising the usability and consistency of the brand's visual language.

Below are some suggestions for the placement of the logotype, which are allowed and can serve as representative examples. It is recommended that black appliquéés be placed on highly detailed images with an opacity value that allows the logotype to remain highly legible.



Logo protection area

The API-Verse logo is always surrounded by a protective area. This isolation area ensures that no graphic elements such as headings, continuous text, illustrations or photos will overlap the logo. This area was determined by the height of the capital letter A.

To maintain a high level of legibility of the logo, it should never be less than the following values:

Digital - 30 px high

Print - 10mm. Width



Protective field

The object used as the "excluded field" is the capital letter "A".



✗
Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed do eiusmod tempor
incididunt ut labore et dolore



Incorrect use of logotype

It is crucial to respect the consistency of the API-Verse brand and its mark. Accuracy and continuity in the reproduction of the logo in different areas allow to build and protect the brand image. The following graphics show examples of misuse of the logo.

They do not represent the full set of possible misuses however they outline the general framework and show the most common ones.



It is forbidden to stretch or place the logotype in other positions besides horizontal and vertical with the understanding that the logo will still remain legible.



It is forbidden to use any other typeface to reproduce the logotype. The font is an integral part of the logotype that builds brand identity and recognition.



It is forbidden to add shadows and other effects to the logo. Its form should remain unchanged and any variations must be justified by higher purposes.



It is forbidden to change the color of the logo and add an outline to it.



It is forbidden to change the layout or scale of any elements that make up the logotype.



It is forbidden to place the logotype on backgrounds that interfere with its legibility.

Color palette

API-Verse's color palette is expressive and perfectly aligns with the brand's values - high quality, cutting-edge technology, innovation and a user-friendly environment.

Several leading colors have been created within the brand, such as orange, navy blue, white, black and gray. Each of the colors can perform a different function, and so orange in a gradient will fulfill the roles of a CTA, while navy blue will enable building messages at a high level of contrast.

Colors

Two primary colours were used in the creation of the identity, one of which is a gradient of yellow and orange, and another of navy blue. Below are the exact colour values using Hex.

Hex values:

Gradient: FF7A00 - FFDB61

Navy blue: 070836



Kolorystyka

The two primary colors have been supplemented with additional colors to form a full identification color palette.

Hex values:

01: 070836

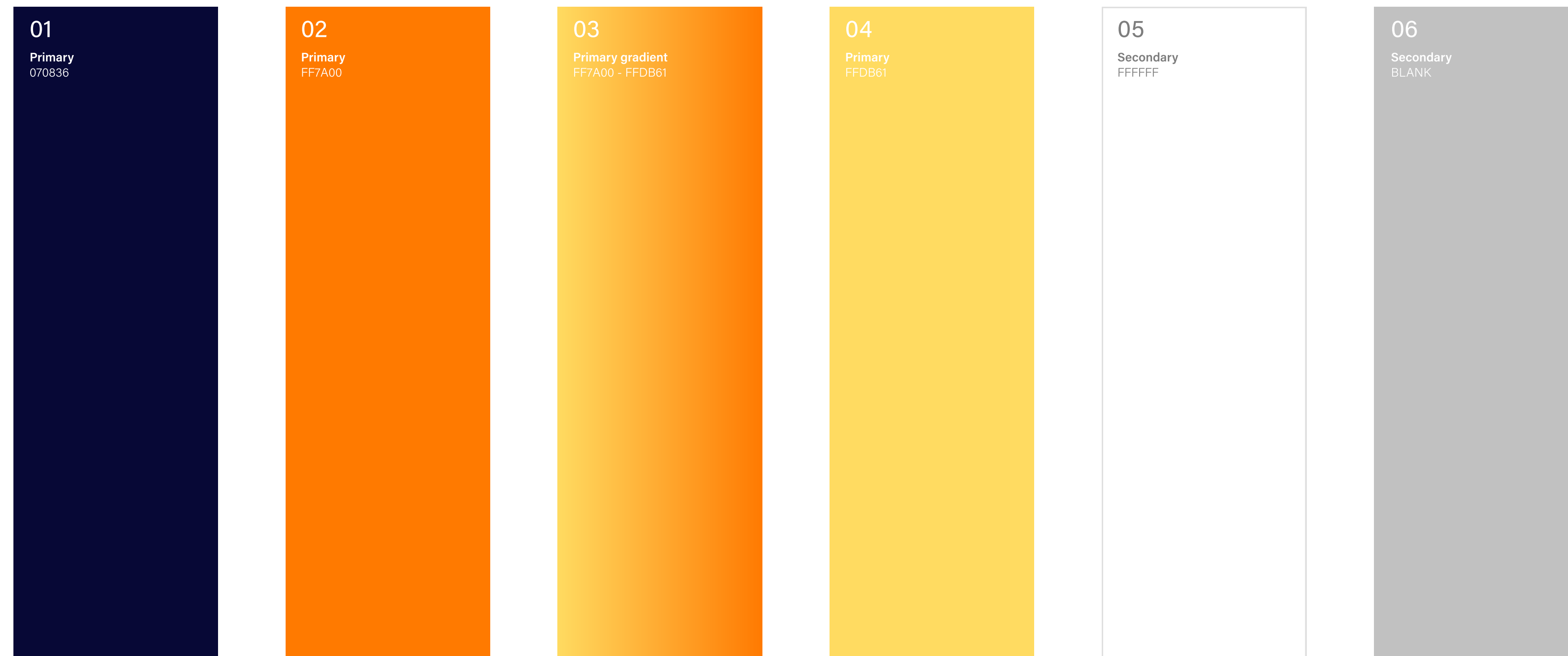
02: FF7A00

03: FF7A00 - FFDB61

04: FFDB61

05: FFFFFFFF

06: BLANK



Typography

The conscious choice of typography allowed us to select typefaces that are aesthetically pleasing, minimalist and highly legible in their nature.

The main typeface that appears in most of the materials is Acumin Pro Wide. It comes from a rich family of typefaces, which includes versions ranging from Wide to Condensed and even Extra Condensed. Such an extensive typeface undoubtedly guarantees the highest quality and best readability on any possible device or advertising material.

Typography

Acumin Pro Wide is a sans serif typeface inspired by Helvetica. Its designer, Slimbach, had to deal not with new directions in typeface design, but with the subtleties inherent in the construction of the letter itself. His goal was to design a typeface that would gain something both generic and new with the help of general reduction and minimalism.

Stylistically, the typeface allows dynamism, expression, and at the same time steadiness and stability, which confidently establish the fundamental values of the API-Verse brand. Its modern expression and timeless character skillfully place it in a technological, semi-futuristic style. It does not dominate but complements.

Typography

Acumin Pro Wide

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789

Font variations

Acumin Pro Wide
Acumin Pro Wide
Acumin Pro Wide
Acumin Pro Wide
Acumin Pro Wide
Acumin Pro Wide

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