



# Brand Guidelines

JANUARY, 2026



# Identity and Voice

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## TAGLINE

**Know your risks. Defend your data.**

## MISSION

**Empowering next-level data security in business.**

## VISION

**Providing exceptional tools, insights, and expertise to minimize risk, advance security, and achieve compliance in the hospitality industry.**

## VOICE

**Venza is innovative, knowledgeable, and trustworthy.**

Write with a voice that is intelligent and confident. While the tone is somewhat formal, the message is clear and compelling to your customers. Keep the following things in mind when writing public-facing content:

- Use straightforward language, but do express enthusiasm around features and customer benefits.
- Focus on what matters to customers.
- Maintain clarity and approachability by using the same language your customer would.
- Avoid jargon and marketing cliches.
- Avoid scare tactics. Acknowledge the reality of the threats, then emphasize on how VENZA can provide security and insight.

## Logo

The icon represents data, education, and strategy coming together through Venza to provide a clear view of a customer's risk profile.

The simple yet unique wordmark reflects Venza's identity as an innovative tech company, and evokes the ease and security that Venza's guidance provides.

The wordmark should not be used separately, but always with the icon as a complete logo.



### REVERSE COLOR



### MONO (ONLY IF NEEDED FOR PRINT APPLICATION)



# Icon

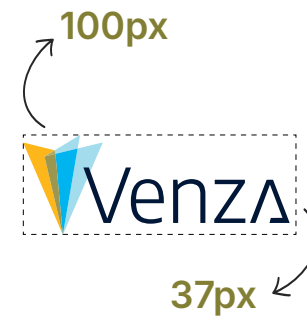
For standalone use with social media profiles, the website favicon, and other relevant locations.



## Clear Space & Minimum Size

The minimum required clear space is determined by the height of the letter "V" in the logo, derived from the Encode Sans Semi Condensed typeface. Position the "V" at the farthest edge on each side, rotating it 90 degrees to the left and right to ensure the required clear space is maintained.

The minimum display size for the logo is 100×37 pixels.



# Incorrect Logo Applications

Don't stretch or distort



Don't rotate



Avoid low contrast



Don't move icon position



Don't change icon size



Don't change font or colors

# Primary Colors

The primary brand colors evoke a sense of strength, professionalism, vibrancy, illumination and innovation.



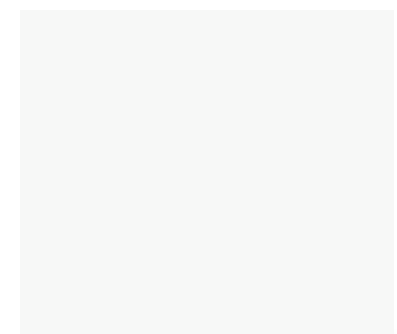
**Midnight**



**Sky**



**Horizon**



**Cloud**

**PANTONE**

**CMYK**

**RGB**

**HEX**

2965  
99 86 44 59  
0 23 56  
#001738

2995  
83 10 0  
0 181 239  
#00A9E0

1235  
0 31 98 0  
253 183 26  
#FDB71A

Cool Gray 1, 25% Tint  
3 2 2 0  
245 245 245  
#F5F5F5

## Secondary Colors

The secondary colors provide a range of alternatives and neutrals that work cohesively with the primary brand colors.



**PANTONE**

**CMYK**

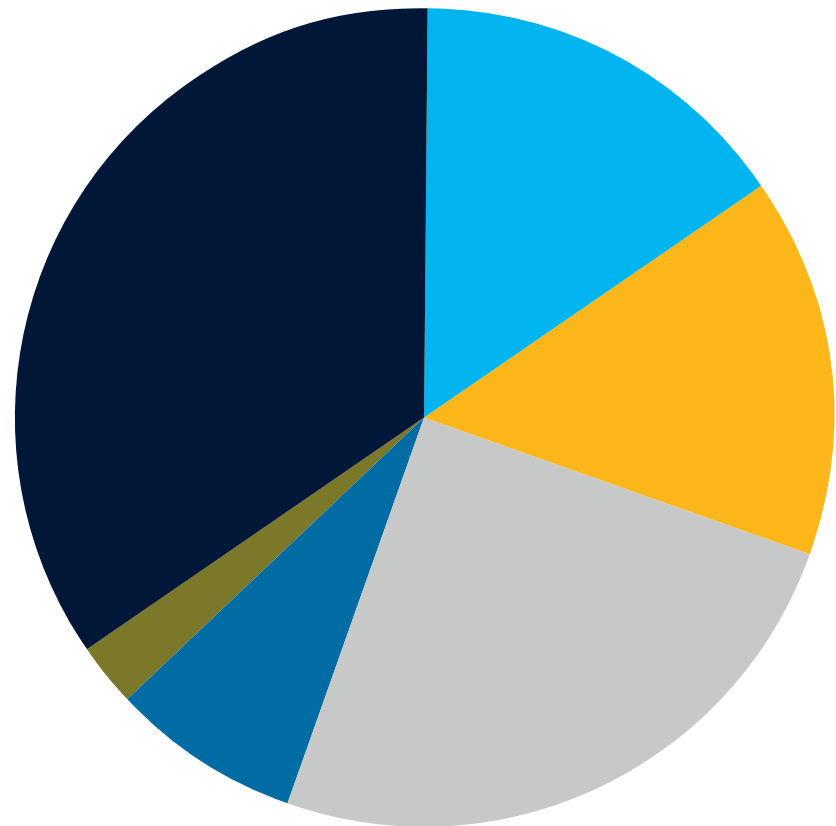
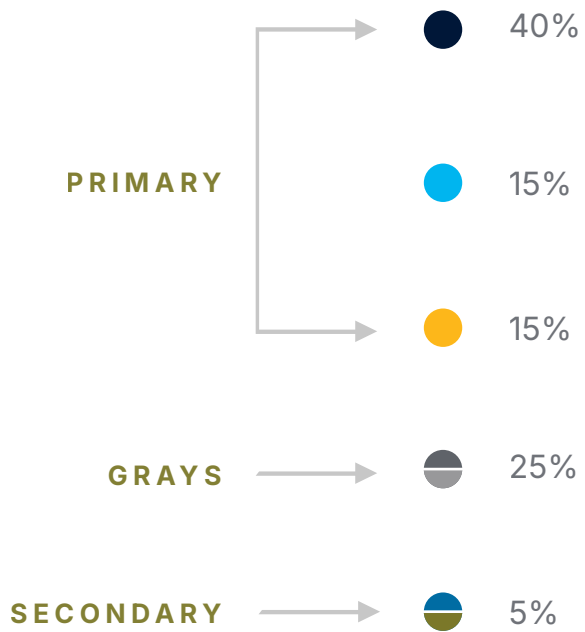
**RGB**

**HEX**

|  |             |             |             |             |             |             |
|--|-------------|-------------|-------------|-------------|-------------|-------------|
|  | 3015        | 5825        | Cool Gray 9 | Cool Gray 7 | Cool Gray 3 | Cool Gray 1 |
|  | 100 35 3 21 | 22 15 86 47 | 30 22 17 57 | 20 14 12 40 | 8 5 7 16    | 4 2 4 8     |
|  | 0 108 163   | 123 120 21  | 95 99 105   | 152 152 154 | 199 201 200 | 223 225 223 |
|  | #006CA3     | #7B7829     | #5F6369     | #98989A     | #C7C9C8     | #DFE1DF     |

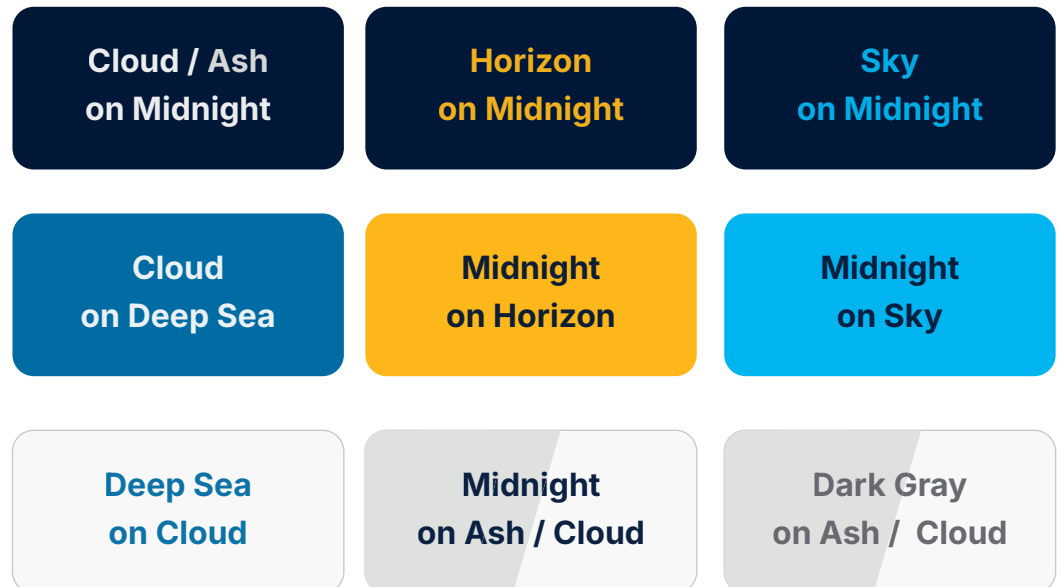
# Use of Colors

Use these ratios as a guide when creating print or digital materials. Though not represented here, white should serve as a primary background color for content.



## Color Contrast for Accessibility

To achieve high contrast for clear readability of content, use these recommended color combinations. These combinations meet the WCAG AA standard for normal text.



# Typography

Inter (Google Fonts) is the brand typeface. A variety of weights are used for different elements:

**Headings:** SemiBold (600), or Bold (700)

**Labels:** Bold (700), or Light (200)

**Body Copy:** Normal (400), SemiBold (500), or Bold (700)

|                                     |  |
|-------------------------------------|--|
| Size : 12 pt<br>Line Height : 20 pt | Body Copy at 12pt <b>with bold</b>                 |
| Color: Deep Sea                     | <u><a href="#">Link styling within content</a></u> |
| Letter Spacing: 4pt                 | <b>LABEL IN CAPS</b>                               |
| Size : 10 pt<br>Line Height : 18 pt | Small Label Style                                  |

## Heading 1

Size : 38 pt  
Line Height : 48 pt

## Heading 2

Size : 42 pt  
Line Height : 52 pt

## Heading 3

Size : 24 pt  
Line Height : 30 px

## Heading 4

Size : 18 pt  
Line Height : 22 pt

## Heading 5

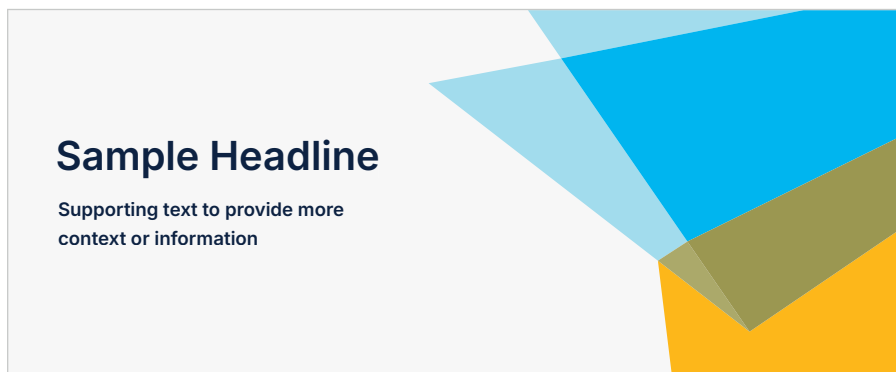
Size : 16 pt  
Line Height : 20 pt

### NOTE

For web use, convert font units to pixels by multiplying by 1.3333. **Example:** 12pt x 1.3333 = 16px

## Icon as Design Element

The icon from the logo can be used as a background or visual design element. When doing so, *only* alter the scale, rotation, and transparency of the icon.



Website Page Header



Section Title Slide

Examples are not to scale

## Visual Style for Assets

### PHOTOGRAPHY

Imagery should be relatively simple in composition and convey candid moments. Whenever possible, avoid photos where models look inauthentic, posed, or are looking directly at the camera. Stock photography should be used sparingly. Drop shadows should be subtle and corners slightly rounded.



### ICONOGRAPHY

Use the colorful set for large icons that serve as illustrations within content.



Licensed from Iconic Prototype:

<https://www.istockphoto.com/portfolio/IconicPrototype>

Use the Font Awesome Free set for small icons that serve as visual cues within the content.



<https://fontawesome.com/search?ic=free-collection>

