



VISUAL IDENTITY

Manual of VESPARIUM™

Official brand guide: how VESPARIUM™ presents itself to the world. Colors, typography, logo and usage principles.

VERSION 1.0 · 2026

Index

This manual gathers the visual and verbal foundations of VESPARIUM™. Each section sets practical rules for consistent application of the brand across any medium, always dark-first.

01	Logo	Applications, clear space, minimum sizes and misuse
02	Colors	Dark-first palette and WCAG AA contrast
03	Typography	Orbitron for headings, Roboto for body
04	Spacing and Shape	4px grid and border radii
05	Components	Buttons, badges, cards and navigation
06	Voice and Tone	How VESPARIUM™ writes and speaks
07	Usage and Applications	Digital, print, social and presentations
08	Digital and Mobile	Favicon, avatar, banners and PWA

Logo

The VESPARIUM™ logotype is a stylized wasp with wings and the name set in Orbitron. On the abdomen, two amber segments sign the brand. It is the central element of the whole identity.



Primary use · dark background



Use on light background

CLEAR SPACE & MINIMUM SIZES

Clear space. Keep a minimum free space equal to the height of the logotype's "V" on every side. No other element should intrude on that margin.



80px · digital minimum (full logo)



48px · favicon / icon

DO NOT



× Change the colors



× Rotate



× Distort



× Low opacity

Colors

Dark-first palette. The brand operates primarily on a dark background. Amber is the signature color: use it sparingly to preserve impact.

NIGHT BLACK

#1a1a1a

`--color-night-black`

Primary canvas, base background

HIVE GRAY MID

#2a2a2a

`--color-hive-gray-mid`

Surfaces and alternating sections

HIVE GRAY

#333333

`--color-hive-gray`

Cards and raised surfaces

WASP AMBER

#ffcc33

`--color-wasp-amber`

Primary brand color, CTAs, highlights

STINGER GOLD

#d4aa00

`--color-stinger-gold`

Amber hover and pressed state

VESPA SILVER

#d1d1d1

`--color-vespa-silver`

Primary text and body

QUANTUM VIOLET

#7c3aed

`--color-quantum-violet`

Secondary accent, system errors

ORBITRON BLUE

#0ea5e9

`--color-orbitron-blue`

Links, products and technical accent

MINIMUM WCAG AA CONTRAST

Amber / Night Black · 9.8:1 ✓

Silver / Night Black · 10.4:1 ✓

White / Night Black · 15.3:1 ✓

Night Black / Amber · 9.8:1 ✓

Typography

Orbitron for displays, headings and navigation: technical precision and modernity. **Roboto** for body text, legible and neutral.

DISPLAY · ORBITRON 400 / 700

ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
0123456789 !@#\$%^&

BODY · ROBOTO 400 / 700

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789 · «» !?

TYPE SCALE

Display / H1

VESPARIUM™

H2

Technical Leadership

H3

Frameworks

Body Large

Building the company of the future, in public.

Body

Technology built with intent. Leaders who lead with truth.

Small / Label

Consulting · Products · Frameworks

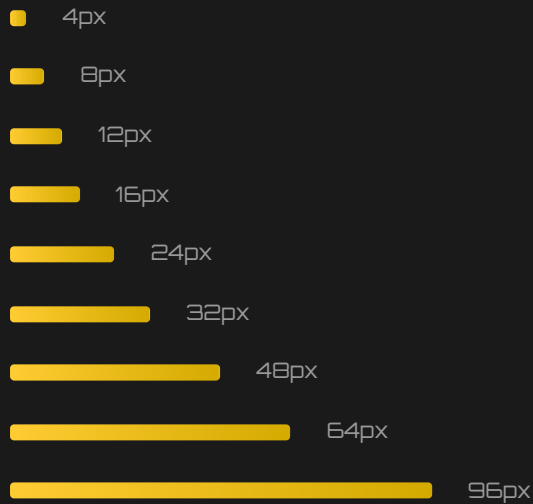
Caption / Nav

ABOUT · FRAMEWORKS · PRODUCTS

Spacing and Shape

System based on multiples of 4px. Moderately rounded corners, precise without being cold.

SPACING SCALE (4PX BASE)



BORDER RADII



sm · 4px

Badges, tags



md · 8px

Buttons, inputs, cards



lg · 16px

Panels, modals



full · pill

Chips, avatars

Components

Recurring UI elements across the VESPARIUM™ interface.

BUTTONS

[Talk to VESPARIUM™](#)[See Frameworks](#)[Learn more](#)[WhatsApp](#)

BADGES AND TAGS

[MANIFESTO](#)[PRODUCT](#)[BETA](#)[V1](#)

CARDS



Career Plan

Framework to create clear, structured growth paths in technology teams.

[PRODUCT](#)

racim.us

Tool to create and manage project RACI matrices.

NAVIGATION

[VESPARIUM](#)[About](#)[Frameworks](#)[Products](#)[Contact](#)[PT](#)[EN](#)[ES](#)

Voice and Tone

VESPARIUM™ speaks with technical clarity, conviction and no pretense. No traditional consulting jargon.



Direct

Short sentences. One idea at a time. No filler.

✓ "Building the company of the future, in public."

✗ "Acting disruptively within the corporate innovation ecosystem."



Technical without elitism

Uses the right terms, explains when needed.

✓ "RACI matrices: who does, who approves, who is consulted."

✗ "Stakeholder alignment through RACI-based governance frameworks."



Committed

Talks about what it does, not what it promises.

✓ "We document everything in public. Mistakes included."

✗ "Committed to excellence and organizational transparency."

Usage and Applications

Principles for consistent application of the brand across any medium.

DIGITAL

- Always dark-first. Do not create a light version without approval.
- Self-hosted fonts via @fontsource (Orbitron + Roboto).
- Minimum 3:1 contrast for decorative elements; 4.5:1 for functional text.

PRINT

- Dark background: Night Black (#1a1a1a) or pure black.
- Wasp Amber in Pantone: PMS 1225 C (approximation).
- Logo at a minimum of 2cm on printed materials.

SOCIAL MEDIA

- Avatar: logo on Night Black background, no extra text.
- Header: logo + "in public." tagline in amber.
- Post templates with the brand's hexagonal elements.

PRESENTATIONS

- Master slide: Night Black, Silver text, Amber highlights.
- Do not use white or light backgrounds.
- Charts: use the VESPARIUM™ palette exclusively.

Digital and Mobile

How VESPARIUM™ appears in digital interfaces: icons, avatars, social media and notifications.



48 · 32 · 16 px

FAVICON

The wasp icon only, no text. Night Black or transparent background. Export: ICO (16/32/48px), PNG 180px (Apple Touch), PNG 192/512px (PWA).



400 x 400 px min.

AVATAR / PROFILE

Full logo on Night Black background. In circular contexts (WhatsApp, Slack, Teams), keep a 10% inner margin so the wasp is not cropped.

VESPARIUM™

in public.

LinkedIn 1584x396 · X 1500x500

COVER / BANNER

Hexagonal Night Black background with centered logo and tagline. Keep logo and text 15% away from the edges (safe zone).



dark / light

DARK AND LIGHT MODE

Dark-first: Silver fill (#d1d1d1) on dark background. In light mode (emails, docs, light PDFs), use Night Black fill (#1a1a1a). Never use Amber fill as the logo's primary color.