VIA LABS
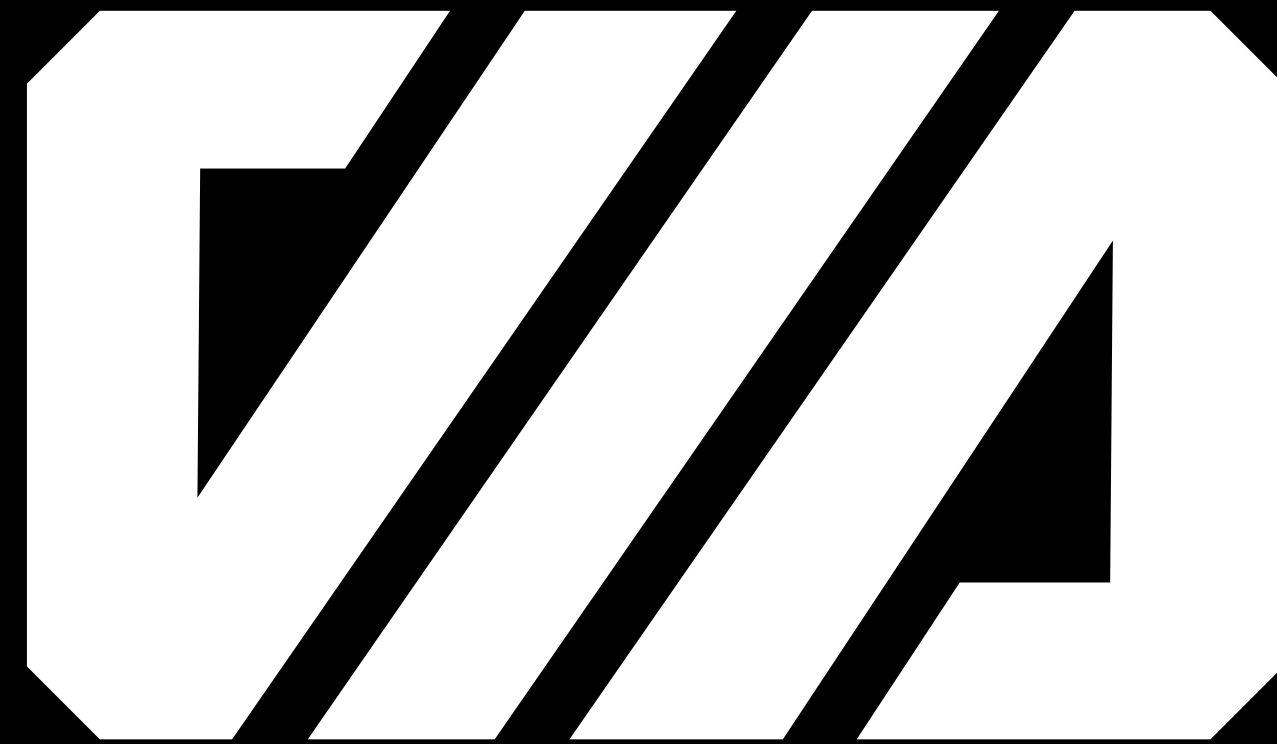
CONTENTS

LOGOTYPE

BASE LOGO

This is the basic version of the logo in its primary color scheme, in which the logo stands strong. It is recommended to prefer this version over others in most appearances and formats.

VIA LABS

NEGATIVE VERSION

LOGO VERSIONS

All possible usable compositional combinations of the logo in white on a black background.

SQUARE (avatar) version

MERCHANDISE version

SQUARE (basic) version

VIA LABS

HORIZONTAL version

VIA LABS

POSITIVE VERSION

LOGO VERSIONS

All possible usable compositional combinations of the logo in white on a black background.

SQUARE (avatar) version

MERCHANDISE version

SQUARE (basic) version

VIA LABS
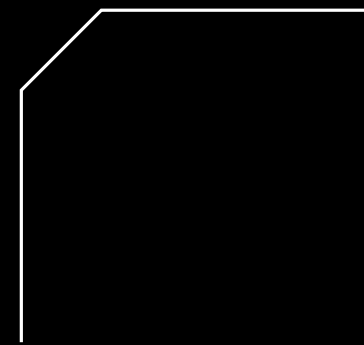
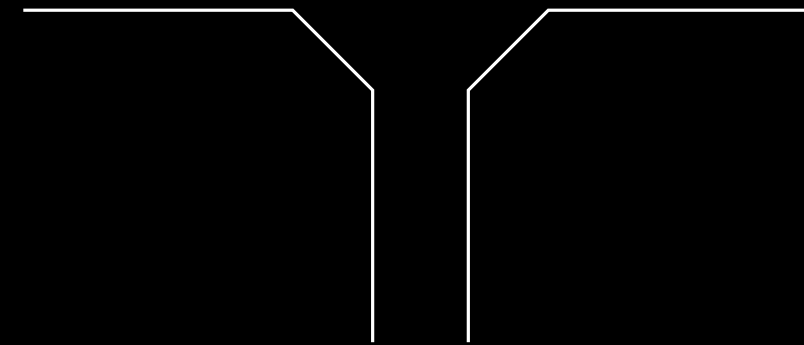HORIZONTAL version

VIA LABS

LOGO SIZING

SIZES COMPARISON

Minimum screen size = 25% (50×30 px)
Minimum Print size = 25% (24×15 mm)

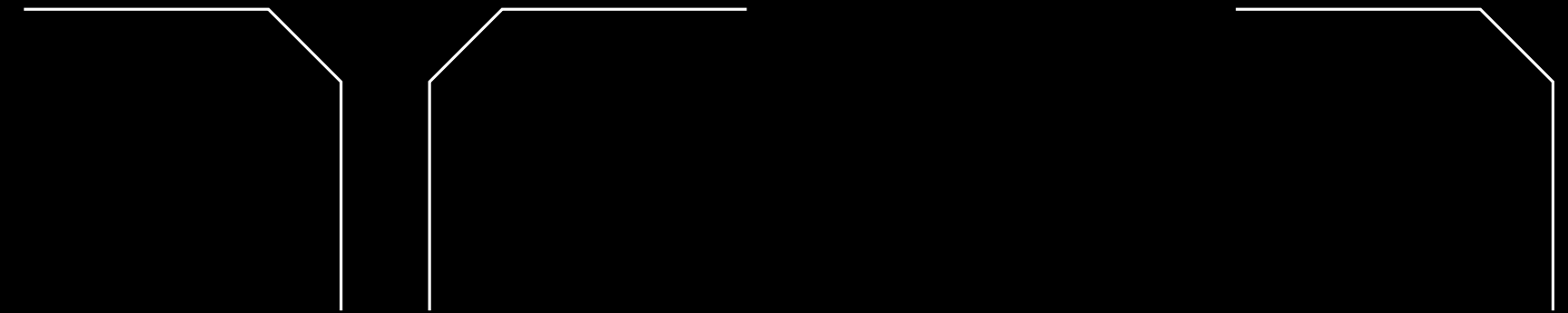25%
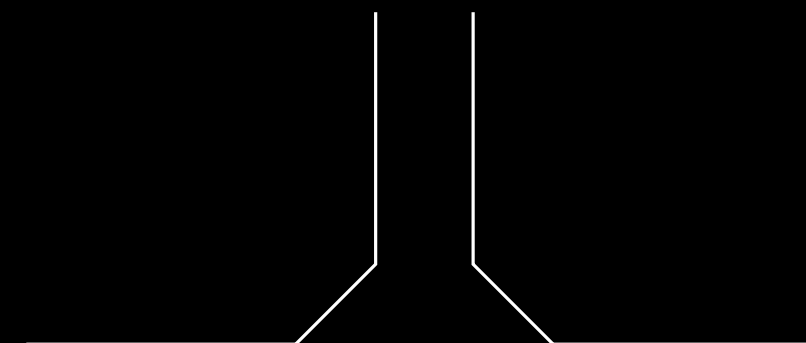
50%

100%
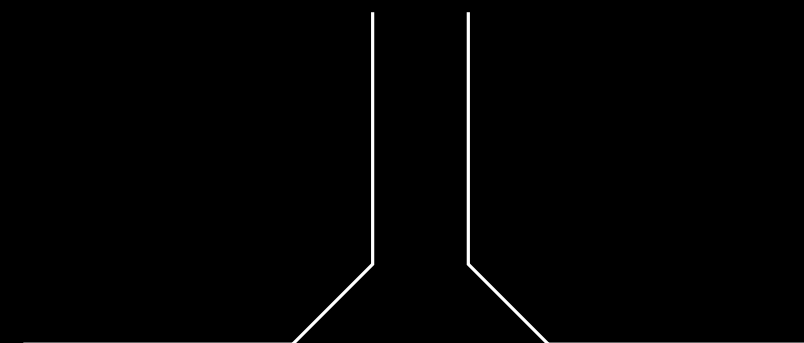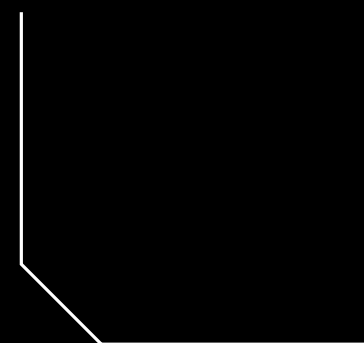
LOGO TYPEFACE

VIDEO TYPEFACE

VIDEO TYPEFACE
Canada Type
Adobe Font License

Style: Bold
UPPPERCASE LETTERS: 'V I A L A B S'

VIDEO BOLD AaBbCc

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789.,!?
@&$€£✿✳#%⓪①②

VIA LABS

SPACING

LOGO TYPOGRAPHY

VIA LABS logo Spacing = 45% (260 pt)
Pokud pot

VIA LABS

↓ SPACING: Figma 45% / Adobe 260 pt ↓

VIA LABS

MUTATIONS

LOGO TYPOGRAPHY

With Adobe Fonts license, is possible to generate variations of the subtitle logo in the future.

VIA LABS

VIA LINK

VIA TECH

CONSTRUCTION

LOGO TYPOGRAPHY COMPOSITION
SQUARE VERSION
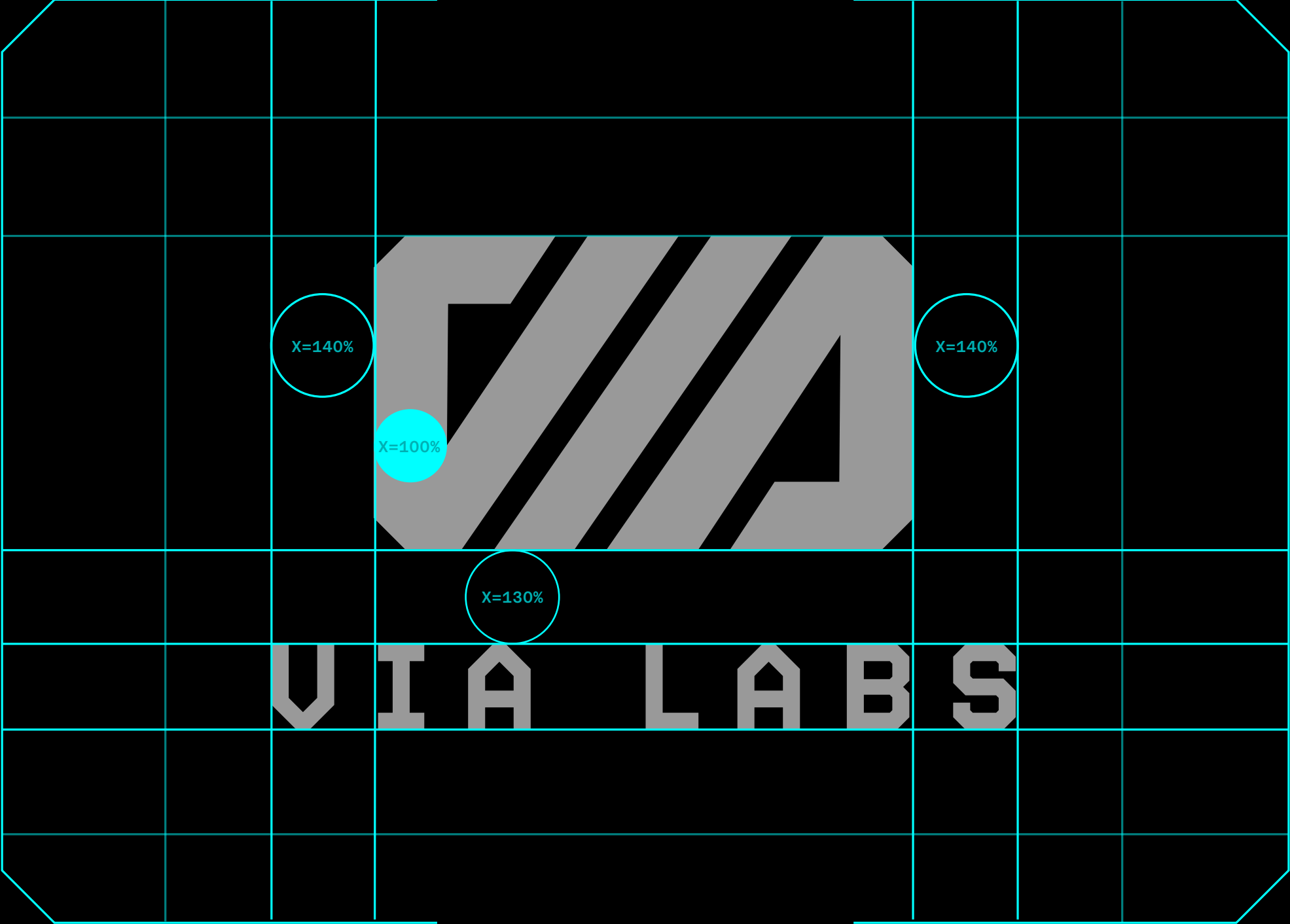
CONSTRUCTION

LOGO TYPOGRAPHY COMPOSITION
HORIZONTAL VERSION

X=130%

X=150%

X=100%

VIA LABS

X=150%
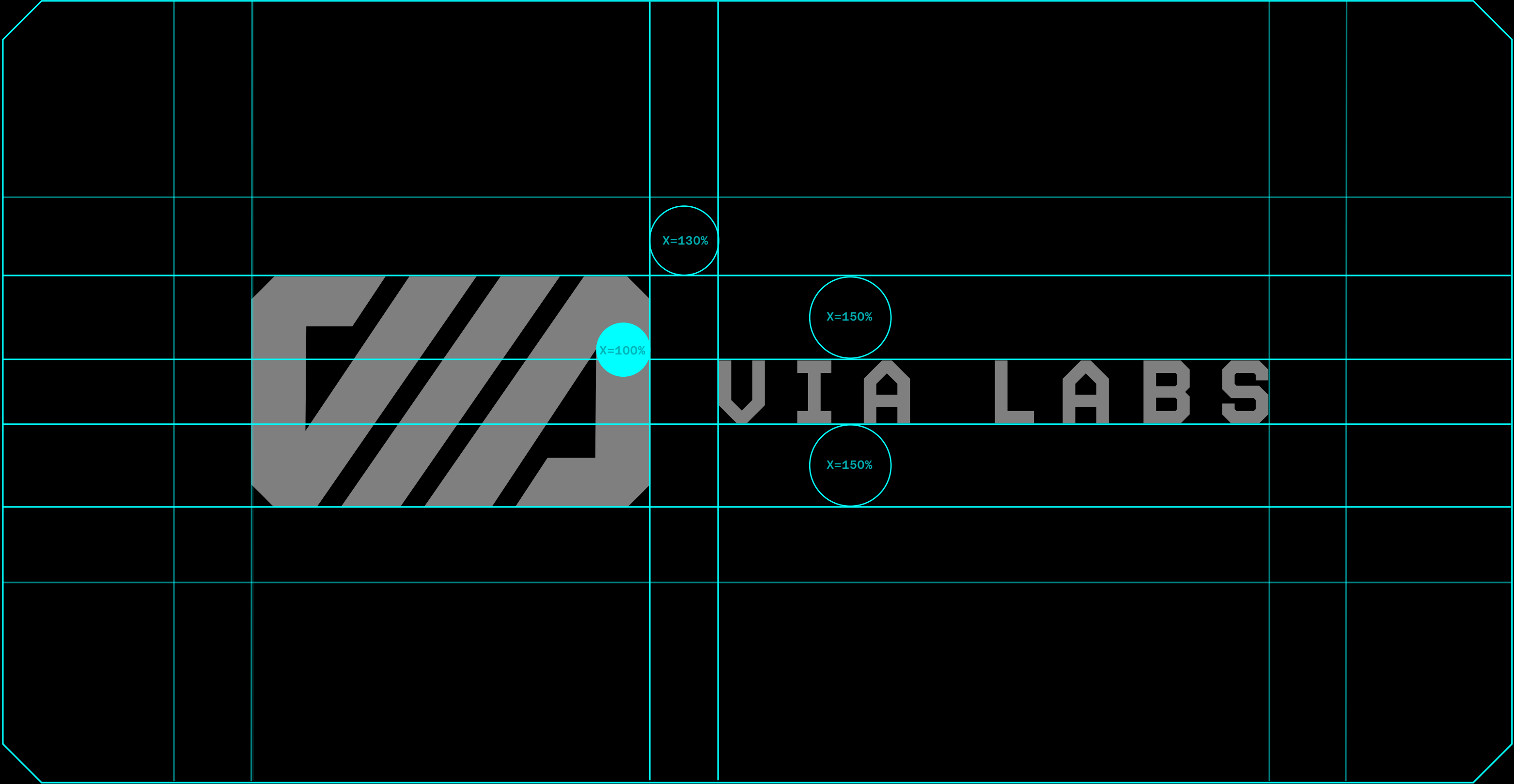
CONSTRUCTION

LOGO TYPOGRAPHY COMPOSITION
MERCHANDISE VERSION

TITLE TYPEFACE

PRIMARY TYPOGRAPHY

AZERET MONO BOLD

Displaay Type Foundry®
Google Font licensed

TITLE TYPESETTING

AZERET MONO Bold

Uppercase

ABCDEFGHIJKLMNOPQR STUVWXYZ

Lowercase

abcdefghijklmnopqr stuvwxyz

Currency symbols & other glyphs

0123456789.,!?

Digits

@$€¢£¥₿¤#%

Possible Glyphs Alternates

CGSU
abcdghmnpqstu

TEXT TYPEFACE

SECONDARY TYPOGRAPHY

AZERET MONO REGULAR

Displaay Type Foundry®
Google Font licensed

ALTERANATE GLYPHS

Alternative gylphs are not recommended for use in body text due to readability concerns. However, it depends on the size of the text font.

Possible Glyphs Alternates

CGSU
abcdghmnpqstu

TEXT TYPESETTING

AZERET MONO Regular

Uppercase

ABCDEFGHIJKLMNOPQR
STUVWXYZ

Lowercase

abcdefghijklmnopqr
stuvwxyz

Currency symbols & other glyphs

0123456789.,!?

Digits

@$€£¥฿¤#%

TEXT TYPEFACE

SECONDARY TYPOGRAPHY

AZERET MONO ITALIC

Displaay Type Foundry®
Google Font licensed

ALTERANATE GLYPHS

Alternative gylphs are not recommended for use in body text due to readability concerns. However, it depends on the size of the text font.

Possible Glyphs Alternates

CGSU
abcdghmnpqstu

TEXT TYPESETTING

AZERET MONO Italic (Regular Italic)

Uppercase

ABCDEFGHIJKLMNOPQR
STUVWXYZ

Lowercase

abcdefghijklmnopqr
stuvwxyz

Currency symbols & other glyphs

0123456789.,!?

Digits

@$€£¥₿¤#%

TEXT

SECONDARY TYPOGRAPHY

The body text is not scaled proportionally compared to the headline; values need to be adjusted for an ideal readable contrast according to the following guidelines.

60 pt

Index

20 pt

VIA LABS Tech provides developers with the tools they need to scale their offerings across *various blockchain networks*. Our platform simplifies the complexity of omni-chain *interoperability*, enabling seamless integration for innovators and enterprises alike.

40 pt

Index

14 pt

VIA LABS Tech provides developers with the tools they need to scale their offerings across *various blockchain networks*. Our platform simplifies the complexity of omnichain *interoperability*, enabling seamless integration for innovators and enterprises alike.

30 pt

Index

10 pt

VIA LABS Tech provides developers with the tools they need to scale their offerings across *various blockchain networks*. Our platform simplifies the complexity of omnichain *interoperability*, enabling seamless integration for innovators and enterprises alike.

TITLES

PRIMARY TYPOGRAPHY

Any other upright cut can be used in incidental cases such as buttons, links, or the need for emphasis for click-through.

Messaging across all Blockchains

E7

5

F

Thin
ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

Lorem Ipsum ABC

2865.2

START

A1

B2

C3

VIA LABS Tech provides developers with the tools they need to scale their offerings across various blockchain networks. Our platform simplifies the complexity of omnichain interoperability, enabling seamless integration for innovators and enterprises alike.

VIA LABS Tech provides developers with the tools they need to scale their offerings across various blockchain networks.

Our platform simplifies the complexity of omnichain interoperability, enabling seamless integration for innovators and enterprises alike.

Computer 27A

ANIMATION

VARIABLE FONT

With the option to use multiple styles for title typesetting, utilizing variable font format becomes advantageous, where the font animates its thickness through code on the web.

This is where the great advantage of a monospaced font comes into play. With both thin and black cuts having the same width for all letters and spaces between them, the text's proportions remain consistent during animation, preventing overflow text or gaps between buttons.
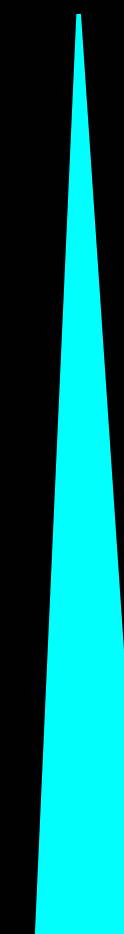
AZERET MONO

Thin
ExtraLight
Light
Regular
Medium
SemiBold
Bold
ExtraBold
Black

STATIC STYLES

100
200
300
400
500
600
700
800
900
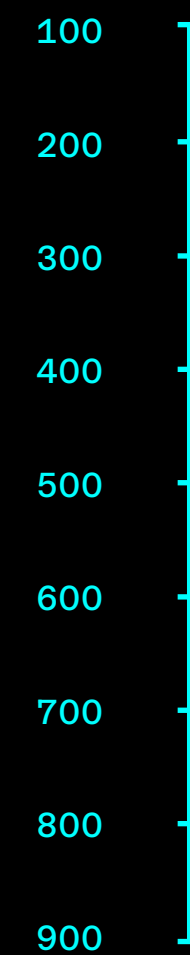
VARIABLE

POSSIBLE ANIMATION FOR HOVER CURSOR EFFECT

ABC

x   x   x

SAME WIDTH ALL STYLES

WEB COLORS

DISPLAY SPECTRUM

The color palette exudes modernity and brings a technical yet attractive and futuristic vibe. By using bold colors as highlights or details, the outputs will exude a dellicate visual, technically intricate yet professional demeanor.

One of the characteristics of the color palette is that the colors are almost opposite each other in the spectrum, thus they fall into the category of complementary colors, which evoke maximum optical contrast in color when placed together.

RICH BLACK

R=0
G=0
B=0
#000000

TECH MINT TURQUOISE

R=60
G=55
B=220
#3CFFDC

VIBRANT MAGENTA

R=255
G=73
B=255
#FF49FF

PURE WHITE

R=255
G=255
B=255
#FFFFFF

PRINT COLORS

PRINT SPECTRUM

The printable color palette is limited compared to the display one. Here are an equivalent spot colors or direct pantone color.

RICH BLACK

C=91
M=79
Y=62
K=97

TECH MINT TURQUOISE

C=66
M=0
Y=32
K=0

PANTONE 3252

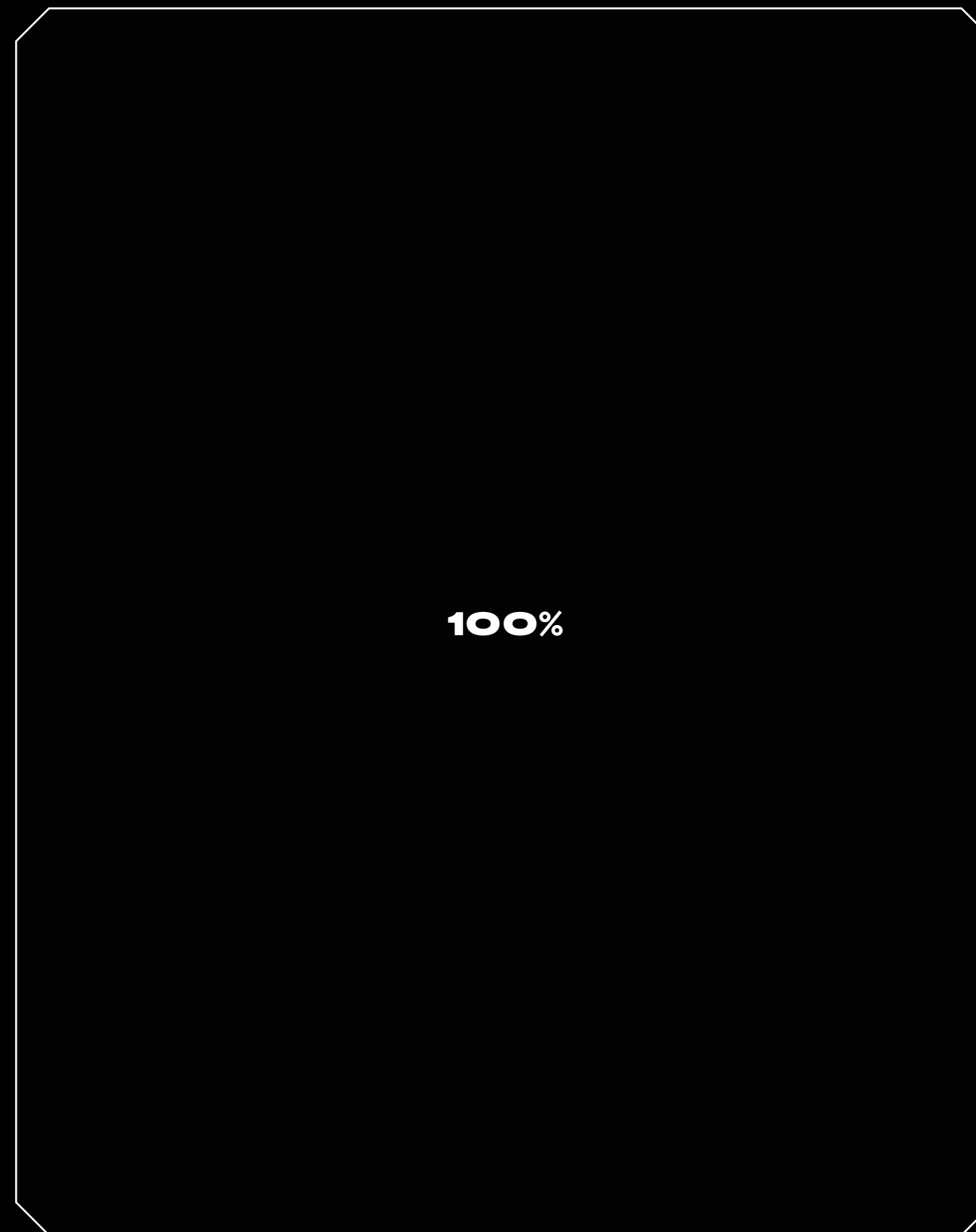### VIBRANT MAGENTA

C=0
M=70
Y=0
K=0

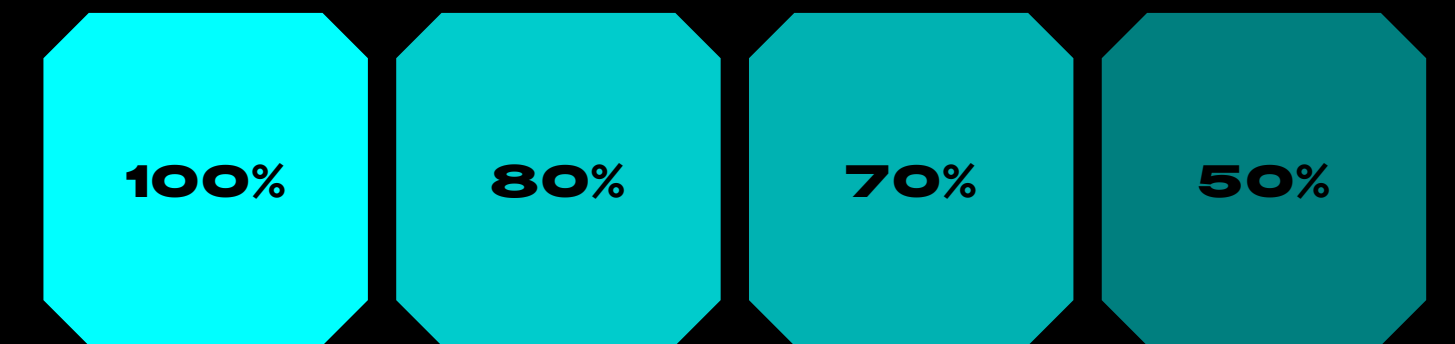PANTONE 2385

PURE WHITE

C=0
M=0
Y=0
K=0

COLOR SHADES

SECONDARY TYPOGRAPHY

In the provided percentages, it is possible to reduce transparency or lighten the shades of colors to achieve optimal information flow.
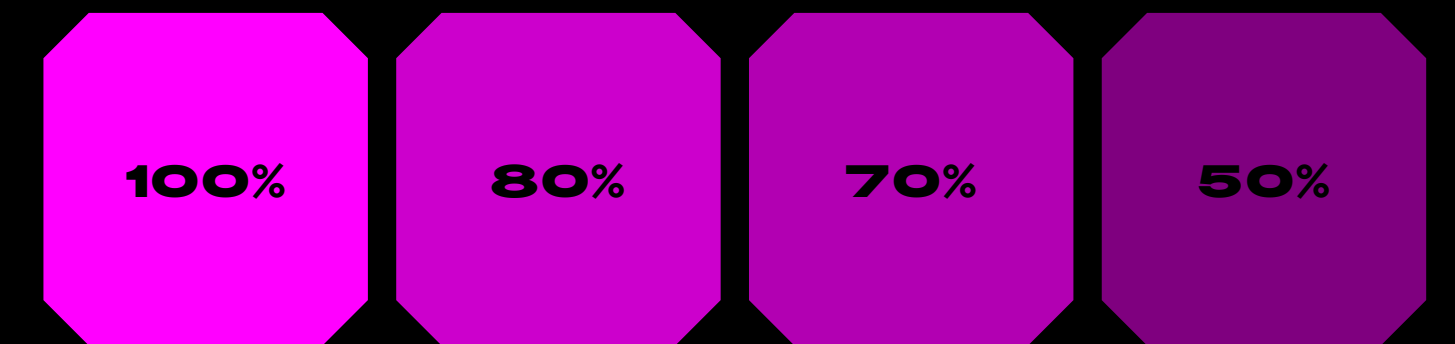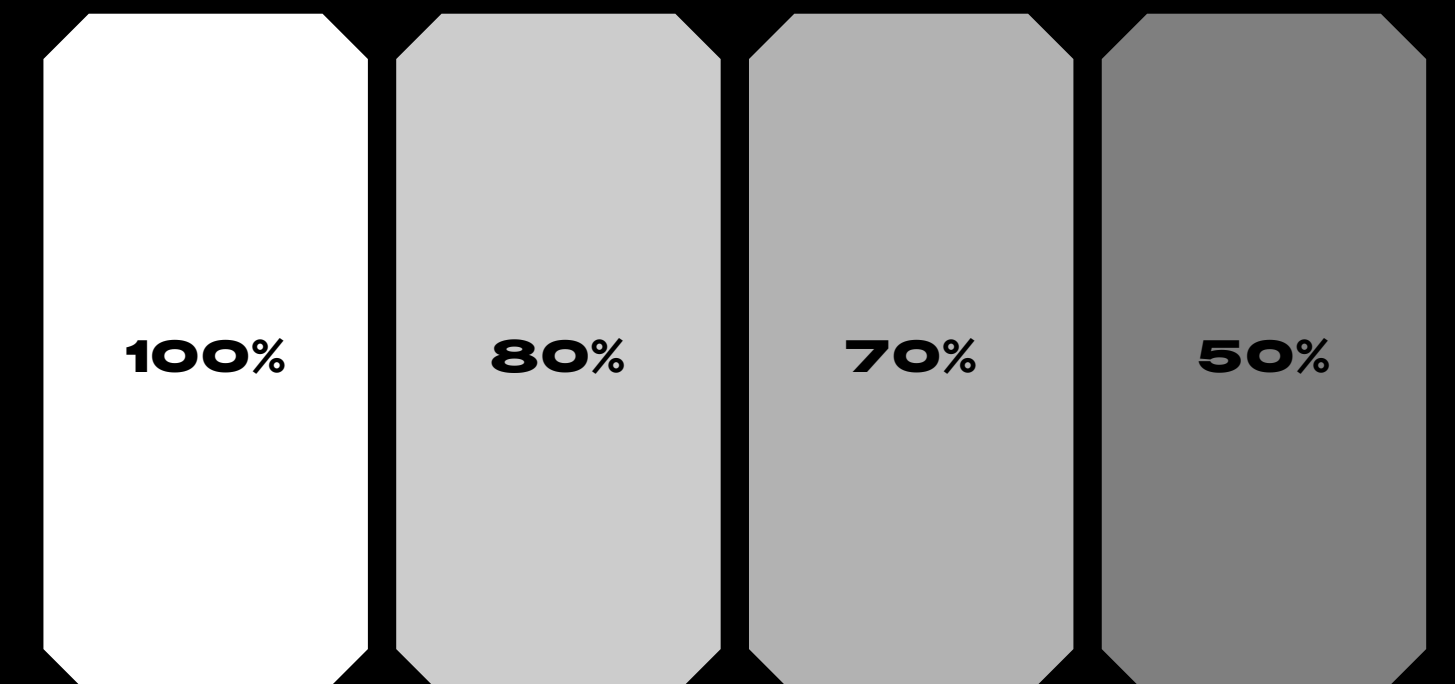
BLACKOUT BLACK

100%

TECH MINT TURQUOISE

| 100% | 80% | 70% | 50% |

VIBRANT MAGENTA

| 100% | 80% | 70% | 50% |

EVEREST WHITE

| 100% | 80% | 70% | 50% |

BACKGROUND

CONTRAST MATCHING

This way, we choose the color variant of the logo for contrasting or non-contrasting backgrounds.

100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

VIA LABS   VIA LABS   VIA LABS   VIA LABS   VIA LABS   VIA LABS   VIA LABS   VIA LABS   VIA LABS   VIA LABS

COLOR LOGO

COLOR COMBINING

The color variant of the logo is available in both color mutations:
TECH MINT TURQUOISE and VIBRANT MAGENTA. Together, they
also offer a gradient variant that combines these two colors and
provides the option of animating the gradient, transitioning from
one color variant to the other.

COLOR LOGOS WITH WHITE SIGN IS POSSIBLE VERSION IN ANY POSSIBLE LOGO COMPOSTIONS

VIA LABS

VIA LABS

VIA LABS

LOGO COLOR 1

TECH MINT TURQUOISE

SQUARE (avatar) version

MERCHANDISE version

SQUARE (basic) version

HORIZONTAL version

LOGO COLOR 2

VIBRANT MAGENTA

SQUARE (avatar) version

MERCHANDISE version

SQUARE (basic) version

HORIZONTAL version

LOGO COLOR 3

VIBRANT MAGENTA
WHITE BACKGROUND

On a white background, it is possible to use the magenta color variant with black typography..

SQUARE (avatar) version

MERCHANDISE version

SQUARE (basic) version

VIA LABS

HORIZONTAL version

VIA LABS

GRADIENT LOGO

GRADIENT VERSION

SQUARE (avatar) version

MERCHANDISE version

SQUARE (basic) version

VIA LABS

HORIZONTAL version

VIA LABS

BORDER SYSTEM

GRID

The system of frames is based on the construction pattern. Frames are typically created from 4 parts, with a maximum of 6 outline parts for a rectangle.

The rule for the blocks is to use thirds or halves, achieving optimal visual balance.

Messaging across all Blockchains

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Lorem Ipsum ABC

VIA LABS Tech provides developers with the tools they need to scale their offerings across various blockchain networks. Our platform simplifies the complexity of omnichain interoperability, enabling seamless integration for innovators and enterprises alike.

VIA LABS Tech provides developers with the tools they need to scale their offerings across various blockchain networks.

Our platform simplifies the complexity of omnichain interoperability, enabling seamless integration for innovators and enterprises alike.

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START

A1

B2

C3

Computer 27A

PATTERN

MODULAR

The modular pattern serves to unify the visual identity and is expected in outputs containing large areas of blank space as well as in merchandise objects.

From the pattern, individual blocks or groups of blocks can be extracted, its parts can be disconnected, and maps or patterns can be created from them. Texts and buttons can snap to the grid. Using the grid ensures an even distribution of columns for website interactivity. With the grid, lines can be pulled out or drawn within designated 45° angles.
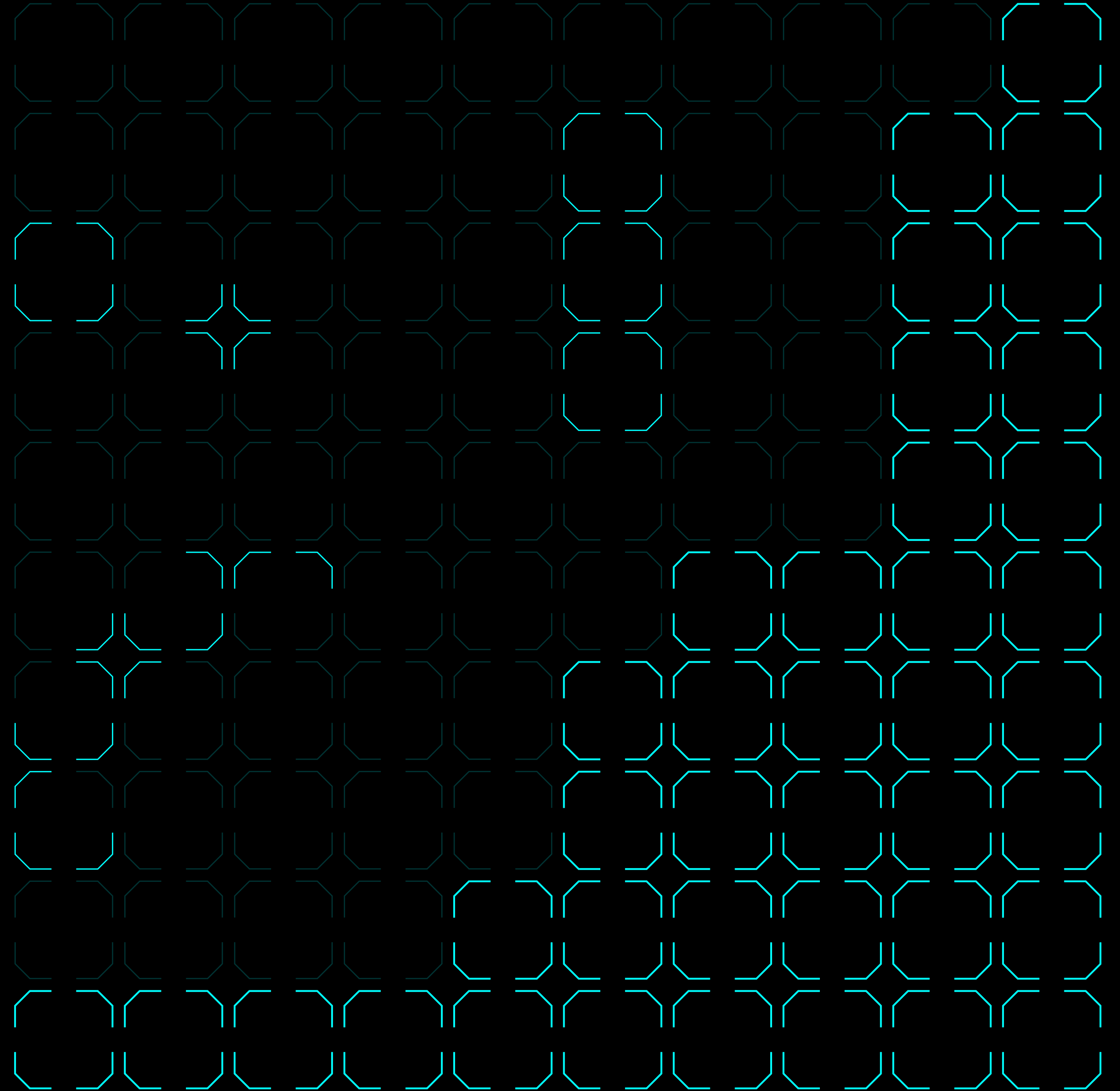
PATTERN

POSSIBILITIES

The pattern can serve as a background or an invisible grid, offering the flexibility to accommodate frames, highlight individual symbols or parts thereof. Additionally, cursor animation possibilities include adjusting opacity or stroke thickness. Modulating opacity lends a more ambient and tranquil feel, whereas adjusting stroke thickness enhances interactivity and visibility.
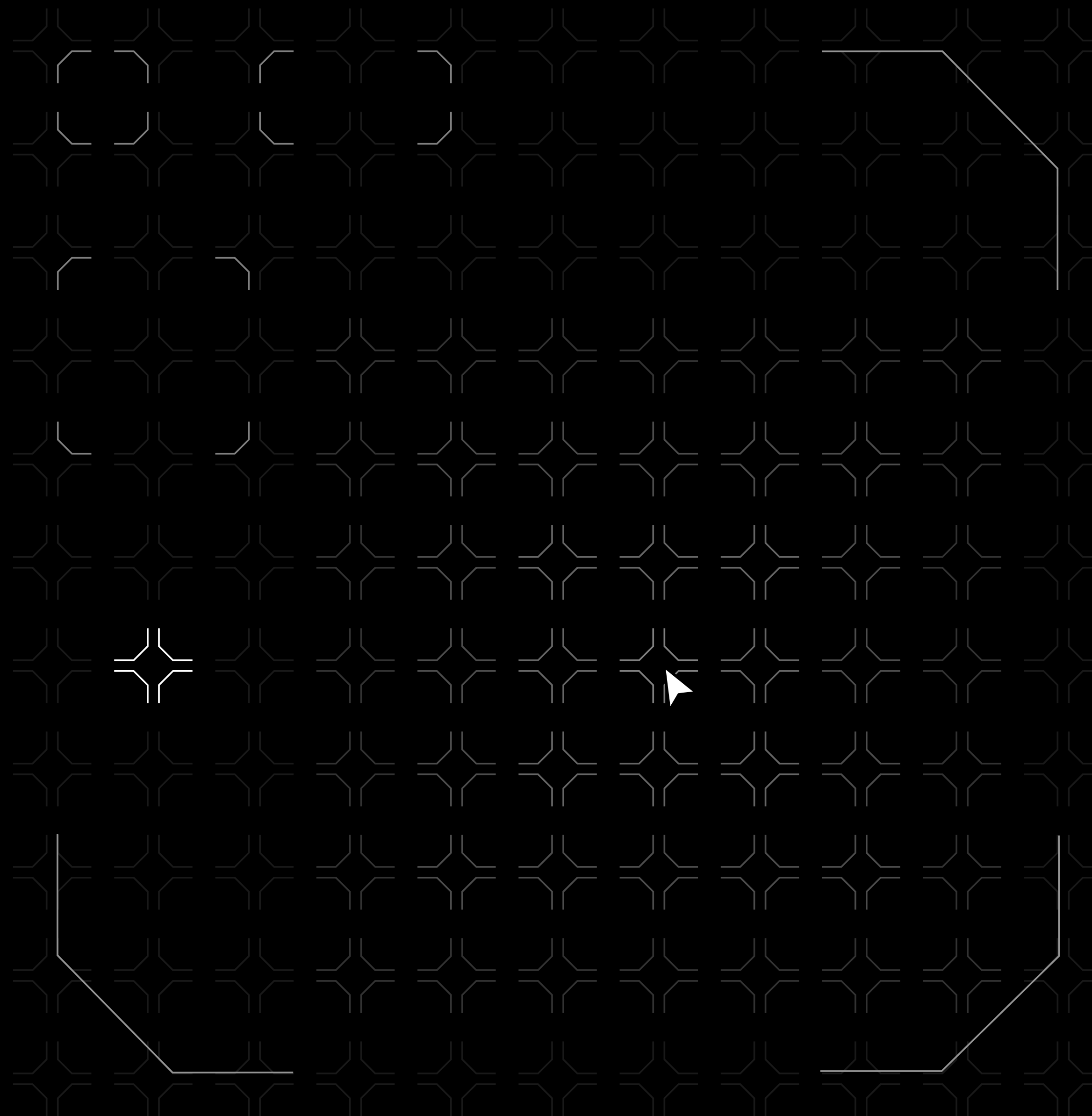
PATTERN

FEATURES

Individual parts of the pattern can be omitted to create space for other elements. Additionally, rotated segments of the pattern by 90 degrees can be directly inserted into the pattern, potentially serving as components for animation. In the case of a prominent background, a frosted glass overlay can be applied to the top layer.

INTERACTIVE ANIMATION ELEMENTS

GRID FITIING

VIA LABS

CURSOR ANIMATION

FROSTED GLASS BOX LAYER
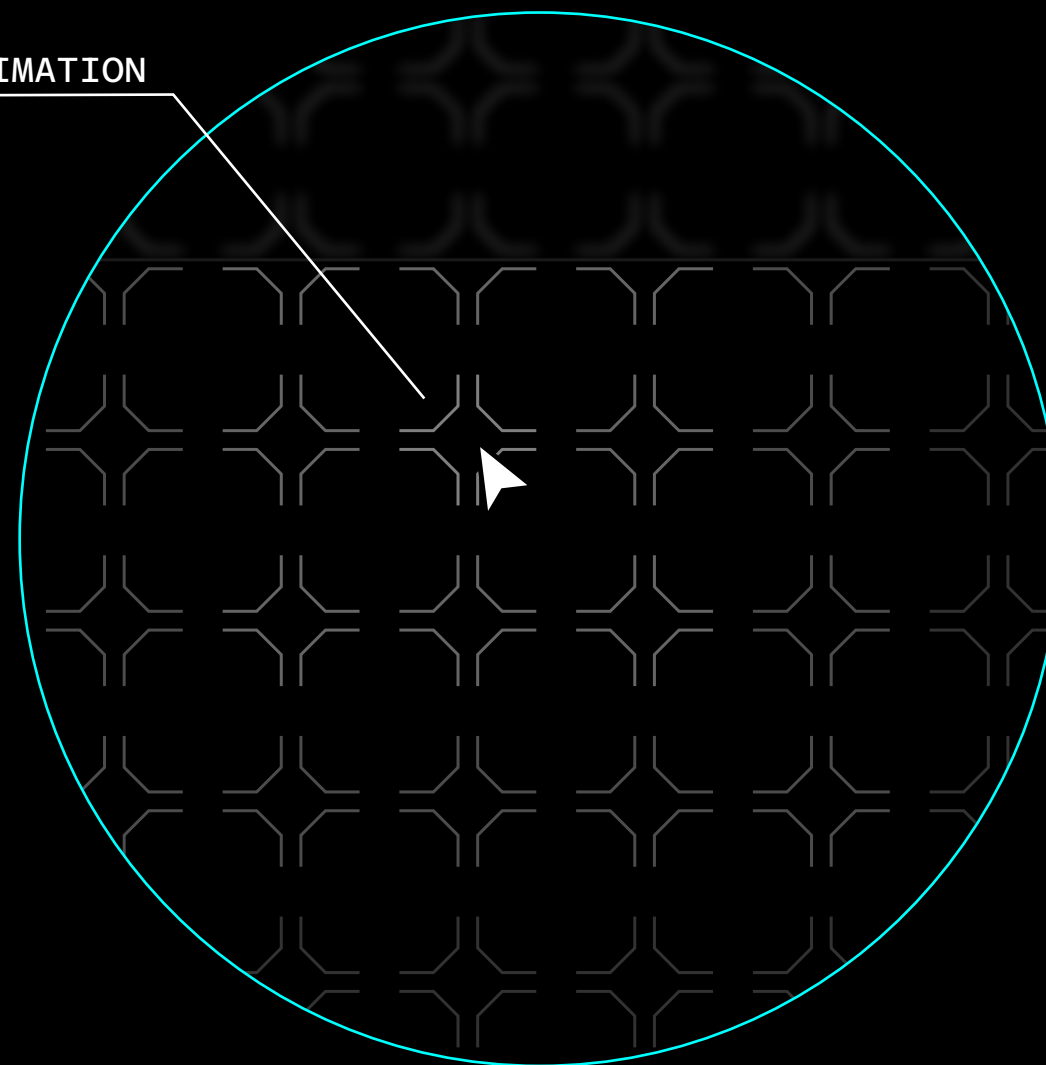
FROSTED GLASS BOX LAYER
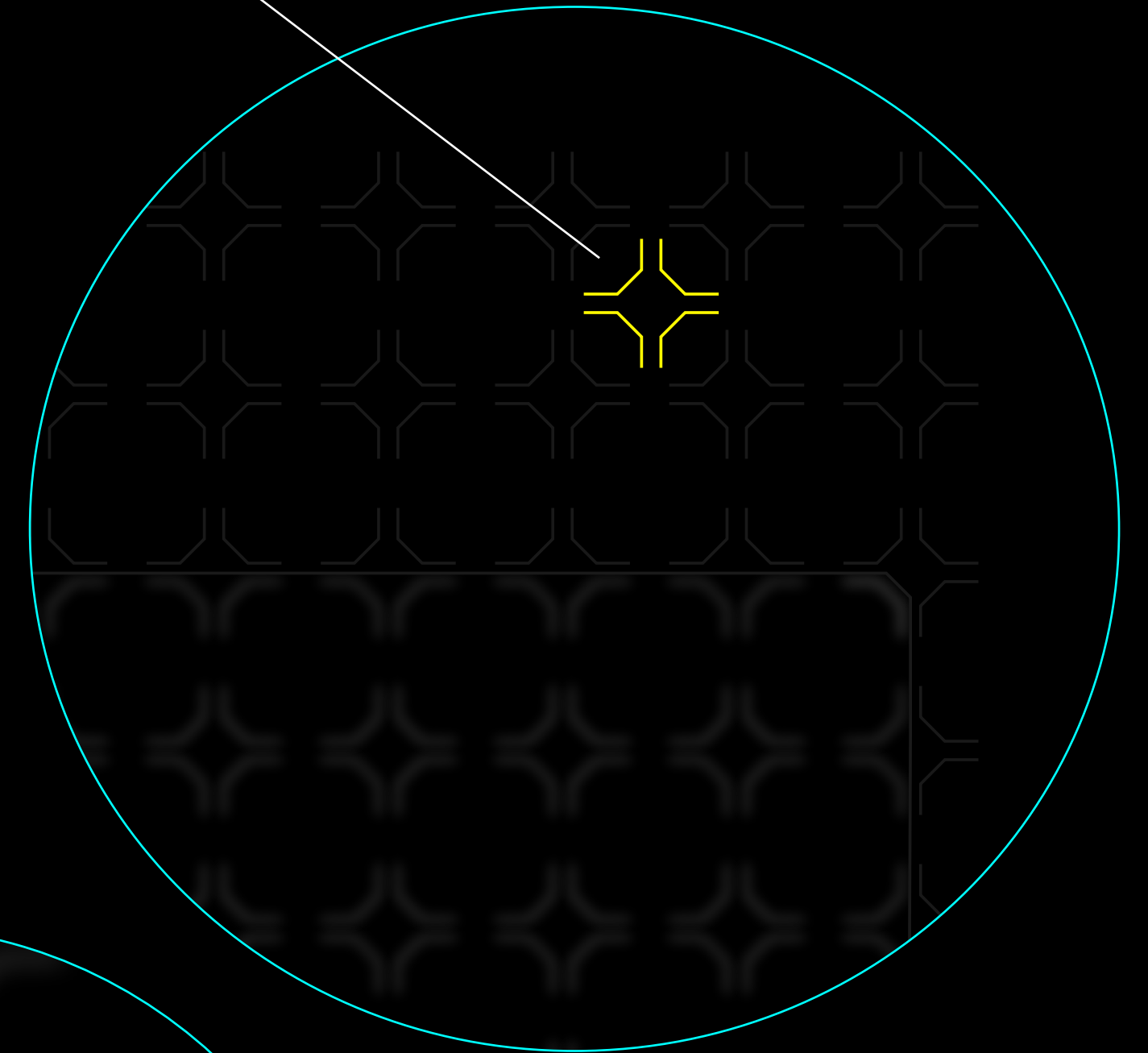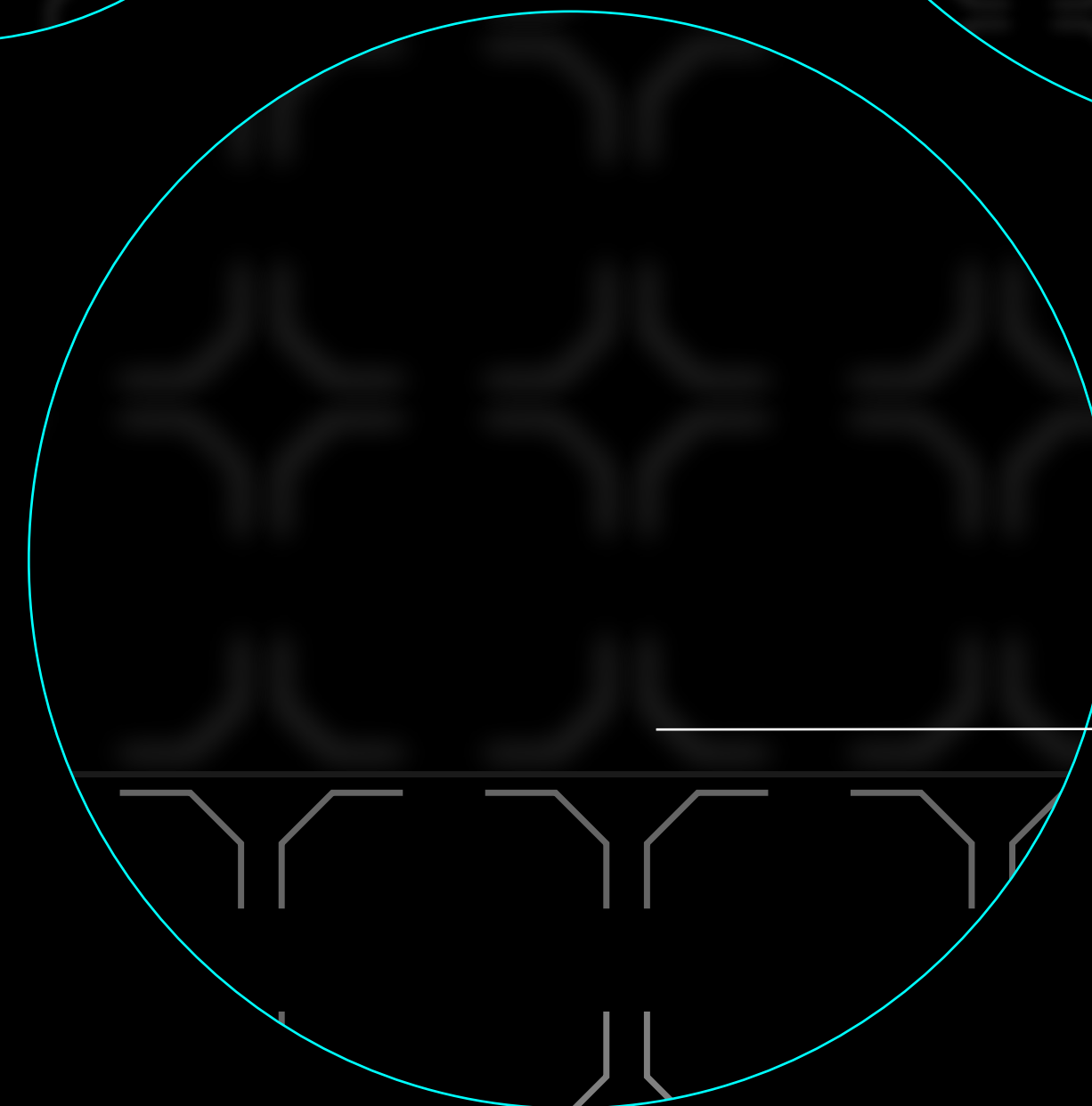
SYMBOLS

PATTERN SYMBOLS

Pattern symbols are derived from the pattern of the visual identity or its details. Their use varies depending on the output format needed.

The design reflects the appearance of the pattern. Its evolutionary steps are suitable for video or interactive animation.
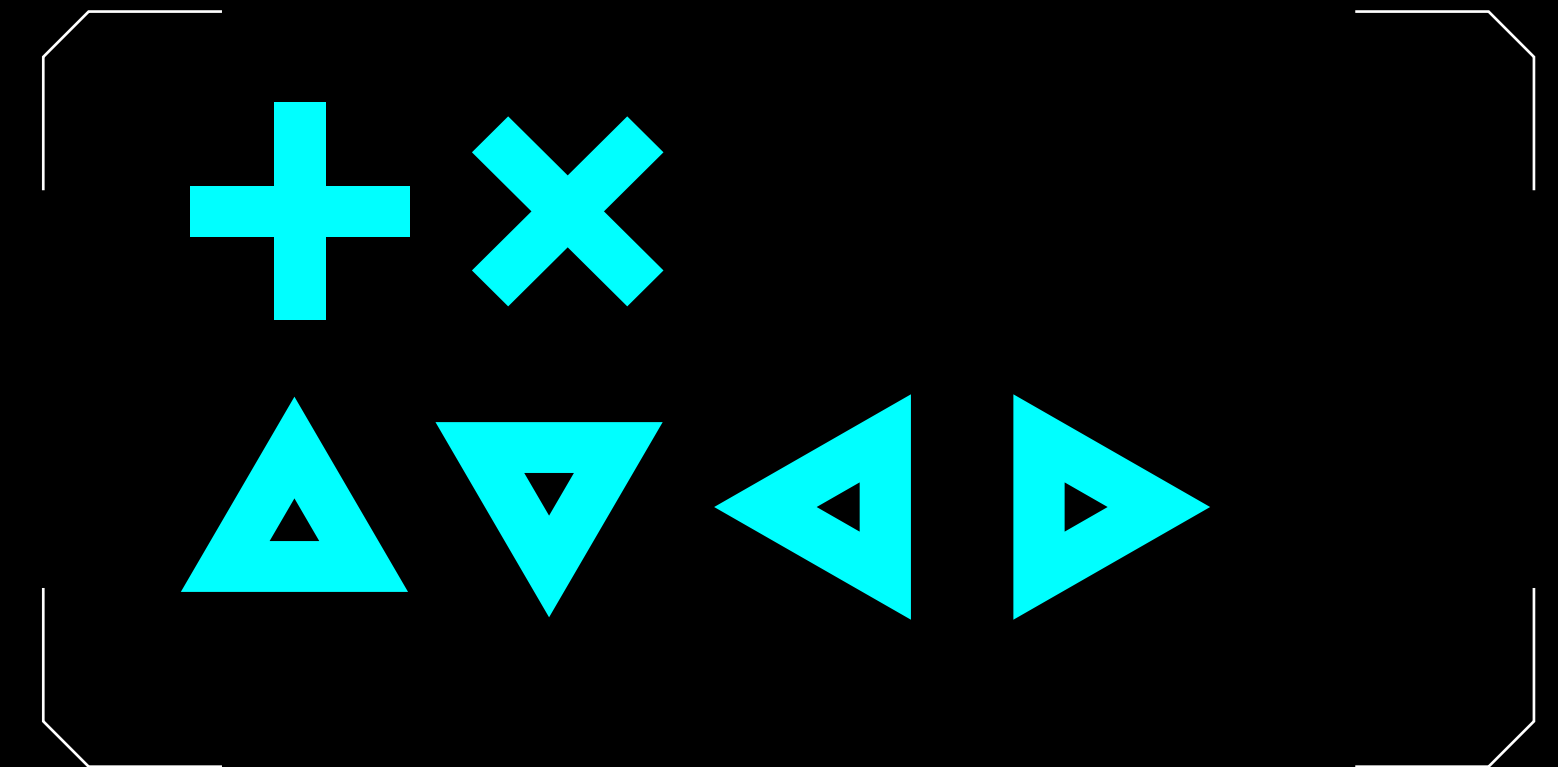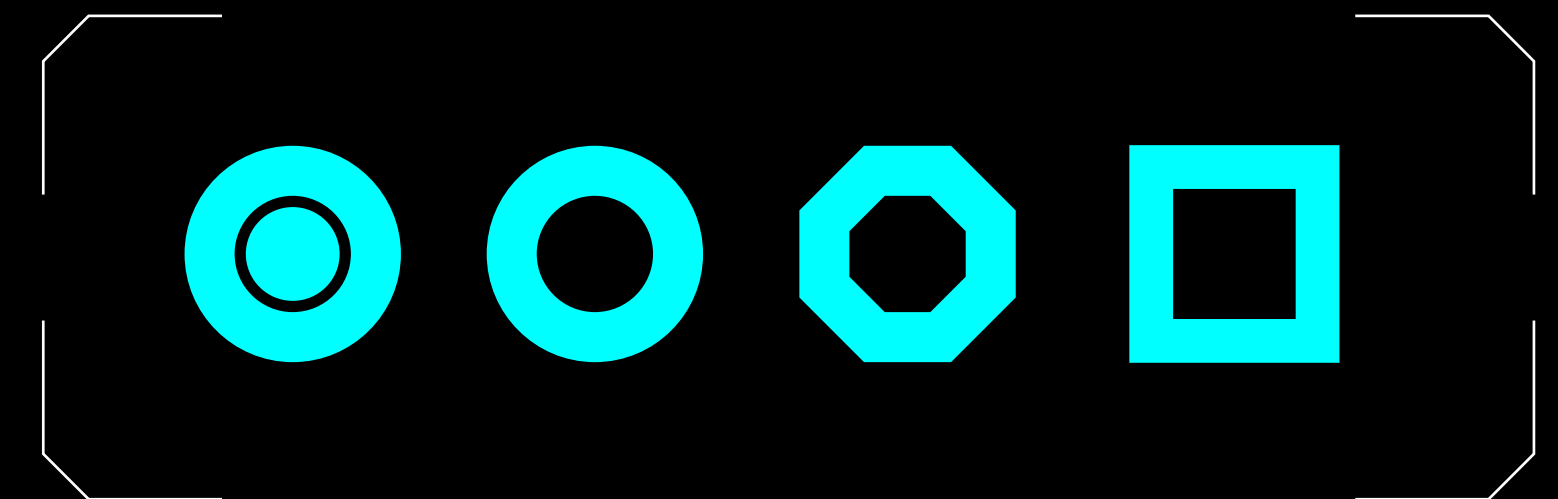
PATTERN SYMBOL 1 EVOLUTION
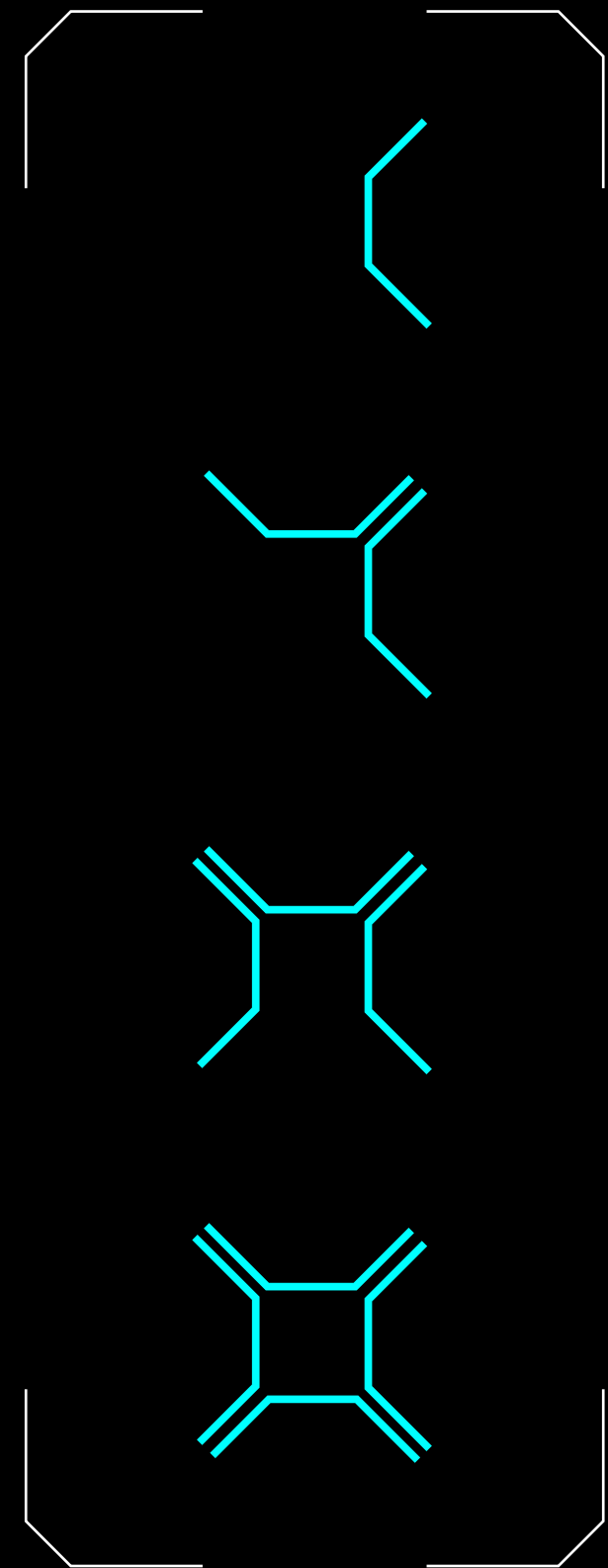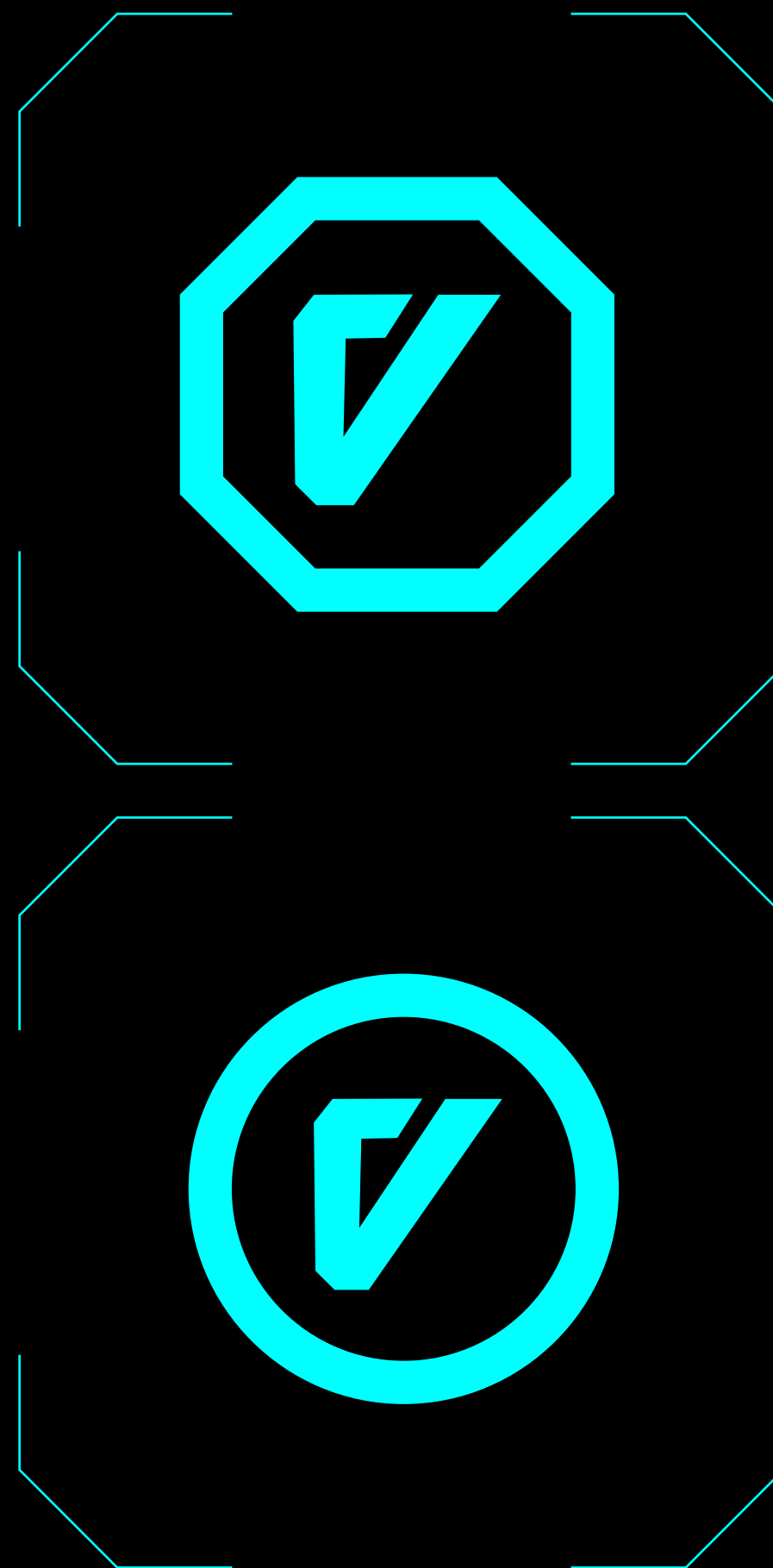
PATTERN SYMBOL 2 EVOLUTION
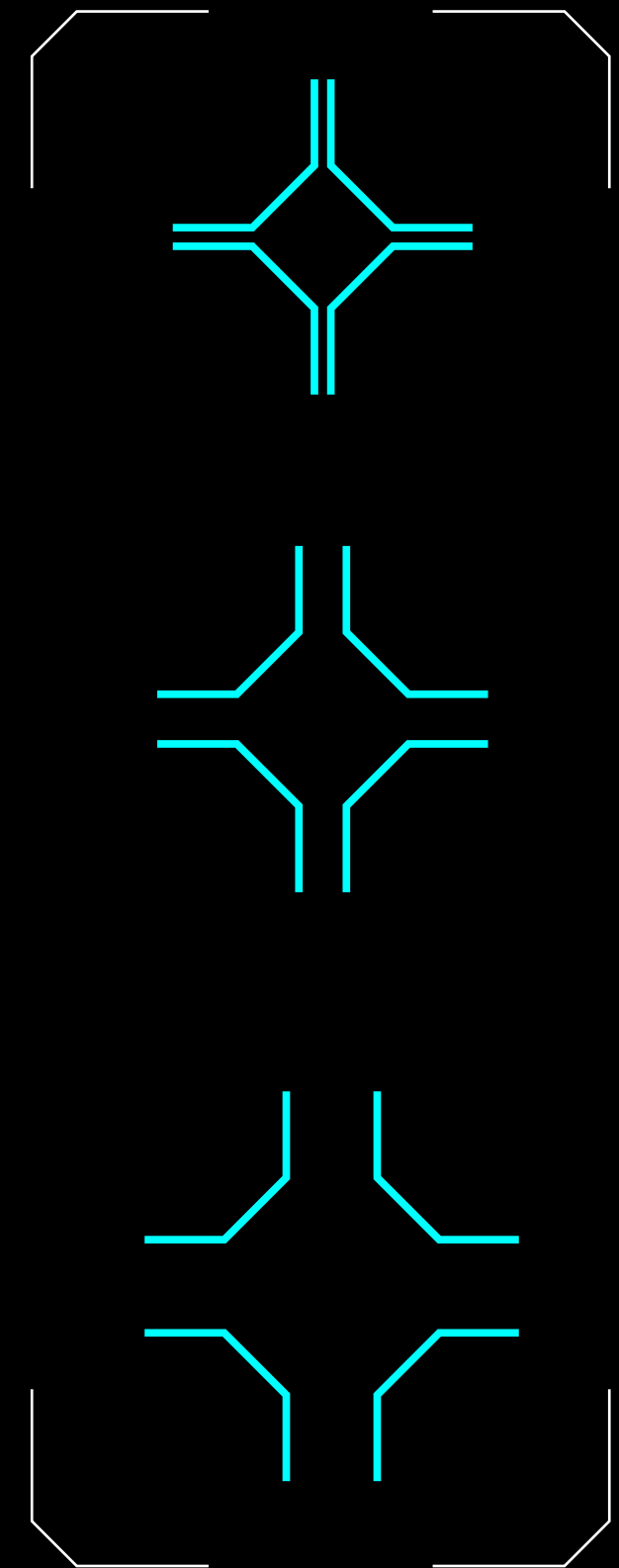
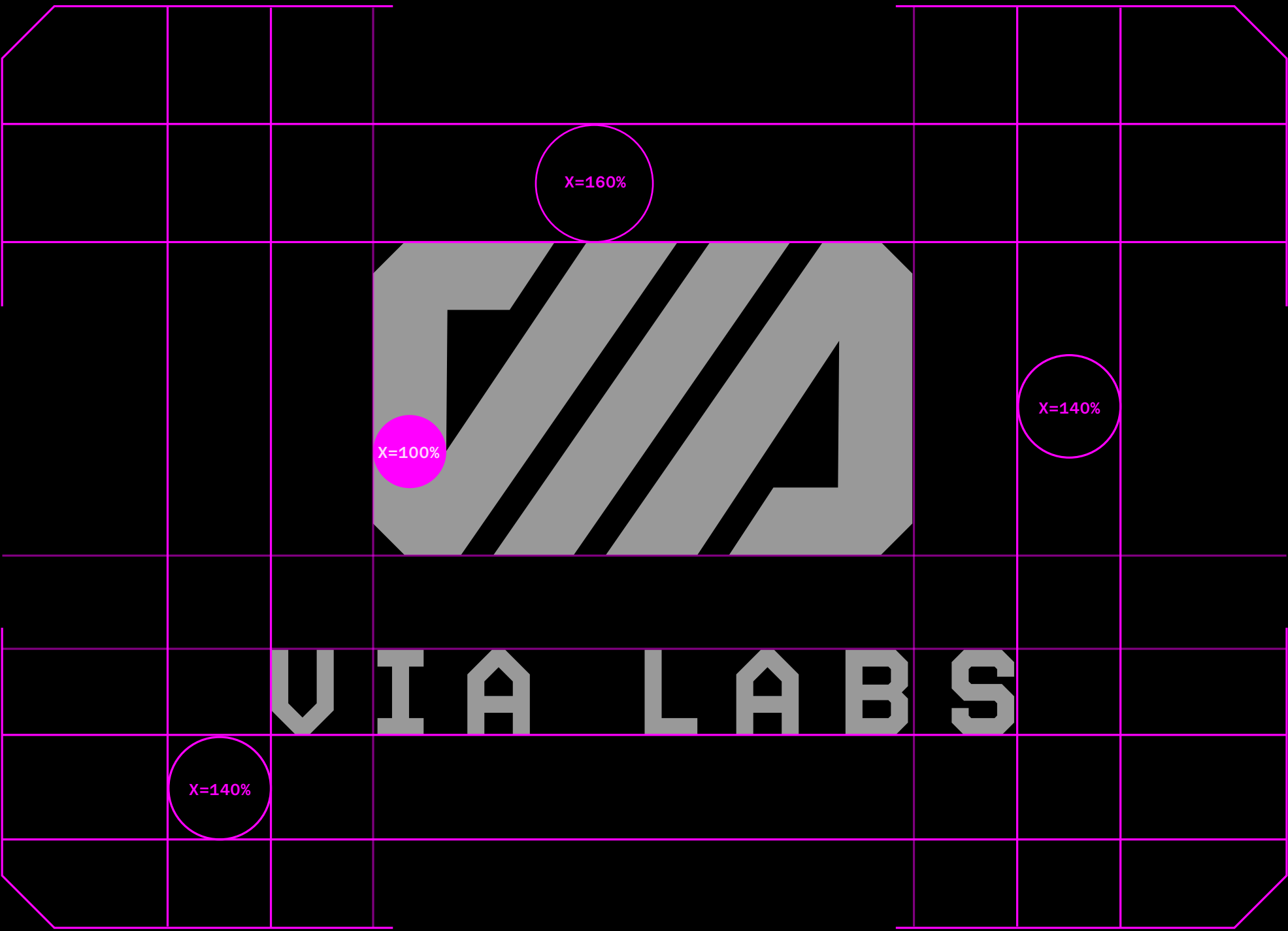BASIC GEOMETRIC SYMBOLS 1

BASIC GEOMETRIC SYMBOLS 2

TOKEN

TOKEN SYMBOLS

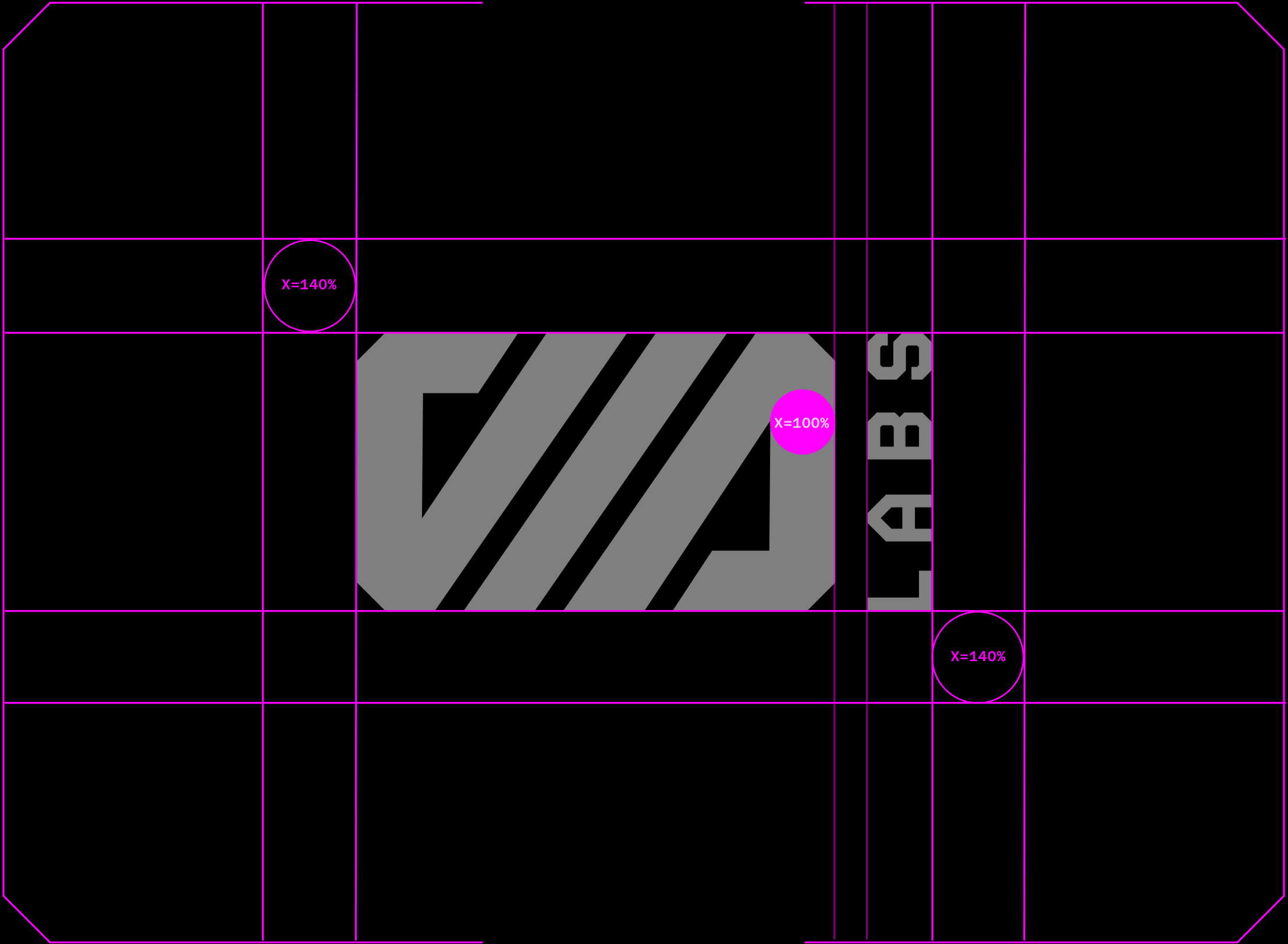Design of the token symbol in both white and colored variants.

SAFE ZONE

SQUARE LOGO

SAFE ZONE

HORIZONTAL LOGO

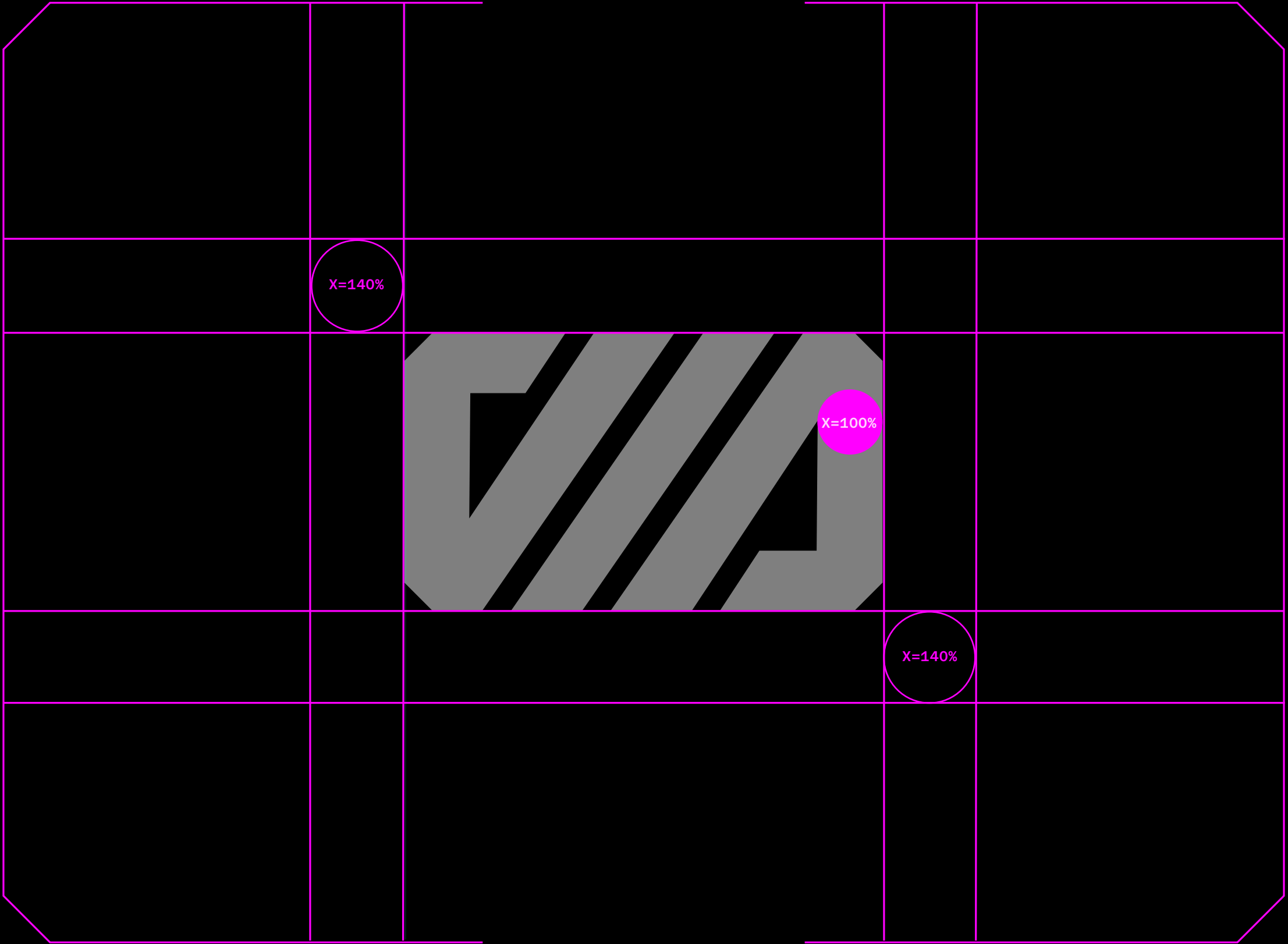X=140%

X=100%

X=140%

SAFE ZONE

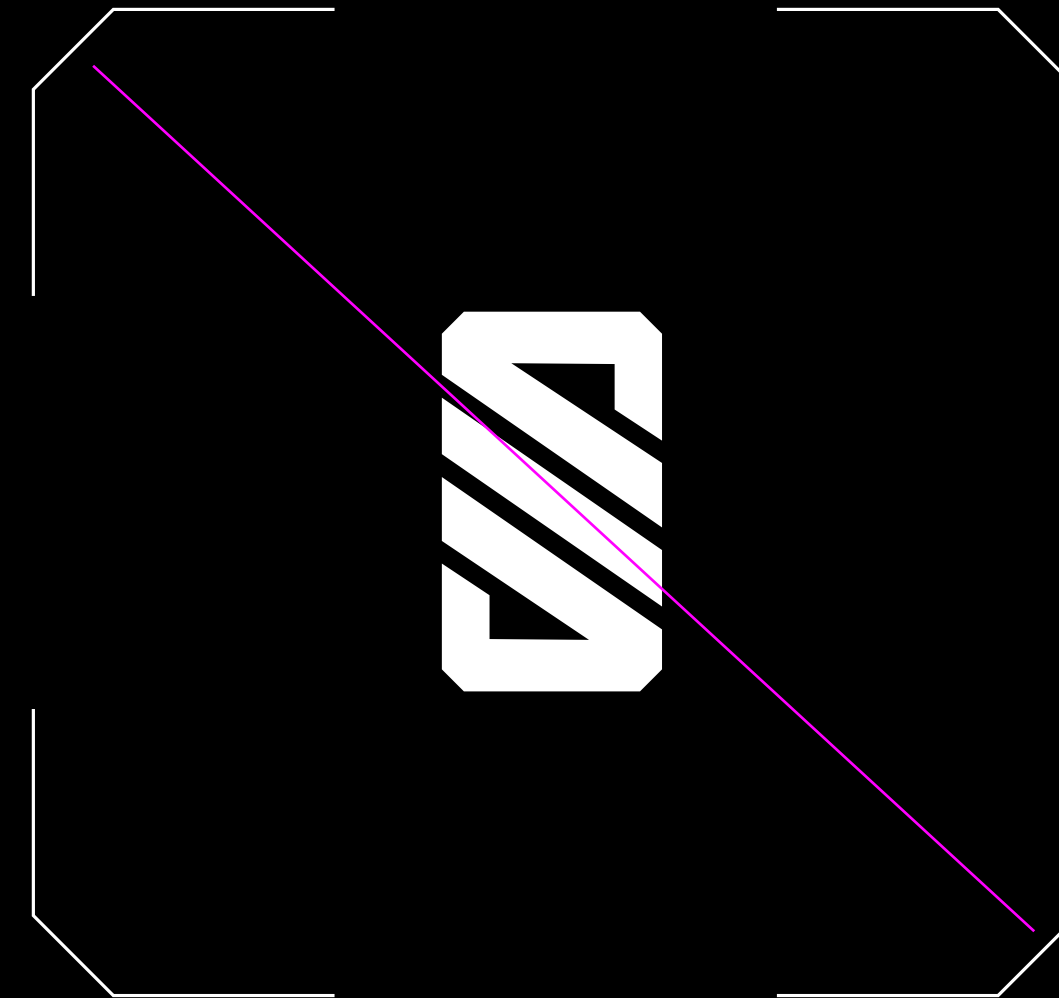## MERCHANDISE LOGO VERSION
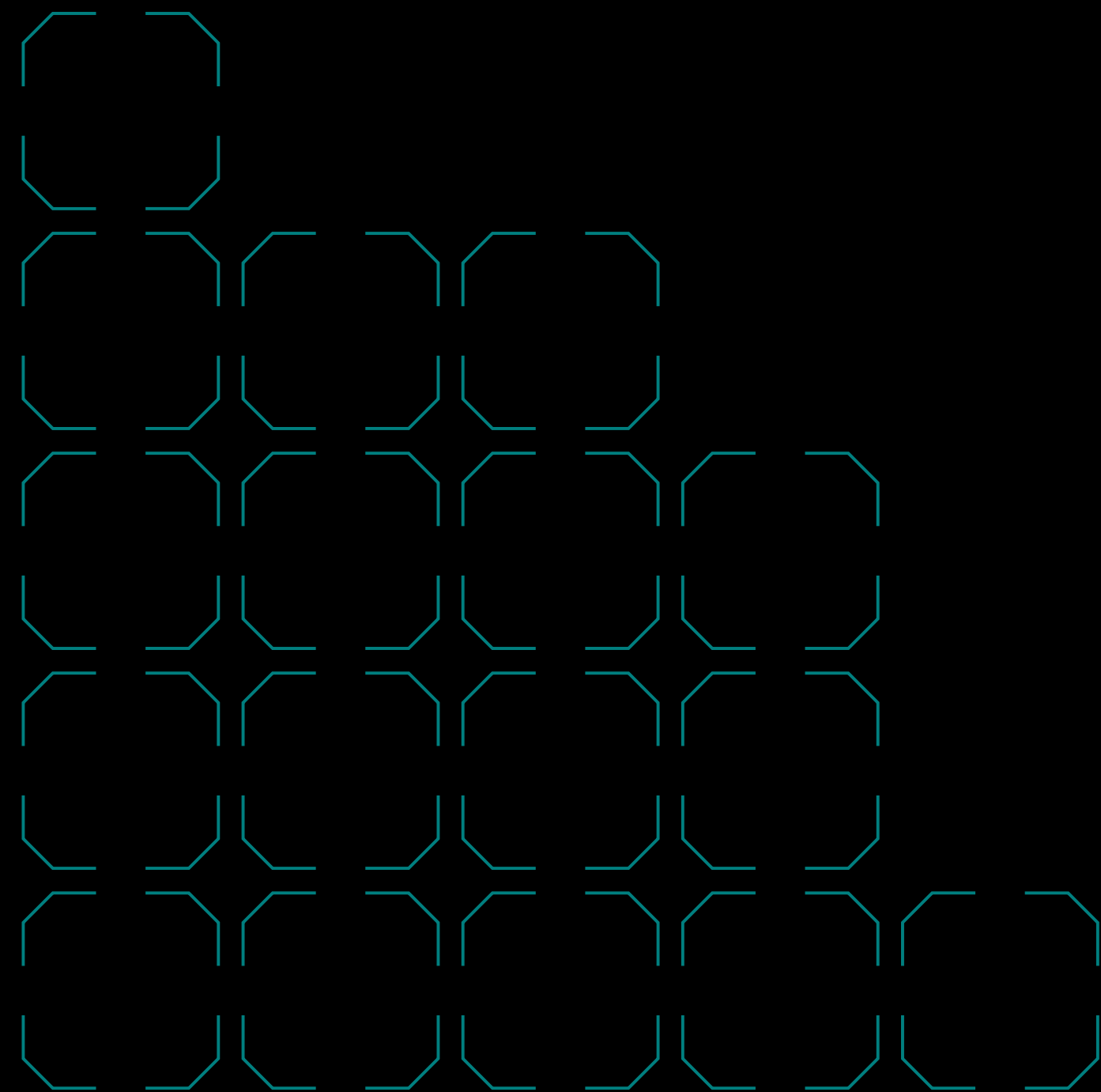
SAFE ZONE

LOGOMARK VERSION

FORBIDDEN MUTATIONS

LOGO ADJUSTMENTS

Stretching, deforming, or adjusting the logo in ways other than those shown in this manual is prohibited or not recommended to maintain consistent identity and readability.

These rules do not apply to logo animation.

GIBONTYPE.COM