VIDA

Brand Asset Guidelines

V1.0

Jan 2026

Welcome to our
brand guidelines

These guidelines are designed as an introduction to the different elements of our brand and how they can be used, so you can create unique and memorable communications and experience.

Guardianship of the brand begins with you, be it as a member of VIDA or one of our valued partners. We hope you will be inspired to bring the VIDA brand to life and build equity into our new brand identity.

Our logo

Our logo consists of two main elements – the symbol and wordmark. The wormark should never be used on its own. This is the only logo to be used in all of our brand's communication.

Do not redraw, reconfigure or rearrange it. Do not alter its colour in any way. This primary logo must always be taken from the master artwork.

symbol

wordmark

Our symbol

Our symbol is a key asset of our brand and should always be seen with our logo. The symbol can be used in isolation (see pg 37) on instances such as an app icon or social media avatar.

Our symbol should always be rendered in in the specified brand colours as seen on the next page.

Our appearance

Clear space & minimum size

Logo

In order to protect and build our equity, it is important to ensure the prominence of our logo at all times. Always adhere to the clear space and minimum size guidance illustrated below.

The logo clear space is defined by part of our symbol defined as "x".

It is recommended to keep the minimum logo size for print and digital at 20mm and 57px respectively.

Clear
Space

x

x
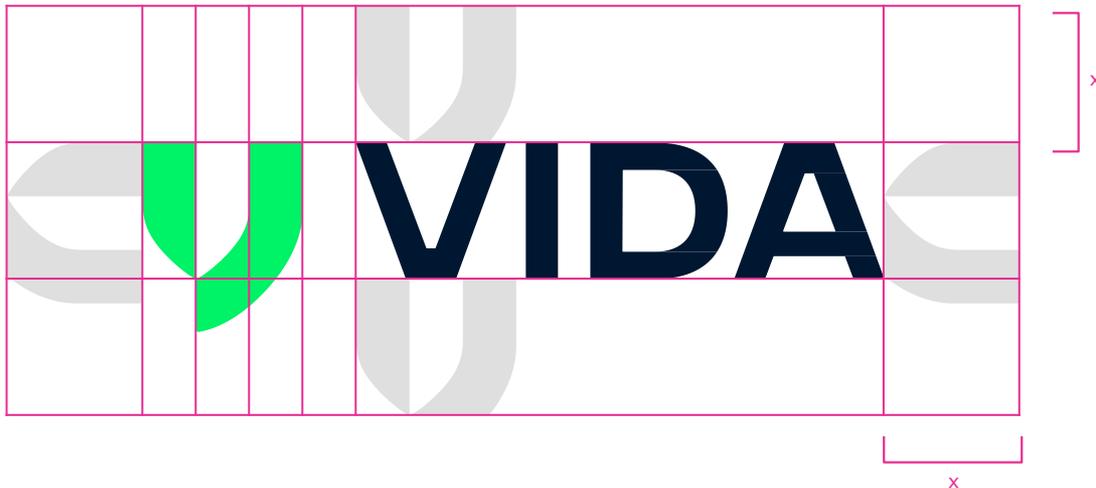
Minimum
Size

20mm or
57px

Clear space & minimum size

Symbol

It is important to protect our symbol and ensure it is prominent at all times. Always adhere to the clear space and minimum size guidance shown here.

The clear spacing is derived from the bar width of the symbol defined as "x". This is the minimum width that should be adhered to and should be increased whenever possible.

It is recommended to keep the minimum logo size for print and digital at 15mm and 42px respectively.

Clear
Space

x

x   x

Minimum
Size
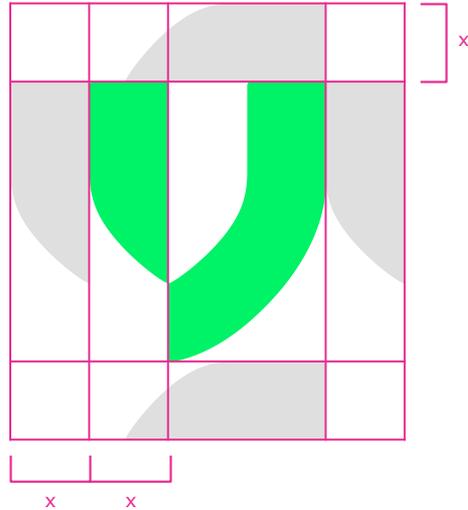
10mm or
42px

Placement

The placement of the logo depends on the type of communication and its use. There are three ways to place the logo: in a composition, with typography, and as primary graphic element.

The basic rule for logo placement is at the top left of the field, while for certain conditions the logo is at the top left of the text with a predetermined distance (see page 19).

In a composition

VIDA

VIDA

With typography

VIDA

Allow us to take you
to the next level of
security

VIDA

Because
your identity is
important.

Placement

For certain cases, the logo is placed in the center of the visual composition so that the logo can take the emphasis.

All measurements are the minimum allowable sizes. If x is the shortest length of the canvas, the minimum heights for vertical and horizontal lockups must be 0.2× and 0.1× respectively.

As primary graphic element
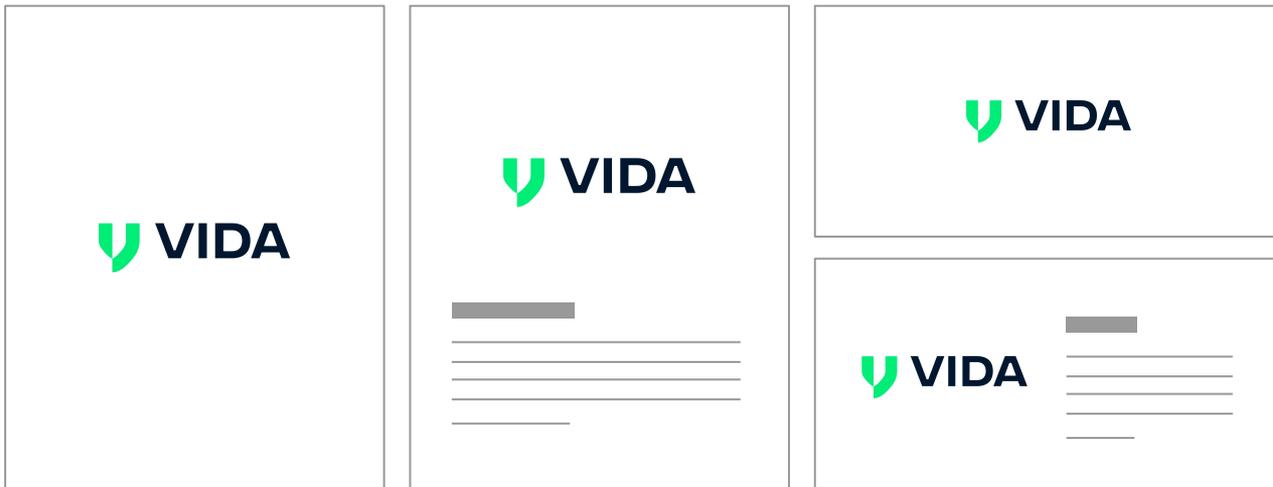
Incorrect logo usage

Our logo is a representation of our brand. It should always be used consistently across every touchpoint and should not be altered beyond what is stated in the guidelines.

Below are examples of incorrect logo usage to avoid at all times.

Do not outline the symbol.

Do not change the colour of the symbol.

Do not distort the logo.

Do not alter the space between symbol and wordmark.

Do not add effects such as drop shadow on the logo.

Do not change the typography on the wordmark.

Do not add gradient on the symbol.

Do not align the wordmark to the bottom of the symbol.
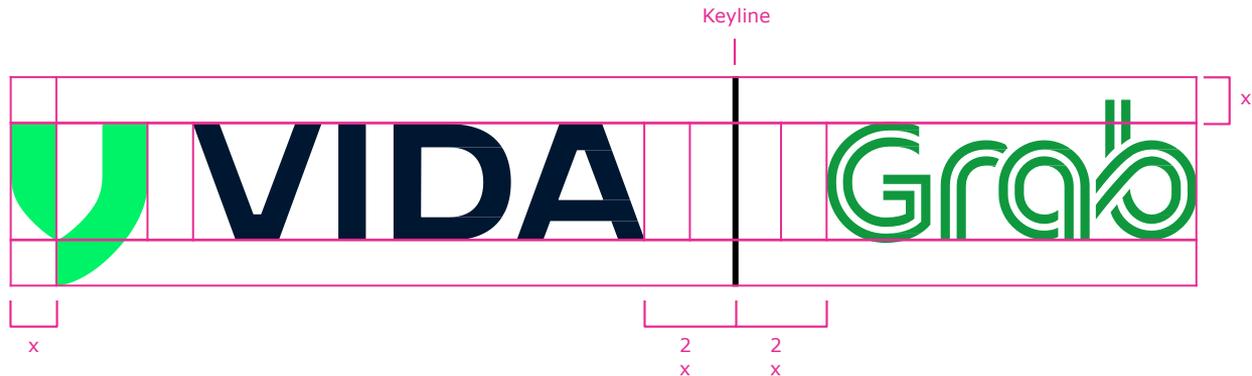
Clear space & minimum size

Horizontal

In co-branding scenarios with other logos, it is important to maintain the integrity of our logo through clear space. Illustrated here are examples of how we can lock up our logo with other brands.

Our co-branding lock-up uses a keyline to create a distinct separation between the logos.

The clear spacing is derived from the bar width of the symbol defined as "x". Please ensure a width of 2× is present to separate the logos from the keyline.

Defining the clear space

Keyline

x

x

2 x

2 x

Example

Clear space & minimum size

Vertical

The same principles are applied for a vertical co-branding lock-up. The clear spacing is derived from the width of the symbol defined as "x". Please ensure a width of 2x is present to separate the logos from the keyline.

Defining the clear space

Example

Letter Casing

VIDA, Vida, or vida?

Rules

Brand name: VIDA

Product name: **UPPER Title Case**

Logo: UPPERCASE

CTA: Title Case

Titles: **Sentence case**

Product Names

When writing our product names, go with the UPPER Title Case.

Example: VIDA Sign, VIDA Verify, VIDA Auth

UPPER Title Case plays the mnemonic – a recognisable pattern that forms strong associations – in our family of products. Product names become highly legible, improving discoverability.

Brand Names

The head of the family is a different case. A brand is not a product, but a perception. And ours is a brand that is humane, bold, and of course, powerful.

CTA

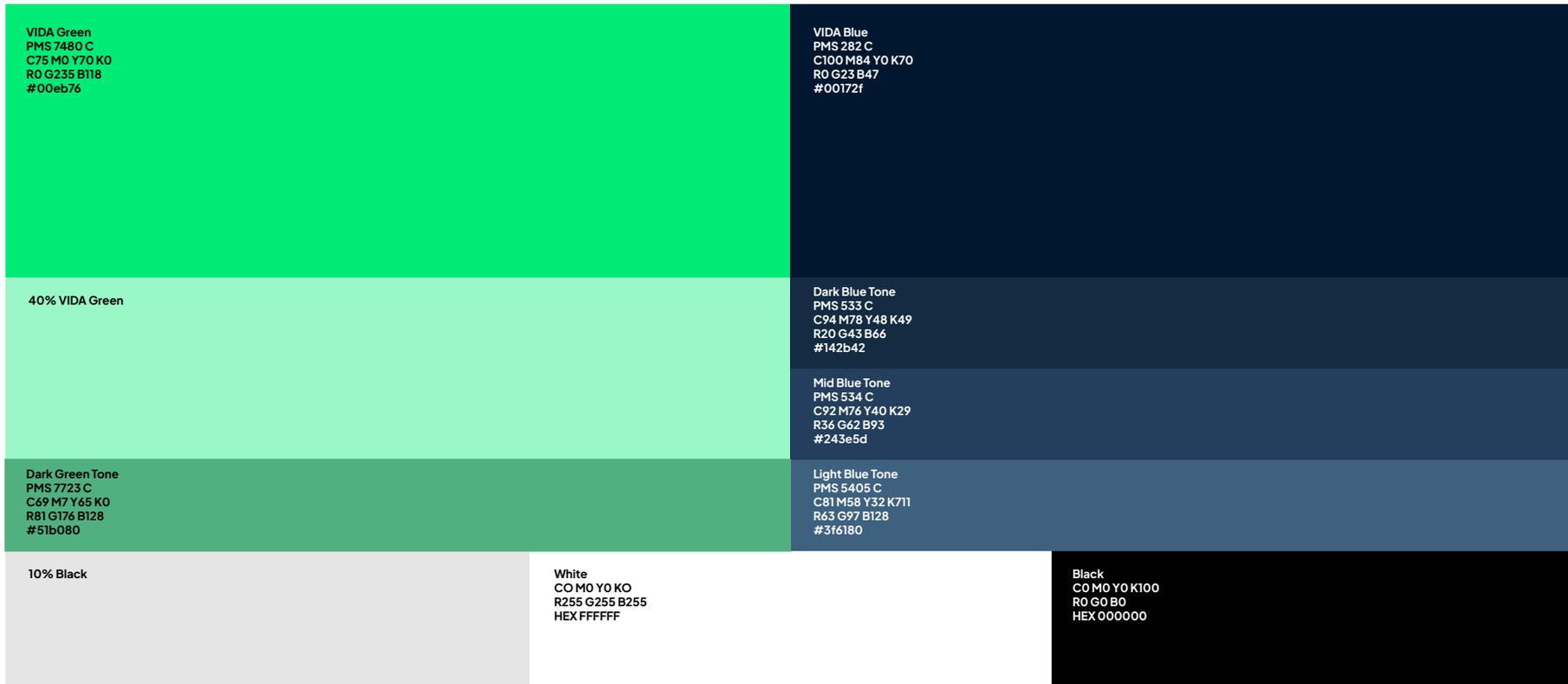The title case letters are small, to keep it simple, communicative, and consistent.

Register Now   **Contact Sales**

Brand color

Our brand's primary colors are VIDA Green and VIDA Blue, coupled with tints to provide a degree of detailing. This set of colors is important in building strong equity and recognition for the brand. Supporting colours Black, White and Grey provide flexibility if needed and are used mainly for typography or CTAs.

VIDA Green
PMS 7480 C
C75 M0 Y70 K0
R0 G235 B118
#00eb76

VIDA Blue
PMS 282 C
C100 M84 Y0 K70
R0 G23 B47
#00172f

40% VIDA Green

Dark Blue Tone
PMS 533 C
C94 M78 Y48 K49
R20 G43 B66
#142b42

Mid Blue Tone
PMS 534 C
C92 M76 Y40 K29
R36 G62 B93
#243e5d

Dark Green Tone
PMS 7723 C
C69 M7 Y65 K0
R81 G176 B128
#51b080

Light Blue Tone
PMS 5405 C
C81 M58 Y32 K711
R63 G97 B128
#3f6180

10% Black

White
C0 M0 Y0 K0
R255 G255 B255
HEX FFFFFF

Black
C0 M0 Y0 K100
R0 G0 B0
HEX 000000

Typography

Plus Jakarta Sans serves as our contemporary font choice. The geometric sans serif is apt for both headlines and body copy. The following page captures the recommended typesetting to ensure clarity and consistency in our brand.

Plus Jakarta Sans

Plus Jakarta Sans
Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ

abcdefghijklmn
opqrstuvwxyz

1234567890
~!@#$%^&*()

Plus Jakarta Sans
SemiBold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ**

**abcdefghijklmn
opqrstuvwxyz**

**1234567890
~!@#$%^&*()**

Typography
Usage

Headline: Plus Jakarta Sans – Light
Tracking: 10
Leading: 1 x font size
i.e. Font Size: 60
Leading: 58 x 1 = 60

Body Copy: Plus Jakarta Sans –
Light Tracking: 0
Leading: Auto

CTA Button: Plus Jakarta Sans –
SemiBold Tracking: 150
Leading: Auto

Unlock your
business potential

VIDA's goal is to do one simple thing very well: to make it easy for your customers to prove who they are. We built a secure, scalable technology stack powered by Digital Identity Verification to help you win over customers signing up for new services, conducting online transactions, and logging into accounts.

GET STAR TED

Pairing

It is important to maintain these type pairings. This allows for clarity, consistency, and a strong hierarchy for all communications. **Medium** weight should be paired with Light weight, **Semi Bold** and **Bold** weight should be paired with Normal weight, and **Extra Bold** should be paired with **Medium** weight.

Medium header

Light subhead

Semi Bold header

Normal subhead

Extra Bold header

Medium subhead

Color on Typeface

Any color combination from our color palette can be used for typography and background, as long as the combination creates good contrast and is easy to read.

Primary colors on type

Aa Aa

Primary colors as background

Awesome

Awesome

Awesome

Awesome

Do's and Don'ts

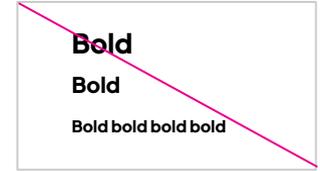To convey the message perfectly, it is mandatory to follow the basic rules of typography.

Awesome
Awesome
Awesome

Do not use colors other than primary colors

DO NOT SHOUT!

Do not use all caps

Thank God I'm
awesome

Do not use typography with less line spacing.

Bold

Bold

Bold bold bold bold

Do not make different levels of the hierarchy the same weight

Hey there I'm Awesome
Yeah we all know that
#awesome

Do not use multiple alignment

Headline
Subhead
Body copy
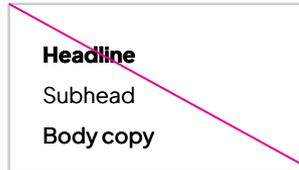
Do not make any level of hierarchy the same size or scale as another

Awesome!

No gradients

DO NOT SHOUT!

Do not compromise on the contrast.

Awesome Person

Do not place the type on a visually heavy background.

Do you want shadow?

No shadows

Thank you

For further enquiries, please contact us at: info@vida.id