

VioPixel Brand Usage Guidelines

♦ STRICT RULES FOR PARTNERS & MEDIA ♦

At **VioPixel**, our brand is more than just a name—it's a **mark of innovation, creativity, and excellence**. To maintain brand integrity, all partners, affiliates, and media representatives **must strictly follow these guidelines** when using our brand assets. **Non-compliance may result in legal action.**

Logo Usage – No Modifications, No Exceptions

- ✓ **Only use approved logos** provided in our official branding assets.
 - ✓ Maintain the **original proportions**—do **not** distort, resize improperly, or modify.
 - ✓ Ensure **clear space** around the logo for visibility.
 - ✗ **Do NOT** alter colors, add effects, use shadows, or overlay text/images on our logo.
 - ✗ **Do NOT** create unauthorized variations of our logo.
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Brand Colors – No Off-Brand Variations

Our brand colors are **non-negotiable**. You **must** use the following HEX codes exactly as they appear:

🎨 **Official VioPixel Brand Colors:**

Deep Navy – #090F4B

Bold Red – #E52F4F

White – #FFFFFF

- ✗ **Do NOT** introduce unapproved colors, gradients, or shades that alter our brand identity.
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Typography – Stick to the Approved Fonts

VioPixel's typography represents our **modern, high-tech** identity. You **must** use the following fonts:

- ✓ **Primary Font:** Montserrat (Bold for headings, Regular for body text)
- ✓ **Secondary Font:** Open Sans (For supporting text)

🚫 **Do NOT** use alternative fonts, script fonts, or stylized typefaces that dilute our brand's professionalism.

Messaging & Tone – Keep It On-Brand

VioPixel's voice is **bold, confident, and forward-thinking**.

- ✅ Always refer to us as "**VioPixel**" (not "VP," "VioPix," or any other variation).
 - ✅ Use **professional, engaging, and tech-driven language**.
 - ✅ Stick to **official messaging**—no misrepresentation of our mission, services, or values.
 - 🚫 **Do NOT** use our brand name in misleading, offensive, or controversial contexts.
 - 🚫 **Do NOT** claim partnerships, endorsements, or affiliations without approval.
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Media & Content Usage – Approval Required

- ✅ Press releases, articles, and co-branded materials **must be pre-approved**.
 - ✅ When featuring VioPixel in media, you **must** link to www.viopixel.com and use **official assets**.
 - ✅ Social media collaborations must align with our **brand values**.
 - 🚫 **Do NOT** use our brand in unauthorized advertisements, misleading promotions, or false endorsements.
 - 🚫 **Do NOT** edit or alter official brand assets in a way that misrepresents VioPixel.
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Unauthorized Use – Consequences Apply

🔥 **Failure to comply with these brand rules may result in legal action.** VioPixel reserves the right to revoke branding permissions, issue takedown requests, and pursue legal enforcement for **brand misuse, unauthorized partnerships, or misrepresentation**.

Need Approval? Have Questions?

✉️ Contact us at sayhi@viopixel.com for permissions and asset requests.