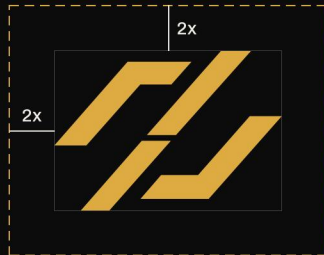


01 THE MARK



Clear space: 2x on every side. x = arm thickness of the mark ($\approx 14\%$ of mark height).
Nothing enters the dashed zone: no text, edges, or other marks.



Gold on black — primary



White on black — mono



Black on light — mono

02 LOCKUPS & MINIMUM SIZE



Horizontal — default



VEKTRA

Stacked — square & centred formats

Minimum size

Mark: 24 px / 8 mm tall. Horizontal lockup: 140 px / 35 mm wide. Stacked lockup: 80 px / 20 mm wide.

Actual size →



03 COLOUR

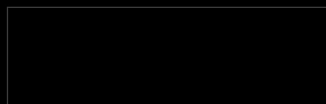


Vektra Gold

HEX #DEAB42

RGB 222 171 66

Mark, one accent per layout



Black

HEX #000000

RGB 0 0 0

Ground. Use generously



Ink

HEX #F2EFE8

RGB 242 239 232

Wordmark, headlines



Mute

HEX #9B9994

RGB 155 153 148

Ink at 64%: tagline, body

04 TYPOGRAPHY

VEKTRA

Archivo ExtraBold, Expanded (wght 800, wdth 125) — wordmark, display

Keep humans strong.

Archivo SemiBold — headlines

Humanity's harness. Body copy and captions.

Archivo Regular — tagline, body. Free (SIL OFL), Google Fonts.

05 TAGLINE & VOICE

Humanity's harness.

Sentence case, curly apostrophe, closing period.

Archivo Regular in Ink or Mute, never gold, never in the mark's clear space.

Sits under or beside the wordmark; one tagline per layout.

Keep humans alive. Keep humans strong.**Keep humans human.**

Divisions: AI · Software · Robotics · Communications

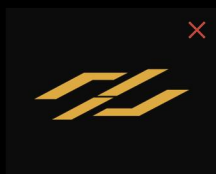
06 DO / DON'T



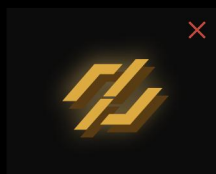
Do: flat gold on black



Don't recolour



Don't stretch or squash



Don't add glow, shadow, bevel



Don't rotate or flip



Don't outline or redraw

Never regenerate the mark with AI image tools or re-trace it by hand. Use the supplied files only.

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