



WHO IS VND?

WE ARE TECHIES WHO LIKE TO TURN VISIONS INTO REALITY!

We have discovered a special sense of reward in helping people create value through technology. For many companies, there's no feeling more overwhelming than not knowing how to solve a problem. For us, it's an opportunity to use technology to bring a sense of calm when all seems lost. We've listened to countless stories, each with their own demands and troubles, and every time we've learned something new. These challenges have fed our experience, and helped shape our process in order to deliver on our mission...

**At VND, we exist to help make others' visions a reality through technology.
So that together we can improve people's lives.**

At the end of every day, this is what helps us become a reliable partner.

WHY DO WE EXIST?

At VND, we exist to help make others' visions a reality through technology. So that together we can improve people's lives.

We have no problem giving away our secret; **WE LOVE TECH!**

Whether it's putting together a top-notch cloud server, or creating code that could make Bill Gates jelly,
the evidence shows that tech is simply our calling!

Our team is invested in designing, developing, and deploying technology that changes the world.

We truly care about what our clients care about, because we have the same passion they have, which is also changing the world.



TO CHANGE THE WORLD, YOU MUST BELIEVE THAT ANYTHING IS POSSIBLE. THAT'S WHAT MAKES US DIFFERENT... WE BELIEVE IN YOU!

Creating new technology takes patience and focus, and it all begins with establishing a solid relationship with our partners.

Your business solves problems, and it is aligned with your vision.

Our job is to help advise, plan, execute, and deploy, so that your vision becomes a reality.

We also have the best team for the job. Our team's tech knowledge is diverse.

This solid reliability throughout every stage of the journey has helped us gain the trust of our community, as well as the accolades we've humbly collected within our industry over the past 20 years.

ELEVATOR PITCH

We are a company dedicated to find efficiency through technology. We create technology solutions like software development and cloud solutions to help the vision of your company become a reality.

BRAND VOICE

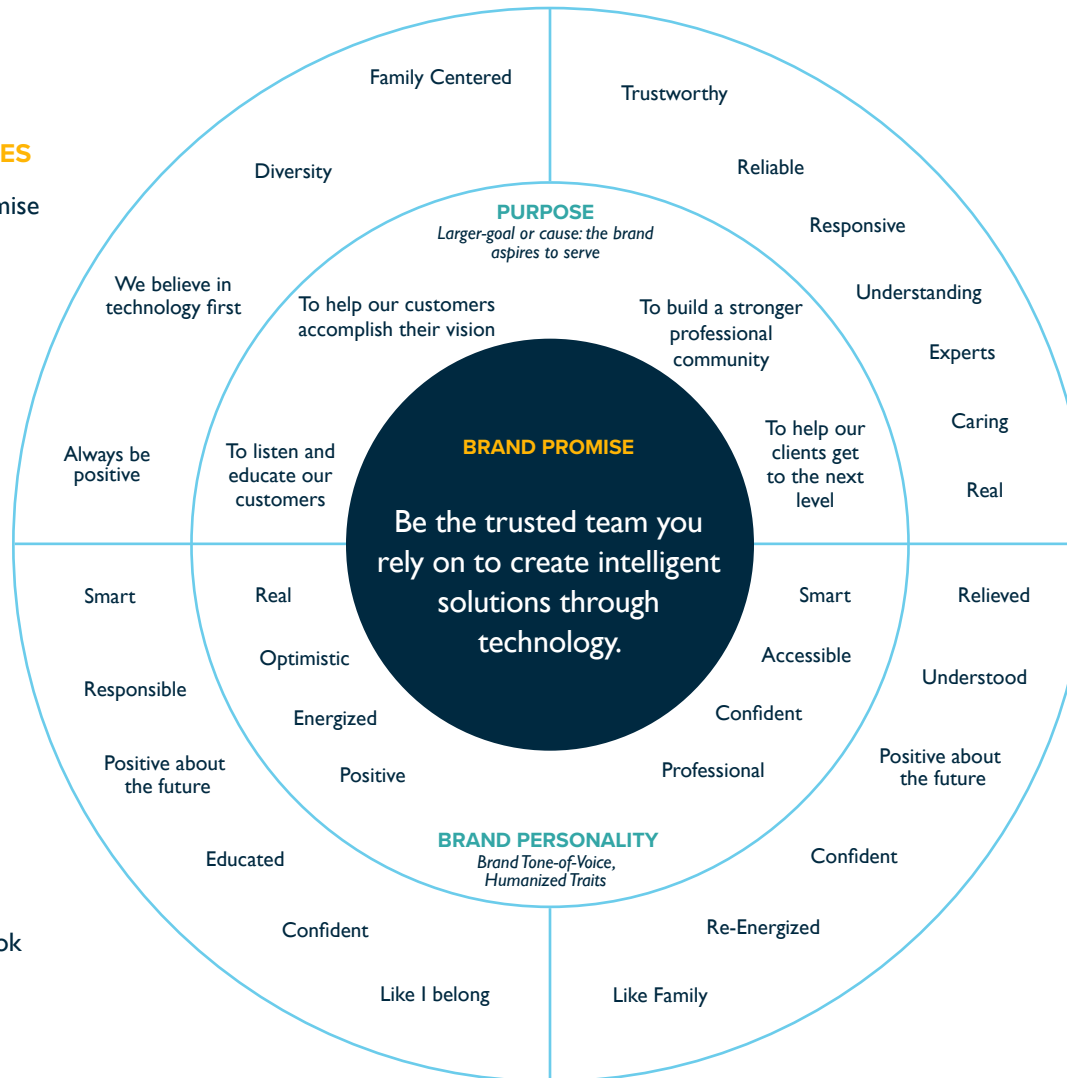
Emotional branding requires conceptual precision.

BRAND CULTURE & VALUES

What we will never compromise

BRAND TRUTHS

How people describe the brand



BRAND PERCEPTION

How the brand makes me look

BRAND ESSENCE

How the brand makes me feel

ABOUT OUR LOGO



OUR LOGO

Our mark is a reflection of our personality.



WHAT MAKES IT UNIQUE

Our initials represent our main goal: moving forward through technology!



Our colors are bright to show how friendly we are.

DON'T MAKE A BAD IMPRESSION

In order to build and sustain the brand equity and consistent recognition of the logo, it is imperative that it be used in a consistent and legible manner. Altering the logotype will degrade its value and usability. Below are examples of unacceptable logotype alterations.



DO NOT use the logo without the registered mark symbol (®).



DO NOT use any color other than those approved within this brand guideline.



DO NOT squeeze, pinch or stretch to alter the dimensions or proportions of the logo.



DO NOT add special effects like drop shadows or bevels.



DO NOT apply gradients to the logo.



DO NOT set the logotype at an angle.



DO NOT add a stroke around the logo.

LOGO SPECS

SPACING

The minimum required clear space around the logo must be equal in width and height to one of the logotypes V's.



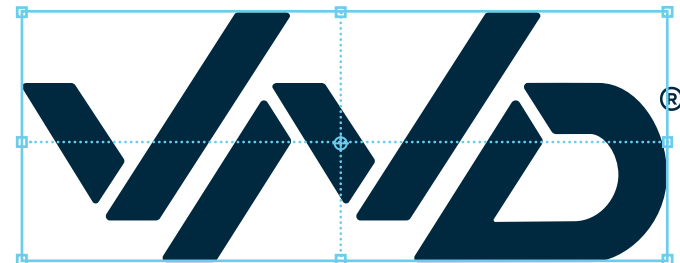
MINIMUM SIZES

The minimum size of the logo must be no smaller than the following:



ADJUSTED CENTER

There are times when it is appropriate to center the logo in a presentation or block of text. Special care should be taken to align to the adjusted center.



ABOUT OUR COLORS

BRIGHT IS OUR STYLE!

Colors are as essential to our identity as the words we use in every piece of communication. Use the utmost regard when applying color to your pieces.

PRIMARY COLORS



PMS 302 **CMYK** 99 - 76 - 49 - 53
HEX# 002A3F **RGB** 0 - 42 - 63



PMS 123 **CMYK** 0 - 32 - 100 - 0
HEX# FFB605 **RGB** 255 - 182 - 5



PMS 151 **CMYK** 0 - 59 - 100 - 0
HEX# FA8400 **RGB** 250 - 132 - 0

SECONDARY COLORS



PMS 297 **CMYK** 52 - 0 - 5 - 0
HEX# 6ACDEB **RGB** 106 - 205 - 235



PMS 326 **CMYK** 74 - 15 - 37 - 0
HEX# 34A5A6 **RGB** 52 - 165 - 166

OUR TYPE

All headlines, copy, and elements outside of special designs should use the PROXIMA NOVA and GILL SANS typeface family. A combination of Regular, Medium, and Bold should be used to create emphasis.

PROXIMA NOVA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789:;,@\$#%+!()=?*

PROXIMA NOVA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789:;,@\$#%+!()=?*

GILL SANS REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789:;,@\$#%+!()=?*

USE PROXIMA
NOVA MEDIUM
FOR ALL
UPPERCASE
FOR HEADLINES.

Proxima Nova Bold is used for subheads,
and are and always sentence case.
Lorem ipsum dolor sit amet, consectetur
adipiscing elit.

Gill Sans Regular, *Italic*, **SemiBold**, *SemiBold italic* is always used in the
body copy and cannot be smaller than 9pt when used for print, and 11pt
for web or digital.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Mauris lacinia
neque vitae ultrices pulvinar. In mollis purus nec enim pulvinar rhoncus.
Nulla facilisi. Nulla molestie, arcu eu aliquam sagittis, lorem magna ornare
velit, ac eleifend orci enim at odio. Fusce at diam at ante commodo
scelerisque et vitae nunc. Aenean vitae lacinia nulla. Morbi dignissim augue
vel sem placerat dapibus.

BRAND IN USE



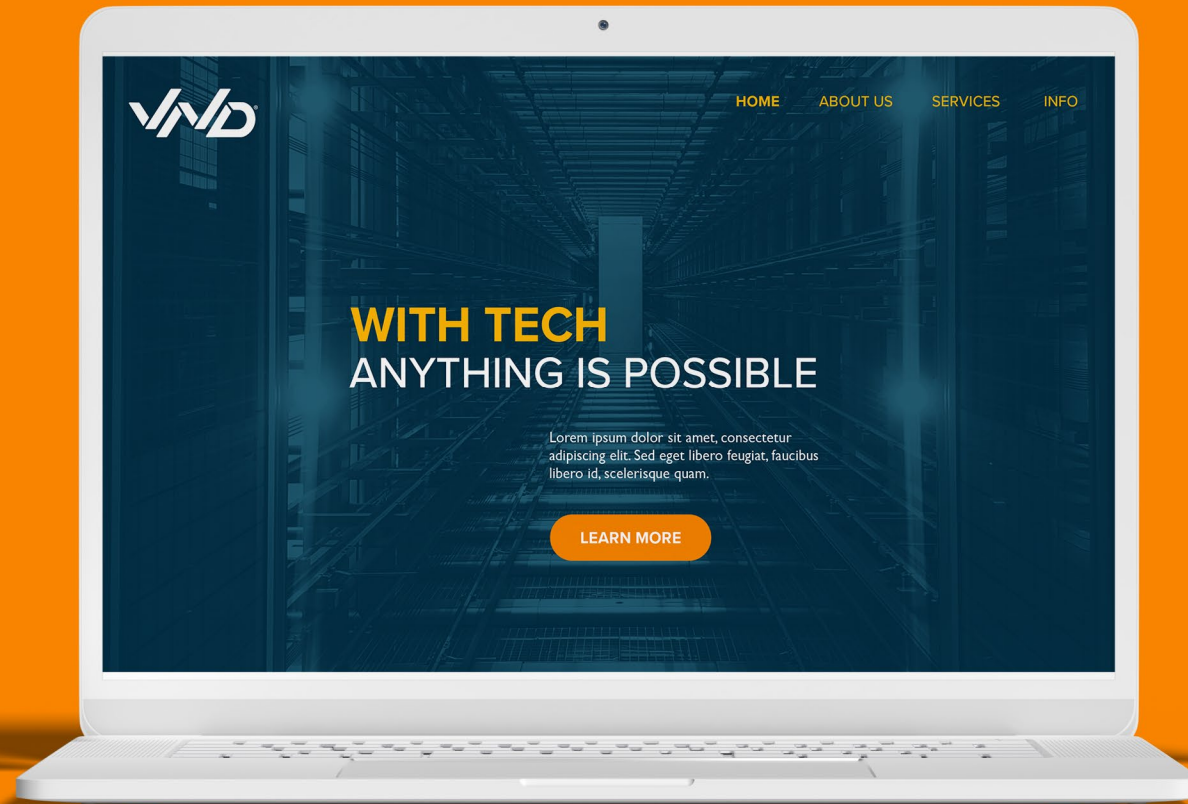
STATIONERY



TRADE SHOW DISPLAY



WEBSITE





MUGS



**WE GO TOGETHER, BECAUSE TOGETHER
WE GO FURTHER.**



VNDX.COM