

Brand Guidelines



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Our Purpose

MISSION

**Make the world's capital
productive onchain**

VISION

**A world where capital moves freely,
transparently, and productively onchain.**

Welcome

Veda builds vault infrastructure for onchain capital. We give institutions the compliance, controls, and modularity they need to integrate assets onchain with confidence.

The name Veda comes from the Sanskrit word for “knowledge,” and in some interpretations, “obtaining hidden wealth.” We see that as more than a name—it reflects the role we play. Our customers are the seekers: institutions exploring a new financial primitive with enormous potential. Our responsibility is to be the guide. As early builders of the vault category, we believe it’s our duty to make the complex understandable, illuminate what’s possible, and help our customers move forward with clarity and conviction.

These guidelines define how that identity takes shape—across product, marketing, and every surface where Veda shows up. They represent what we believe to be true about the brand today, but this is a living document. As Veda grows, so will these pages.

Brand Archetype - The Architect

Master of the form. Designer of its standards.

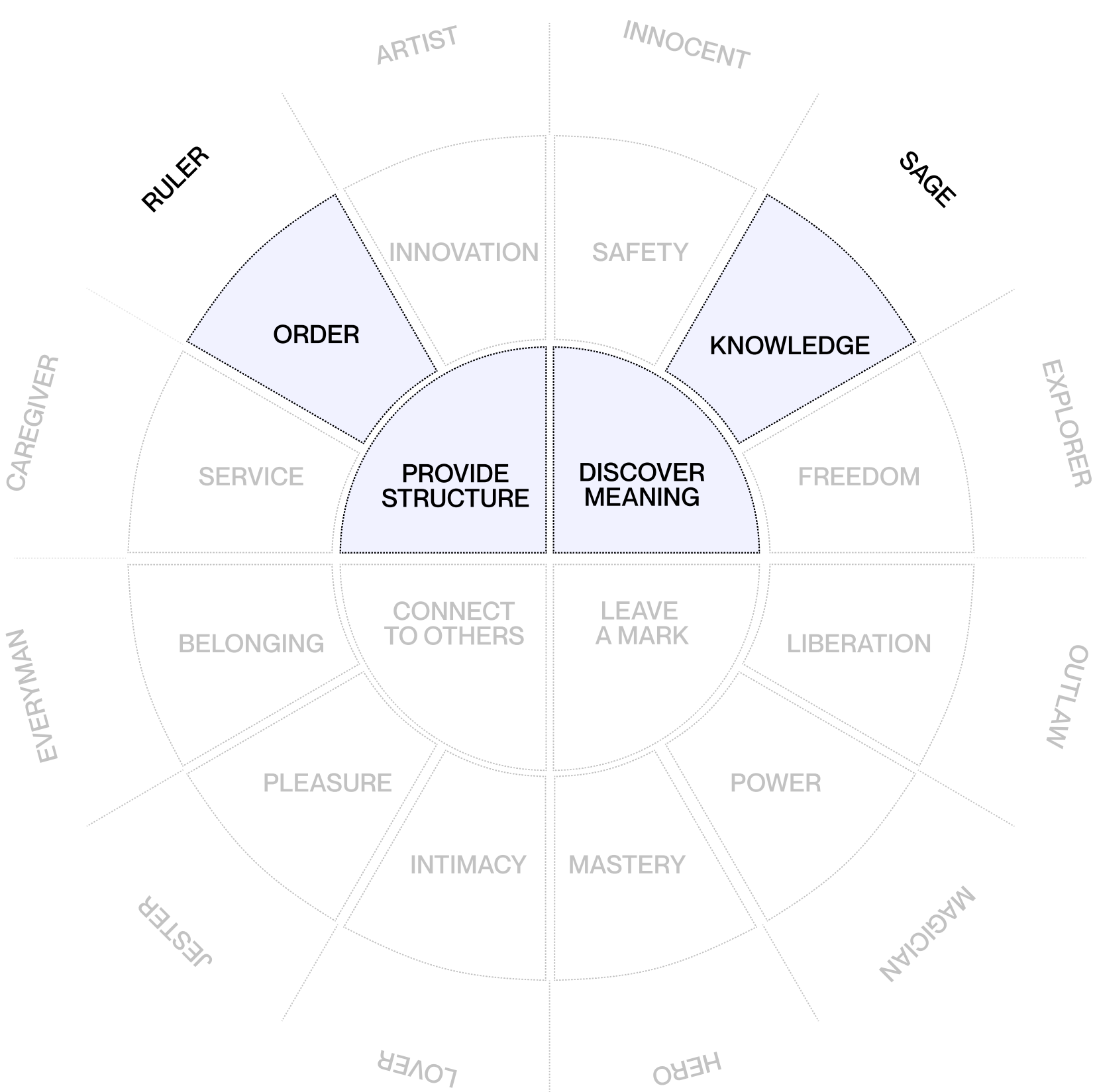
Essence

An architect's authority comes from the discipline itself. You don't claim it; you demonstrate it in what you design and what stands. The Sage understands the principles — how capital flows, where risk concentrates, what fails under load. The Ruler imposes structured order through those principles — defaults, boundaries, governed behavior. The Architect does both as a single act: knowing and shaping are the same gesture.

The Tradition

Veda's discipline is named in the brand itself. The four Vedas describe a complete system — foundational truths, ritual and procedure, melody and harmony, applied knowledge — and the work of an architect in this tradition is to hold all four in a single design. Foundational truths give the structure its load-bearing logic. Ritual and procedure give it operational integrity. Melody and harmony give it coherence. Applied knowledge gives it purpose.

This is what separates designed infrastructure from assembled infrastructure. Anyone can ship a vault. The architect's work is to ship one where the math is sound (Rigveda), the operations are correct (Yajurveda), the experience is coherent (Samaveda), and nothing exists that doesn't earn its place (Atharvaveda). BoringVault is what happens when all four hold at once.



Traits

Disciplined

Works within constraints because constraints are what make structures stand. Treats restraint as a form of expertise.

Reductive

Strips away anything that doesn't carry load. A hundred lines, not a thousand. The boring version is the harder version.

Long-horizon

Designs for a decade, not a launch. Indifferent to passing trends.

Foundational

Comfortable as the layer underneath. Lets the named brand stand in the foreground; the outcome is the point.

RIGVEDA
FOUNDATIONAL TRUTHS

Foundational clarity

Veda builds infrastructure, not abstraction. Every decision — in product, in design, in communication — should feel grounded and legible. If it can't be explained simply, it isn't ready.

YAJURVEDA
RITUAL & PROCEDURE

Precision in craft

Details carry trust. A considered margin, a correct contract, a clear interface — they all signal the same thing: someone here cares about getting it right.

SAMAVEDA
MELODY & HARMONY

Intentional expression

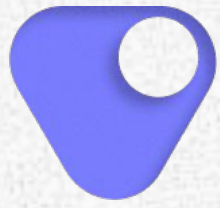
How Veda looks and sounds is as deliberate as how it works. Every touchpoint should feel like it came from the same mind — coherent, not just consistent.

ATHARVAVEDA
APPLIED KNOWLEDGE

Nothing without purpose

Every element earns its place. If it doesn't serve the user, the product, or the message, it doesn't ship. Restraint isn't minimalism for aesthetics — it's respect for the people who rely on what we build.

Brand Principles



Logo



Digital mark shown with noise texture and directional shadow

The Vault Mark

The Veda symbol is built from the two simplest geometric elements: a downward-pointing triangle and a circle. The triangle represents the vault — a secure, structured container. The circle represents capital — free to move anywhere within the form.

The circle is placed slightly off-center, up and to the right. This is intentional. It signals that capital isn't locked in place — it could sit anywhere within the vault. The logo captures one moment of that possibility.

In digital applications, the mark carries subtle noise texture and directional shadows. The vault's inner shadow draws the eye up and to the right — reinforcing the sense of movement and depth within the container. The circle casts an outer shadow, placing capital visually on top of the vault rather than inside it. These details give the mark dimensionality that flat vector alone can't achieve.



Master Logo

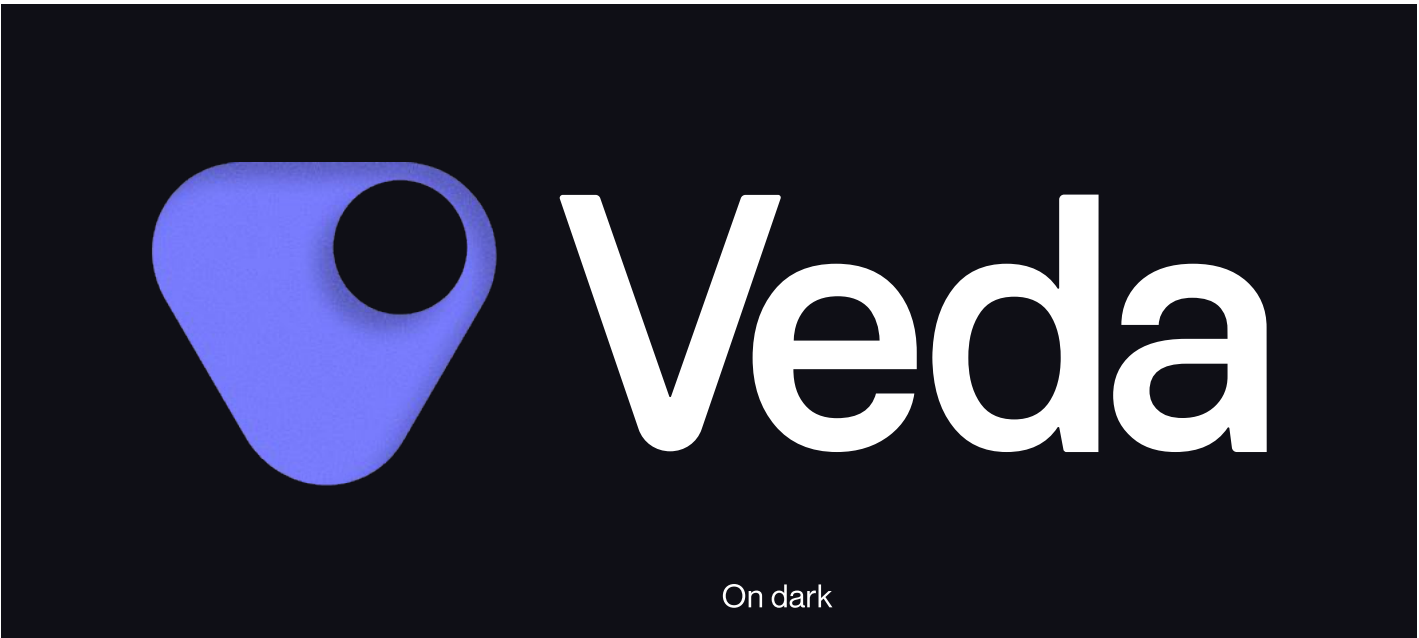
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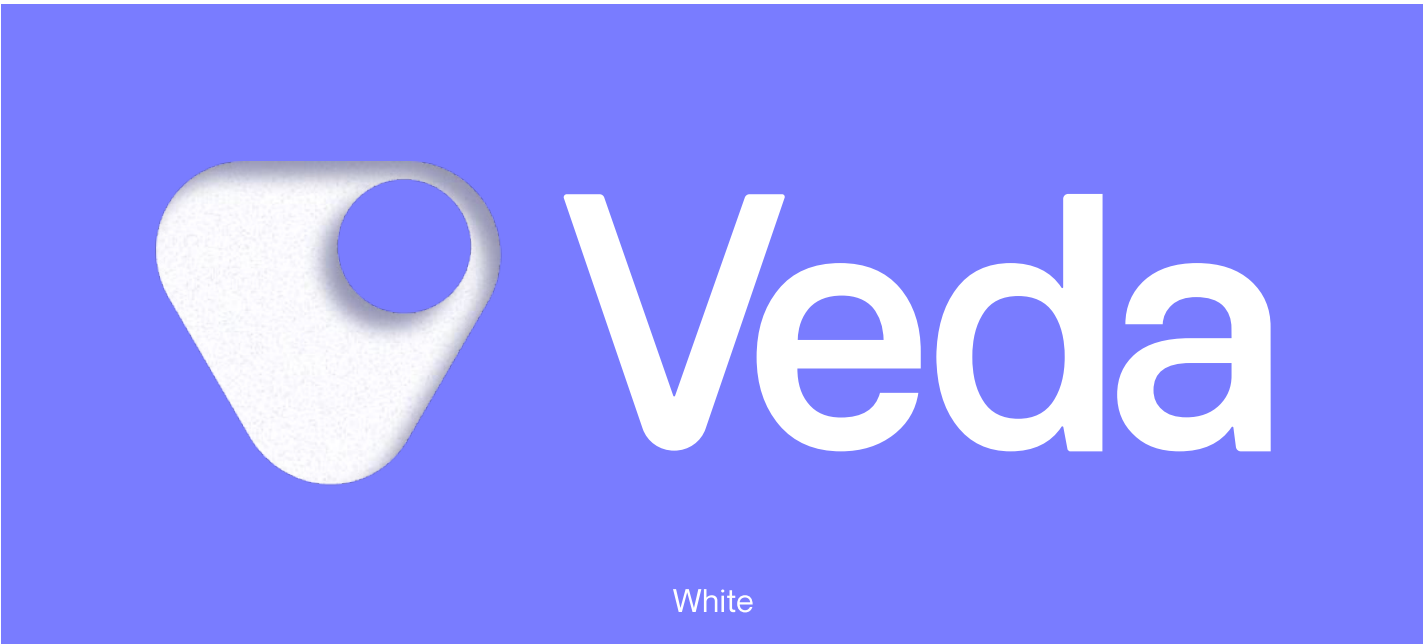
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Flat logo



On dark



White



Grayscale

Logo Variants

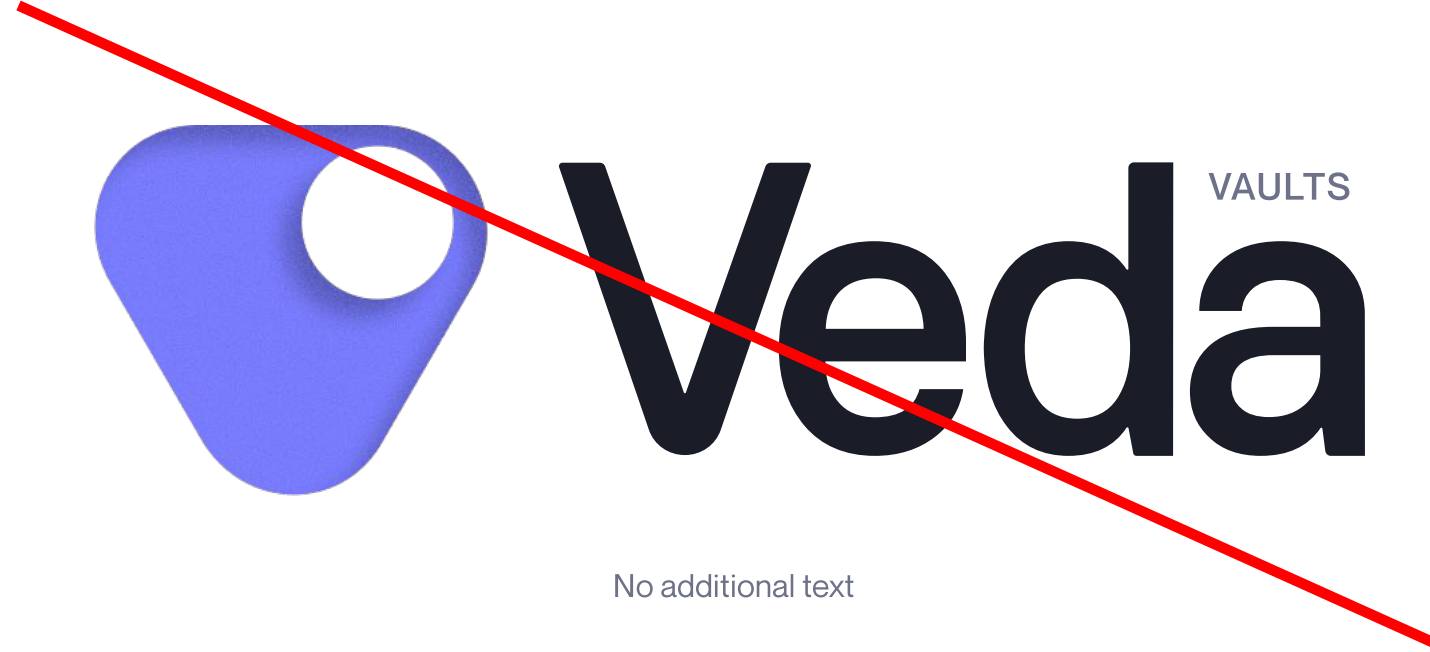
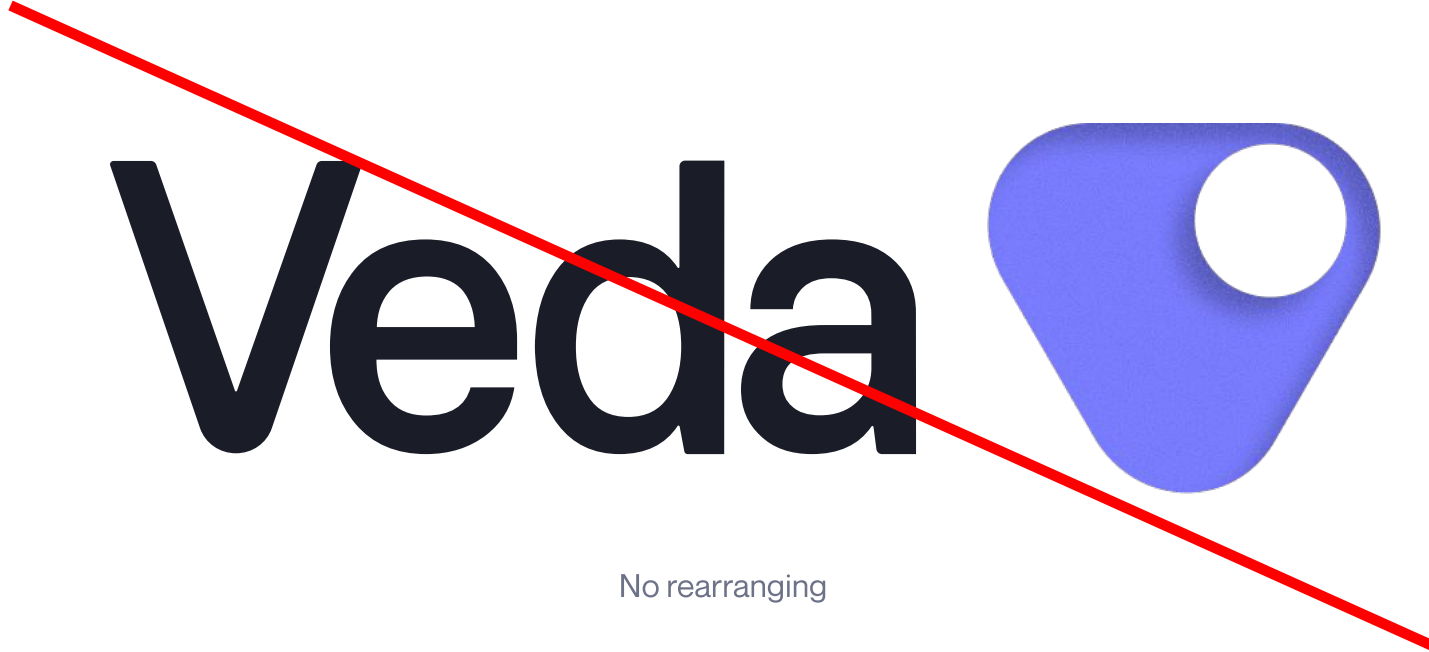
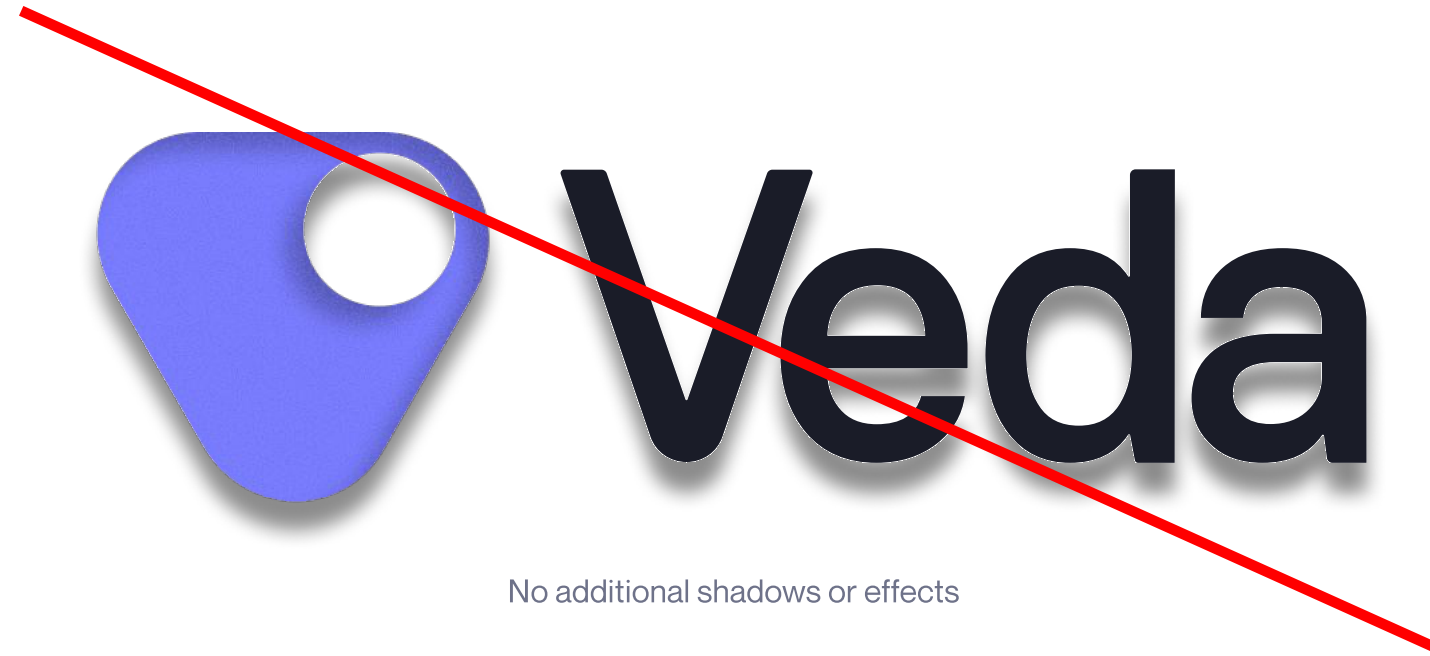
The logo is available in four treatments. Use the version that maintains the strongest contrast against its background. The digital mark (with noise and shadow) is the default; the flat vector version is used for single-color reproduction, small sizes, and contexts where rendering effects aren't supported.



Logo Clear Space

The minimum clear space around the logo is defined by the diameter of the interior circle. This distance must be maintained between the logo and any adjacent element — type, imagery, edges, or other logos. The rule applies at every scale.

BRAND IDENTITY



Logo Misuse

The logo should never be altered, redrawn, or recontextualized. If a use case isn't covered by the approved variants, reach out to the brand team before creating something new.

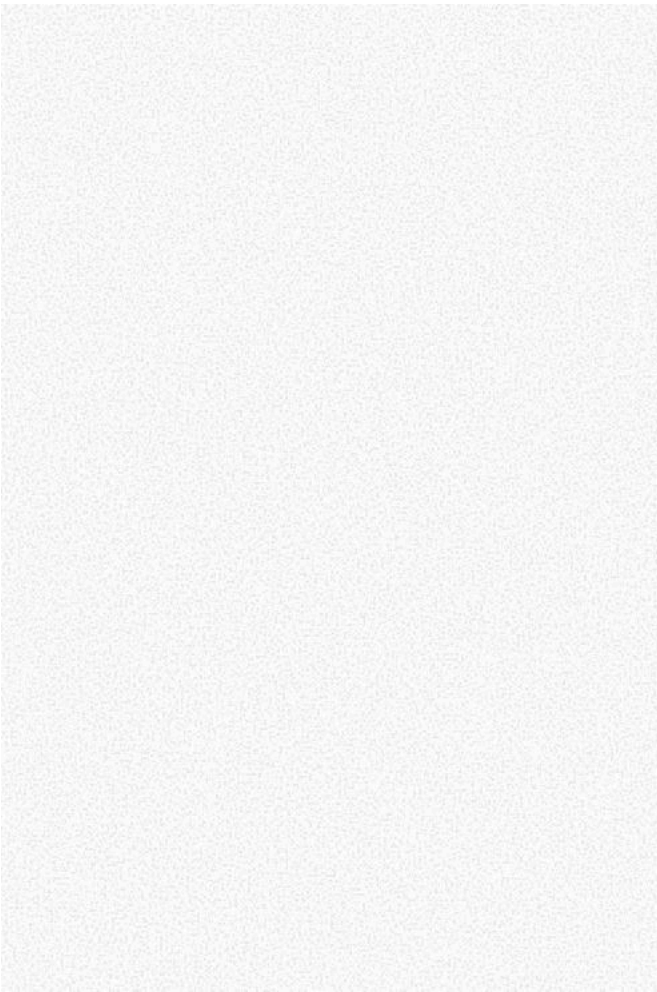


Color



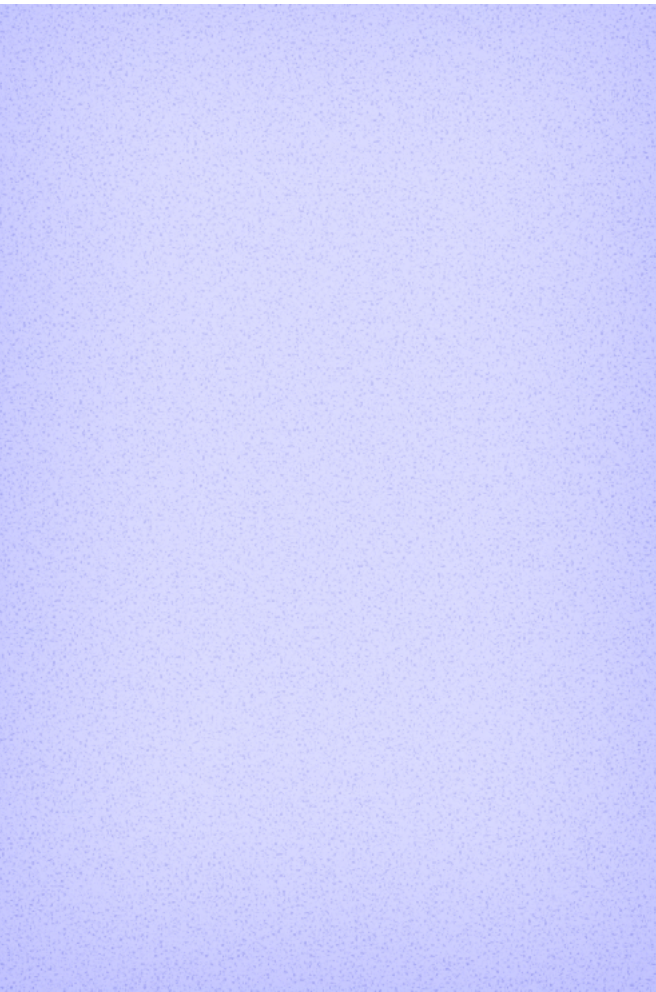
Aether

The primary brand color, used to direct focus and signal Veda's presence. Used sparingly



Stone

The structural ground for text, borders, and interface scaffolding.



Air

The lightest layer for tinted surfaces. Used to draw singular attention to a moment



Water

Cool and clarifying, used for informational surfaces and secondary highlights.

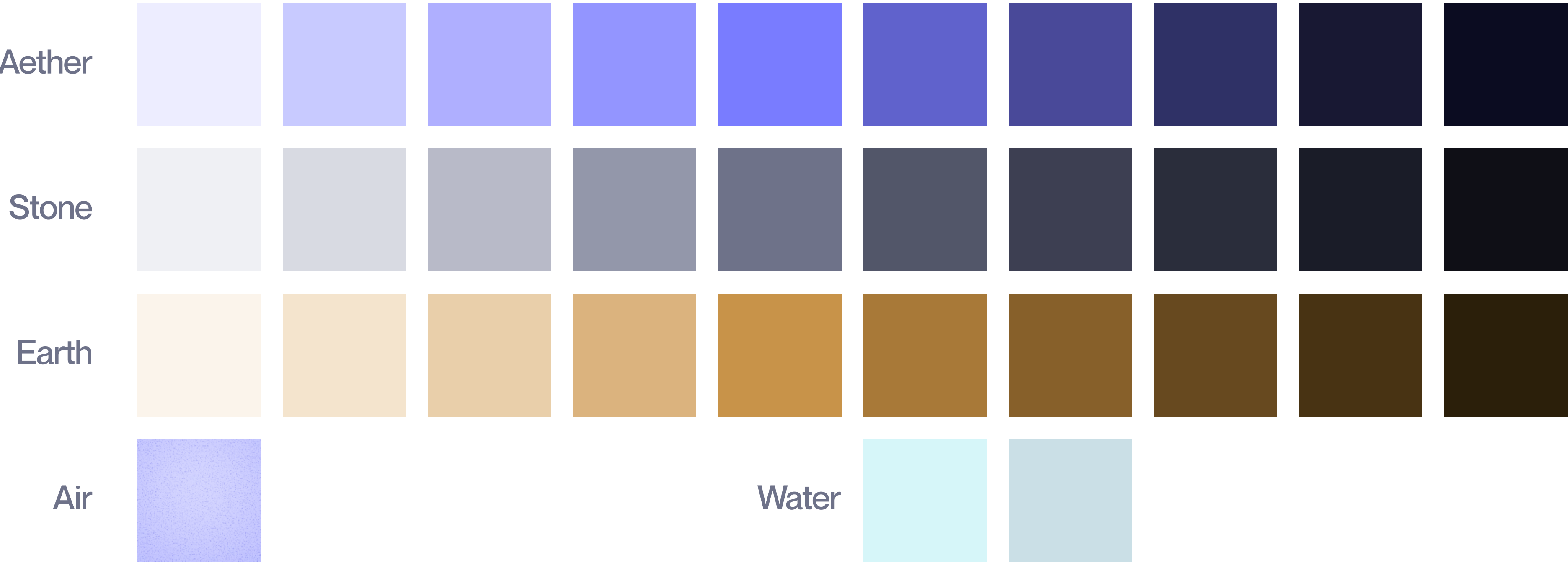


Earth

Warm and scarce, reserved for singular moments of emphasis.

Primary Brand Palette

Five elemental colors rooted in Vedic cosmology form the foundation of Veda's visual identity. Aether is reserved for the primary focal point of the composition. Stone always sets the structural ground. Air can also be reserved for the primary focal point of the composition if the composition is visually complex. Water and Earth are used sparingly but if used, should add variety and delight to the composition.



Extended Brand Palette

Each elemental color expands into a full tonal ramp for use across product, marketing, and content surfaces. Lighter stops handle backgrounds and tints; darker stops handle text and depth. Values are still being refined — refer to the Figma brand library for the current source of truth.



Type

Neue
Montreal

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

WEIGHTS

Medium
Regular

SPACING

-2%
0%

LINE HEIGHT

100%
125%

Primary
Typeface

Neue Montreal is the voice of the brand. It carries everything from headlines to body copy to UI labels — every word a viewer reads is set in Neue Montreal unless it's data.

Geist Mono

Aa

ABCDEFGHIJKLMN
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

WEIGHTS

Regular

SPACING

-2%

LINE HEIGHT

100%

Data Typeface

Geist Mono is reserved for technical and numerical content — vault addresses, contract hashes, data tables, and code. It signals precision and separates operational information from brand narrative.

0X7A250D5630B4CF539739DF2C5DACB4C659F2488D

The enterprise vault standard

Designed to meet institutions where they are — with the compliance, controls, and modularity that allocators require to move capital onchain with confidence.

Type in use

Neue Montreal sets the narrative. Geist Mono surfaces the data. The two typefaces share a page but never share a role — the shift between them signals a change in register from brand voice to technical precision.



Iconography



Move with the market

Integrate Veda for basic lending yield, then add more sophisticated strategies over time to optimize for higher risk-adjusted APY.

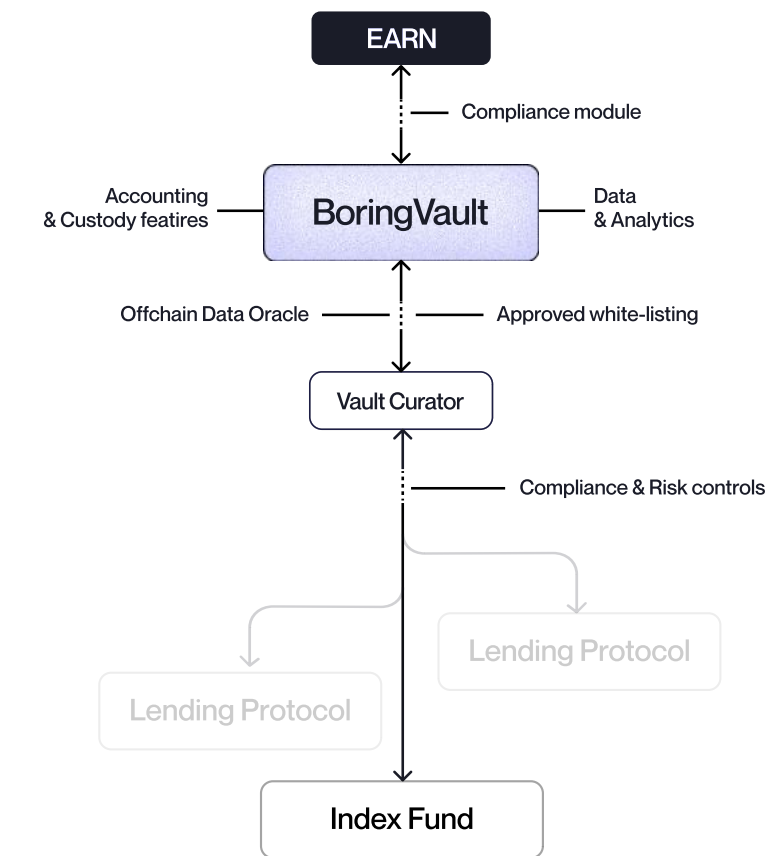
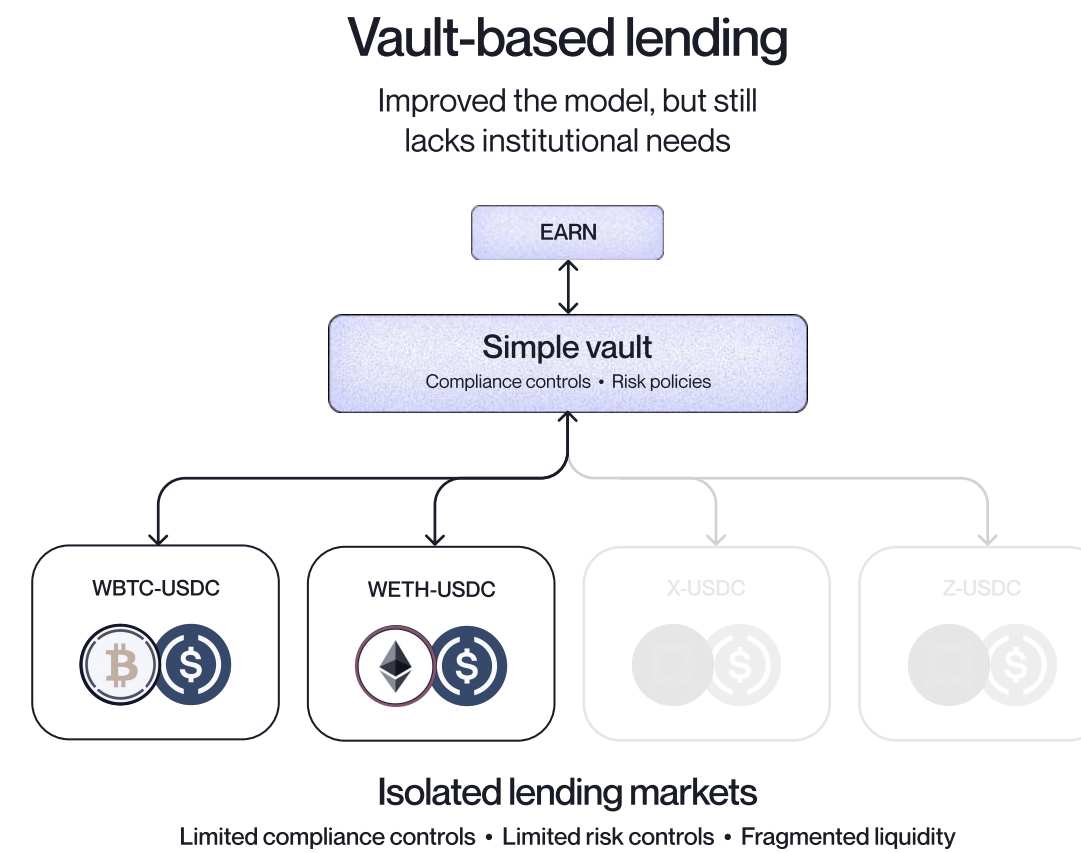
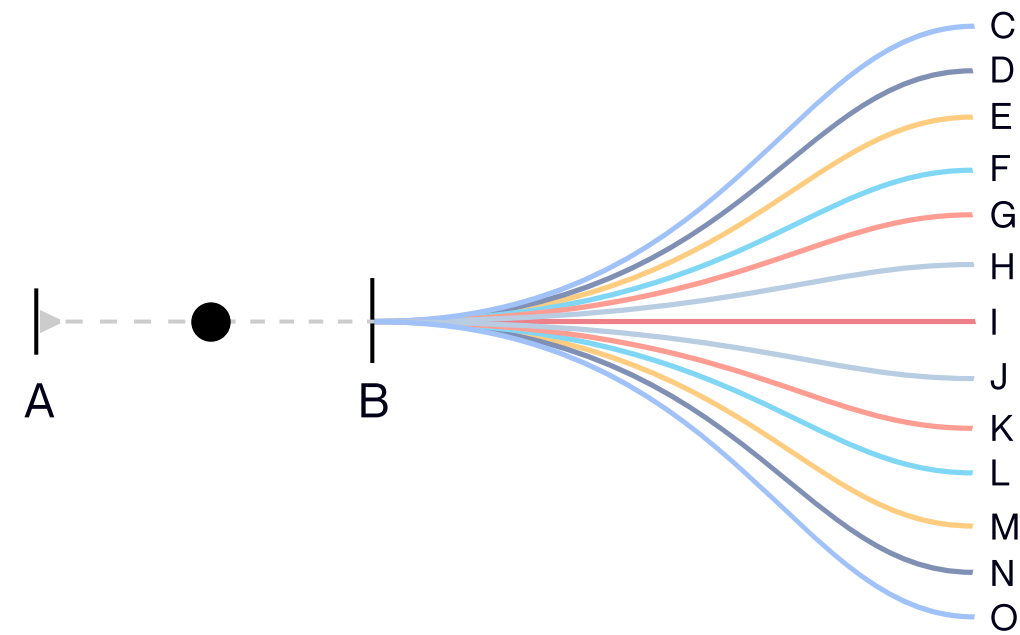


Iconography

Heroicons Outline is the standard icon set across all Veda surfaces. 24px grid, 1.5px stroke weight. Outline style only — solid and mini variants are not used. Icons should feel precise and lightweight, never competing with the content they support.



Diagrams



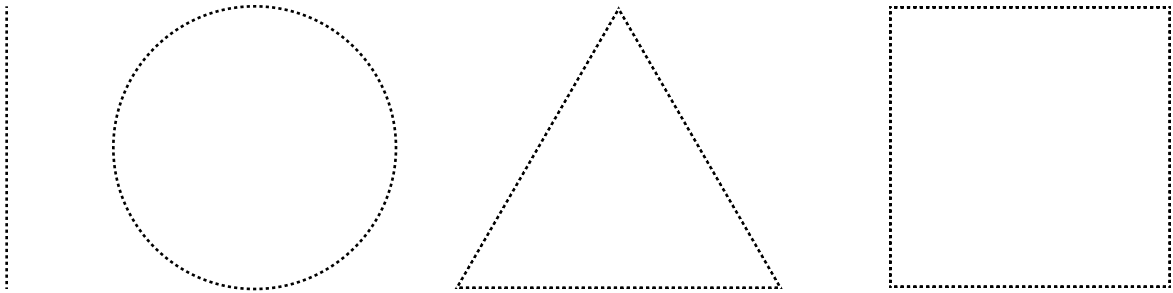
Diagrams & infographics

Diagram stylings echo our brand principles of Foundational Clarity, Precision in Craft, Nothing without Purpose and Intentional Expression. All of these diagrams seek to establish clarity with the viewer with only essential design callouts. The purple is used to highlight the most important point in the diagram, the lines have purposeful and delightful curves. Where there are gaps or gates, these show up visually in the perfect place. The diagrams and infographics are meant to look like industrial architecture meets Apple-esque beauty and simplicity.



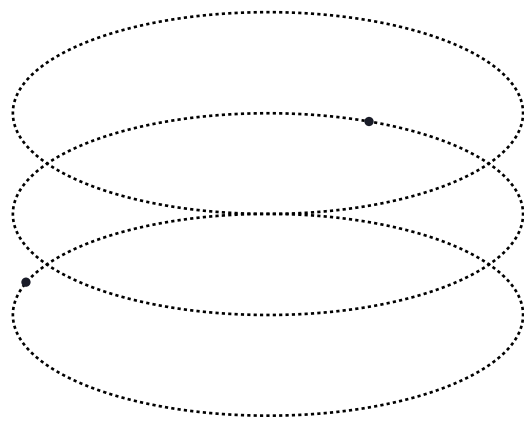
Illustration

BRAND EXPRESSION

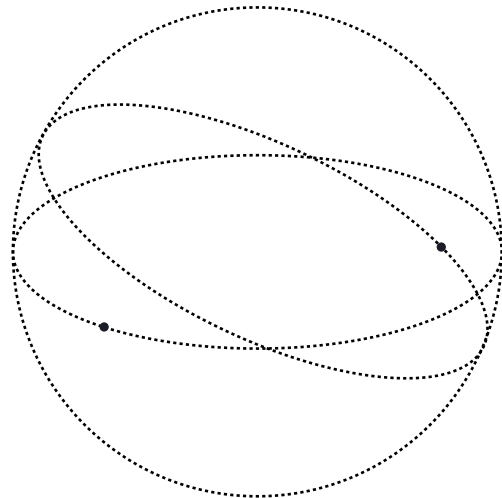


Default size 200px
Dotted line weight 1
Dotted line space 1.2
Ball size 3.5px

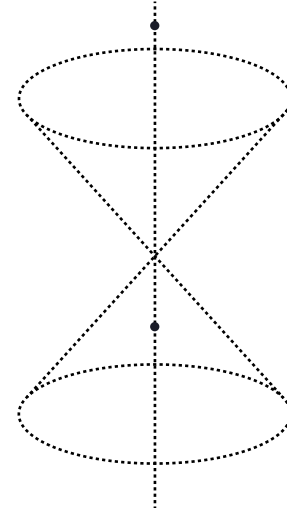
Infrastructure / Protocol



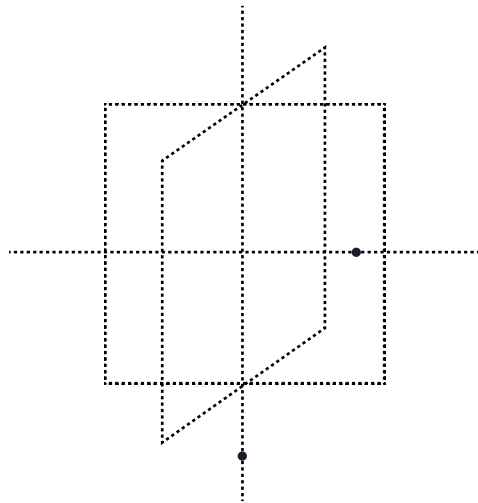
Modularity / Allocation



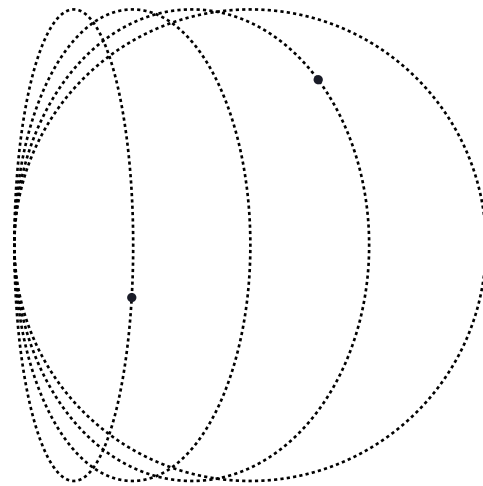
Intent / Yield



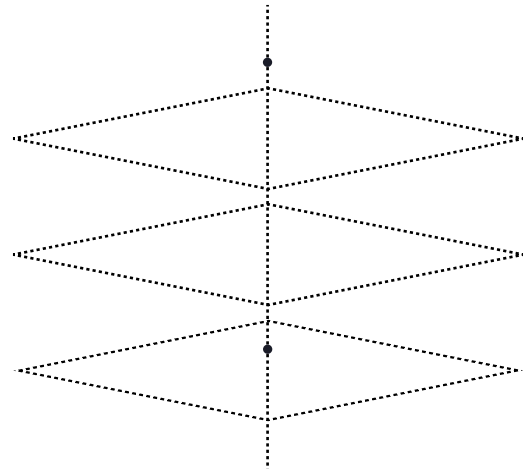
Interoperability / Composability



Expansion / Depth

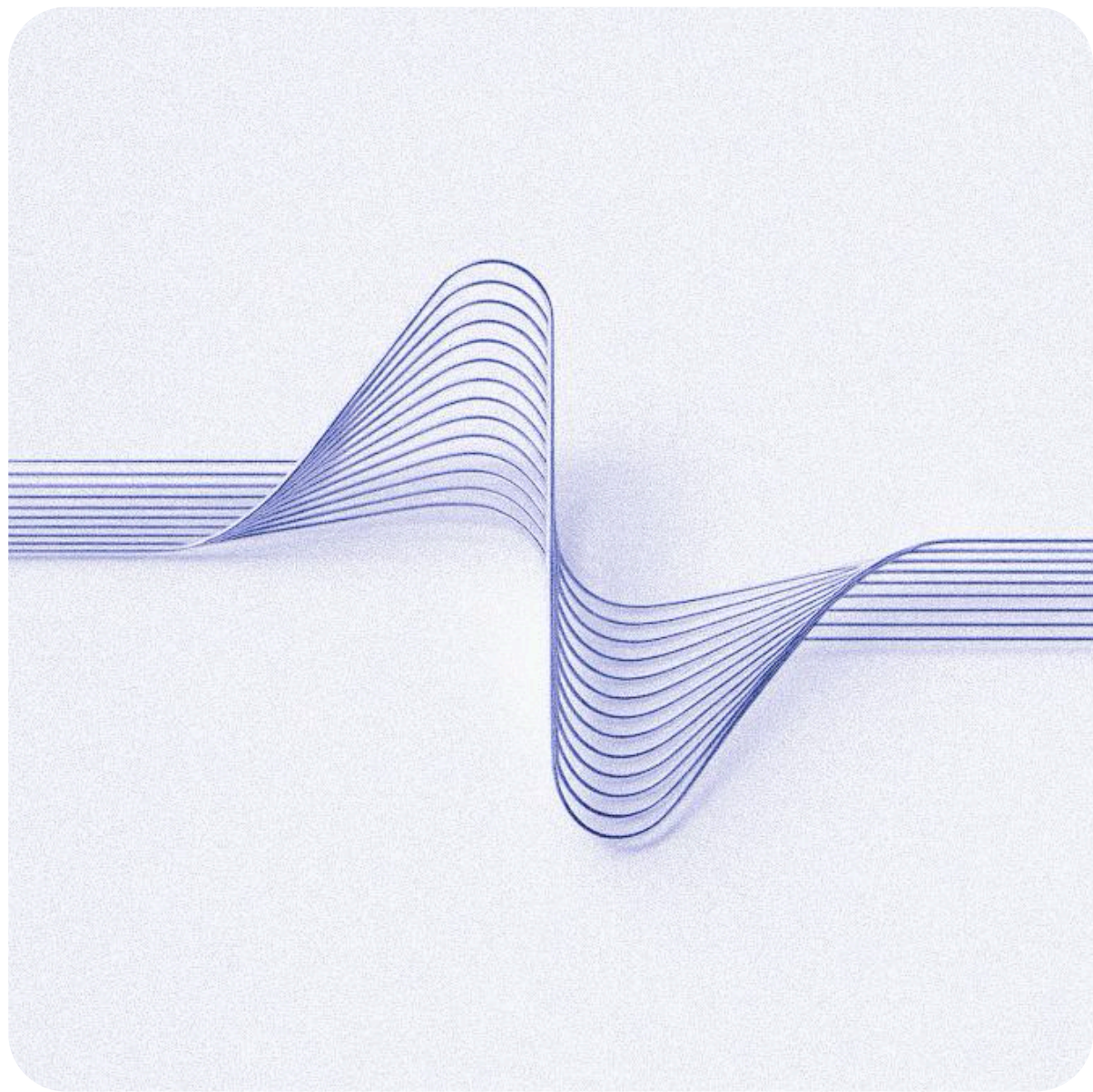


Transparency / Layers



Line Illustration

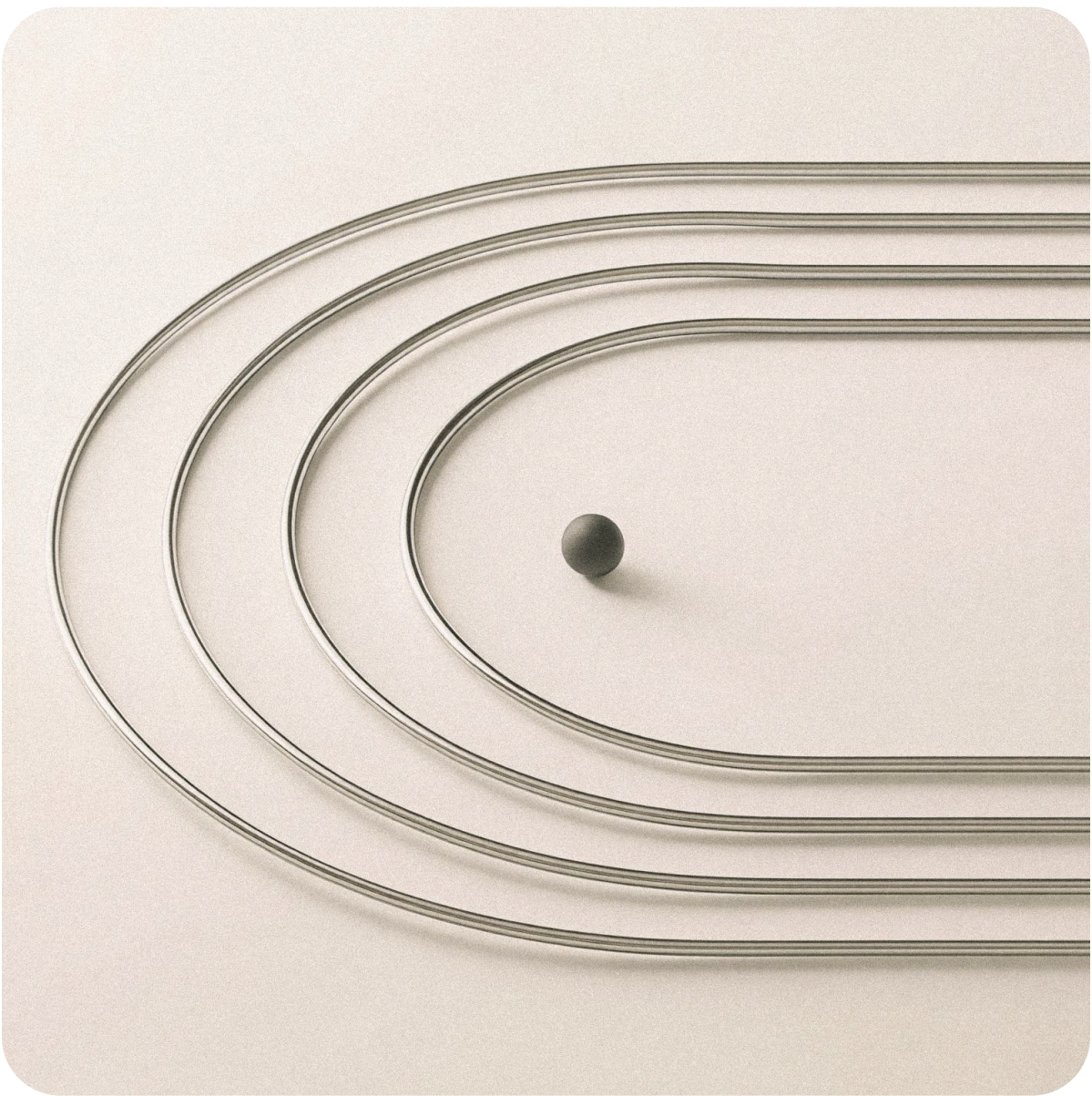
Veda's line illustration system is built from the simplest geometric forms: lines, circles, triangles, and squares. The shapes should never go beyond those primitives. Each illustration is designed to communicate a single concept in under two seconds. The system expands as new concepts are needed.



Flow



Routing



Security

Graphic Illustration

Veda's illustration system is built from geometric line work rendered with material depth — precise, engineered, and constructed from the same visual language as the vault mark. Each illustration communicates a single concept in under two seconds. The system expands as new concepts are needed.