



VERSION 1.0 / OCT 2025

BRAND GUIDELINES

DA

LOGO

OUR LOGO

Our logo represents us. It tells everyone who we are and what we stand for. It is the most immediate representation of our company, our people, and our brand to the world. The VALT logo is the preferred and primary logo.



01 LOGO

LOGO COLOR

Our logo may be used in White, Blue & Red, or Black.

To ensure maximum contrast and clarity, always select your logo color based on the elements in your design.

On dark backgrounds: Use the logo in White.

On light backgrounds: Use the logo in Blue & Red, or Black.

Over photography: White and Black are acceptable—just make sure the logo remains clear and easy to read.

Always prioritize legibility and strong visual contrast.



CLEARSPACE

To maintain visual clarity and balance, always apply the height of the V around the VALT logo to provide adequate breathing room around it.

When using the logo as a large design element it is okay to disregard clearspace guidelines.



THINGS TO AVOID

Here are some simple rules to avoid. In working with our logo, stick with the recommended colors. Avoid background images which make the logo unreadable and avoid any modifications to the logo.

Don't switch the Red & Blue, or use off brand colors.



Don't stretch or tilt.



Don't apply effects or strokes.



Don't apply gradients.



WORDMARK

The VALT primary logo should be used whenever possible to represent the full brand. The wordmark alone may be used in situations where space is limited, or when a more minimal expression of the brand is required. Always ensure the wordmark and primary logo are applied consistently, maintaining clear space, legibility, and visual balance. The wordmark should never replace the primary logo in contexts where the full brand presence is essential.

The image displays the VALT wordmark logo in a bold, black, sans-serif font. The letters are thick and have a modern, geometric feel. The 'V' is formed by two thick strokes meeting at a point. The 'A' is a simple, blocky shape with a dot above it. The 'L' and 'T' are also thick and blocky, with the 'T' having a horizontal top bar. The overall appearance is clean and minimalist.

01 LOGO

VALT PAYLOAD LOGOS

In certain cases, the VALT logo may be adapted to incorporate customized color schemes that align with customer identity. This is most common when working with partners—such as universities—that sponsor or fly payloads on VHYPB-TB. These customized color applications allow partners to see their identity reflected in mission branding while maintaining a clear connection to VALT.



01 LOGO

VHYPR-TB LOGO

This is the designated primary logo that serves as the main identifier for VYhpR-TB, a VALT product. The primary product logo should be used in all key applications, including marketing, product interfaces, and external communications. It represents both the product and its connection to the overarching VALT brand.



01 LOGO

VHYPR-TB WORDMARK

The VHypR-TB primary logo should be used whenever possible to represent the full brand. The wordmark alone may be used in situations where space is limited, or when a more minimal expression of the brand is required. Always ensure the wordmark and primary logo are applied consistently, maintaining clear space, legibility, and visual balance. The wordmark should never replace the primary logo in contexts where the full brand presence is essential.

The image displays the wordmark logo for VHYPR-TB. The text is rendered in a bold, black, sans-serif font with a distinctive, blocky, and slightly futuristic aesthetic. The letters are closely spaced, and the overall appearance is clean and modern.

01 LOGO

VHYPR-TB ALTERNATE LOGO

An alternate version of the VHypR-TB logo has been created for use on black backgrounds. This version ensures maximum contrast, clarity, and legibility in digital environments. It should be used primarily for on-screen applications, including websites, presentations, and digital media.



02

COLOR

02 COLOR

COLOR

Colors give us character and represents some of our core beliefs. These are the colors that define us as a company.

VALT Blue

RGB 0 26 193
CMYK 100 87 0 24
HEX #001AC1
Pantone 2736 C

VALT Red

RGB 250 0 1
CMYK 0 100 100 2
HEX #FA0001
Pantone 2028 C

Pure Black

RGB 0 0 0
CMYK 100 100 100 100
HEX #000000
Pantone 419 C

Graphite Black

RGB 16 16 16
CMYK 0 0 0 94
HEX #101010
Pantone 419 C

03

TYPOGRAPHY

PRIMARY TYPE

Our typefaces serves as the backbone of all our print and web design collateral. Having the same appearance is paramount to maintaining our brand identity.

Space Grotesk

AaBbCc

VALT PRIMARY TYPE

Bold

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

SECONDARY TYPE

For body text or areas using large blocks of text in general, use Geist for readability purposes. This font should be used for smaller headings and paragraph text for websites, mobile applications, flyers and other marketing material. Geist Regular and Bold are the main font weights. Other weights can be used when applicable.

Geist

AaBbCc

VALT Secondary Type

Regular

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&*

Bold

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz
1234567890!@#\$%^&***

TYPE HIERARCHY

When creating copy and design elements, please use the following example as your reference to ensure consistency and alignment with our brand.

Headline: Space Grotesk Bold - Uppercase

THIS IS VALT

Secondary Headline: Geist Bold

A brighter more prosperous future through aerospace.

Paragraph Text: Geist Regular

VALT Enterprizes is able to fulfill it's mission because of our people. Our innovative and diverse team employs agile engineering methods combined with rapid prototyping and low cost flight testing to produce robust systems for our government and commercial customers. Aerospace has been a staple of American pioneering and strategic dominance since the days of Mercury, Gemini, and Apollo. VALT Enterprizes leans on history taking advantage of the same low-cost iterative processes that led to the rapid fielding of Ram Jet systems in the 1950s and 60s.

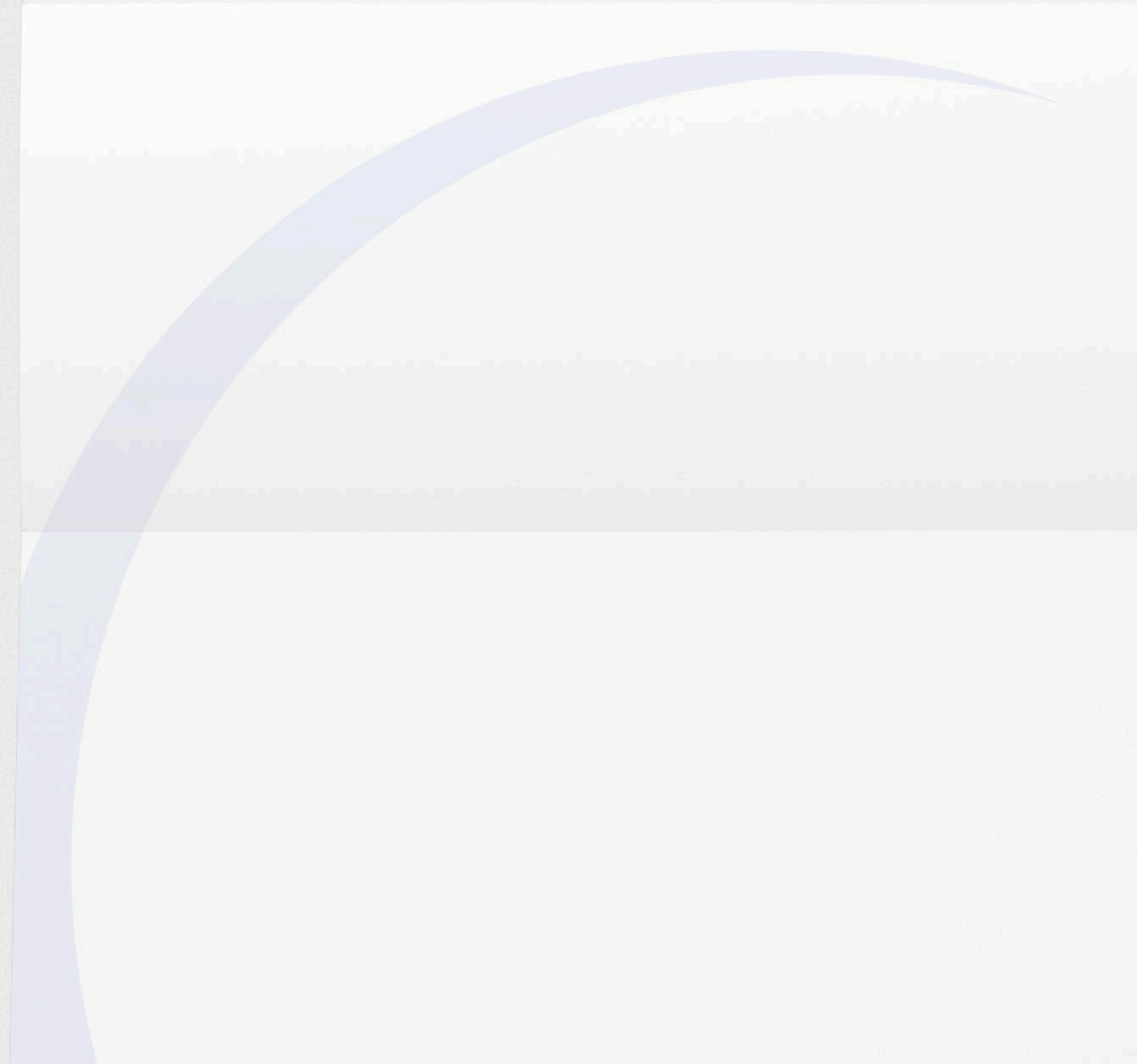
04

**BRAND
IN USE**





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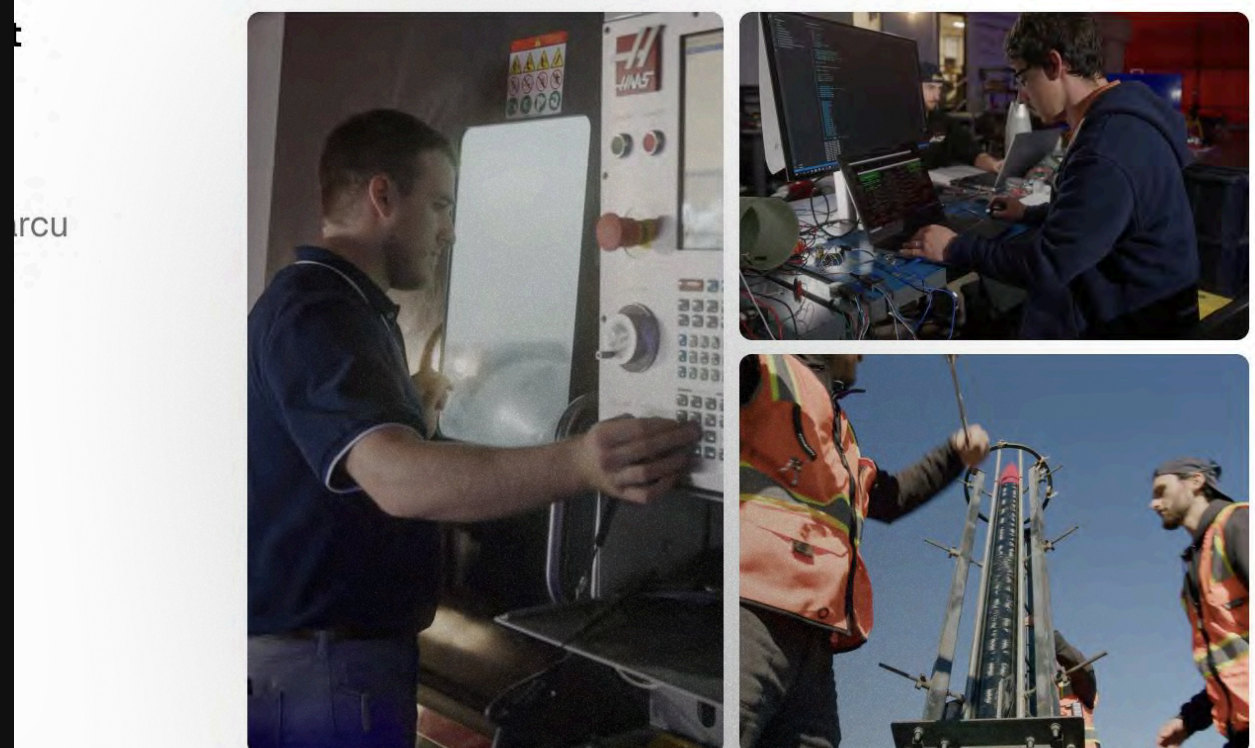
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VALT SLIDE DECK COVER

VALT

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LOREM IPSUM DOLOR SIT

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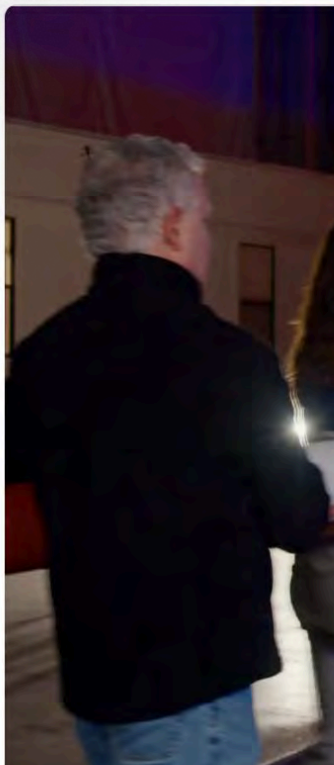


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New Message



To youremail@gmail.com

Subject

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JOHN DOE
Financial Management Specialist

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