Brand
Guidelines

Vena

Contents

Brand Overview

About Vena

These guidelines are a road map for creating Vena branded messaging. These standards aren't exhaustive but give us direction and examples for our tone of voice, tense, key terms, and descriptions—simply, how to sound like Vena. Vena's voice is unique and memorable. It builds stronger relationships with our current and prospective customers. These guidelines will allow us to hit the right notes at every touchpoint, every time.

When we create content for Vena we take careful care to make sure it's celebratory, inspirational, and competent. Vena is fresh and engaging. We let our customers know that anything is possible with a plan. We'll be there to guide them along the way.

Unifying Theme

Vena means growth. Vena is your expert through all stages and types of growth and goals—whether they're personal, professional, or business-oriented. When we create content for Vena, growth is always top of mind.

Vena's Position

Vena is the leader in integrated planning, inspiring confidence, teamwork, and enthusiasm across the business.

Our Approach

Vena is helpful, supportive, and sensible. We offer an exciting product and thought-provoking experience so that our clients can grow in all areas of their life. We combine the world's best business planning platform and the world's leading grid with best practices and world-class thought leadership. Our thought leadership is always relevant and motivational. We aim to become the number one source for information and inspiration for a community of growth-minded professionals.

Key Terms

Integrated Planning

Integrated planning goes beyond finance. It's a holistic view of the business from all angles—HR, Business Development, Operations, and Finance. Integrated planning brings everyone to the table, exchanging ideas, and making decisions based on real-time business insights. Integrated planning enables your business to grow.

Teamwork

A lot of our competitors talk about collaboration. At Vena, we prefer teamwork. Collaboration is working in small groups with similar skill sets. Everyone has a tight list of people they prefer to collaborate with. Teamwork brings every person's skills and backgrounds to the table for a richer experience. Collaboration is the process. Teamwork is the result.

Growth

Vena believes that growth can take many forms. Growth can be building a healthier business from the inside out. Growth can be personal and professional development through Vena's thought leadership channels. Growth can be as simple as focusing on making one pillar of your business stronger. Growth is improving your business by focusing on the data that drives you.

Brand Voice & Style

First Person Perspective

We use "you" and "your" to convey our approachability and authenticity. We avoid cold and impersonal terms like referring to a person as "one" or an "end-user". We use the word "we" whenever possible to convey that we're on a team with our customers.

Active Pace

Vena uses strong, actionable words and phrases whenever possible. Our clients are active participants in the health of their business and our language should reflect that. Use of the imperative, such as the headline "Plan On It" is encouraged. Vena is dynamic and exciting and all content created should reflect that.

Capitalization

We capitalize the first, last and all important words in titles; the first word in sub-titles, section headings and bulleted list items; official job titles and departments (e.g. Secretary of Commerce, Treasury Department)

Using Vena

Use Vena referring to company and product (e.g. Vena, Vena Solutions)

Don't use sub-brands or brand extensions (e.g. VenaLocity, VenaCloud, Vena5)

Brand Tone

Celebratory

Vena celebrates our platform and everything our customers can achieve with it. Vena has infinite use cases and possibilities and we honor our customers and our product by using words with a grateful and enthusiastic energy. Vena is exciting, proud, and encouraging. We embody the best parts of those traits and are never brash, conceited, or flashy. We're down to earth and celebrate our customer's achievements as if they were our own.

The celebratory tone works best for headlines or anywhere you want to grab attention. Tone this down in the body copy, so as not to seem disingenuous.

Hit the Ground Growing

This headline celebrates the possibilities with Vena and highlights the growth opportunities. It hits on the unifying theme of growth while keeping an upbeat and exciting tone. It isn't too quirky or flashy. It is focused on our customer's opportunities with Vena, rather than our own successes and qualifications.

Brand Tone

Inspirational

Our customers can be anything they'd like to be with the help of Vena. Whether it's personal, departmental, or business-wide growth, Vena is the partner that brings out the greatness in every goal. We want our copy to inspire our customers to start their growth journey, whatever form it may take. We're uplifting and animated, emboldening our customers to turn their passions into plans.

The inspirational tone is well-suited for CTAs and encouraging customers to take action. However, if we're not careful, this tone can easily become lofty, dreamy, or overly emotional. Vena is practical from every angle, so be sure to balance inspiration with pragmatism.

Excel at More

This CTA invites customers to imagine what their lives could be like with the power of Vena on their side. It inspires them to do more. It also ties back into the Excel framework through wordplay, reminding the customer that Vena is backed by the world's best grid.

Brand Tone

Competent

Vena is sensible—understanding what businesses and individuals need to succeed and the roadblocks that frequently stop them. Vena is supportive—there for our customers when they need it most, helping them drive their business further through our product and our thought leadership. Vena is helpful—whether it's a complete overhaul of a business's planning structure or an article that answers a burning question. Together, these pieces of Vena's personality inspire feelings of competence. We're the experts and we can help anyone transform their business.

The competent tone is best suited for body copy. It gives our customers the sense that they're in good hands. Although we are the experts and leaders of the integrated planning industry, we need to take care to not sound cocky, bossy, or assuming. Vena is well-equipped to help anyone grow their business, but we're always humble.

Plan differently and grow smarter with Vena.

This body copy reflects competency by differentiating ourselves. You plan differently with Vena—leading to smarter growth. It emphasizes the core of the Vena brand—well-planned growth rather than growth for growth's sake.

Brand Archetype

The Magician

A source of vision and wonder, the Magician seeks to transform ordinary experiences into extraordinary ones. The Magician often serves as a naturally insightful and inspiring catalyst for change, turning problems in to opportunities and empowering others in the process.

Because brand archetypes are universally understood, the traits of the Vena brand archetype should be used to anchor the brand with a personality that resonates with target audiences and customer personas.

Logo
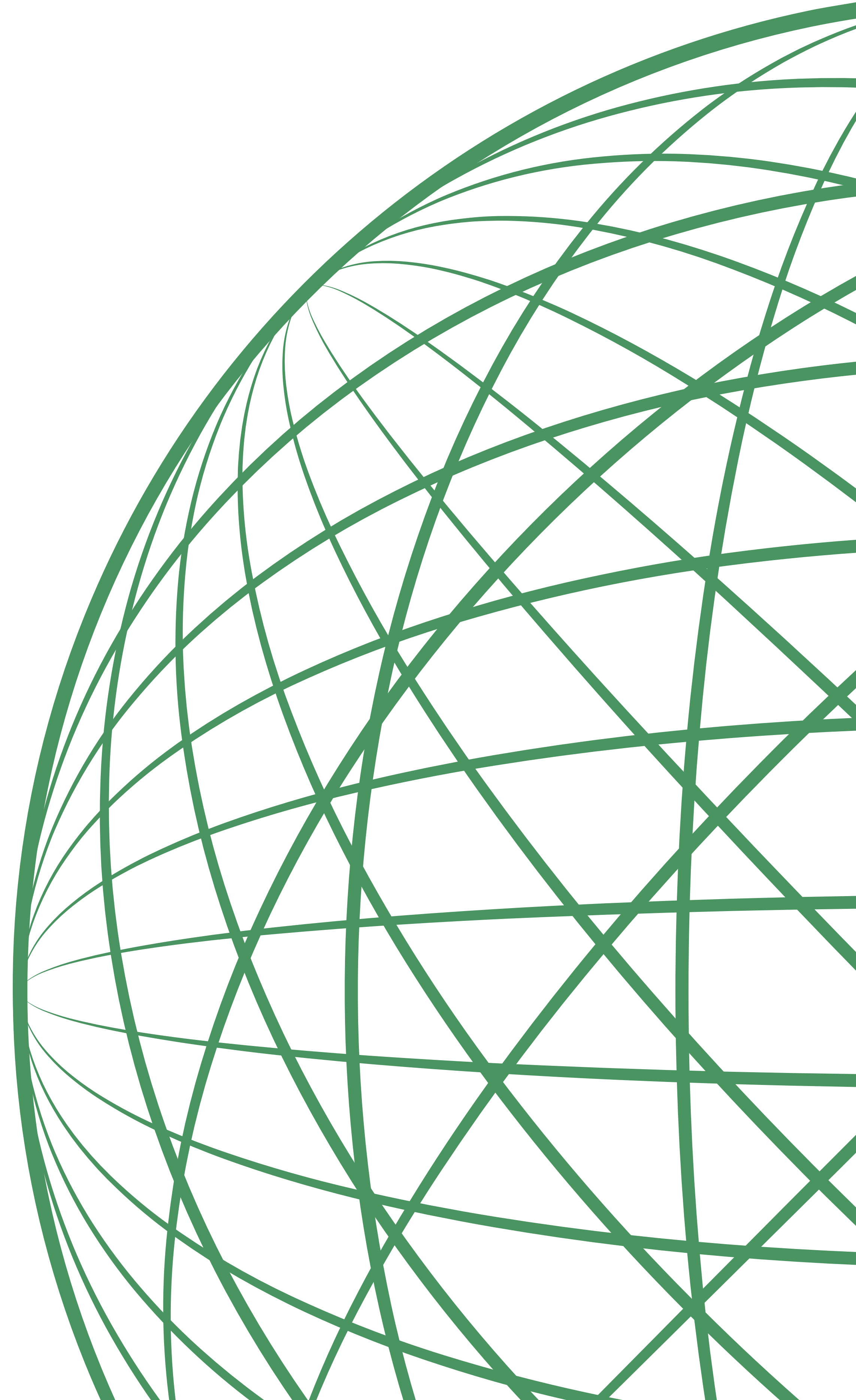
Primary Logo

Vena Logo

The Vena logo acts as a signpost for our brand and serves as a positive embodiment of Vena's uniqueness. Our logo is bold, balanced, and direct. Our Vena Green reflects the fresh, innovative spirit of our brand, and stands alone in the marketplace.

Minimum Size

The Vena stand-alone logo is restricted to a width of 0.625" for print and 50px for digital applications. Violating this standard compromises the integrity and legibility of the logo.

Vena

Digital

Vena

50px

Print

Vena

0.625"

Vena

Logo Guidelines

Clear Space

Clear space is the area that is required around the logo—it must be kept free of other graphic elements such as headlines, texts, images, and the outside edges of materials. The minimum required clear space for the logo is equal to the height of the *v-square* in the Vena logo.

Logo Clear Space

Form Factor Identification

In some applications, such as a data sheet or an ebook, a form factor identification may be paired with the logo. Follow the example to the right, using the *e* in the Vena logo as a guide for size and spacing. Type set the form facor in Open Sans Regular, all caps, tracking 100.

Logo Guidelines

Full Colour

The full colour Vena logo should always be rendered in a Vena green **v-square** and stone gray **–ena**. Use discretion to maintain adequate contrast for maximum visual impact.

Full Colour on White

Full Colour Logo on Light Image

White Logo on Dark Image

One Colour

One colour and white versions of the logo may be used when the application doesn't allow colour or when contrast is an issue for the full colour versions. Please use a one-colour white logo on green, stone gray, or other dark backgrounds.

White Logo on Vena Green

White Logo on Stone Gray

One Colour Logo on Black

Logo Misuse

Mistakes to Avoid

Consistent presentation is an important part of making our logo recognizable. The following examples highlight a few improper uses.

Do not distort

Do not recolour

Do not use effects

Do not use unapproved colour

Legacy Logo

While the spirit of the old Vena logo remains, significant changes have been made to evolve the new logo—including colour, type, and construction. Care should be taken to avoid using the old logo.

Do not use on low-contrast backgrounds
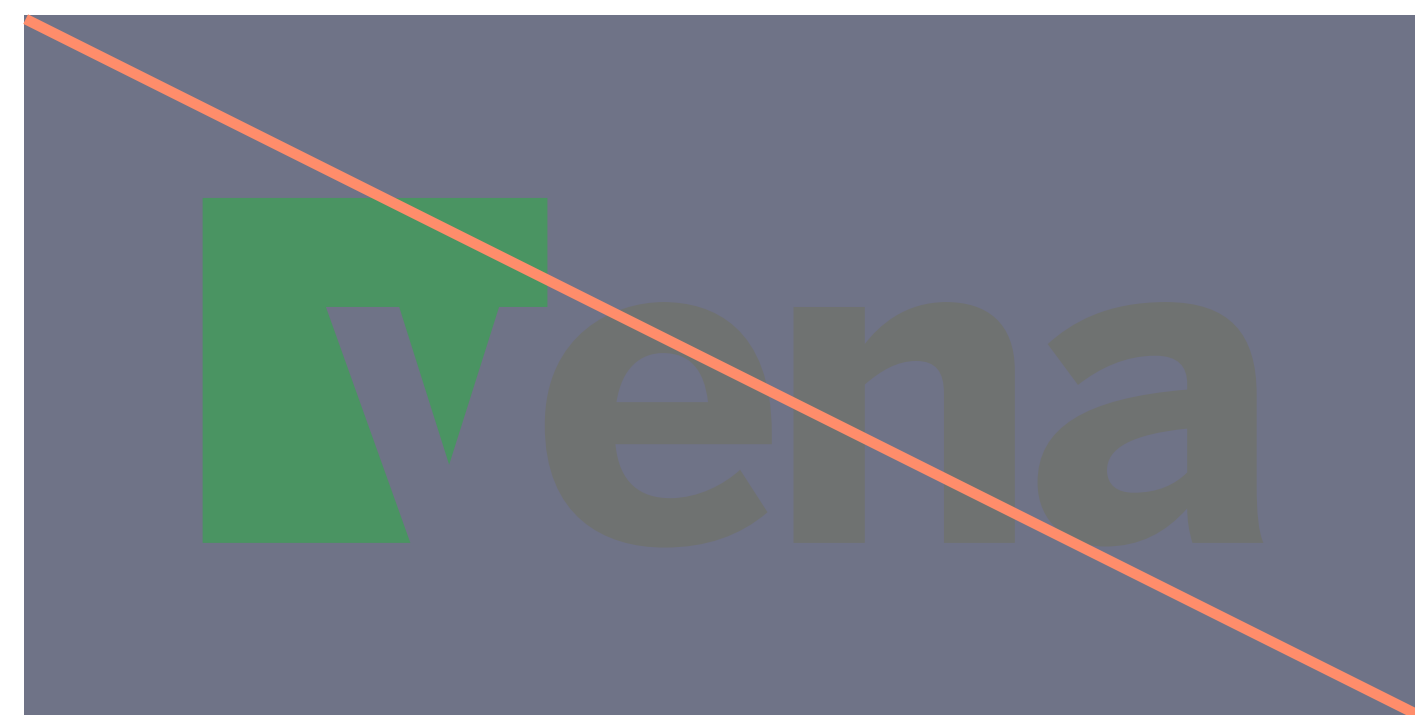
Do not outline
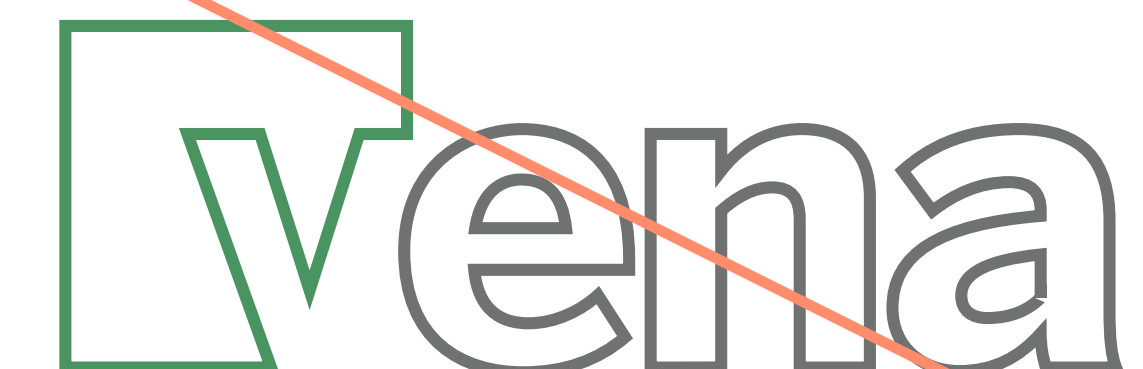
Colour
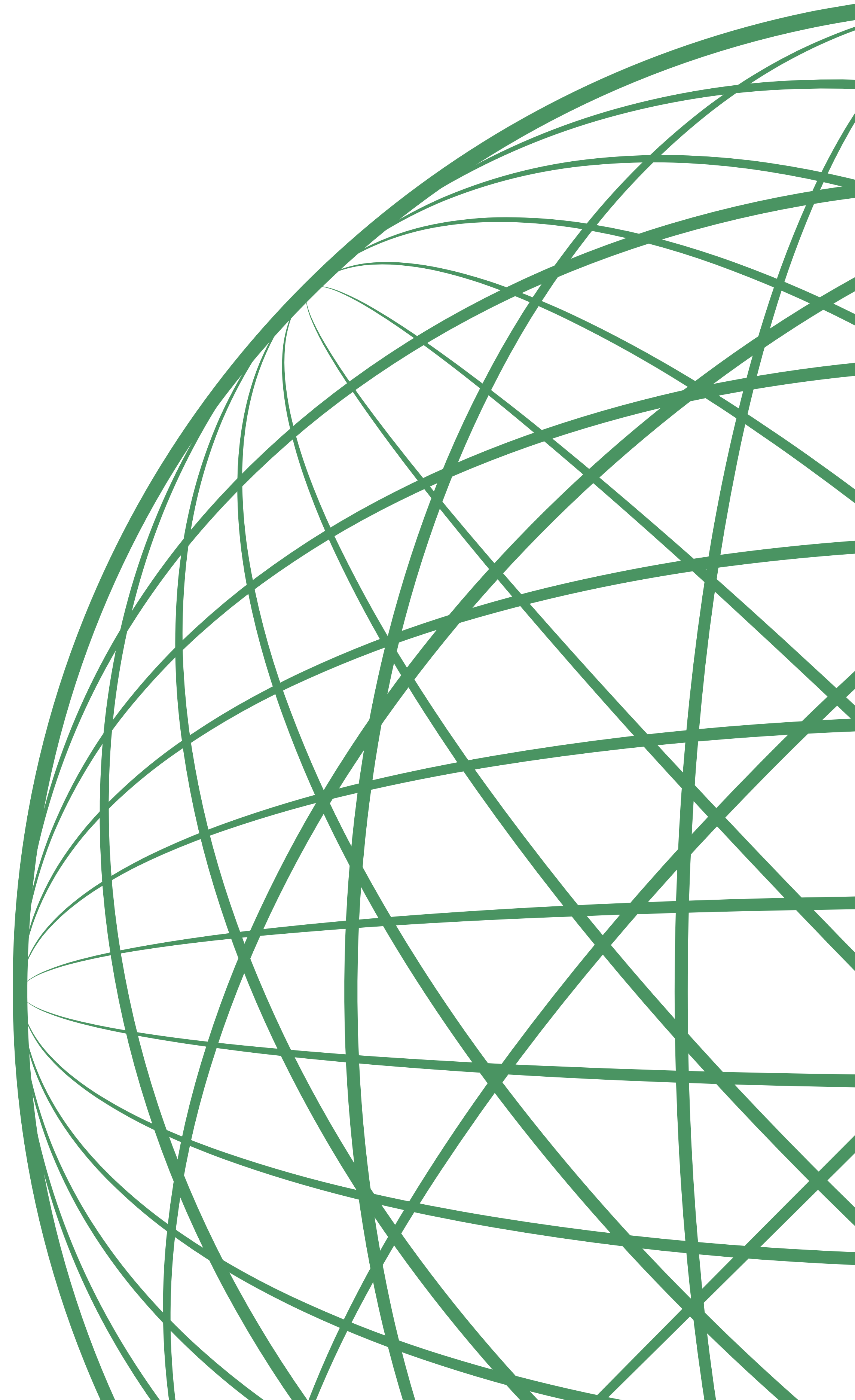
Colourways

Brand Palette

The Vena colour palette projects a clean, modern, and smart image that reflects our innovative approach to integrated planning. The scheme is dominated by open white spaces and a mature green hue. A combination of subtly warm and cool grays, as well as a vibrant and a muted orange, are used sparingly to both energize and balance compositions.

To ensure colour consistency, use the colour setting **North America General Purpose 2** across all design applications.
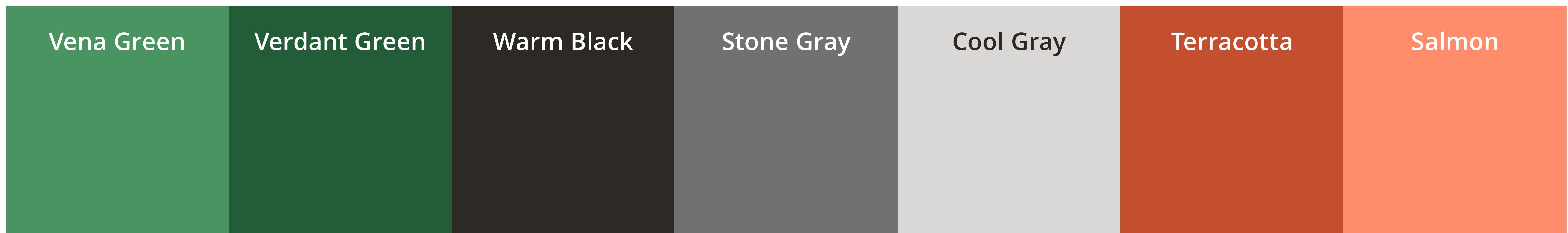
Vena Green	Verdant Green	Warm Black	Stone Gray	Cool Gray	Terracotta	Salmon
Pantone 7730 C	**Pantone 7483 C**	**Pantone Black C**	**Pantone 424 C**	**Pantone Cool Gray 1 C**	**Pantone 7580 C**	**Pantone 1635 C**
C 74	C 84	C 67	C 58	C 14	C 17	C 0
M 21	M 38	M 64	M 47	M 11	M 82	M 55
Y 77	Y 88	Y 67	Y 48	Y 12	Y 95	Y 57
K 5	K 34	K 67	K 14	K 0	K 6	K 0
R 74	R 34	R 45	R 111	R 217	R 195	R 255
G 148	G 93	G 42	G 114	G 216	G 79	G 141
B 98	B 56	B 38	B 113	B 214	B 46	B 107
# 4A9462	# 225D38	# 2D2A26	# 6F7271	# D9D8D6	# C34F2E	# FF8D6B

Accessibility

Palette

Our accessible colour palette has been designed to meet AA level of the WCAG 2.0 guidelines for contrast accessibility. The colour combinations below meet a colour contrast ratio of 4.5:1 and conform with the standards of Section 508 for body text.

For the best accessibility by the widest range of users, aim to use each of these colours with only black or white (as per the colour of the text on each swatch). These colour pairings meet AA guidelines for colour contrast. Learn more and test more colours at webaim.org/resources/contrastchecker.

Web Accessibility

Consider the following when creating content and choosing which fonts you want to use.

- Use real text rather than text within graphics and try to use standard fonts only such as Arial, when possible.

- Select basic, simple, easily-readable fonts. Sans serif fonts should be considered for body text or areas with more text whereas serif fonts can be reserved for headings as long as they are being used sparingly and at a larger size.

- Use a limited number of fonts. Choose one font for headings and another font for body text is recommended.

- Ensure sufficient contrast between the text and the background.

- Avoid small font sizes. The recommended minimum font size is 16pt for body text and 20pt for heading text.

- Limit the use of font variations such as bold, italics, and ALL CAPITAL LETTERS.

- Leave enough space between words to ensure clear start and end points. Consider kerning and leading when formatting text

- Don't rely only on the appearance of the font (colour, shape, font variation, placement, etc.) to convey meaning. Ensure that you use words that are clear, easy-to-understand and recognize so everyone can gain value from the content you are offering.

- Avoid blinking or moving text.

White Text
Black Background
Contrast Ratio 21:1

Black Text
White Background
Contrast Ratio 21:1

White Text
Verdant Green Background
Contrast Ratio 7.8:1

Black Text
Vena Green Background
Contrast Ratio 5.7:1

White Text
Terracotta Background
Contrast Ratio 4.69:1

Black Text
Salmon Background
Contrast Ratio 9.27:1

Typography

Brand Typefaces

Download Type Families

Gelasio
fonts.google.com/specimen/Gelasio

Open Sans
fonts.google.com/specimen/Open+Sans

Microsoft Alternatives

Georgia

Franklin Gothic ATF for body text.

Gelasio

The elegant Gelasio serif typeface is the headline typeface of the Vena brand. While its metrics are compatible with Microsoft's Georgia typeface, Gelasio reads with more confidence and professionalism. The bold weight is preferred in most instances.

Regular

Confidence

Italic

Teamwork

Semibold

Enthusiasm

Bold

Growth

Open Sans

Open Sans is a humanist sans serif typeface and serves as the text typeface of the Vena brand. Its upright, open letterforms add up to a highly legible type family with a neutral, yet friendly appearance.

Regular

Confidence

Italic

Teamwork

Semibold

Enthusiasm

Bold

Growth

Style Guidelines

Section Tag
Open Sans Bold | All Caps
Size: 11pt | Tracking: 100 | Vena Green

Headline
Gelasio Bold
Size: 42pt | Title Case | Warm Black

Subheading
Open Sans Regular
Size: 16pt | Sentence Case | Stone Gray

Body Head
Open Sans Bold
Size: 12pt | Title Case | Warm Black

Body
Open Sans Regular
Size: 11pt | Sentence Case | Stone Gray

Type Formatting

Typography is a core building block of any effective visual system. A consistent and distinct typographical style helps unify our personality while building brand awareness and recognition. As such, please refer to the text styling guidelines below. For written style guidelines not covered in this document, consult the Associated Press Stylebook. When in doubt, pick one style and be consistent.

VENA

Confidently Plan for Today and Tomorrow

Grow your business by connecting people with enterprise data for better planning, decision making, and an elevated role for finance.

Add Up to More With Vena

Plan with ease through an Excel interface that connects teams and existing systems with the power of Vena to create an integrated finance-led planning ecosystem. Help your business connect what's important, plan through any scenario and drive the health of your business.

Whether you love spreadsheets or just use them throughout your business, Vena's Excel interface connects teams and existing systems with the power of Vena technology to create an integrated finance-led planning ecosystem. Combined with our team of certified experts, Vena helps businesses connect what's important, plan through any scenario and drive the health of your business.

Visual Elements
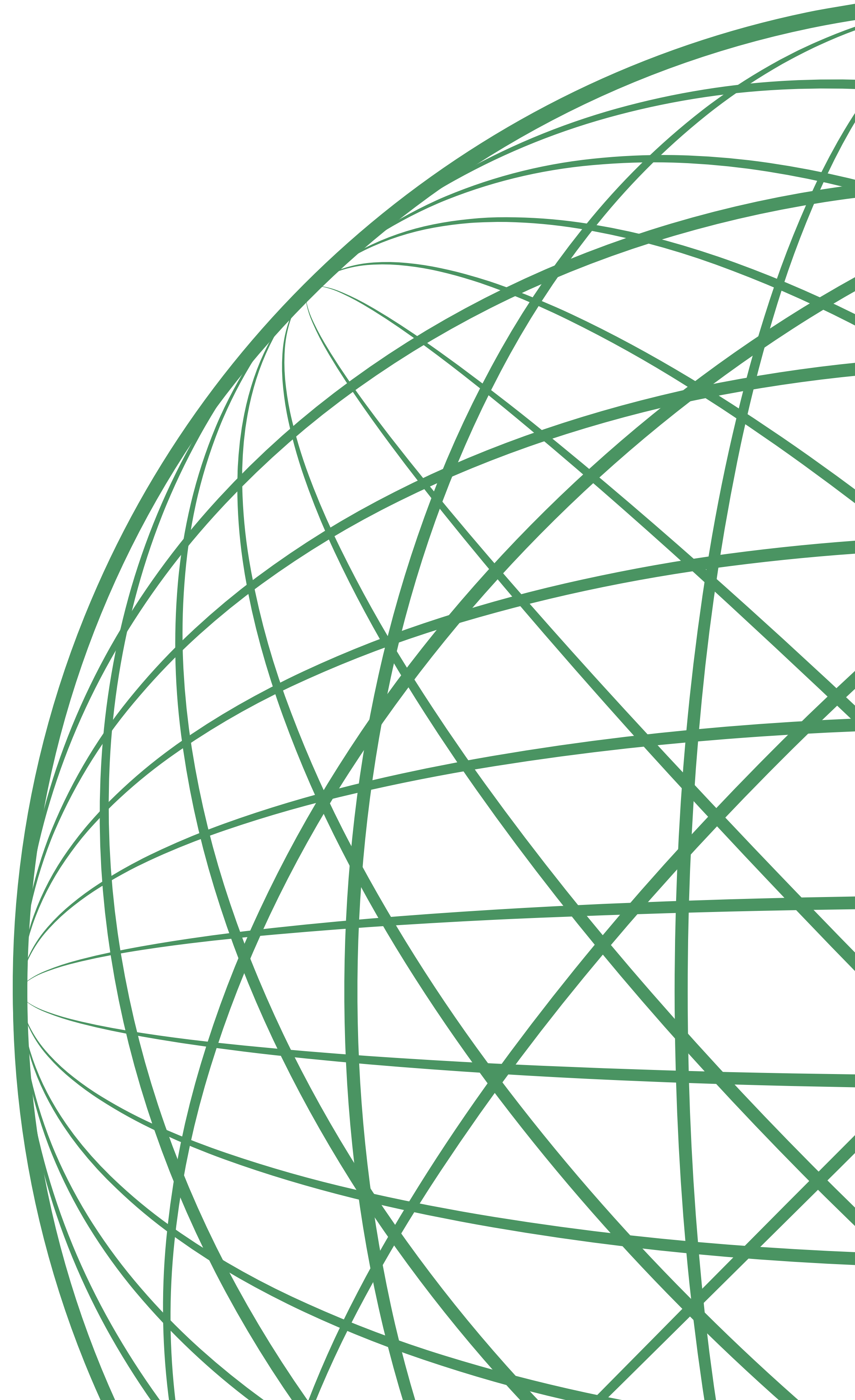
Brand Sphere

Signature Graphic

A Vena green grid-sphere is our signature brand graphic. It represents a holistic view of a company with integrated Vena technology. When used, the brand sphere should be the focus of the composition.
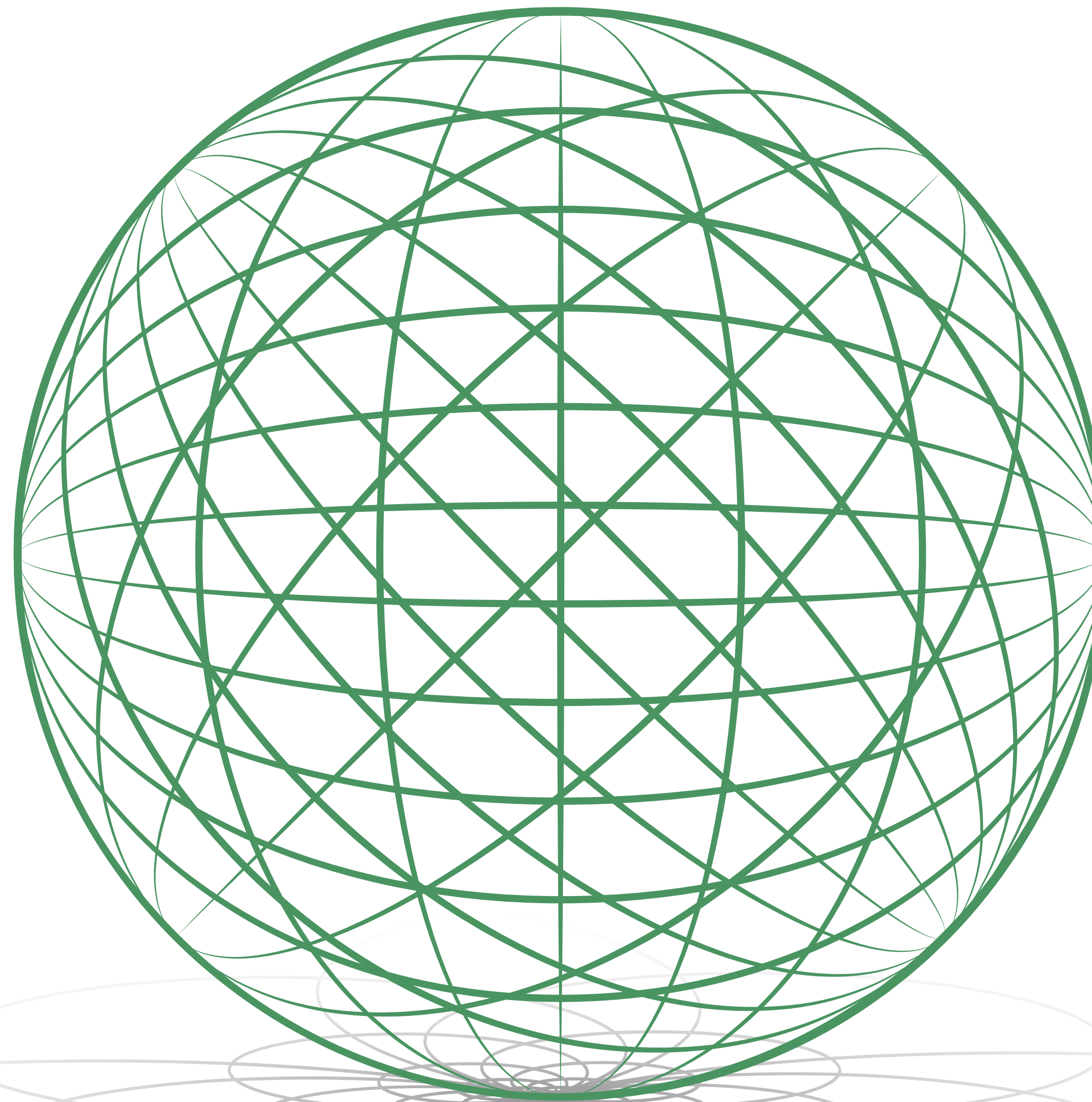
Simplified

There are two scaled-down variations of the brand sphere depicted below. These are simplified versions that may be used to reinforce the Vena brand when the minimum size for the more complex full version cannot be attained.

Minimum Sizing
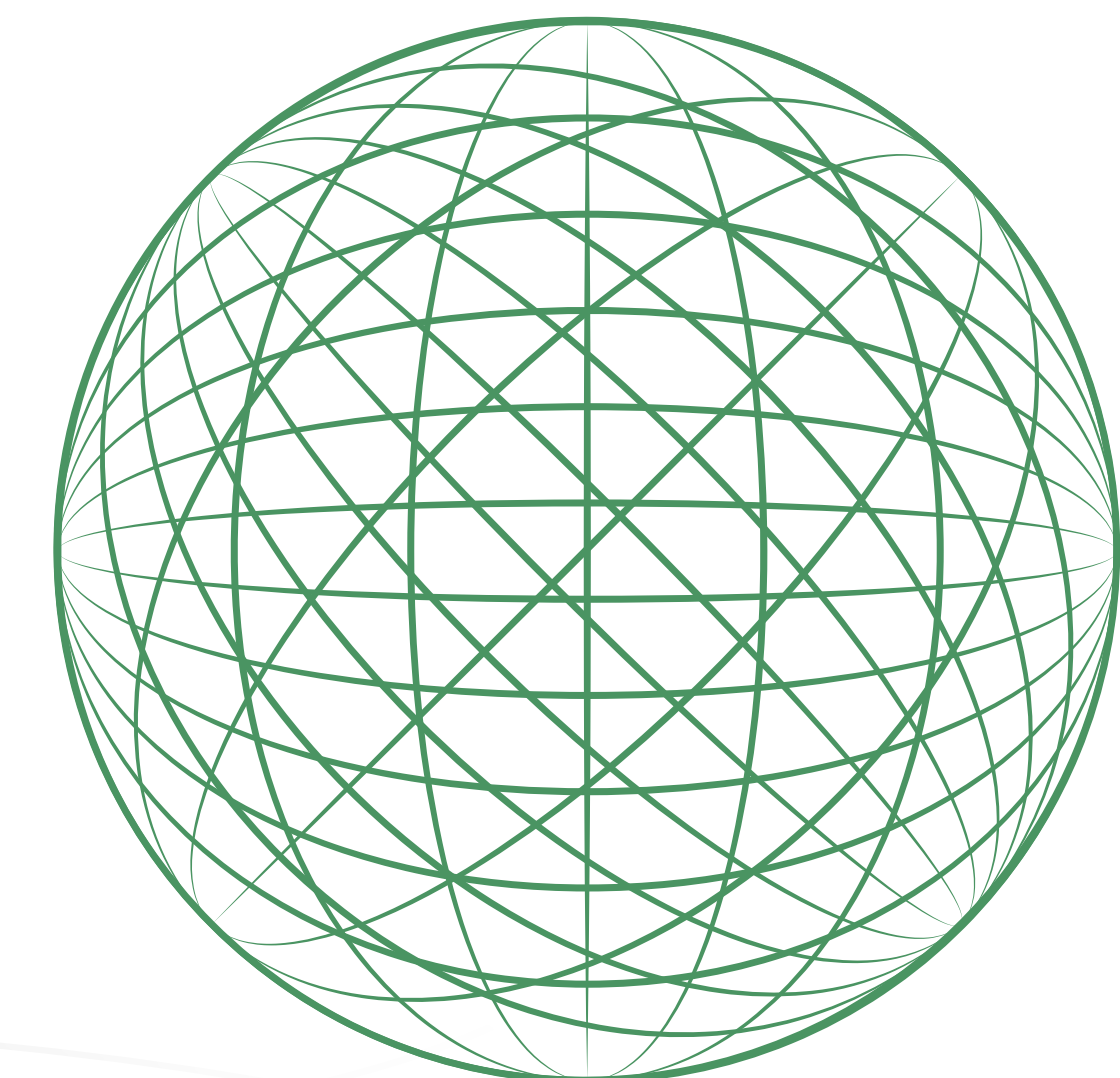
Digital: 200px | Print: 2.25"

Sphere Guidelines

Construction

The full brand sphere is constructed using overlapping weighted lines (thinner near the poles). One set of lines should always contain more than the other set of lines to create a rectangular grid.
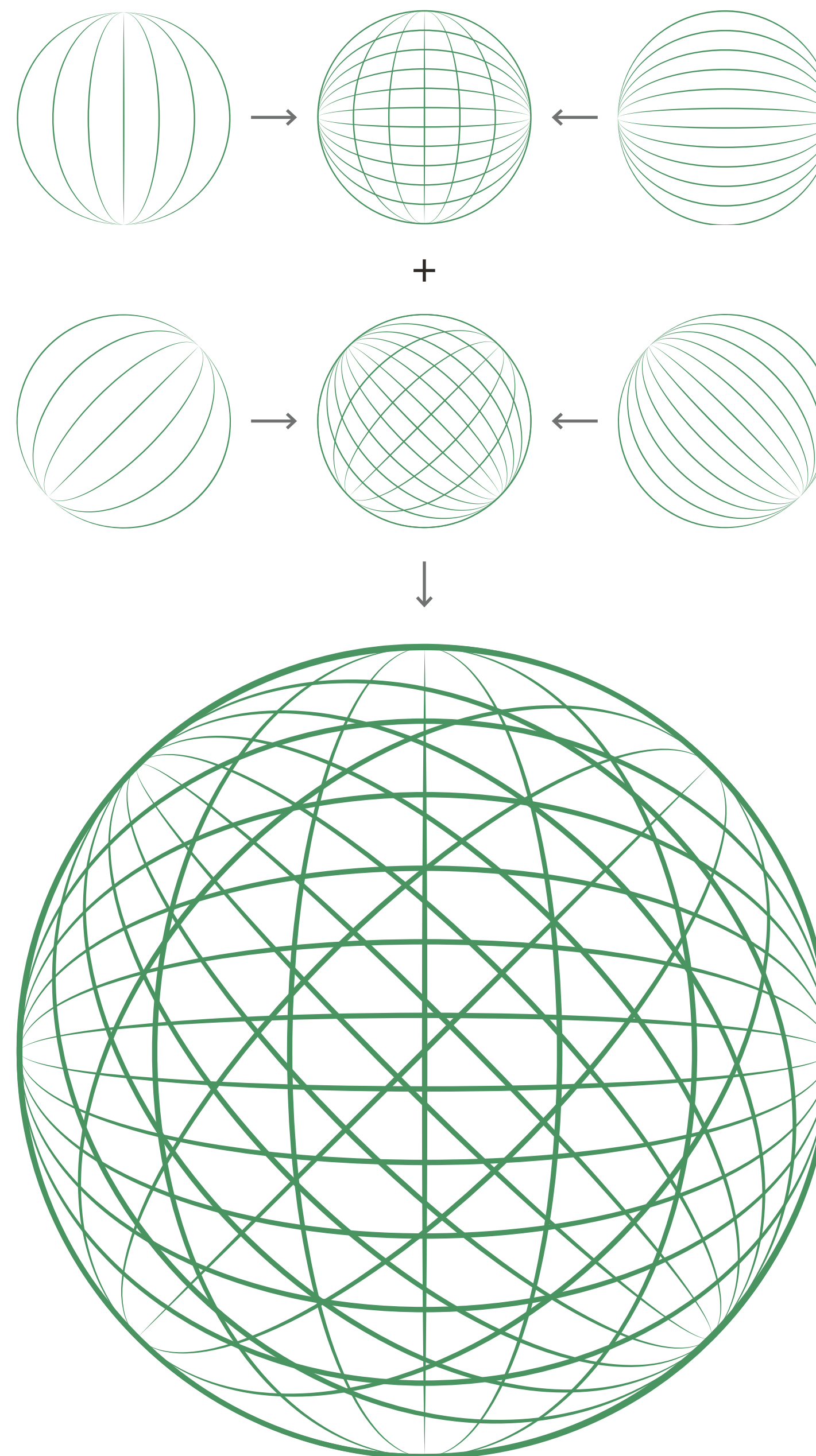
In Use

In addition to maintaining minimum size guidelines, roughly 25% of the brand sphere should be visible when cropped at large scale— at a minimum. White and Cool Gray alternate colour options can also be used. Avoid rendering with excessively heavy or thin line weights.

Use Large Scale Cropping
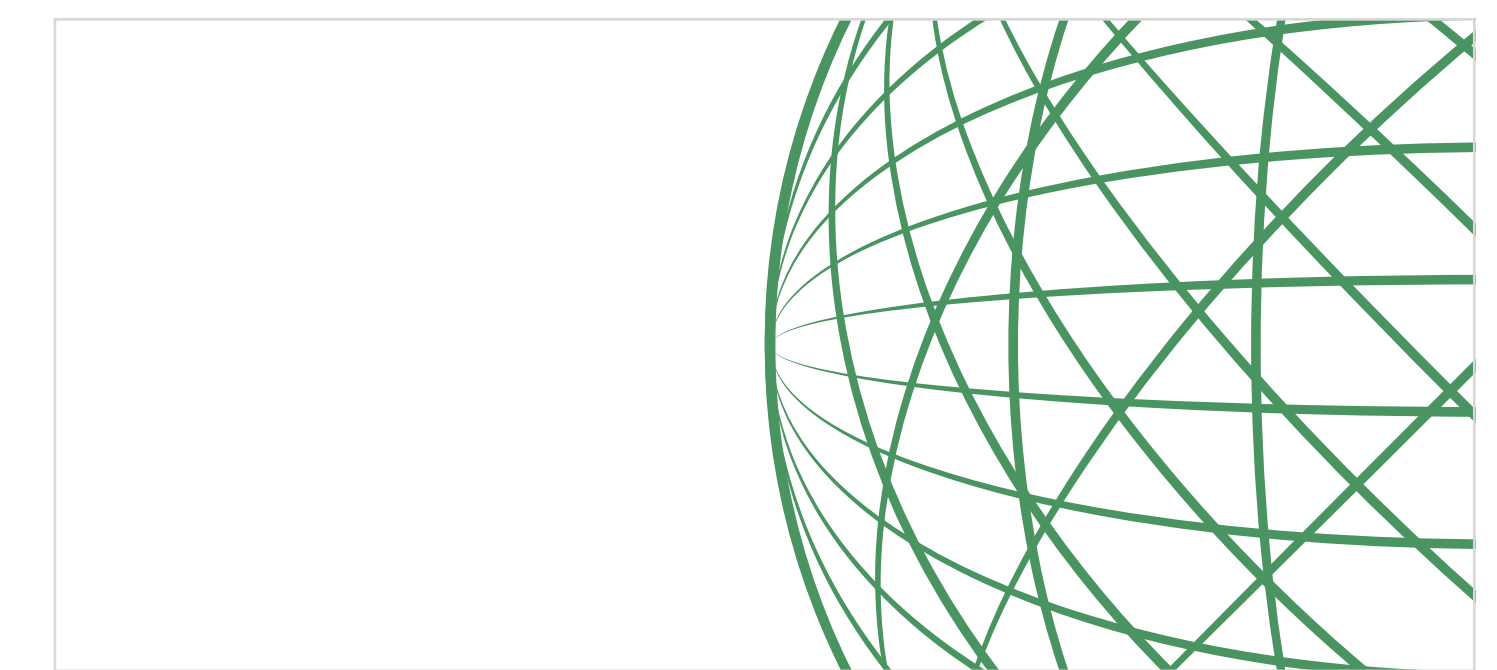
Alternate Colour Options: White, Cool Gray
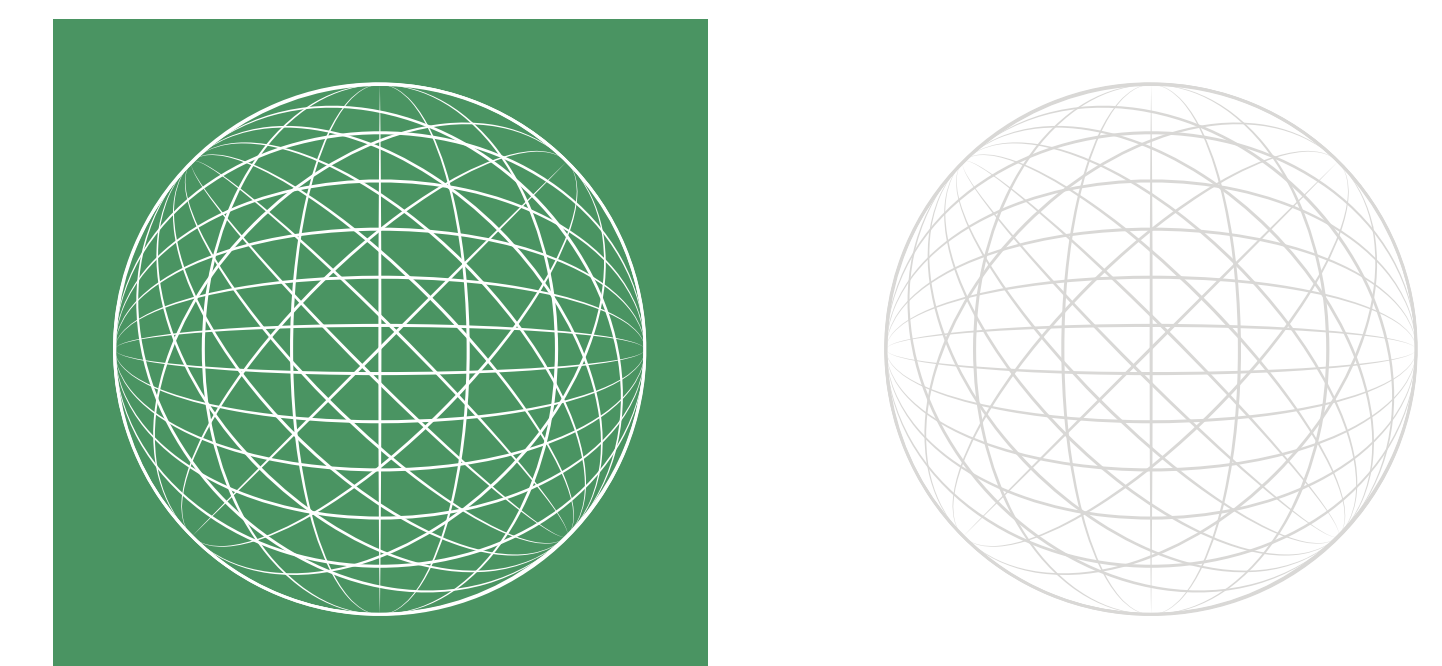
Avoid very heavy or very thin line weights
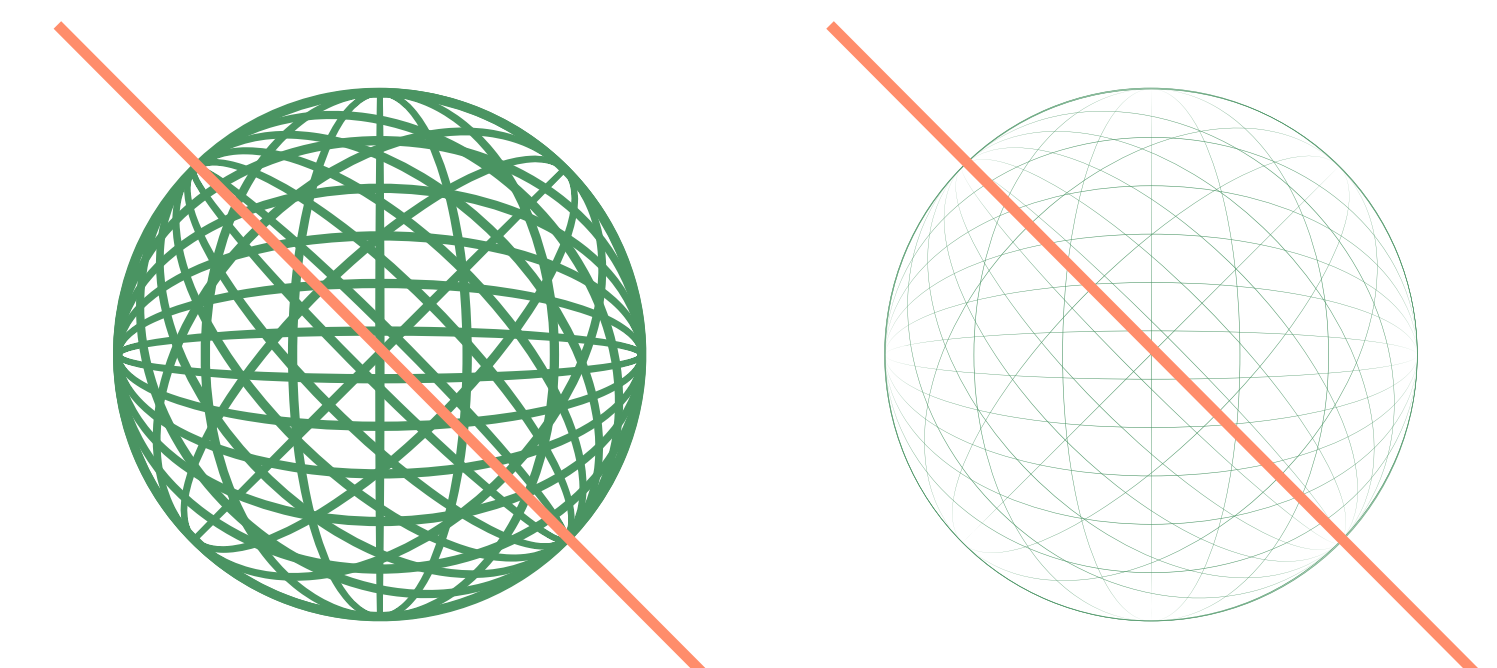
Brand Grid

Signature Graphic

A rectangular grid pattern is Vena's secondary brand graphic. It is a workhorse that underlies many of the brand's visual elements—our patterns, our icons, and the brand sphere.

Grid Guidelines

Effects

The brand grid is extremely flexible and may be put to use in a variety of compositions. Apply the "fish" effect in Adobe Illustrator to create a wave pattern. Step and repeat that pattern to achieve a field of undulating lines.

While this allows for a great deal of flexibility when creating compositions and layouts, always maintain the grid's rectangular nature in the final render.
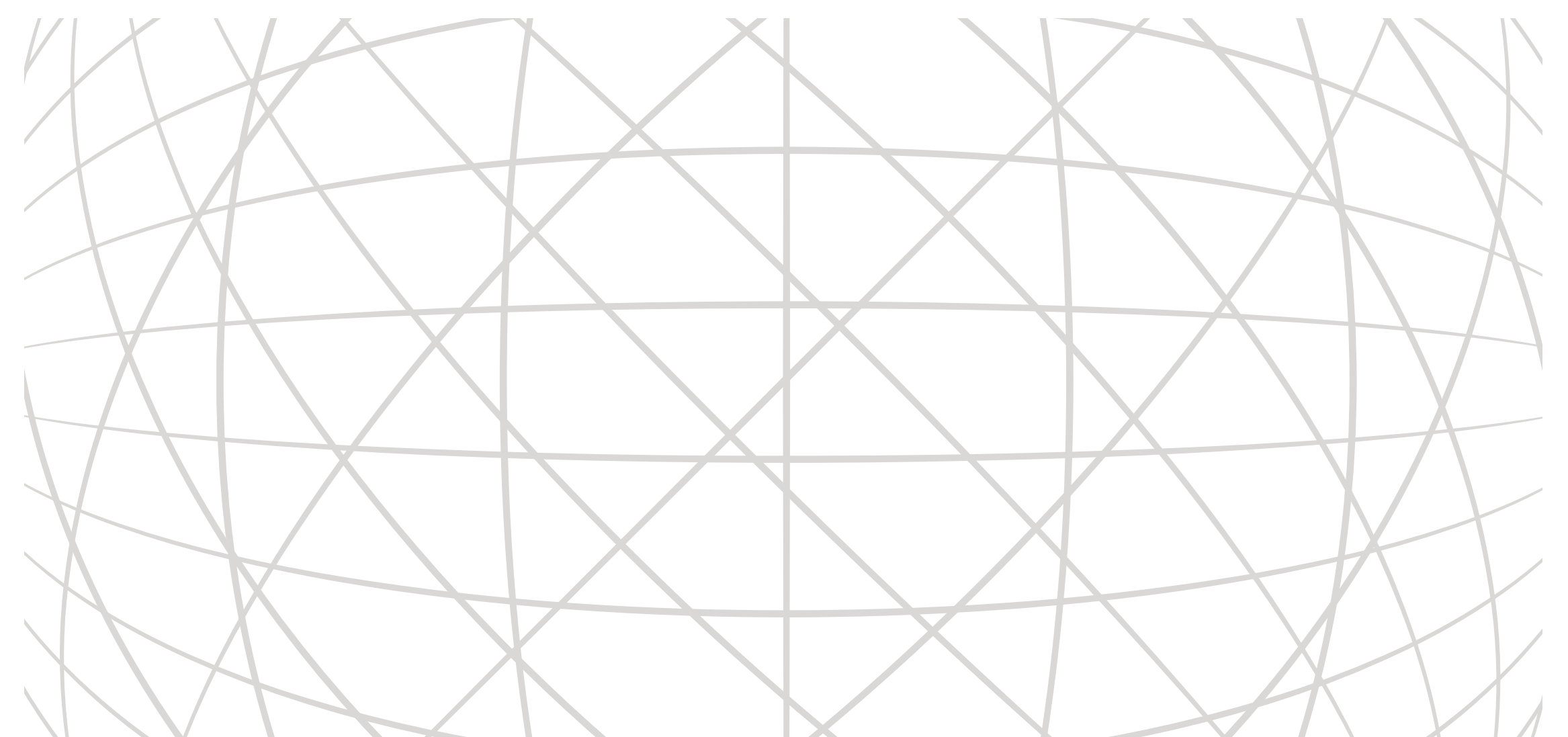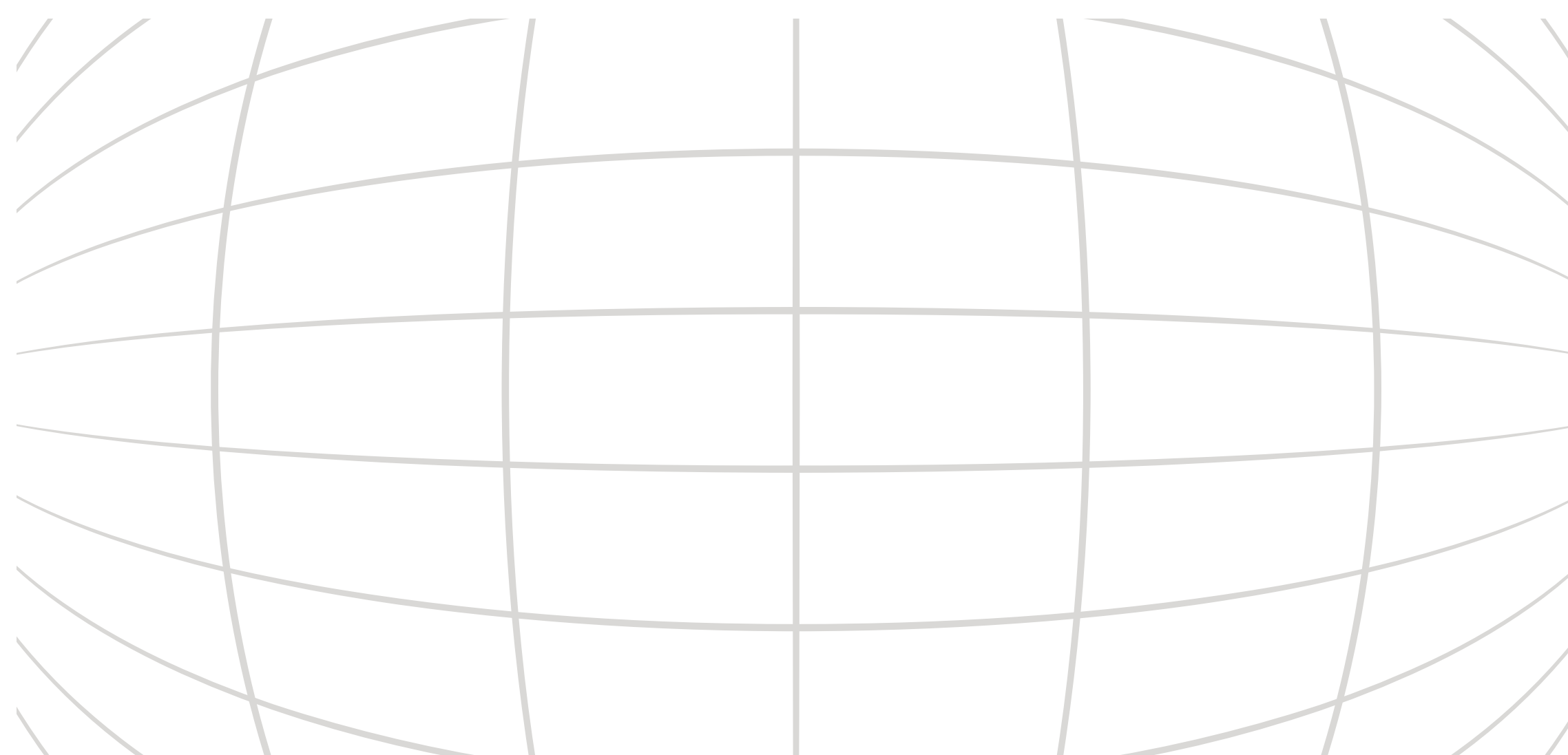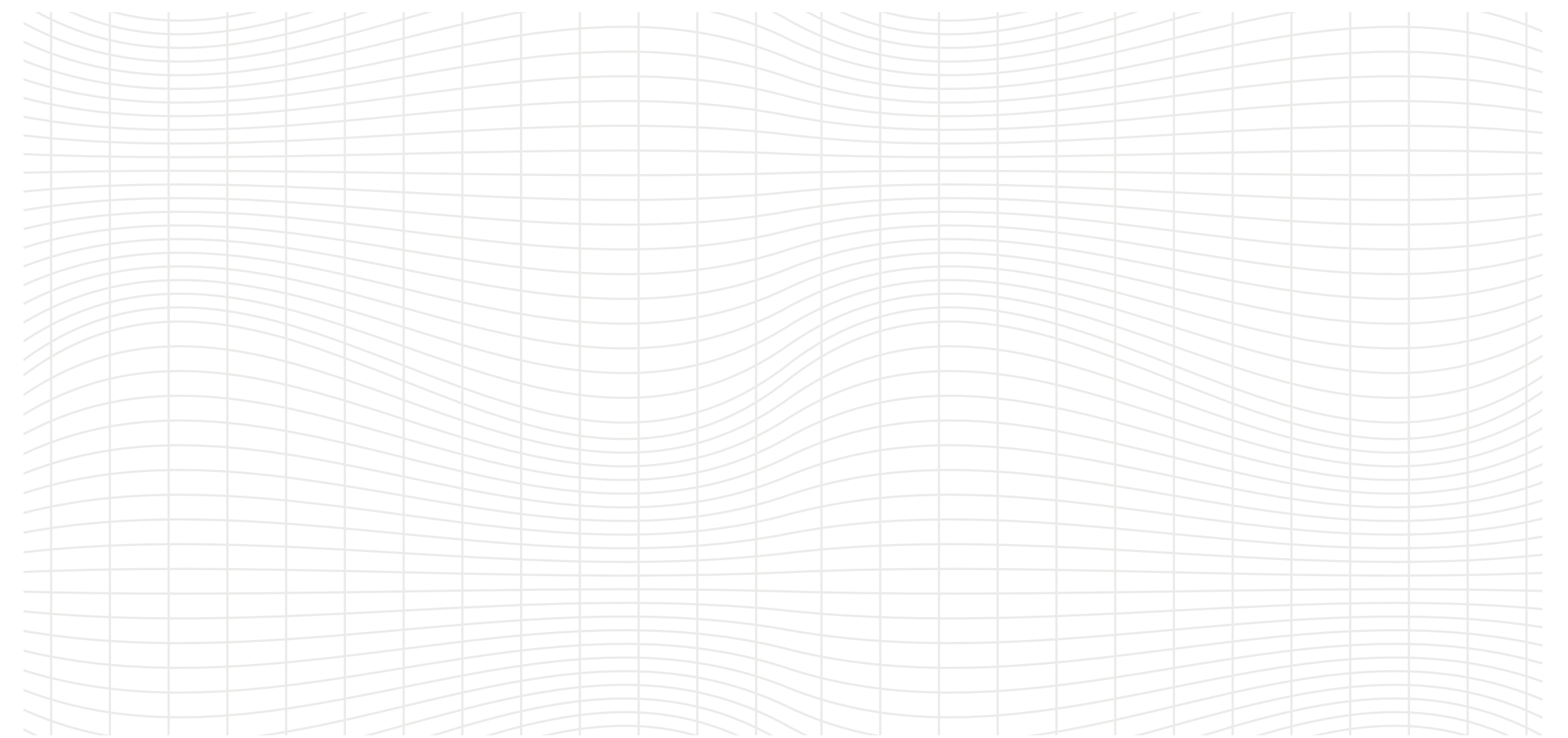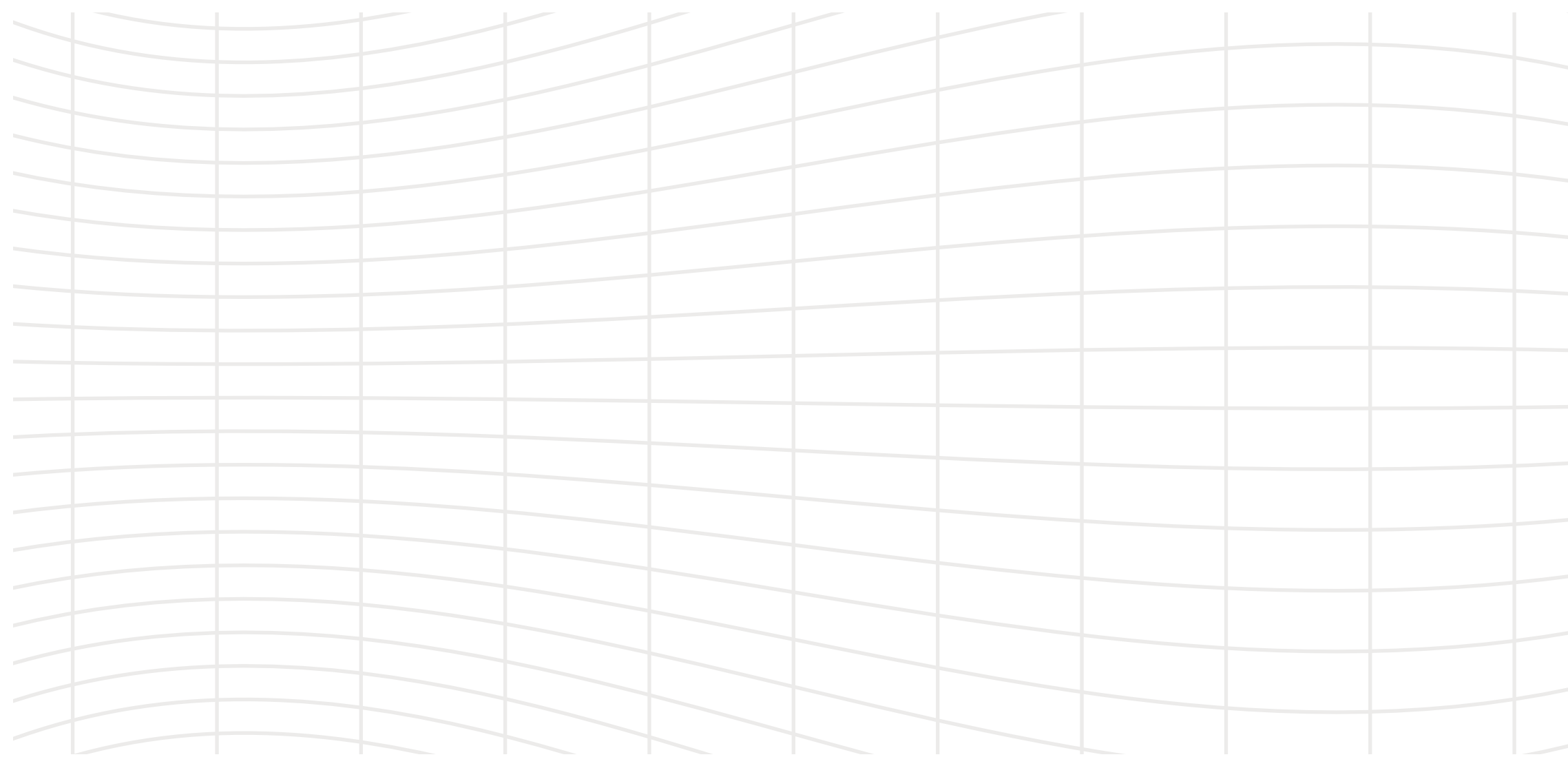
Iconography

Marketing Icons

Our icons are built on top of our brand grid using a single-width, single colour line with a white fill. These are clean and simple by design and are not intended to be the center of attention. Their role is always to inform while reinforcing the Vena brand.

Product Icons

Our product icons (bottom of page) are smaller, simplified versions of our marketing icons. While these are built on our brand grid, the grid itself is not a part of the final art. These also contain fewer elements than our marketing icons and are not meant to exceed 50px in width.
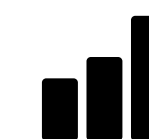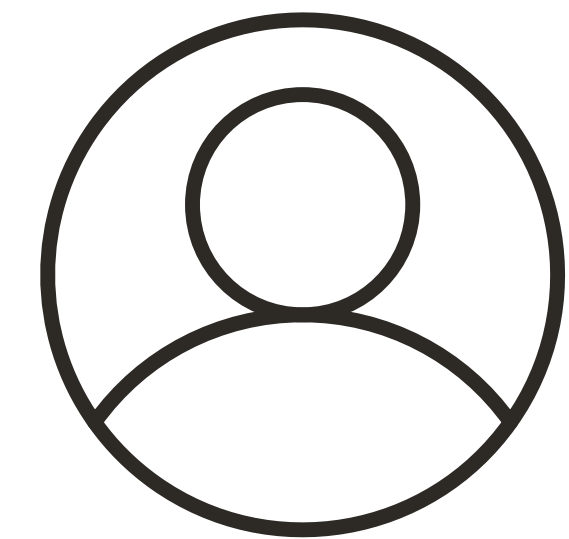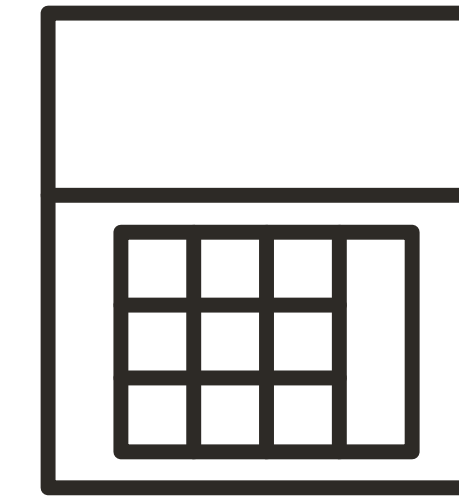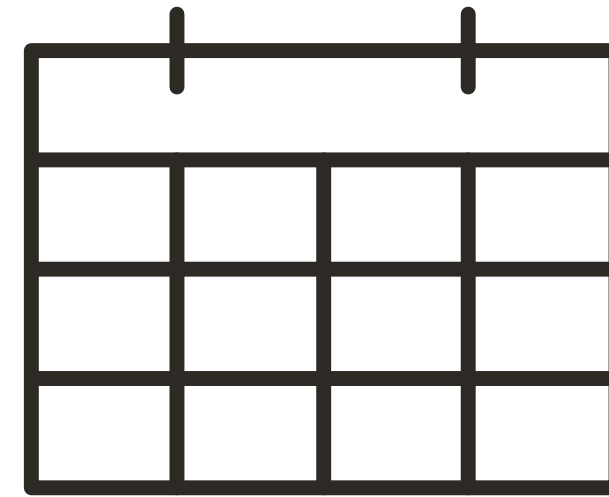
Iconography Guidelines

Construction

Use our brand grid to construct all icons. All parts are drawn with a single-width line with rounded corners and terminals.

While the heights and widths of certain icons may differ slightly, these differences should not be distracting. Always allow for adequate spacing of all elements.
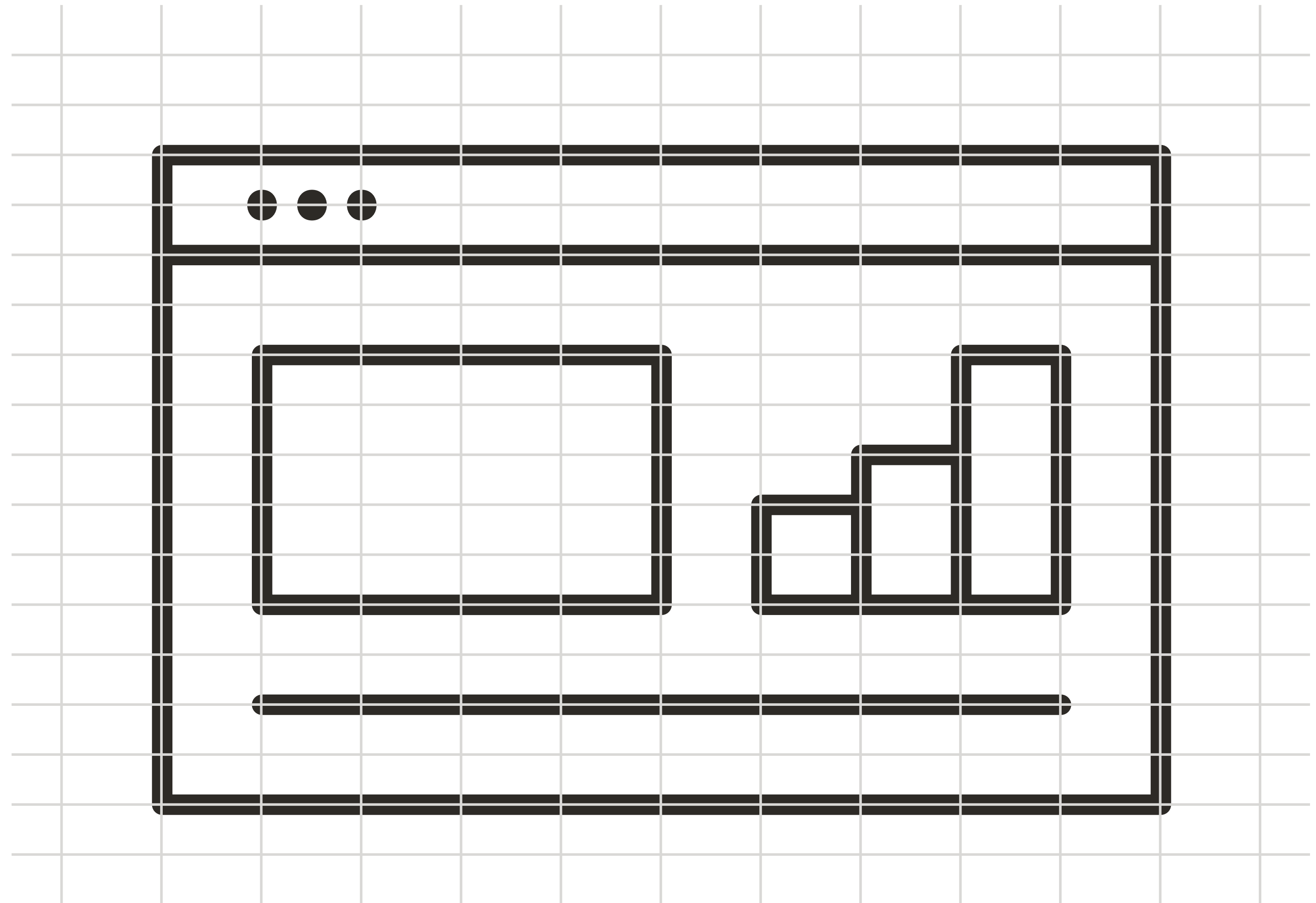
Photography
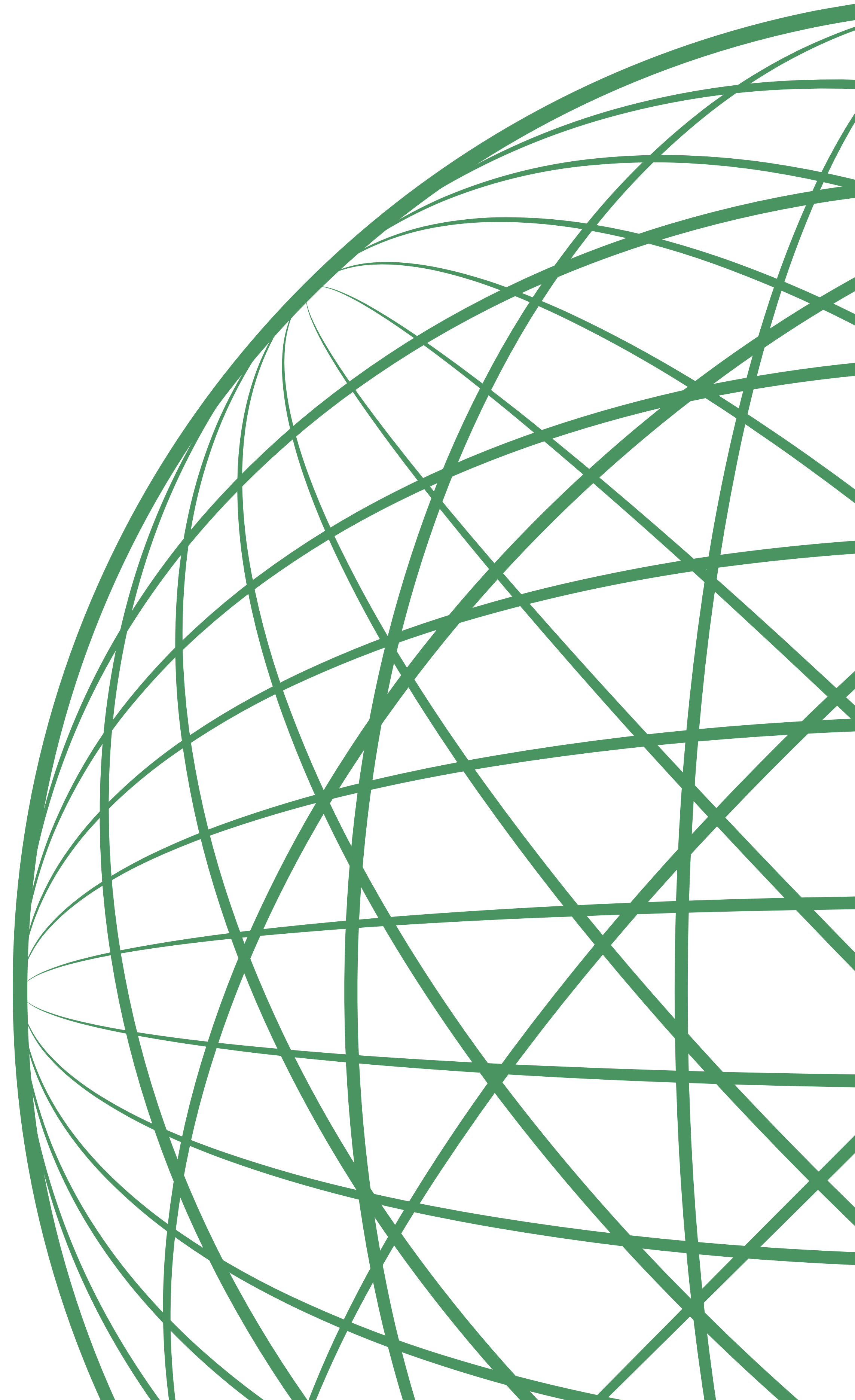
Style

People First

Photography should be personable and friendly, with a candid, conversational, or active feel. Our photos are polished but casual. The colour should be slightly saturated with higher contrast and a warm tint. Skin tones are prioritized to add human warmth. Always use natural lighting and avoid incandescents or fluorescents that can cast unwanted colours on the photos. Image subjects should pose naturally and candidly. The subjects should exude creativity and joy. If subjects are working, they should have a realistic, but relaxed, attitude to reflect the ease of a workplace enabled by Vena.

Style

Industry Focus

Photography with an industry focus should also carry a polished but casual feel. Colours are slightly saturated with moderately increased contrast and a faint yellow/green tint for added warmth. Always use natural lighting and avoid incandescents or fluorescents that can cast unwanted colours on the photos. Image subjects should be framed in a manner that is interesting but not quirky; uncomplicated but not cliché. Photos should have a discernible focal point and a shallow depth of field, when possible.

Masking

Production

Our photos instill warmth and a friendly tone in our brand. In addition to choosing the right images with the right tones, our photos should be masked with a singular circle or placed in a slightly rounded rectangle.

Layering

Construction

To achieve a layered appearance, such as the one below, two versions of the same image will need to be created—one colour corrected and flattened, and one clipped and clipped. A low contrast grid pattern may be placed in between these images for additional brand cohesion.

Photo | Grid | Masked

Final Composition

Brand in Action
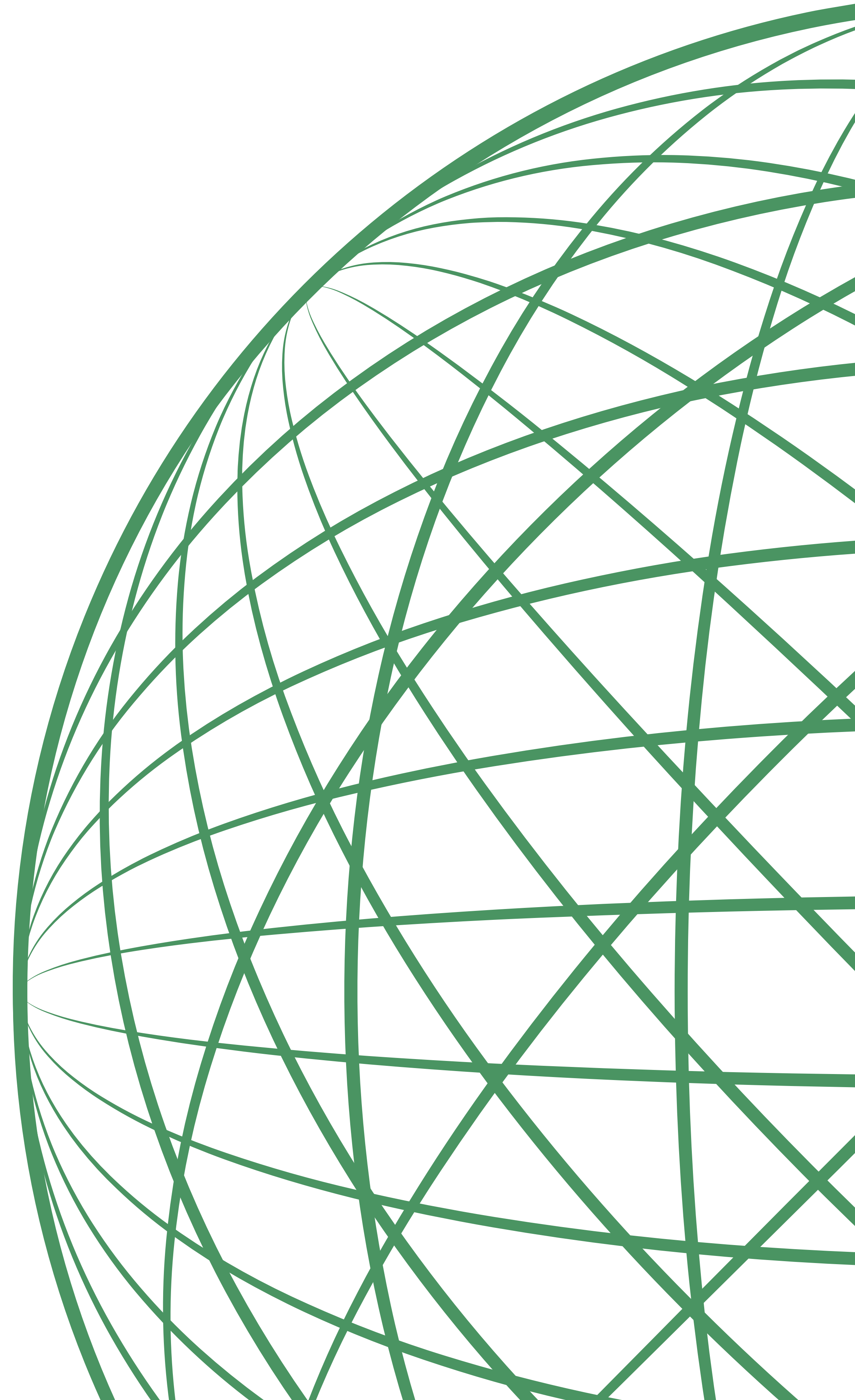
Video Graphics

Guidelines

Our videos are clean and crisp. Subjects should be filmed against white or light backgrounds whenever possible. Follow the guidelines previously detailed in this document for any on-screen text.
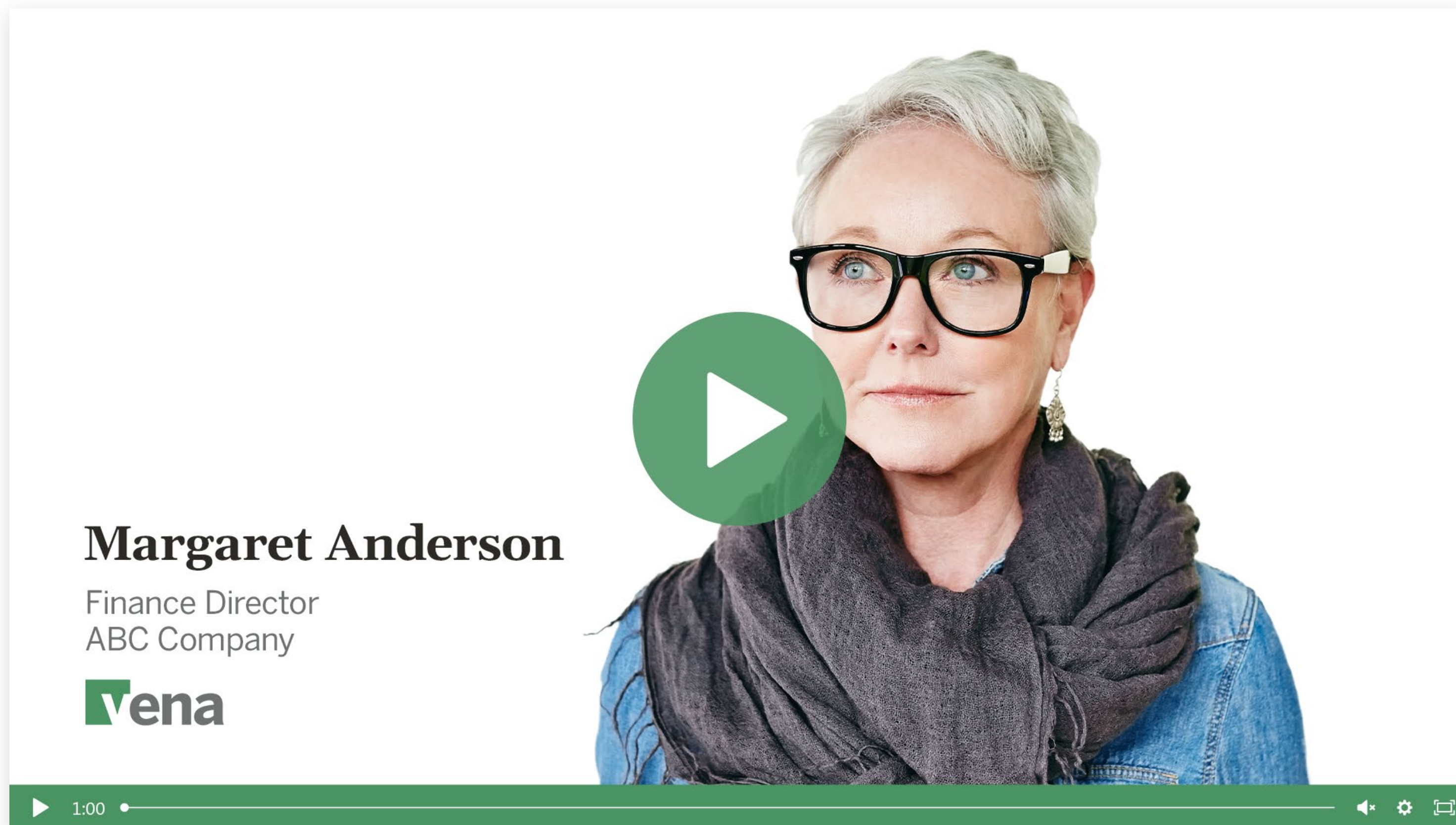
Web Ads

Digital Ad Templates

The example digital ads below are marked with designated safe zones for ad elements. Each ad should include a logo, headline, call-to-action button, and artwork as space allows.

On white backgrounds, headlines are Warm Black with text set in Gelasio Bold; buttons are Terracotta with White text set in all-caps Open Sans Bold.

Billboard **970x250**

Headline

The Arizona Cardinals Cut Delivery Time from 10 Days to 5 Seconds with Vena

CTA

SEE HOW

Artwork

Logo

Leaderboard **728x90**

Confidently Plan for Today and Tomorrow

TRY FOR FREE

Logo   Headline   Artwork   CTA

Rectangle **300x250**

Headline

Vena Enables Partners In Health to Update Budgets 93% Faster

CTA

SEE HOW

Logo

Artwork

Half Page **300x600**

Logo

FirstService Residential Reduces Consolidation Times by 90% with Vena

Headline

SEE HOW

CTA

Artwork

Mobile Leaderboard **320x50**

Confidently Plan for Today and Tomorrow

TRY FOR FREE

Logo   Headline   CTA

Skyscraper **160x600**

Logo

Uncover Your Hidden Insights

Headline

TRY FOR FREE

CTA

Artwork

Web Ads

Social Media
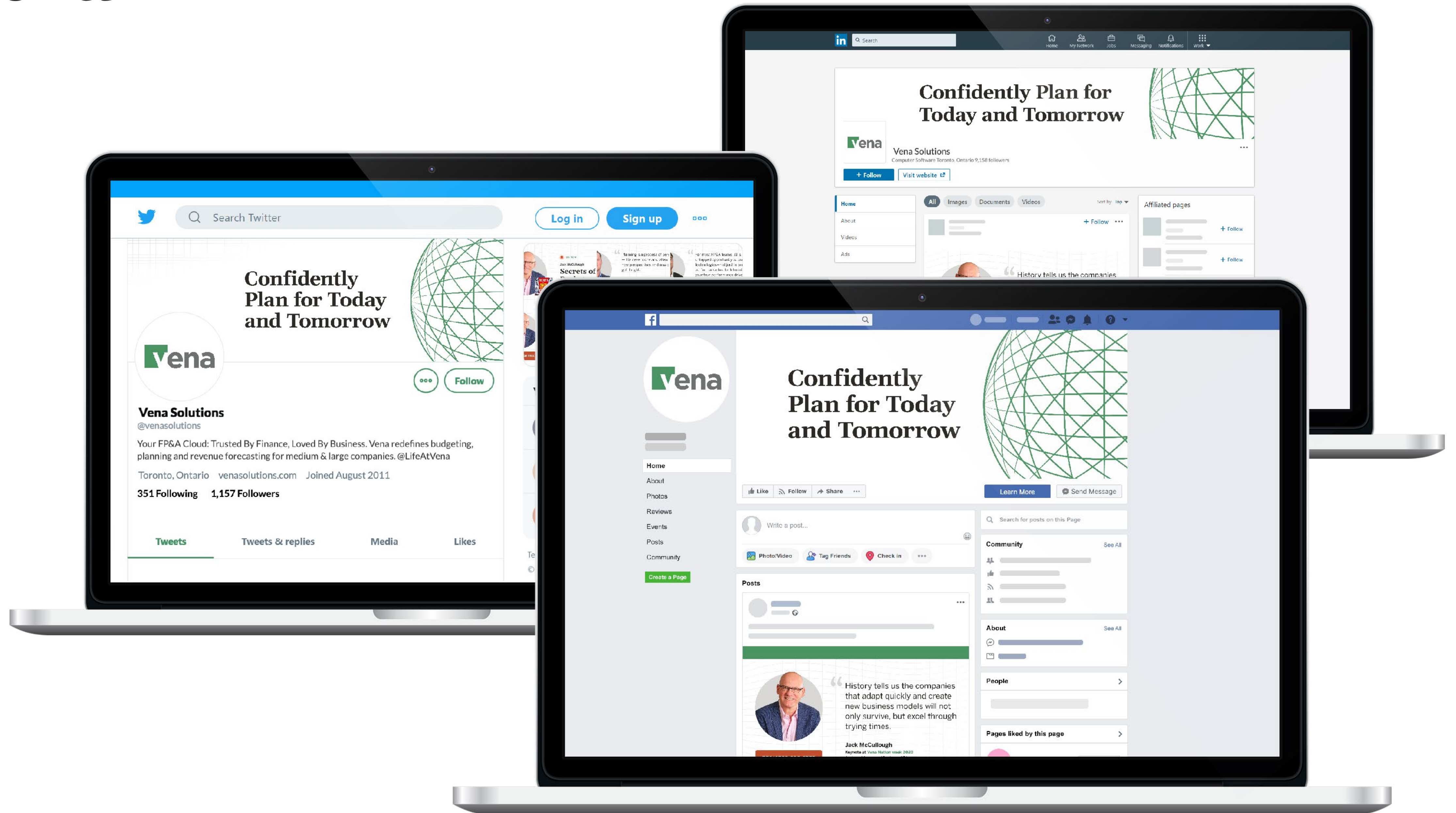
Email Template

Type Guidelines

Headline:
Typeface: **Gelasio Bold**
Color: **Green**
Size: **30 pt**
Line height: **40 pt**

Content Headline:
Typeface: **Gelasio Bold**
Color: **Black**
Size: **18 pt**
Line height: **24 pt**

Body Copy:
Typeface: **Open Sans Regular**
Color: **Black**
Size: **14 pt**
Line height: **19 pt**
Hyperlinks: **Green, underlined**

Quote:
Typeface: **Open Sans Bold**
Color: **Black**
Size: **18 pt**
Line height: **24 pt**

Overview

The Vena email template is composed of a series of interchangeable **modules**. Think of these modules like containers which are designed to store and house a variety of different content types. The elements within these containers (i.e. headlines, copy, photos, videos, calls-to-action, etc.), are referred to as **content blocks**. When stitched together, these content blocks and modules combine to create a smooth flow of information from header to footer. See below for examples of our most commonly used modules.

Header

Headline + Photo

Letter

Article

Video

2 Column Split

Quote

Authors

Footer

Email Padding

CTA Button

Height: **36 px**
Corner radius: **4 px**
Top/bottom padding: **12 px**
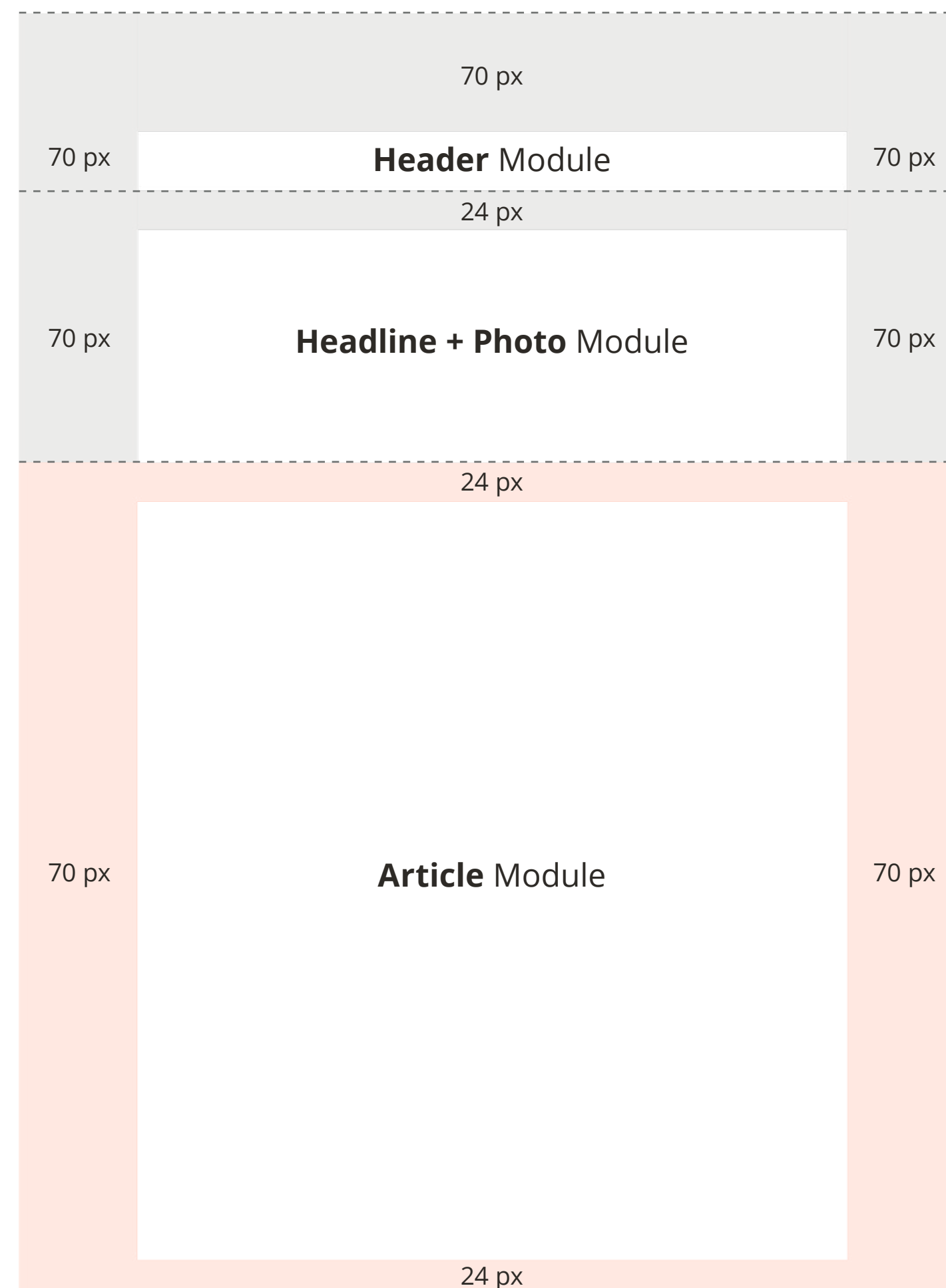Left/right padding: **18 px**
Color: **Terracotta**

CTA Button Text

Typeface: **Open Sans**
Style: **CAPS**
Color: **White**
Size: **12 pt**
Alignment: **Center**
Tracking: **100**

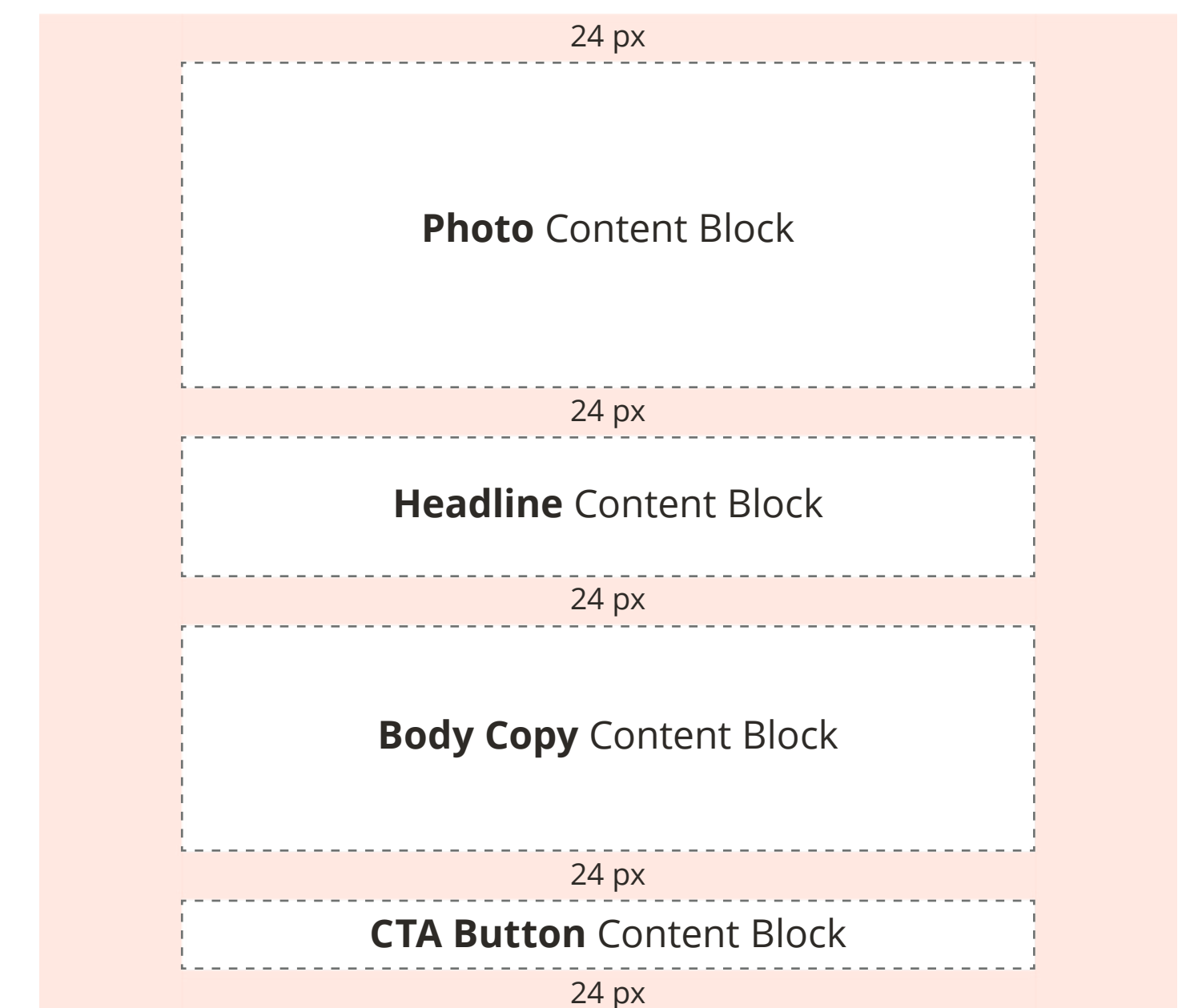18 px

12 px

36 px

READ MORE

Modules

All modules follow a set of standardized guidelines for padding, or perimeter spacing. To make things as simple as possible, each and every module uses identical padding specifications for top and bottom, left and right. This modular approach allows us to stack sections vertically to create a seamless layout.

70 px

70 px   **Header** Module   70 px

24 px

70 px   **Headline + Photo** Module   70 px

24 px

70 px   **Article** Module   70 px

24 px

Content Blocks

Content blocks are contained within each module and also follow specific vertical and horizontal padding guidelines. Although the size, style, layout and amount of these elements will vary from module to module, the spacing between these content blocks should remain consistent, promoting optimal legibility.

24 px

Photo Content Block

24 px

Headline Content Block

24 px

Body Copy Content Block

24 px

CTA Button Content Block

24 px

Vena