

How Veld *looks, sounds and shows up*

CONTENTS

Everything in *one place*

This book sets out how Veld looks and sounds, everywhere. Every file it mentions is in the Veld media kit at veld.io/media-kit, ready to use.

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01 • WHO WE ARE

Talk to your business. *Get the true number in seconds.*

We build your data warehouse and connect it securely to the AI tools you already use. Then we keep it running, so every answer, report and alert comes from numbers you can trust.

Veld is a managed service, not a self-service tool. We do the engineering end to end and keep it running, so the people who run the business can simply ask. Our product is **Veld MCP**: your business data, securely connected to the AI tools your team already uses, through a managed context layer.

How it works

01

We connect and model your data

We connect your existing systems and build your data warehouse. Then we model it into clean tables your business recognises.

02

We lock in your business logic

Every metric your team uses, like gross margin or CAC, gets one agreed definition and is tested before anyone sees a number.

03

We connect your AI tools

One secure connection between Veld MCP and the AI tools and software your business already uses.

04

Your team asks, builds and decides

Checked answers in seconds, plus reports, dashboards, alerts, automations and AI workflows on the same trusted numbers.

We do steps 1 to 3, and keep them running. Step 4 is your team's.

Who it's for

Owner-led businesses that run on several systems and want one set of numbers they can trust. Veld is based in Cape Town and Durban.

02 • WRITING ABOUT VELD

A few *conventions*

Writing about Veld, or introducing us to someone? These keep every mention consistent.

ITEM	HOW WE WRITE IT
Our name	Veld. A capital V, then lower case. The capitals in the logo belong to the wordmark only, so please don't write VELD.
Legal name	Veld Data (Pty) Ltd, for contracts and formal listings.
Our product	Veld MCP, written in words. It has no logo of its own.
Our line	Talk to your business. Get the true number in seconds.
What we do	We build each client's data warehouse, connect it securely to the AI tools their team already uses, and keep it running.
Please avoid	Describing Veld as an AI consultancy, or using "AI-powered" or "chat with your data".
Spelling	South African and UK English: colour, organise, centre. Dates as 26 October 2026.
Website	veld.io

Talk to your business. Get the true number in seconds.

03 • FACTS AND BOILERPLATE

About Veld, *ready to quote*

One sentence

Veld builds your data warehouse, connects it securely to the AI tools you already use, and keeps it running, so every answer, report and alert comes from numbers you can trust.

One paragraph

Veld is a data engineering company based in Cape Town and Durban. It builds each client's data warehouse, agrees one tested definition for every number the business runs on, and connects it securely to the AI tools the team already uses through Veld MCP. Veld then keeps it running as a managed service, so owners and their teams get the true number in seconds, and build reports, dashboards and alerts on figures they can trust.

FACT

Name	Veld (legal name Veld Data (Pty) Ltd)
Product	Veld MCP: your business data, securely connected to the AI tools your team already uses
Founders	Philip von Ziegler, Co-founder and CEO · Luke Silver, Co-founder and CTO
Based in	Cape Town and Durban, South Africa
Press and partnerships	hello@veld.io
Website	veld.io · brand files at veld.io/media-kit

04 • THE LOGO

Three bars and *a word*



The mark is three horizon bars, each narrower than the one above. Read top to bottom, everything a business records settles to one clear point. The top bar, the one you see first, is orange: the true number, put in front of you before anything else.

The wordmark is VELD in Instrument Sans Bold, spaced a little wider than normal and converted to outlines, so it never depends on a font being installed. In version 2.0 it moved up from SemiBold and closed in slightly, so it holds its own next to the bars and reads better small.

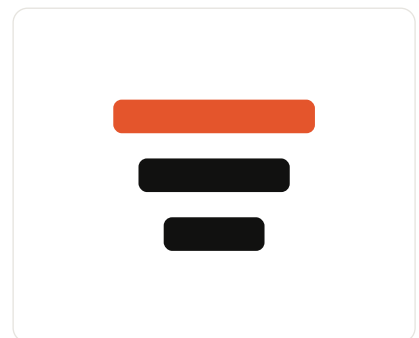
Always use the master files in 01_Logo. Never retype the wordmark or redraw the bars.



STACKED • SQUARE SPACES

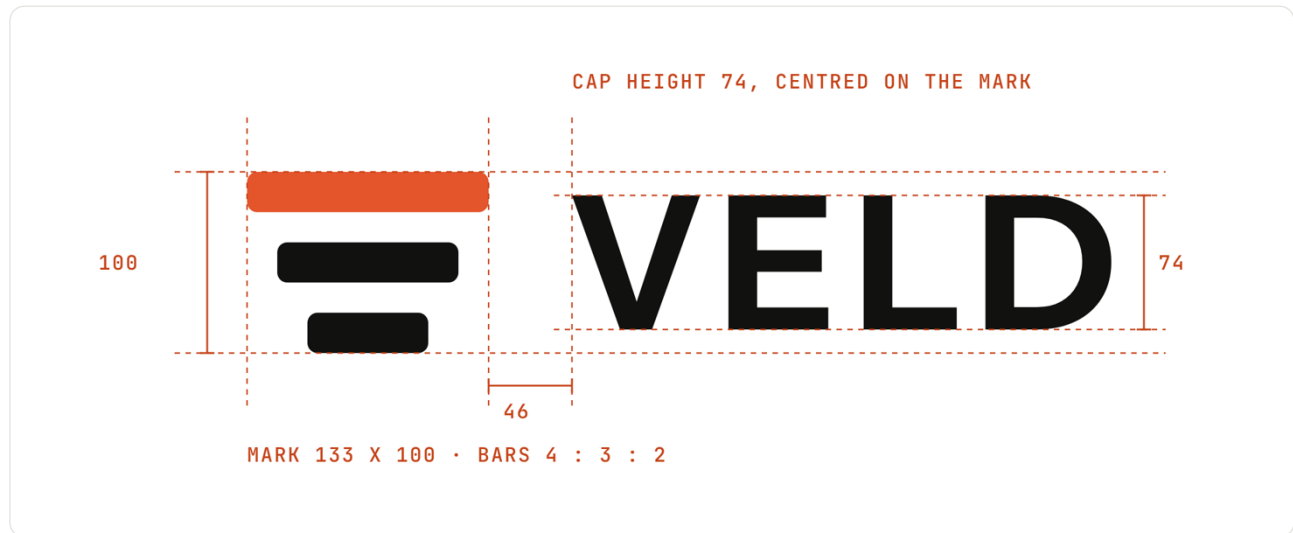


WORDMARK • TIGHT HORIZONTAL SPACES



MARK • ICONS AND AVATARS

05 • CONSTRUCTION AND COLOURWAYS

Built on *simple numbers***The mark**

Three bars, 22.2 units tall with rounded ends (radius 25% of the height), set 16.7 units apart. Widths step 4 : 3 : 2 and every bar is centred.

The lockup

Mark 100 units tall. Wordmark cap height 74 units, centred on the mark. Gap between mark and word 46 units. Tracking +0.10 em, with V-E and L-D kerned by eye.

Four colourways



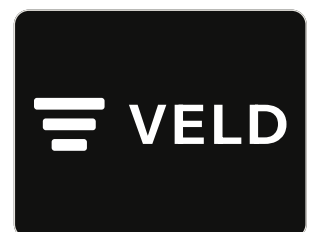
COLOUR • DEFAULT ON
WHITE AND PAPER



COLOUR ON DARK • DEFAULT
ON INK



BLACK • ONE-COLOUR PRINT



WHITE • ONE-COLOUR ON
DARK

Only the top bar is ever orange. On orange backgrounds, use the one-colour white or black logo, never the colour logo.

06 • SPACE, SIZE AND ICONS

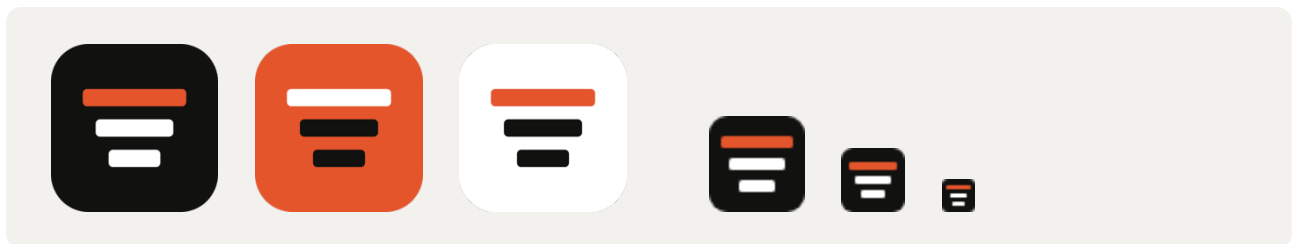
Give it *room*

Clear space **x** equals the height of the mark, on every side. Nothing else, not text, not other logos, not the edge of the page, comes inside it. The Ready_to_upload files already include it.

Minimum sizes

LOCKUP	PRINT	SCREEN
Horizontal	25 mm wide	100 px wide
Stacked and wordmark	16 mm wide	64 px wide
Mark alone	5 mm wide	16 px wide

App icon and favicon



The ink tile is the default everywhere: app stores, Slack, Google Workspace, social profiles. The orange tile is for feeds where it must stand out; it is the one place the top bar turns white, so the mark still reads first on orange. Favicons at 48, 32 and 16 px are drawn on whole pixels so the bars stay crisp.

07 • DON'TS

Don't *improvise*

Each of these weakens the logo, however small the change looks. Use the master files in 01_Logo exactly as they are.



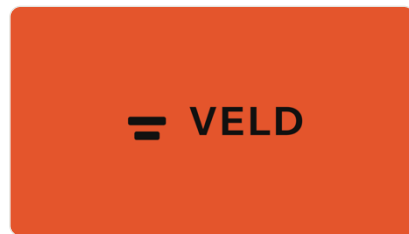
× STRETCH OR SQUASH



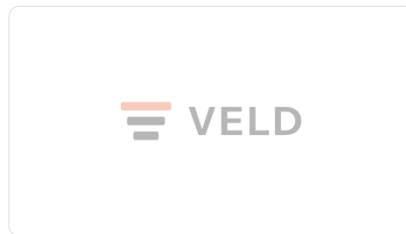
× RECOLOUR ANY PART



× ROTATE IT



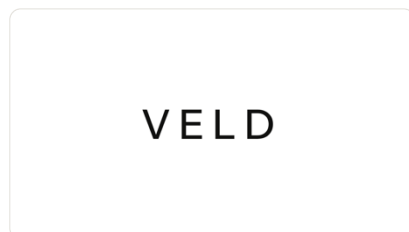
× COLOUR LOGO ON ORANGE



× FADE OR TINT IT



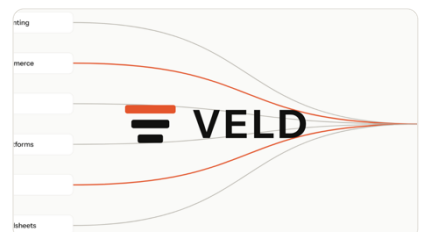
× ADD SHADOWS OR EFFECTS



× RETYPE THE WORDMARK



× ADD PRODUCT NAMES



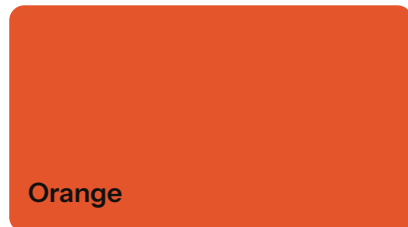
× BUSY BACKGROUNDS

On busy images or video, put the logo on a solid ink or white area, or use the one-colour white logo over a dark, quiet part of the frame.

08 • COLOUR

White, ink and *one orange*

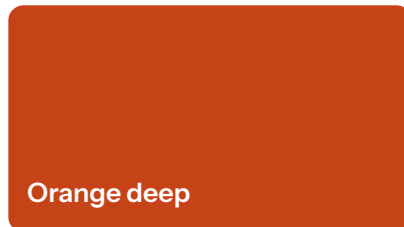
Most of every page is white and ink. Orange marks the one thing that matters: the top bar, the number someone asked for, the phrase to remember.



Orange

HEX #E4552C
RGB 228 85 44
CMYK 0 78 90 6

The top bar, accents, large type, big numbers



Orange deep

HEX #C64318
RGB 198 67 24
CMYK 0 84 99 20

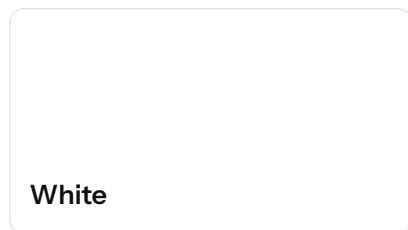
Small orange text and links



Ink

HEX #111110
RGB 17 17 16
CMYK 0 0 0 100

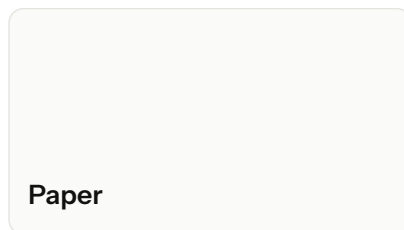
Type, the lower bars, dark grounds



White

HEX #FFFFFF
RGB 255 255 255
CMYK 0 0 0 0

The main ground



Paper

HEX #FAF8F8
RGB 250 250 248
CMYK 0 0 1 2

Panels, slides, documents



Slate

HEX #6B6B67
RGB 107 107 103
CMYK 0 0 4 58

Secondary text, labels



A TYPICAL PAGE: WHITE 55 • PAPER 16 • INK 21 • SLATE 4 • ORANGE 4

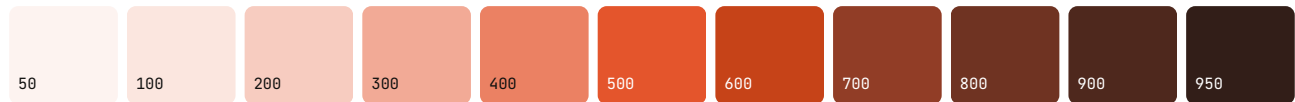
Supporting neutrals: grid lines #EAE8E2, hairlines #E6E4DF, body text #3A3A37, body text on ink #C9C6BE. CMYK for the two oranges is converted for coated paper (FOGRA39); greys are simple K-led builds. No Pantone has been set: for spot-colour jobs, have the printer match #E4552C on a proof and record the number.

09 • COLOUR SYSTEM

Scales for *screens*

Websites, apps and dashboards need more steps than print. These scales are built from the core colours; 500 is the brand orange and 950 is ink.

Orange



Warm grey



Contrast that passes

PAIR	RATIO	USE
Ink on white	18.9 : 1	Everything
Ink 2 (#3A3A37) on white	11.4 : 1	Body text
Slate on white	5.35 : 1	Secondary text and labels
Orange deep on white	4.98 : 1	Small orange text and links
Orange on white	3.73 : 1	Headlines, numbers and graphics only, never small text
White on orange	3.73 : 1	Bold text 19 px and up only; buttons are ink with white text

Files: 03_Colour/veld-colours.css for websites, veld-tokens.json for Figma, Veld_Colours.ase for Adobe, Veld_Colours.txt for everyone else.

10 • CHART PALETTE

Charts everyone *can read*

Client dashboards and reports use eight series colours in a fixed order, led by Veld orange. Both sets were checked with a colour-blindness simulator.

Light • on white



Dark • on #161615



RULE

Use the colours in order: orange, blue, teal, violet, green, sky, amber, pink. Never skip one.

Neighbouring colours stay clearly apart for people with red-green colour blindness: tested at 13.9 against a minimum of 8.

Scatter plots and maps: three series at most. Group the rest as "Other".

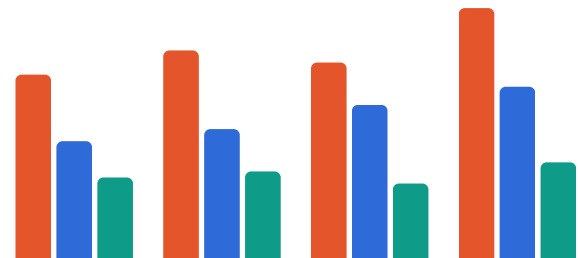
Status colours mean state, always with an icon and a word: on track #0CA30C, watch #FAB219, at risk #EC835A, critical #D03B3B.

Values and labels stay in ink and slate, never in the series colour. Gridlines faint (#EAE8E2).

Revenue by channel

SAMPLE DATA

Website Takealot Retail



11 • TYPOGRAPHY

Three typefaces, *three jobs*

INSTRUMENT SERIF

Headlines and display. Italic for one emphasised phrase per headline, in orange.

Talk to your business.
Get the true number.

INSTRUMENT SANS

Body copy, buttons, interfaces. The wordmark is Instrument Sans Bold.

We build your data warehouse and connect it securely to the AI tools you already use. Then we keep it running.

Regular 400 · Medium 500 · **SemiBold 600 · Bold 700**

JETBRAINS MONO

Every number, rand value, date, reference and small uppercase label.

R 1,234,567.89
26 OCTOBER 2026

When the brand fonts aren't there

All three brand fonts are free under the SIL Open Font License, on Google Fonts and in 04_Type of the media kit. Where they can't be installed, use fonts every Mac and PC has: **Georgia** for headlines, **Arial** for text and **Consolas** for numbers.

12 · TYPE SCALE

Sizes that *work together*

The sizes veld.io uses (October 2026). Headings scale smoothly between the mobile and desktop sizes.

STYLE	FACE	DESKTOP PX	MOBILE PX
Display	Instrument Serif, -2.5% tracking	104 / 0.98	42
Heading 2	Instrument Serif, -2% tracking	60 / 1.04	38
Pull quote	Instrument Serif	44 / 1.15	28
Heading 3	Instrument Serif	28 / 1.12	24
01	Instrument Serif, orange	72 / 0.9	46
Lede	Instrument Sans 400, ink 2	20 / 1.6	17
Body	Instrument Sans 400	17 / 1.6	17
Button	Instrument Sans 500	15	14
LABEL	JetBrains Mono, caps, +8%	12	12

A4 documents

ELEMENT	SETTING
Title	Serif 30-40 pt
Section heading	Serif 20 pt
Sub-heading	Sans SemiBold 11 pt
Body	Sans 10 pt on 15.5 pt
Labels, dates, references	Mono 6.6-7.6 pt, caps, +8-10%
Numbers in tables	Mono 9 pt, right-aligned

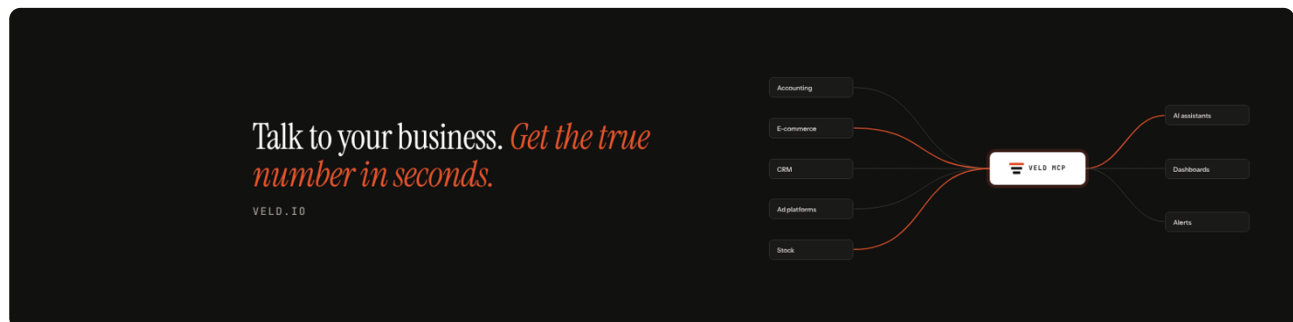
13 • GRAPHIC DEVICES

Three devices, *all built from Veld*

No stock photography and no illustration. Every background, cover and texture comes from something Veld already owns.

Flow HERO DEVICE

COVERS, TITLE SLIDES, SHARE IMAGES, VIDEO



The veld.io diagram drawn as a brand device: the systems a business already runs, orange lines into one Veld MCP hub, and out to where the team works.

Grid QUIET TEXTURE

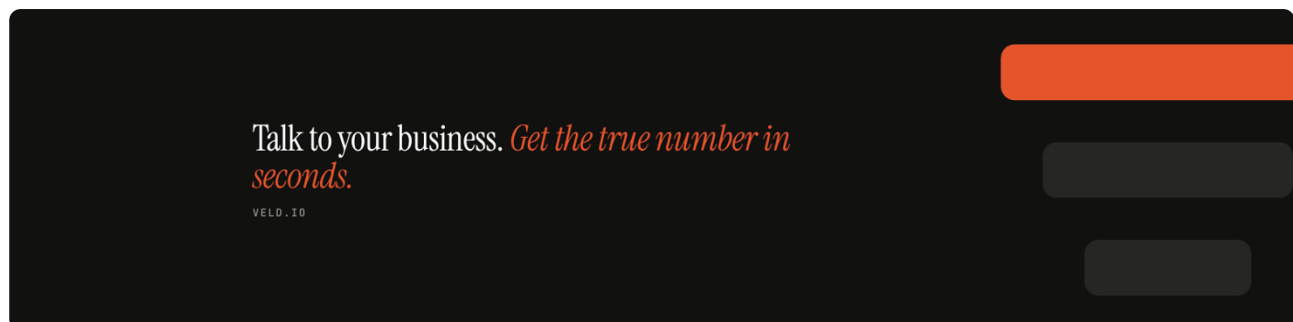
CALLS, SLIDES, DOCUMENTS, EMAIL



The 40-pixel engineering grid from the site, on paper or ink. Calm enough to sit behind text and faces.

Horizon BIG MOMENTS

BANNERS, SIGNAGE, MERCH, PHONE WALLPAPERS



The three bars at architectural scale, cropped by the frame. The orange bar stays full strength; the two below drop back.

14 • IMAGES AND ICONS

Real work, *never stock*

Use

Real product screens and real client numbers, with the client's permission. Diagrams built from the Flow device. Photographs of the actual team, in natural light, uncropped and unfiltered.

✓ PRODUCT SCREENSHOTS • TEAM PHOTOS • THE THREE DEVICES

Never

Stock photos of handshakes, servers or glowing brains. AI-generated imagery. Clip art. Emoji in documents, decks or posts. Gradients and glow effects.

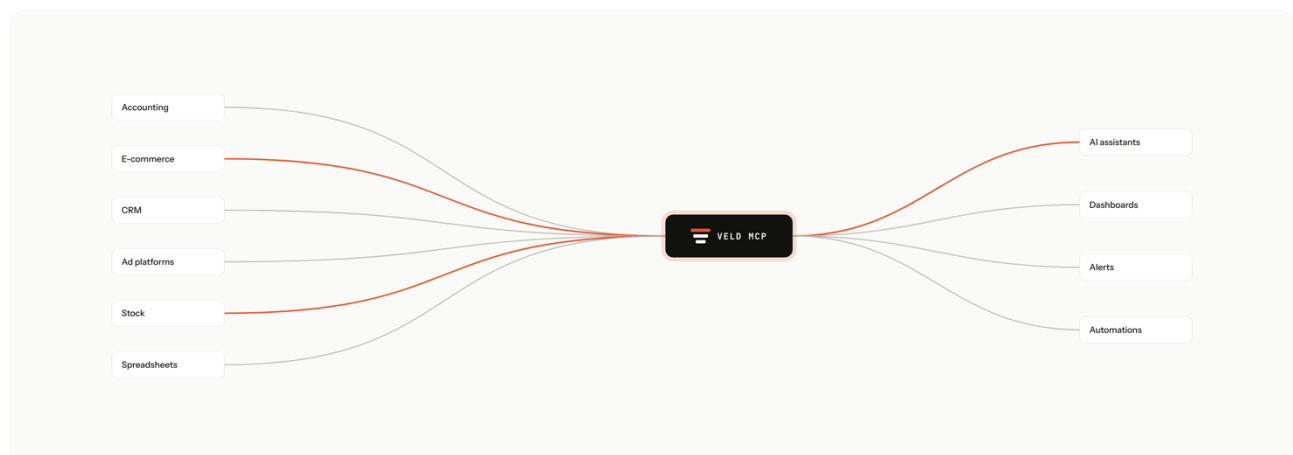
✗ STOCK • AI IMAGERY • CLIP ART • EMOJI

Icons

Simple line icons with a 1.5 px stroke at 24 px, rounded ends, in ink or slate; orange only for the active or selected state. Use one open-source family throughout (Lucide is a good fit) rather than mixing sets.

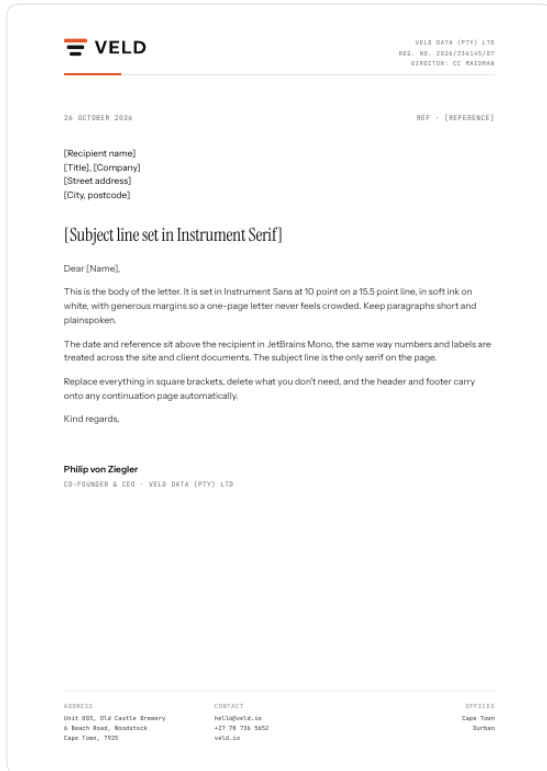
Product names in images

Show the systems a client runs by name in text (Shopify, Xero, Takealot) rather than their logos, unless the material is for that client. It keeps Veld's materials clean and avoids implying partnerships.

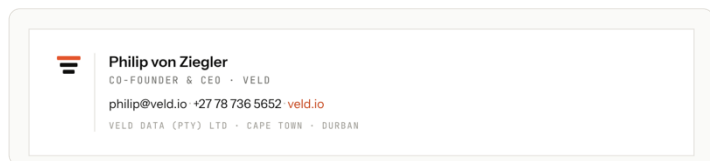


15 • STATIONERY

Paper that *looks like us*

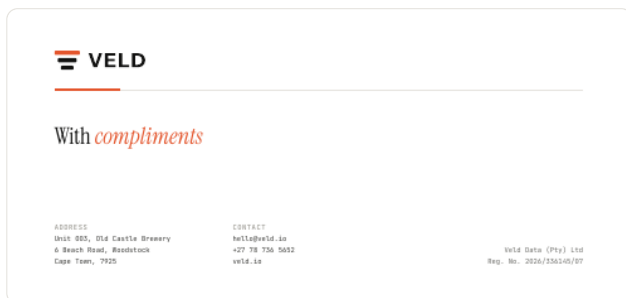


BUSINESS CARDS • 90 X 50 MM, 3 MM BLEED



EMAIL SIGNATURES • GMAIL, SUPERHUMAN, APPLE MAIL, OUTLOOK

LETTERHEAD • A4 PDF AND WORD



COMPLIMENT SLIP • DL

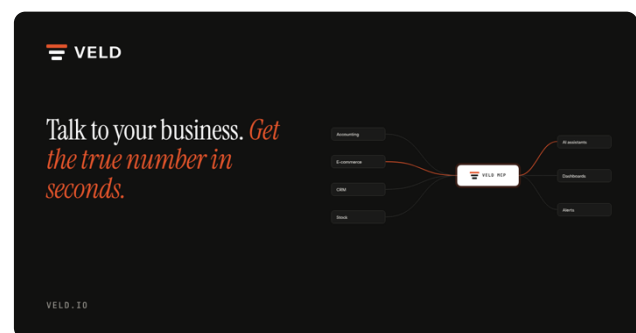
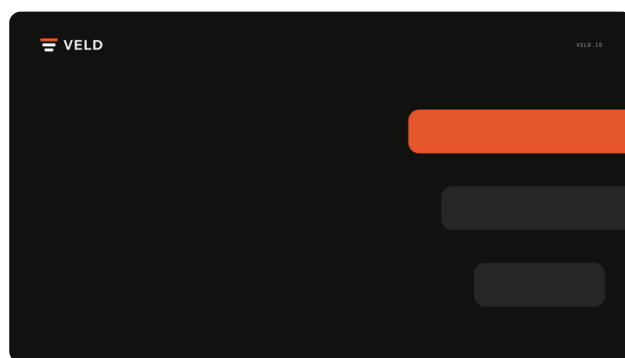
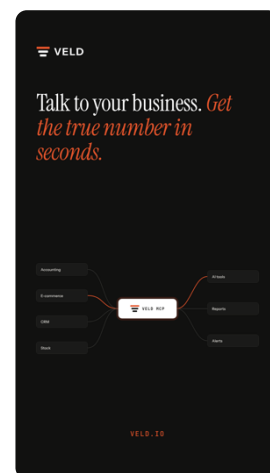
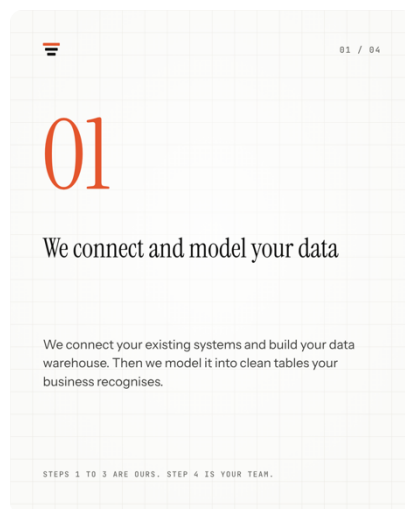
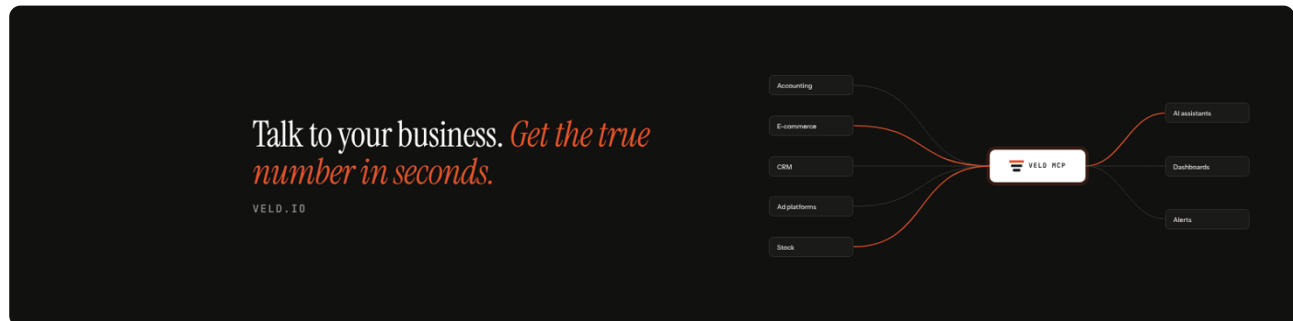


ENVELOPE • DL

Letters use JetBrains Mono for the date and reference, Instrument Serif for the subject line only, and Instrument Sans for everything else.

16 • DIGITAL AND SOCIAL

Online, *everywhere*



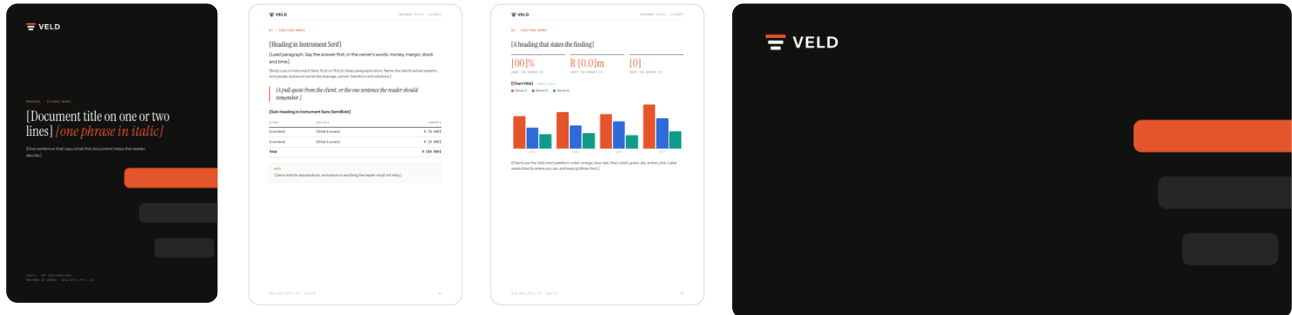
MEET, ZOOM AND TEAMS BACKGROUNDS

LINK-PREVIEW IMAGE FOR VELD.IO

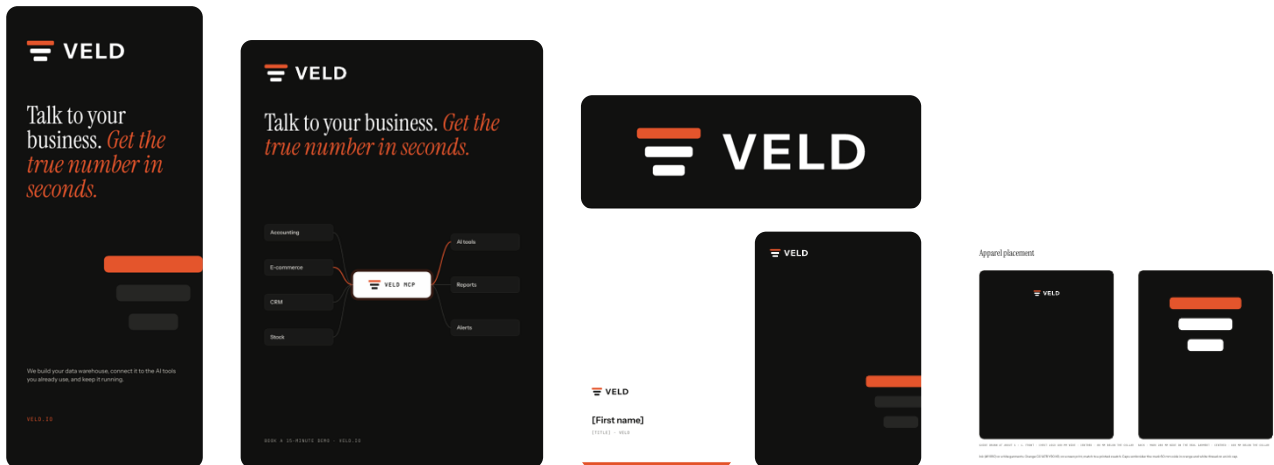
The ink tile is the profile picture on every platform. Profile pictures and a share image are in the media kit.

17 • DOCUMENTS, DECKS AND MERCH

From proposal *to pull-up banner*



PROPOSAL AND REPORT TEMPLATE • PRESENTATION TITLE BACKGROUND



PULL-UP BANNER • A3 POSTER • WALL SIGN • NAME BADGE • NOTEBOOK • APPAREL

Proposals and reports open on ink with the Horizon device, then run on white with one italic orange phrase per headline at most. Decks use Georgia, Arial and Consolas so they travel. Apparel is ink or white, with the logo small on the chest and the mark large on the back.

18 • WHAT'S IN THE MEDIA KIT

Every file, *in one folder*

Download it all at veld.io/media-kit.

Guidelines and quick
reference

This book and the two-page version

01_Logo	SVG, PNG, print PDF and EPS, ready-to-upload files
02_Icons	App icons and favicons
03_Colour	CSS, design tokens, Adobe swatches, colour reference
04_Type	The three typefaces, with licences
05_Profile_pictures	Square logo tiles for social profiles
06_Graphic_devices	Flow, Grid and Horizon backgrounds
07_Share_image	A 1200 x 630 link-preview image
08_Motion	Logo animation and end cards

Version history

2.0 • 26 Oct 2026	Wordmark moved to Instrument Sans Bold with tighter spacing and hand-kerned pairs. Added colour scales, the chart palette, the three graphic devices and this media kit.
Before 2.0	The horizon-bar logo, orange #E4552C, ink and white, and the Instrument and JetBrains typefaces.

Questions, or something missing? hello@veld.io • veld.io

VELD DATA (PTY) LTD • REG. NO. 2026/336145/07 • UNIT 003, OLD CASTLE BREWERY, 6 BEACH ROAD, WOODSTOCK, CAPE TOWN, 7925



Talk to your business. *Get the true number in seconds.*