

QUICK REFERENCE • 26 OCTOBER 2026

Veld on *one sheet*



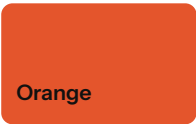
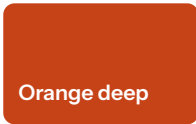
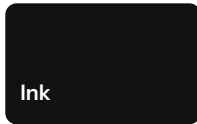
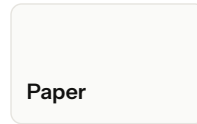
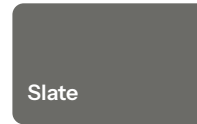
Logo rules

Use the master files in 01_Logo; never retype or redraw.
Clear space = the height of the mark, on every side. Only the top bar is orange. On orange, use the white or black one-colour logo.

Minimum sizes

Horizontal	25 mm • 100 px
Stacked, wordmark	16 mm • 64 px
Mark alone	5 mm • 16 px

Colour

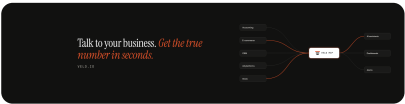
 Orange	 Orange deep	 Ink	 White	 Paper	 Slate
#E4552C	#C64318	#111110	#FFFFFF	#FAF8F8	#6B6B67
RGB 228 85 44	RGB 198 67 24	RGB 17 17 16	RGB 255 255 255	RGB 250 250 248	RGB 107 107 103
CMYK 0 78 90 6	CMYK 0 84 99 20	CMYK 0 0 0 100	CMYK 0 0 0 0	CMYK 0 0 1 2	CMYK 0 0 4 58

A TYPICAL PAGE: WHITE 55 • PAPER 16 • INK 21 • SLATE 4 • **ORANGE 4**. ORANGE IS A SIGNAL, NEVER A BACKGROUND FOR LONG TEXT.

Type

FACE	JOB	IF IT'S MISSING
Instrument Serif	Headlines; one italic orange phrase per headline	Georgia
Instrument Sans	Body, buttons, interfaces. The wordmark is Bold.	Arial
JetBrains Mono	Numbers, rands, dates, references, small caps labels	Consolas

Graphic devices

 FLOW • HERO	 GRID • TEXTURE	 HORIZON • BIG MOMENTS
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No stock photos, AI imagery, clip art or emoji. Real product screens and real team photos only.

WHAT WE SAY

Words and *where to find things*

Headline	Talk to your business. Get the true number in seconds.
One sentence	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.
Product	Veld MCP, in words only, never as a logo
Call to action	Book a demo (a 15-minute demo)

Our name

Veld, with a capital V. Legal name Veld Data (Pty) Ltd. Our product is Veld MCP, written in words.

Please avoid

Describing Veld as an AI consultancy, or using "AI-powered" or "chat with your data".

SA and UK English. Dates as 26 October 2026. Write “Veld”, not “VELD”, in text.

I need...

TASK	MEDIA KIT FOLDER
A logo for a website or app	01_Logo/SVG
A logo to upload somewhere	01_Logo/Ready_to_upload
A logo for print	01_Logo/Print_vector (PDF or EPS)
A profile picture	05_Profile_pictures (ink is the default)
A background or texture	06_Graphic_devices
A link-preview image	07_Share_image
Colours in code, Figma or Adobe	03_Colour
The fonts	04_Type
An app icon or favicon	02_Icons
A logo animation	08_Motion

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