

A solid orange vertical bar is positioned to the left of the title text.

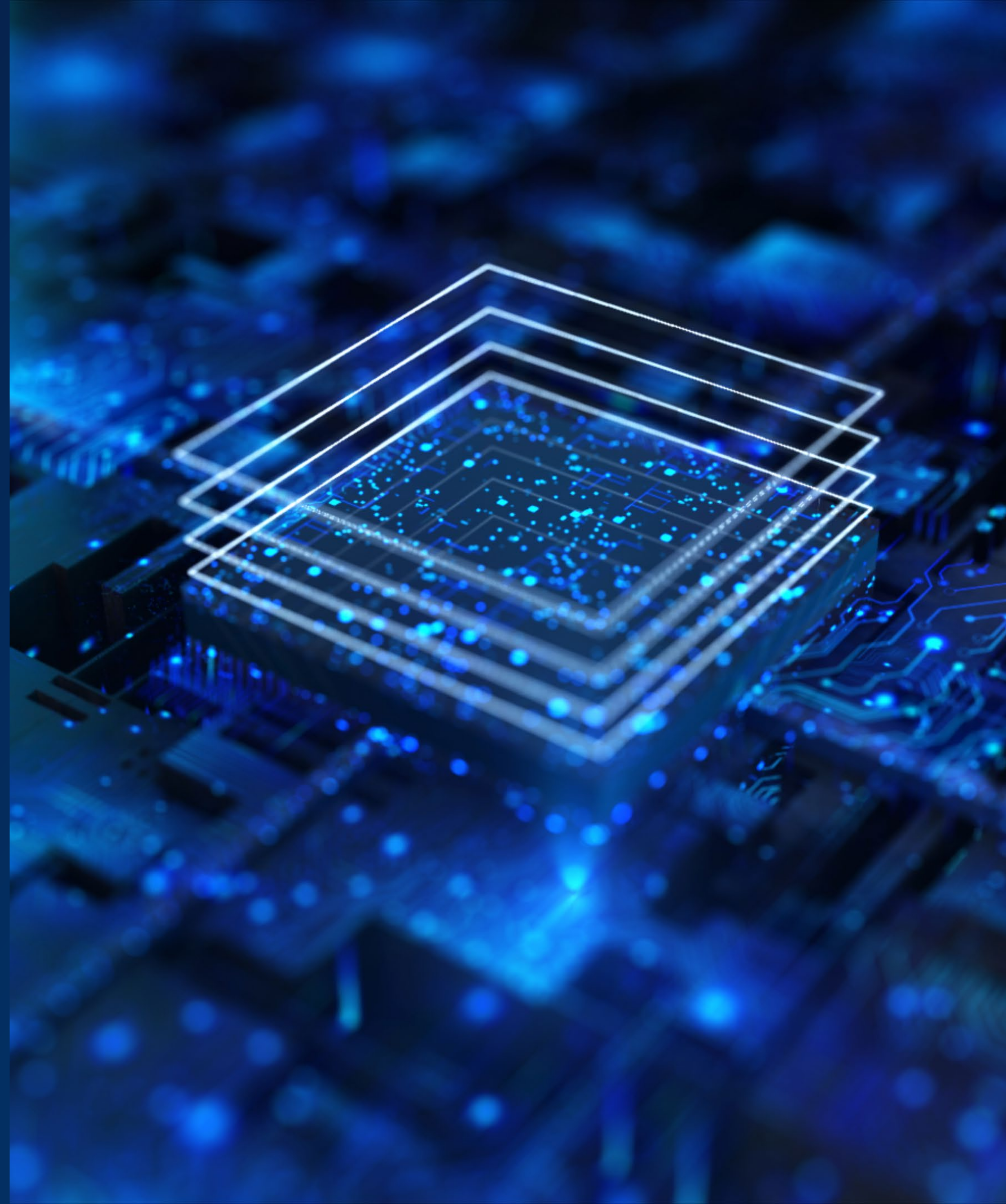
# Brand guidelines

JULY 2024



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# Logo

Use the white logo version only on a dark background.  
Use the favicon for small size social media icons.  
Always use the logo files provided. Do not re-create.

- ✗ Do not crop the logo
- ✗ Do not distort the logo
- ✗ Do not use drop shadows or any other effects
- ✗ Do not change the transparency of the logo
- ✗ Do not re-create using any other typeface
- ✗ Do not use different colors
- ✗ Do not outline logotype
- ✗ Do not rotate any part of the logo

on light background



on dark background



✓ do leave enough negative space around the logo



✓ do comply with min logo size requirement



favicon



# Colors

Use these color proportions in any layout or collateral design.

Sky blue and orange can be used as accent colors only.

Use only white text on primary colors.

Use Ember red in reference to Switzerland only.

## Primary

Midnight

HEX

032F62

CMYK

100-88-34-25

RGB

3-47-98

Dusk

HEX

09546C

CMYK

94-60-40-21

RGB

9-84-108

Ocean

HEX

0078A4

CMYK

88-45-19-1

RGB

0-120-164

## Secondary

Sky

HEX

40a7db

CMYK

68-18-2-0

RGB

64-167-219

Sunrise

HEX

f18930

CMYK

2-56-93-0

RGB

241-137-48

Snow

HEX

ffffff

CMYK

0-0-0-0

RGB

255-255-255

Ice

HEX

e2f9ff

CMYK

9-0-0-0

RGB

226-249-255

Fog

HEX

d7d7d6

CMYK

15-11-12-0

RGB

215-215-214

Stone

HEX

828282

CMYK

51-42-42-7

RGB

130-130-130

Metal

HEX


65666a

CMYK

61-52-48-19

RGB

101-102-106

Ember 

HEX

FF0000

CMYK

0-99-100-0

RGB

255-0-0

(Switzerland use only)



# Fonts

**Avenir** is the primary brand font for VIA.  
It is used for all display text and information  
for all communications.

**Rubik** is used as a secondary font for  
subheads/callouts/other secondary text.

**Inter** is used as the main web font in  
VIA’s web-based applications.

**Avenir Black**  
**Avenir Heavy**  
**Avenir Medium**  
**Avenir Roman**

**RUBIK MEDIUM ALL CAPS**  
**Rubik Bold**  
**Rubic Medium**  
**Rubic Regular**

**Inter Bold**  
**Inter Semibold**  
**Inter Medium**  
**Inter Regular**

## Type specimen

**TRANSFORMER TUESDAY**

**Anticipating EV Charging  
Challenges Facing Transformers**

This is the sixth installment of our blog series,  
“Transformer Tuesday,” brought to you by VIA’s Will  
Chapman. In this series, we’ll address how leading  
utilities use VIA’s GDAC™ solution to manage their  
substation transformers with greater ease, insight,  
and cost effectiveness.

[Read more >](#)

# Graphics

## Icons

Icons are limited to 3 colors maximum.  
Icon colors are selected from VIA’s color palette.  
Icons are sourced from [Flaticon](#).



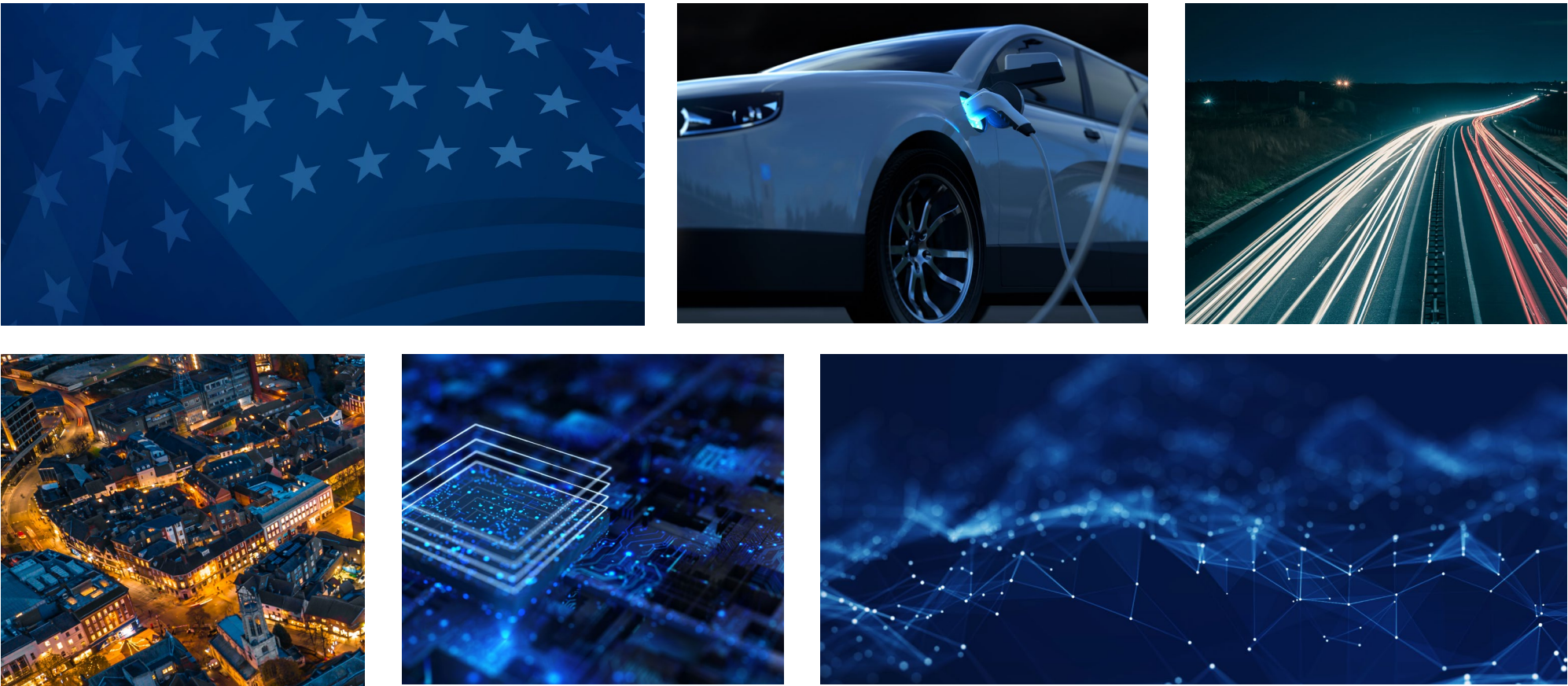
## Emoji

At VIA, we ❤️ emoji. The emoji files are sourced from [Emojipedia](#).

## Images

Imagery that aligns with our cutting-edge technology and applications is prioritized. Images must be crisp, clear, and use a dark color palette to maintain our brand aesthetic. Avoid stock photos featuring people; instead, opt for visuals that showcase the types of customers we support, in action, such as an electric vehicle charging.

Images are sourced from [Unsplash](#) or [iStock](#).







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[www.solvewithvia.com](http://www.solvewithvia.com)

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