

Venue.sh

Brand Guidelines

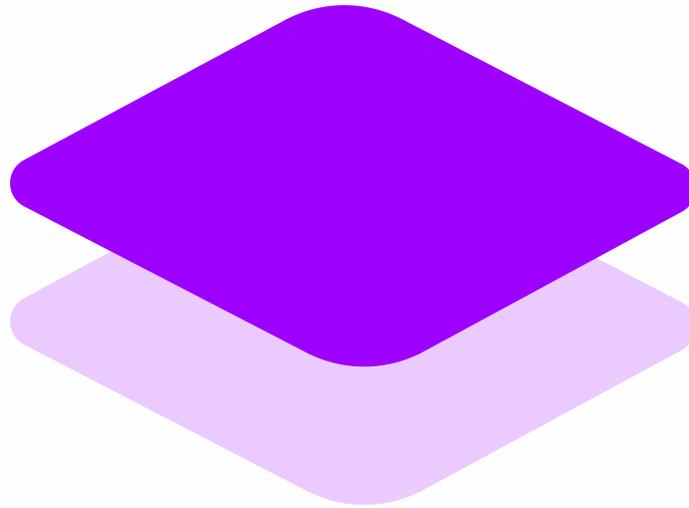
Who we are

Our brand

At Venue.sh, we believe that a brand is more than just a name—it's an experience. Every touchpoint, every interaction, every visual element speaks to who we are and what we stand for. Our brand guide isn't just a set of rules—it's a framework designed to ensure our identity is unmistakable, wherever we show up.

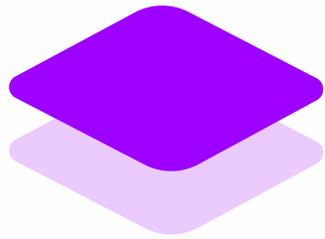
This guide is more than just a tool—it's our playbook for creating a unified voice across every platform. As we continue to grow, this brand will empower us to stand tall in a crowded landscape, bringing clarity, consistency, and creativity to everything we do. Welcome to the future of Venue.sh—where every detail is a reflection of our vision for success.

Logos



Logo Mark

The logo mark features a rounded square, slightly skewed in perspective, creating a sense of playful movement. Its bright neon violet hue radiates energy, complemented by a soft lilac shadow below, adding depth and warmth. This simple, flat shape reflects the brand's clean, modern aesthetic while conveying a friendly demeanor.



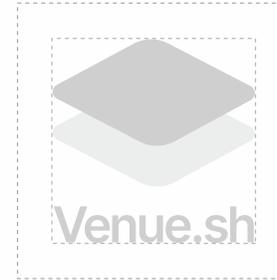
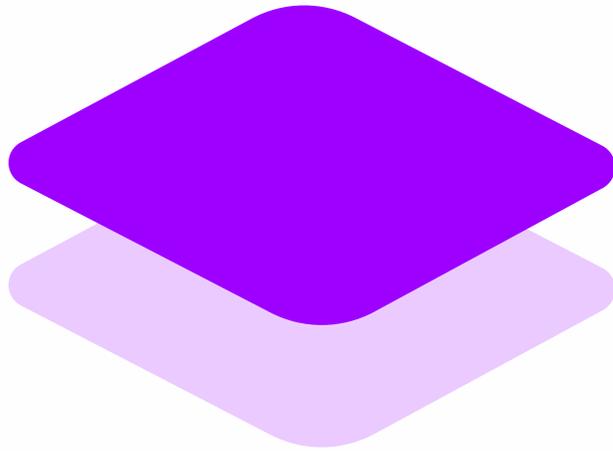
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Primary Logo

Our horizontal logo is compromised of our mark and logotype in Inter. This logo should be primarily used in most cases.

Always use the logo files provided in the logo pack. Do not re-create.

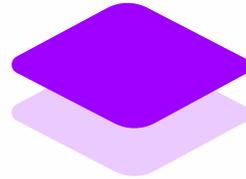


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Secondary Logo

Our vertical logo is comprised of our mark and logotype in Inter. While the horizontal logo should be used in most cases, this secondary version can be applied for merch or specific use cases.

Always use the logo files provided in the logo pack. Do not re-create.



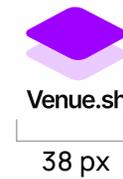
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The Adaptavist Group Partner Logo

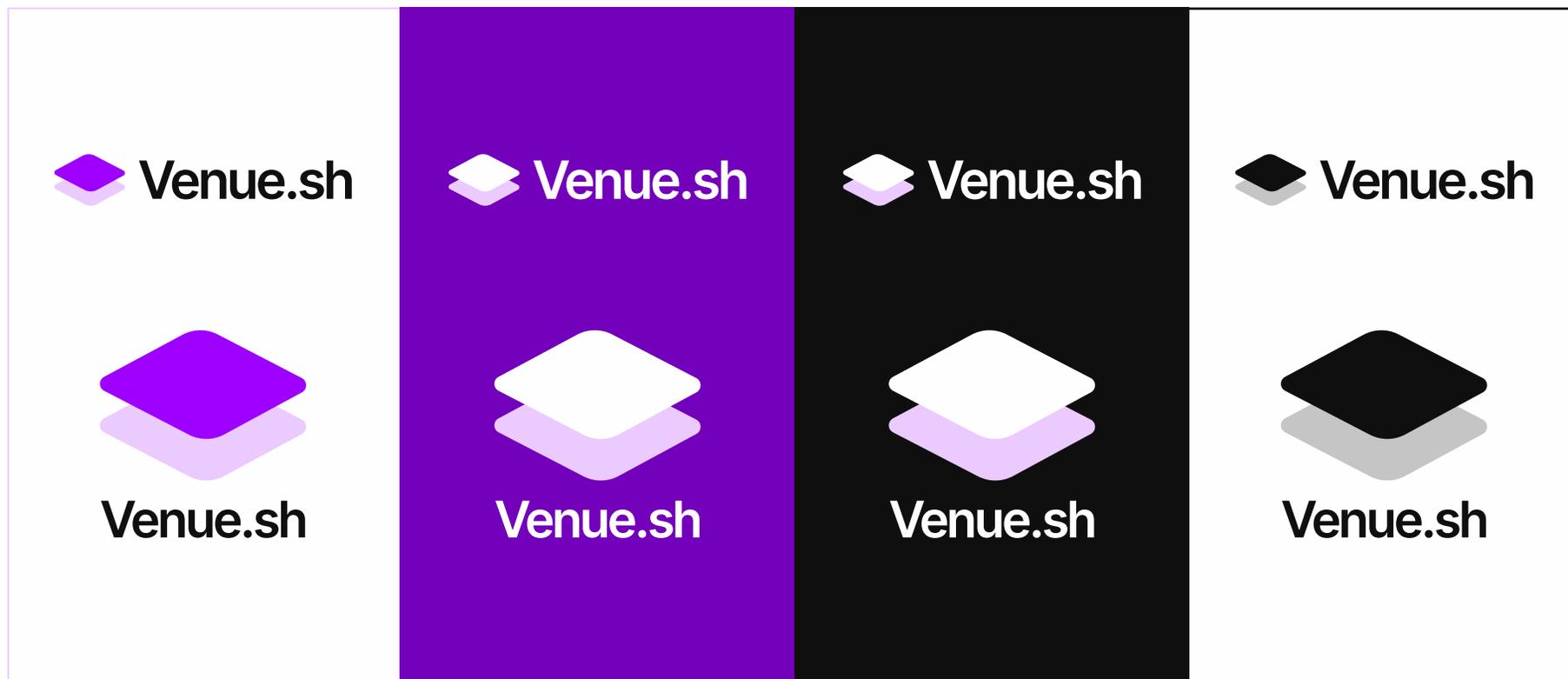
When highlighting our relationship with TAG, use the above partner logo, which includes the Adaptavist Orange Glyph.

Always use the logo files provided in the logo pack. Do not re-create or adjust colors provided.



Minimum Sizing

Our primary logo should never be smaller than 70px in digital or 20mm in print. Our secondary logo should never be smaller than 38px or 10mm in print. If using our logo mark alone, it should never be smaller than 21px in digital or 6mm in print.



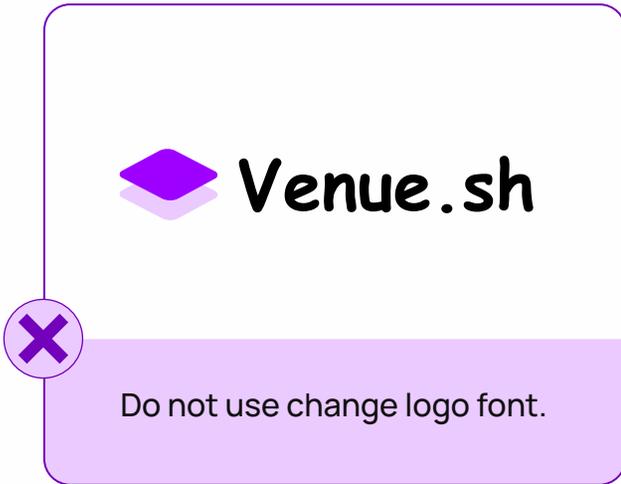
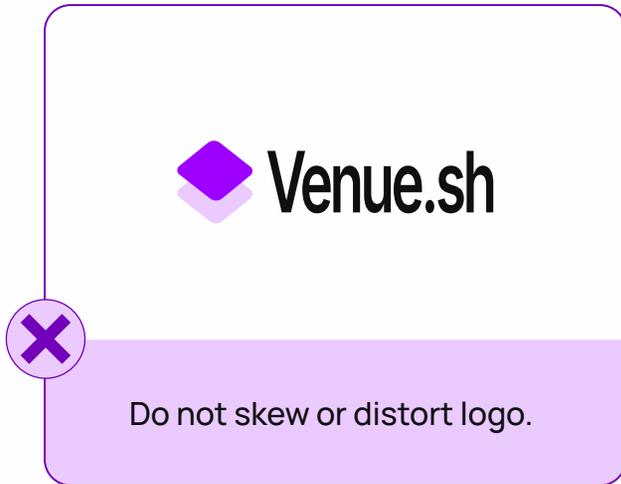
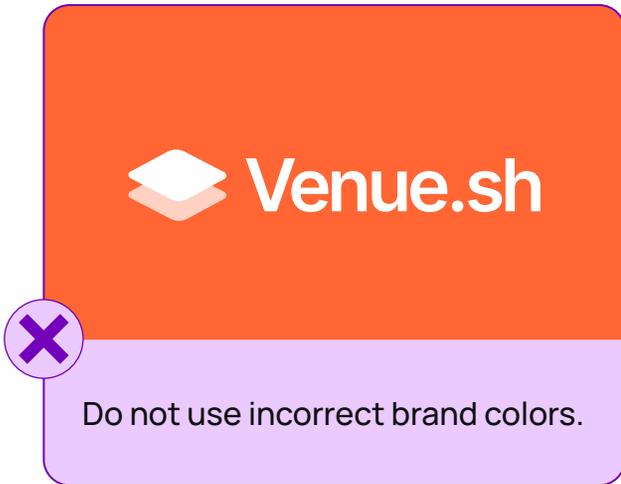
Our logo should only be applied on a Heaven (white), medium violet (Poison & Grape), or Chaos (black) background.

Avoid using lighter backgrounds behind the logo except for white.



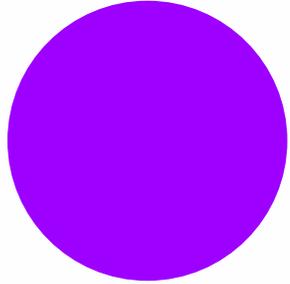
Clearance

To ensure our logo has enough room to breathe, make sure there is enough space around the logo. Spacing should be greater or equal to the width of the 'V' in Venue.sh.



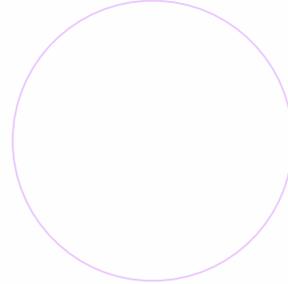
Follow these guidelines to ensure our logo is used correctly.

Color



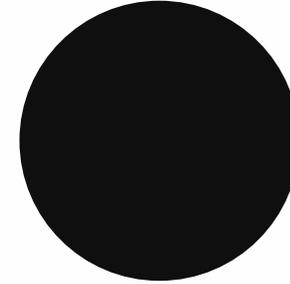
Venue Violet

#9E00FF
CMYK: 38 100 0 0
RGB: 158 0 255
PMS: 7442 C



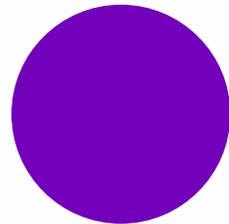
Venue White

#FEFEFE
CMYK: 0 0 0 0
RGB: 254 254 254



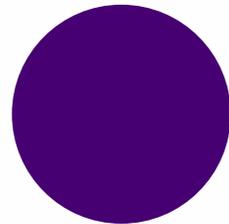
Venue Black

#0F0F0F
CMYK: 0 0 0 94
RGB: 15 15 15
PMS: Black 6 C



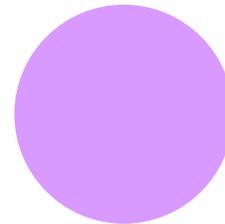
Encore

#7300BA
CMYK: 28 73 0 27
RGB: 115 0 186
PMS: 266 C



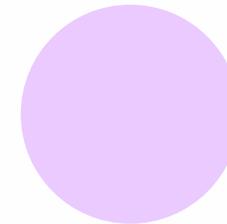
Rhythm

#460071
CMYK: 17 44 0 56
RGB: 70 0 113
PMS: 2617 C



Pulse

#D99AFF
CMYK: 15 40 0 0
RGB: 217 154 255
PMS: 2562 C



Octave

#EBCAFF
CMYK: 8 21 0 0
RGB: 235 202 255
PMS: 531 C

Our Palette

A strong color palette is the foundation of any successful brand identity. It's not just about aesthetics—it's about creating a visual language that instantly communicates who we are.

Our palette has been carefully crafted to reflect our energy, innovation, and approachability, ensuring that every interaction feels uniquely us, whether on-screen or in print.

Typography

Header

Manrope- Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Subheader

Manrope-Medium
(TRACKING 25)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Body

Manrope- Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Our Typeface

We use the websafe font Manrope for all type applications. Do not vary weight, tracking, or font from styles displayed.

Got questions?

Reach out to media@venue.sh and we'll get right back to you.