

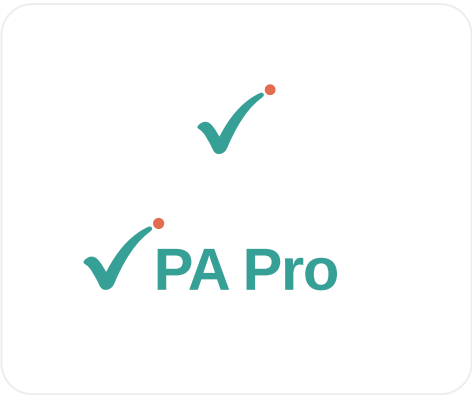
VPA Pro — Logo Style Sheet

Brand mark · June 2026
Organic swoosh-tick wordmark

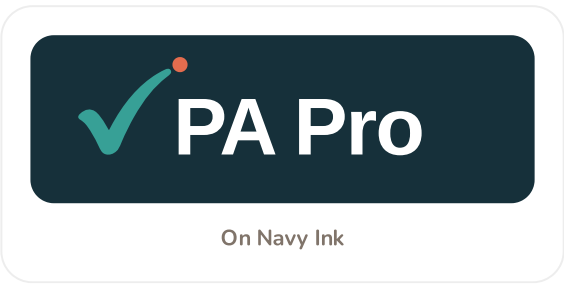


The V of VPA is a single organic swoosh tick — “handled” — with a coral presence spark at the tip.

PRIMARY LOCKUPS



COLOUR VARIANTS



APP ICON & FAVICON



App icon



Maskable



48px

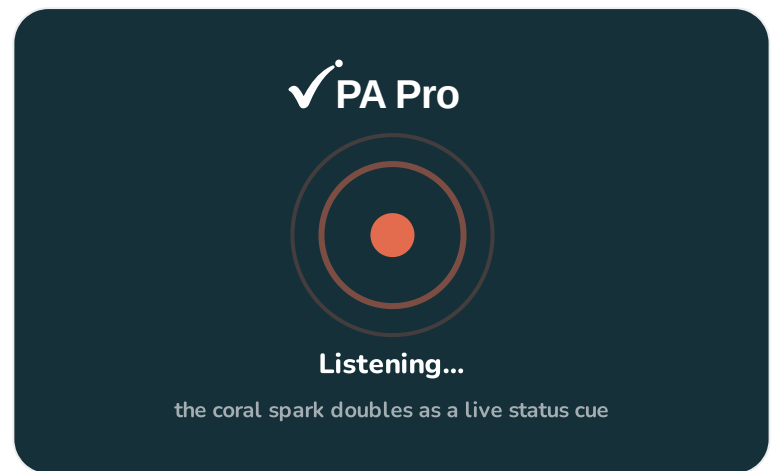
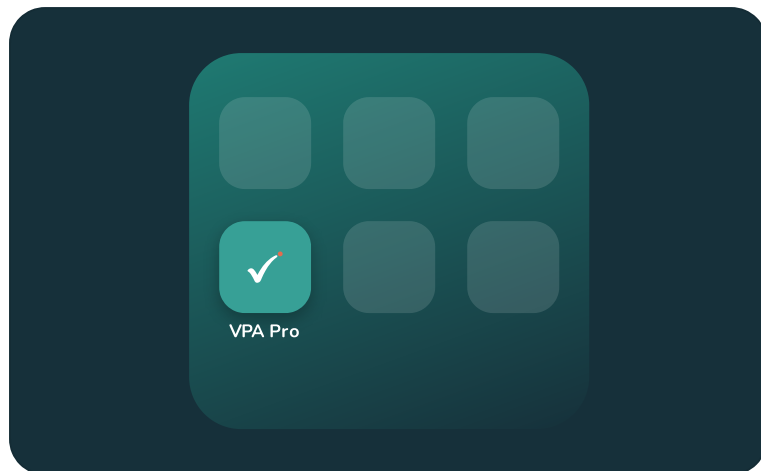
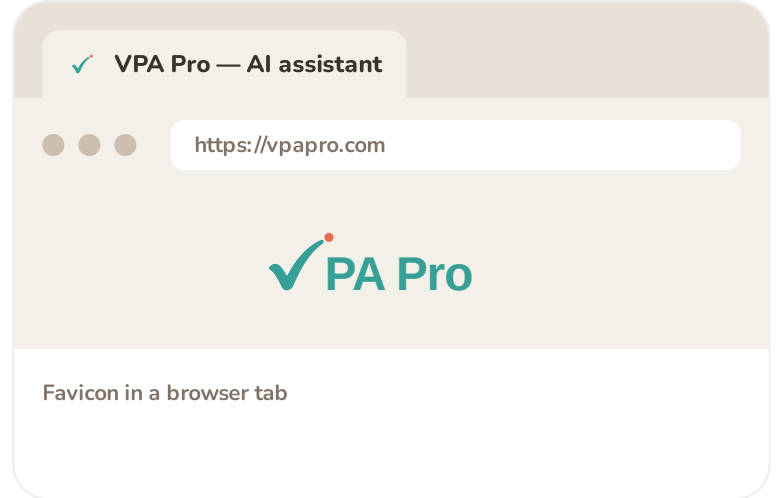
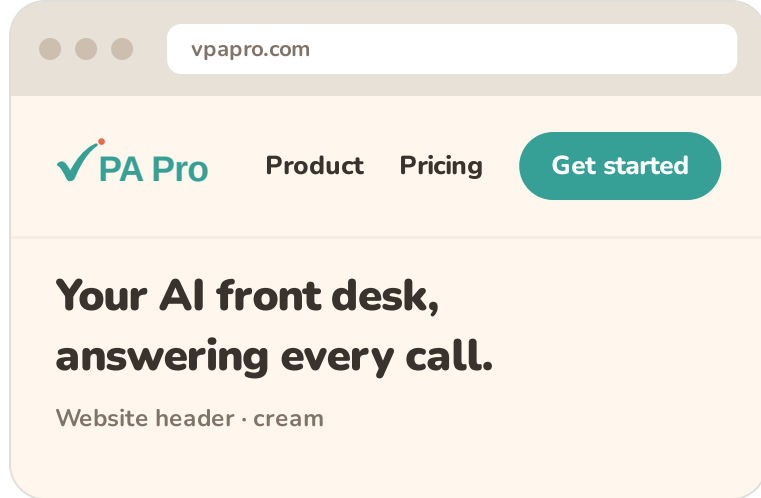


32px

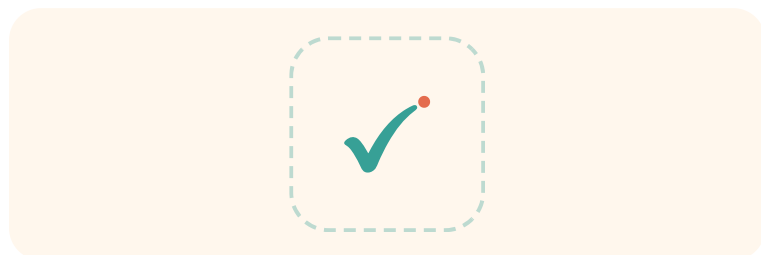


16px

IN CONTEXT

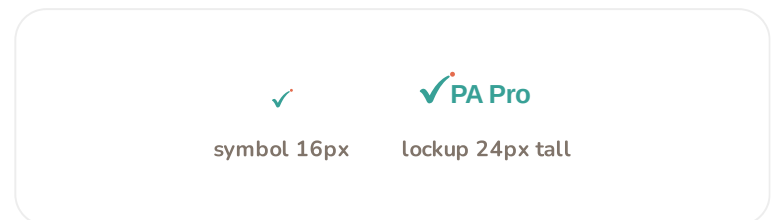


CLEAR SPACE



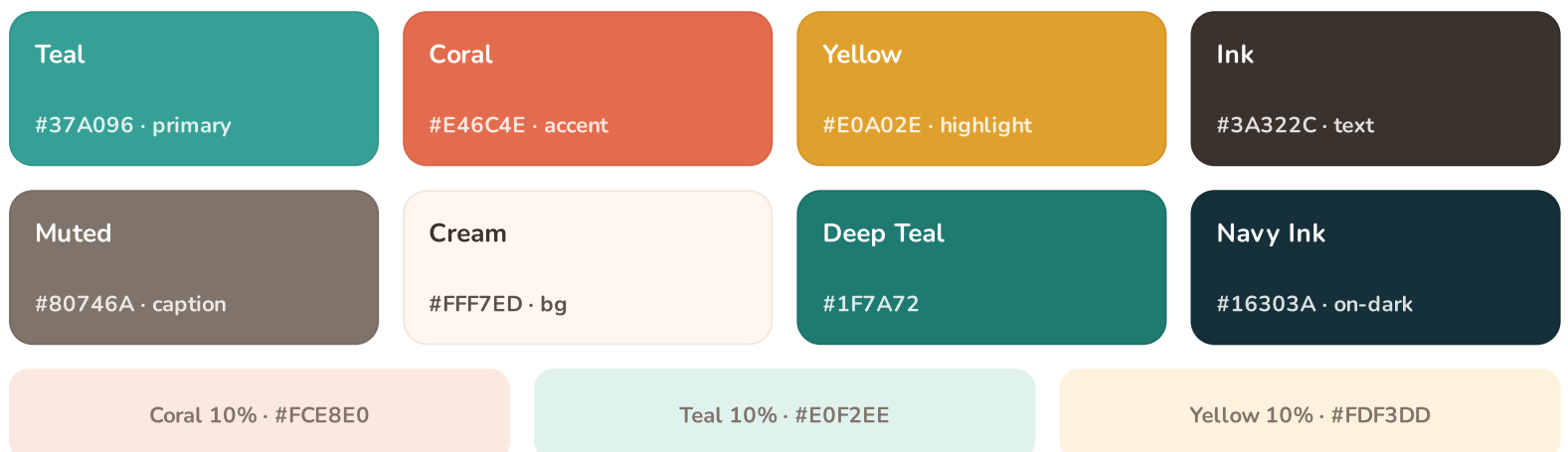
Keep clear space $\geq$ the height of the tick's short arm (or the wordmark cap-height, whichever is larger).

MINIMUM SIZE



Swoosh symbol legible to 16px (favicon). Full lockup never below 24px tall.

PALETTE



RULES

- The **V of VPA is the swoosh tick** — one flowing stroke. It is the brand's standalone symbol; never swap it for a plain letter V.
- **Teal leads** — wordmark and tick are teal; the **coral dot at the tip is the only accent**. If the spark is coral, nothing else is coral.

- Type is **Nunito** (900). Match the tick's stroke weight to the letters. Don't recolour outside the palette · don't stretch, rotate or shadow · no yellow text, no yellow on cream.