



VELA

AIRLINES

BRAND GUIDELINES

VERSION 1.0 — AUGUST 2026

The building blocks



SIGNET

The four-point star. Used on its own for icons, the tail fin, avatars and as a repeating pattern. Always scale from the master file — never redraw it, never alter the stroke weight.



WORDMARK

VELA in Ranade Bold Italic, converted to outlines. It is never reset from live type, never slanted further and never re-tracked.



DESCRIPTOR

AIRLINES in Ranade Medium, tracked 0.44 em, cap height 27 % of the wordmark height, offset 22 %. Optional — for contexts where the brand needs explaining.

Signet and wordmark each work alone. Combined, the lockups on the next page apply — they are fixed and are never re-arranged.

Fixed combinations



Horizontal + descriptor

Primary — site header, letterhead, signatures



Horizontal reversed

On Midnight Blue, Burgundy or a dark image



Vertical + descriptor

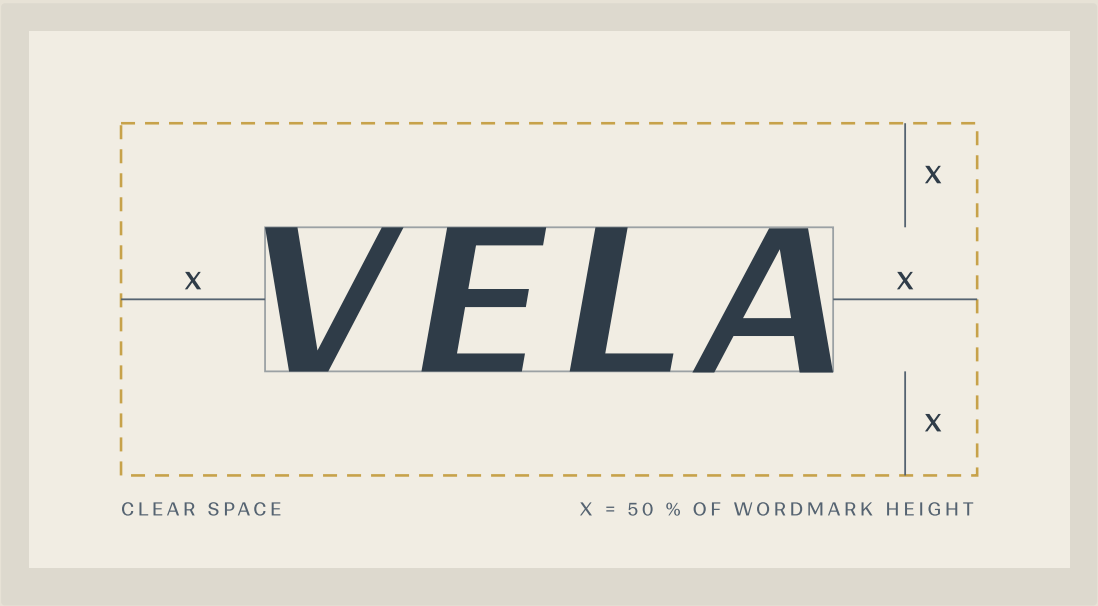
Square formats, social, signage



Vertical, single colour

Embossing, engraving, stamps, one-colour print

Clear space & minimum sizes



CLEAR SPACE

X = 50 % of the wordmark height. Keep at least X clear on all sides — no type, no image edge, no third-party logo. For the signet on its own, X = 25 % of the signet height.

MINIMUM SIZES

	Print	Digital
Wordmark	20 mm wide	90 px wide
Signet	10 mm high	32 px high
Lockup horizontal	34 mm wide	150 px wide
Lockup vertical	24 mm wide	110 px wide

Below 32 px: use Signet Compact.

The fine points of the master signet break up at favicon sizes. A thickened cut for 16 – 32 px ships with the kit (01_signet / VELA_Signet-Compact_*.svg). It is a derivative and needs your sign-off.



Compact — from 16 px



Master — breaks up

The colour system

Midnight Blue

#2F3C48

CMYK 35 / 17 / 0 / 72

Primary surface,
wordmark, typography

Steel Blue

#556371

CMYK 25 / 12 / 0 / 56

Subheads, rules, secondary
UI

Sand

#E7E2D6

CMYK 0 / 2 / 7 / 9

Light ground, reversed
wordmark

Heritage Gold

#C7A24A

CMYK 0 / 19 / 63 / 22

Signet, descriptor, rules —
never body copy

Burgundy

#6B1D2A

CMYK 0 / 73 / 61 / 58

Premium & special —
sparingly

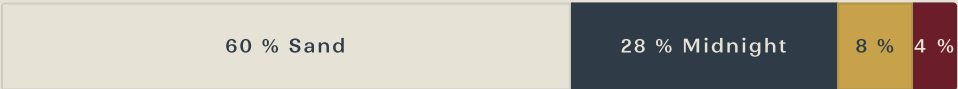
Light Gray

#C6CBD1

CMYK 5 / 3 / 0 / 18

Surfaces, dividers, disabled

BALANCE



Sand carries the surface, Midnight Blue the structure, Gold the accent and nothing else. Burgundy stays reserved for premium applications.

CONTRAST

Pairing	Ratio	Use
Midnight on Sand	9.4 : 1	Body copy ✓
Sand on Midnight	9.4 : 1	Body copy ✓
Steel on Sand	5.1 : 1	Type from 14 px ✓
Gold on Midnight	4.6 : 1	Large / accent only
Gold on Sand	2.1 : 1	No type ✗

Ranade

VELA Airlines 0123

Ranade Bold Italic Wordmark — as outlines only

VELA Airlines 0123

Ranade Medium Descriptor, headlines, labels

VELA Airlines 0123

Ranade Regular Body copy, tables

VELA Airlines 0123

Ranade Light Large pull quotes, figures

HIERARCHY

Level	Cut	Tracking
Descriptor	Medium	0.44 em
Claim / tagline	Regular	0.32 em
Label / nav	Medium	0.14 em
Headline	Medium	0 em
Body copy	Regular	0 em

RULES

- All caps for descriptor, claim and labels only — never in body copy.
- Italic is reserved for the wordmark and the aircraft names.
- Body copy leading 1.65 – 1.75.
- Web fallback: 'Ranade', system-ui, sans-serif .

Ranade is licensed through Fontshare (Indian Type Foundry). Check the current licence before passing files to third parties.

Correct & wrong



Correct

Midnight on Sand



Correct

Sand on Midnight



Correct

Sand on Burgundy



Correct

Signet in Gold



Wrong

slanted further



Wrong

stretched



Wrong

Gold as the wordmark



Wrong

shadows / effects

Also not permitted: outlines, gradients, custom colour mixes, resetting the wordmark from live type, changing the lockup spacing.

What ships in the kit

PACKAGE STRUCTURE

```

VELA_Brand-Kit_v1.0/
├─ 00_brand-board/      Board – SVG · PDF · PNG@4x · HTML
├─ 01_signet/           Star, 6 colours + Compact + PNG
├─ 02_wordmark/         VELA, 6 colours + PNG
├─ 03_lockup-vertical/  with / without descriptor, 8 variants
├─ 04_lockup-horizontal/ with / without descriptor, 8 variants
├─ 05_icons/            App icons, avatars, favicon.ico
├─ 06_tokens/           CSS · SCSS · JSON · font-face
├─ 07_fonts/            Ranade OTF + WOFF2
├─ 08_fleet/            Renderings + fleet sheet
├─ 09_guidelines/       this document
└─ 10_source/           original files as supplied
  
```

NAMING CONVENTION

```

VELA_[Element]_[Colour].svg
VELA_Lockup-Horizontal-Descriptor_navy-gold.svg
      |                |          |
      |                |          └─ wordmark-signet colour
      |                └─ with descriptor AIRLINES
      └─ element
  
```

CORRECTED AGAINST V0

- **Colour name** “SIMREF BLUE” → **Midnight Blue**.
- **Alphabet** complete and correct: A – Z, 0 – 9.
- **Wordmark** now the real outline, not reset type.
- **Signet** master vector instead of a redraw.
- **Livery** the actual rendering instead of an illustration.
- **Lockups** built on proportions measured from the masters.