VPSBG
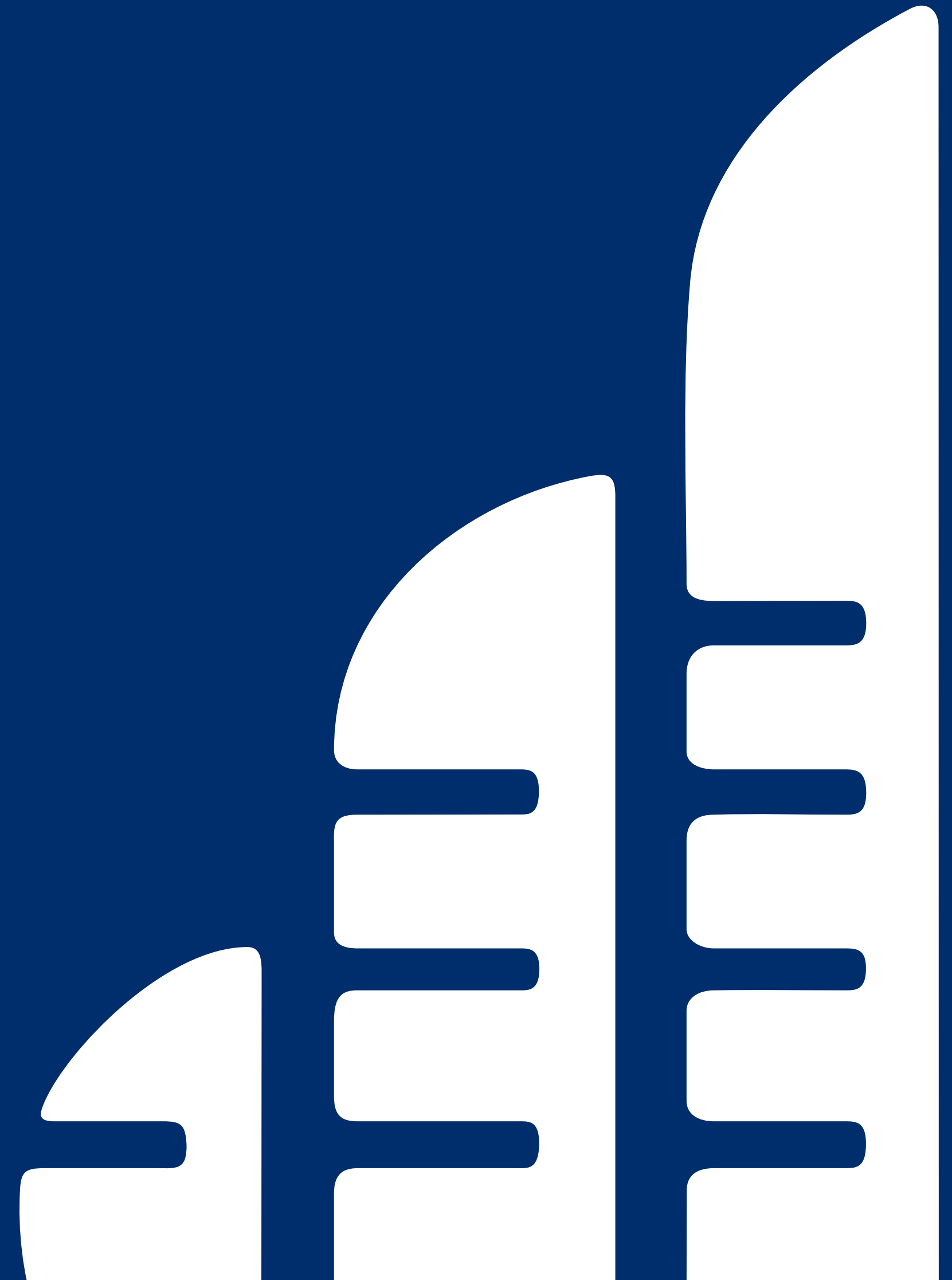
Brand Guidelines

VPSBG

Brand Overview

VPSBG is a Bulgarian cloud hosting provider, founded in 2013, offering high-performance, privacy-focused solutions. With cutting-edge technology, robust security, and a commitment to innovation, VPSBG empowers businesses with reliable and flexible hosting while prioritizing customer trust and data protection.

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VPSBG

Brand Values

Privacy

We believe privacy is a fundamental human right. Our services are designed to safeguard customer data with privacy-first practices.

Security

We prioritize protecting customer data and infrastructure through security protocols, DDoS protection, and multiple layers of defense.

Customer-Centricity

We put our customers at the center, offering reliable hosting solutions and personalized support to help them succeed.

Innovation

We embrace cutting-edge technologies, such as AMD EPYC CPUs and Bitcoin payments, to provide high-performance and future-ready hosting solutions.

Quality

We are committed to investing in state-of-the-art infrastructure and maintaining constant uptime to deliver the best possible experience.

VPSBG

Brand Voice

Brand Voice

- **Professional and Trustworthy:** Establishes authority and expertise in the cloud hosting industry.
- **Clear and Transparent:** Communicates with openness and simplicity, avoiding unnecessary technical jargon.
- **Innovative and Forward-Thinking:** Reflects cutting-edge technologies and a commitment to continuous improvement.
- **Customer-Focused:** Prioritizes user needs, with messaging tailored to various target audiences.

Brand Tone

- **Reliable:** Reassures customers with a dependable and consistent voice.
- **Empathetic:** Shows understanding of customer challenges and needs.
- **Accessible:** Simplifies complex topics to ensure clarity for a broad audience.
- **Approachable:** Maintains a friendly and supportive tone that is easy to connect with.
- **Optimistic:** Focuses on positive outcomes and solutions, inspiring trust and loyalty.

VPSBG

Logo

Primary Logo

The primary logo is the main visual representation of VPSBG and should be used in most instances.

Brand Logo Mark

The brand logo mark is a simplified version of the primary logo and can be used in situations where the primary logo is not appropriate or the available space is limited.

Logo Usage

Exclusive Zone

The exclusive zone refers to the clear space around the logo that must be kept free of any other design elements.

Color
Palette

VPSBG

Color Palette

Color Combos

Color
Palette

The color palette section displays the full range of colors used in VPSBG.

Primary Colors

DARK MIDNIGHT BLUE

Hex
#002E6B

RGB
0, 47, 107

HAWKES BLUE

Hex
#CAE7FC

RGB
202, 231, 252

SAFFRON MANGO

Hex
#F4C542

RGB
224, 197, 66

Color Combos & Shades

This section provides guidelines on how the colors should be used to avoid visual inconsistencies and maintain contrast.
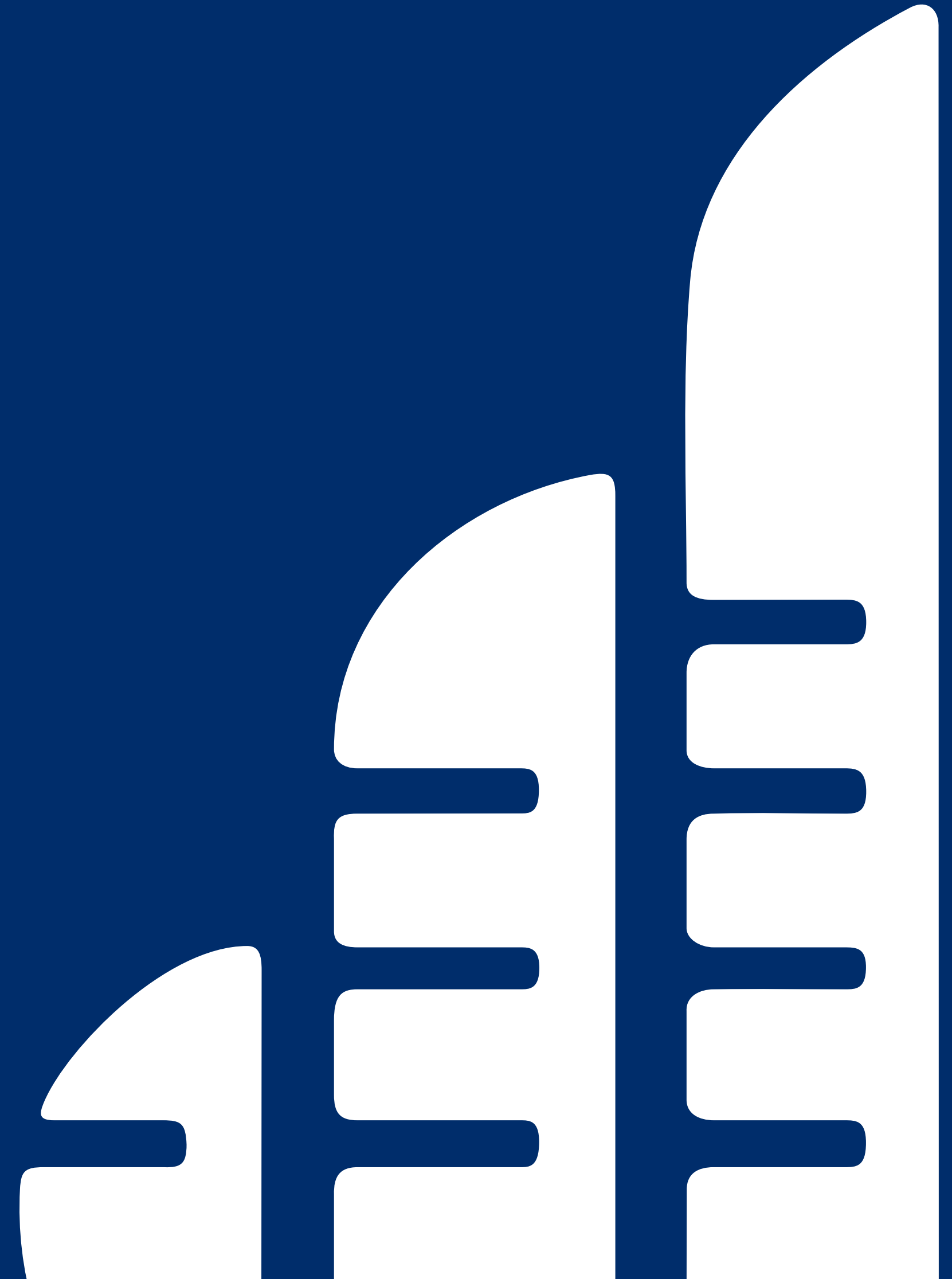
Key: AA/AAA: pass | fx: fails (except large text and UI components) | F: fails everything

Colours	#02192a midnight blue	#002e6b prussian blue	#0078d4 sapphire	#cae7fc arctic blue	#f7fcff white	#f4c542 saffron
#02192a midnight blue	F 1.0	F 1.4	fx 3.9	AAA 13.9	AAA 17.3	AAA 11.0
#002e6b prussian blue	F 1.4	F 1.0	F 2.9	AAA 10.2	AAA 12.7	AAA 8.1
#0078d4 sapphire	fx 3.9	F 2.9	F 1.0	fx 3.5	fx 4.4	F 2.8
#cae7fc arctic blue	AAA 13.9	AAA 10.2	fx 3.5	F 1.0	F 1.2	F 1.3
#f7fcff white	AAA 17.3	AAA 12.7	fx 4.4	F 1.2	F 1.0	F 1.6
#f4c542 saffron	AAA 11.0	AAA 8.1	F 2.8	F 1.3	F 1.6	F 1.0

0	#FFFFFF	0	#94C2FF
0.5	#FAFDFF	0.5	#85B3F0
1	#F4FAFE	1	#76A4E1
1.5	#EFF8FE	1.5	#6896D3
2	#EAF5FE	2	#5987C4
3	#DFF1FD	3	#3B69A6
4	#D5ECFD	4	#1E4C89
5	#CAE7FC	5	#002E6B
6	#A3CBE8	6	#002556
7	#7CAFD3	7	#001C40
8	#5692BF	8	#00122B
8.5	#4284B5	8.5	#000E20
9	#2F76AA	9	#000915
9.5	#1B68A0	9.5	#00050B
10	#085A96	10	#000000

Typography

Typography

This section provides guidelines on the use of fonts

The chosen fonts align with the brand's personality are easy to read in various contexts.

Poppins

Poppins Regular
AaBbCc123456

Poppins Medium
AaBbCc123456

Poppins Bold
AaBbCc123456

Inter

Inter Regular
AaBbCc123456

Inter Medium
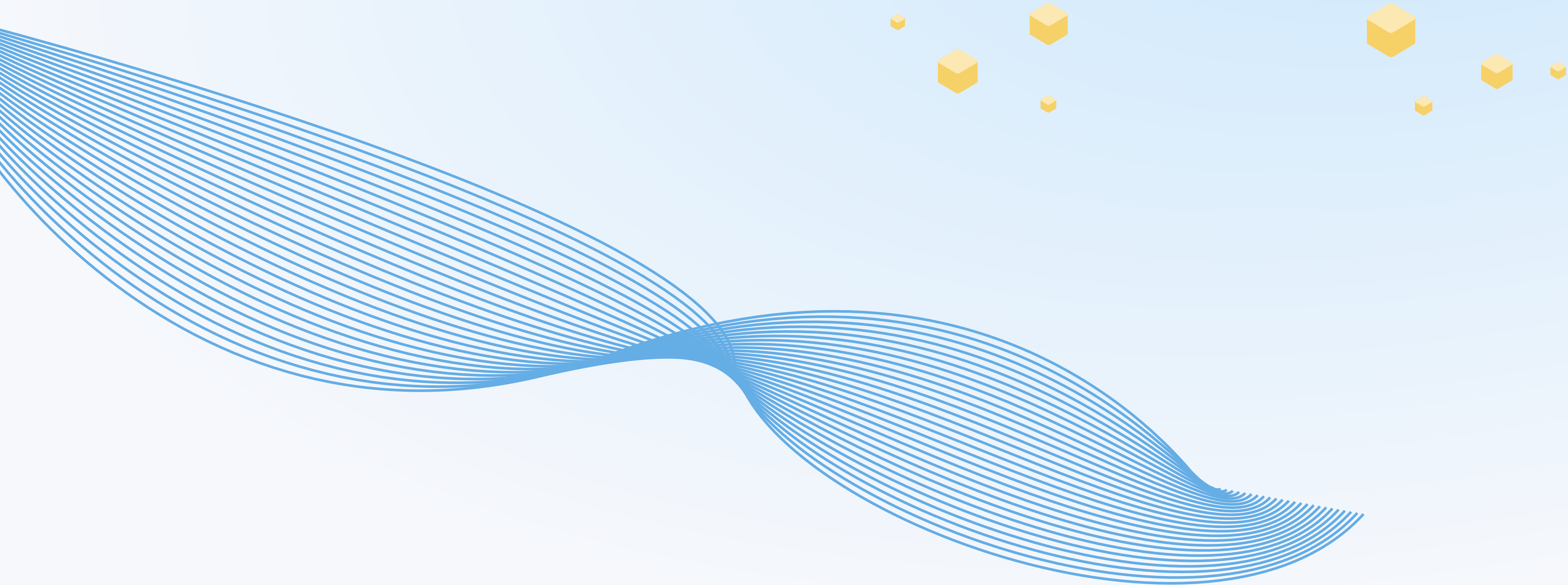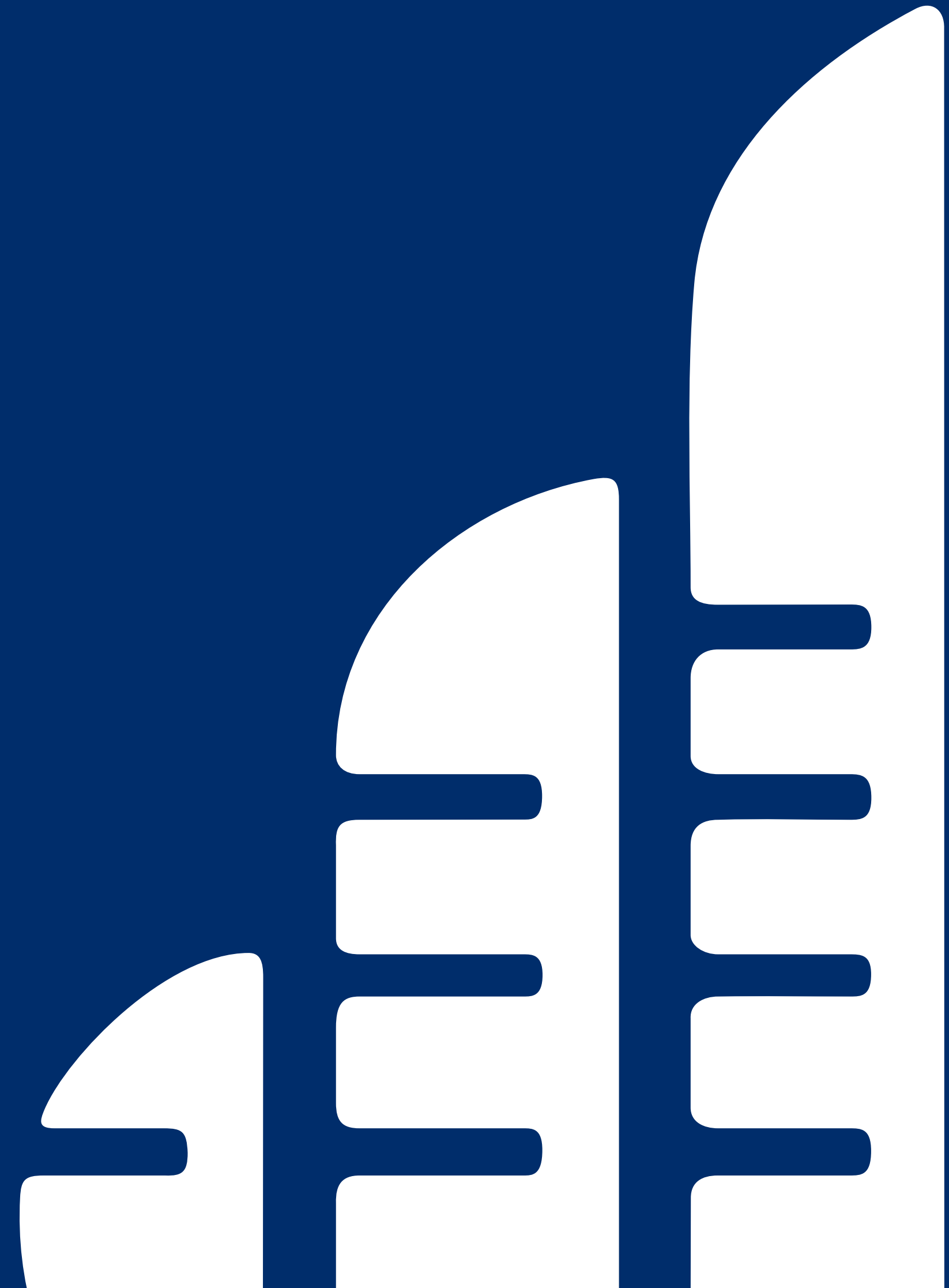AaBbCc123456

Inter Bold
AaBbCc123456

VPSBG

Shapes

Shapes

The graphical elements help to create a creative visual across all the touchpoints.

Icons

heroicons

EXTRA SMALL
12px

SMALL
16px

MEDIUM
24px

LARGE
48px

EXTRA LARGE
56px

academic-cap				arrow-left-end-on-rectangle
adjustments-horizontal				arrow-left-start-on-rectangle
adjustments-vertical				arrow-long-down
archive-box				arrow-long-left
archive-box-arrow-down				arrow-long-right
archive-box-x-mark				arrow-long-up
arrow-down				arrow-path
arrow-down-circle				arrow-path-rounded-square
arrow-down-left				arrow-right
arrow-down-on-square				arrow-right-circle
arrow-down-on-square-stack				arrow-right-end-on-rectangle
arrow-down-right				arrow-right-start-on-rectangle
arrow-down-tray				arrow-top-right-on-square
arrow-left				arrow-trending-down
arrow-left-circle				arrow-trending-up