

Vitabyte

The operating platform for hospitality. These pages cover the logo, the mark, clear space, colours and type. Download the files at vitabyte.com/brand.

Logo



Full colour, for light backgrounds



Reversed, for dark backgrounds



Reversed on Vitabyte Navy



One colour, white



One colour, black



Mark



Mark, reversed

Choosing a version

- Use the full-colour logo on light backgrounds.
- Use the reversed logo (white and silver) on dark backgrounds and on Vitabyte Navy.
- Use the one-colour white or black logo only for one-colour printing.
- Use the mark alone only where the full logo would be too small to read, or where the name already appears nearby.

Clear space and minimum size



Clear space: half the height of the logo, on every side. Keep other text, images and the edge of the page out of it.

Minimum size: 24 px high on screen. Never show the logo smaller.

Beside VitaPay: give both logos the same height, separate them with a thin rule, and use each one's correct version for the background.

Please don't

- Recolour the logo or any part of it
- Stretch, squash or rotate it
- Outline, redraw or add shadows or effects
- Place the full-colour logo on a dark background
- Crowd it with text or images inside the clear space
- Merge it with another logo

Colours

Vitabyte opens dark: the default background is #11151C. Vitabyte Navy is the brand colour for fills and buttons; the logo navy (#003972) belongs to the logo artwork and is not used elsewhere.



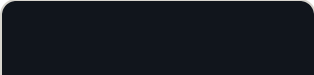
Vitabyte Navy
#2D4770
RGB 45, 71, 112
Primary colour, buttons and fills



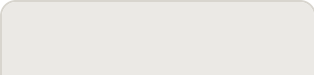
Navy on dark
#6B8BB8
RGB 107, 139, 184
Vitabyte Navy on dark backgrounds



Logo navy
#003972
RGB 0, 57, 114
Inside the logo artwork only



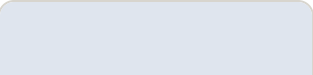
Dark background
#11151C
RGB 17, 21, 28
Default page background



Light background
#EBE9E5
RGB 235, 233, 229
Warm grey for light pages



Text on light
#1E2430
RGB 30, 36, 48
Headings and text



Text on dark
#DFE5EE
RGB 223, 229, 238
Headings and text on dark

Type

Aa

System sans serif

Vitabyte uses the system sans serif of each device: SF Pro on Apple, Segoe UI on Windows and Roboto on Android. There is no brand web font. Figures and phone numbers are set in the system monospace.

ui-sans-serif, system-ui, -apple-system, Segoe UI, Roboto, Helvetica Neue, Arial, sans-serif

Style	Size	Weight	Line height
Page heading	62 px	Bold 700	1.02
Section heading	38 px	Bold 700	1.08
Subheading	21 px	Bold 700	1.2
Lead	21 px	Regular 400	1.5
Body	17.5 px	Regular 400	1.6
Buttons	16 px	Semibold 600	1.2

Buttons are 52 px tall with 8 px corners, filled with Vitabyte Navy. Write in sentence case or title case and avoid letter-spaced capitals.

Questions

For press, partner materials or a format that is not in the download, write to solutions@vitabyte.com or call (718) 576-1224.