

# Versa Design System

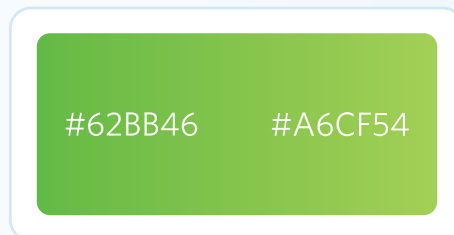
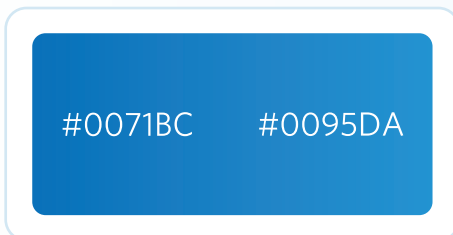


## Basic Rules:

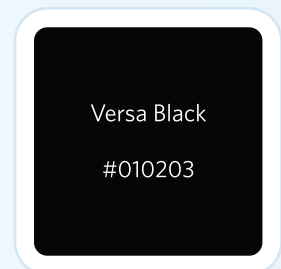
- Use Color Gradation logo whenever possible.
- Use of any other version of the logo should be for specific situations where production limits use, i.e., for silkscreening one-color on the side of pens.
- Logo on colors other than Versa colors, either reverse out to white on dark colors, or print black on light colors.



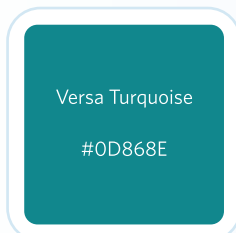
## Logo Gradients



## Main Colors



## Accent Colors

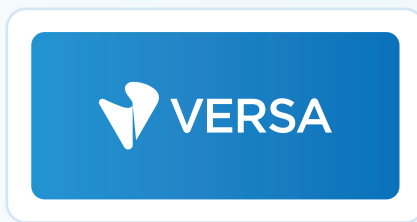


## Logo Gradients



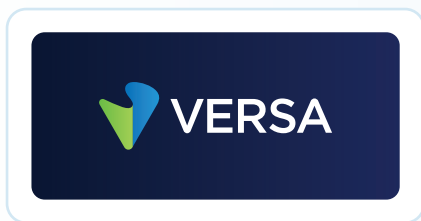
### Color Gradation Logo

- Preferred version
- Use this version whenever possible
- Use only on white, Ice Blue, or Grey Frost background



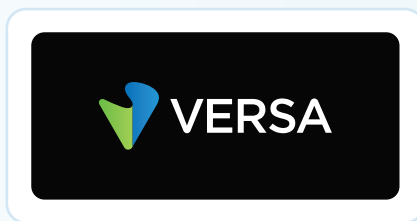
### White Reverse Logo

- To be used only when reproduction limitations force its use
- Versa colors are the preferred background color, but can print on medium to dark backgrounds
- Limited, specialized use; use infrequently



### Color Reverse Gradation Logo

- Use only on black or very dark blue background



## Typography

Aa  
Gilroy  
Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

**Aa  
Gilroy  
Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Aa  
Inter  
Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

**Aa  
Inter  
Bold**

**abcdefghijklmnopqrstuvwxyz**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**0123456789**

Gilroy is our main font for headings and titles.

Heading One. (72px)

Heading Two. (48px)

Heading Three. (36px)

Heading Four. (25px)

Heading Five. (20px)

Inter is used for paragraphs. (16px)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.



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