



Visiblie **Brand Book**

V01 - 2026



01 Logo

The Visiblie logo is a minimalist, contemporary mark that seamlessly integrates the concepts of visibility and intelligence. It features a bold, geometric wordmark paired with a distinctive icon: a stylized, slanted "V" that functions as a checkmark while incorporating a lowercase "i." This dual-purpose symbol represents both the success of "quick wins" in AI search and the platform's core focus on prompt intelligence. Set in a clean sans-serif typeface, the logo communicates a professional, future-facing identity designed for clarity and authority within the evolving landscape of AI-driven brand discovery.



iVvisible



Vertical Logo Lockup

This is our vertical logo lockup. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

The original files must be used at all times when using the logo.

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Horizontal Logo Lockup 02

This is our Horizontal logo lockup 02. It serves to clearly identify our organisation. Our logo is our most unique element and one of the key components of our visual identity. It consists of a logomark and a logotype.

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01 Logo



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01 Logo



Vertical Logo Lockup Clear Space

We respect the logo by giving it space. The minimum clear space that must surround the logo is equivalent to the dimension of '1X' of the height of the logomark.

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01 Logo



Horizontal Logo Lockup 01 Clear Space

We respect the logo by giving it space. The minimum clear space that must surround the logo is equivalent to the dimension of '1X' of the height of the logomark.

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01 Logo



Horizontal Logo Lockup 02 Clear Space

We respect the logo by giving it space. The minimum clear space that must surround the logo is equivalent to the dimension of '1X' of the height of the logomark.

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01 Logo



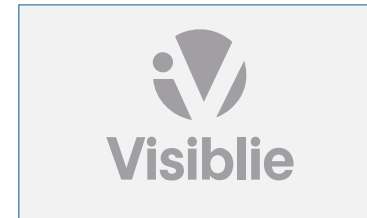
01
The full color logo.



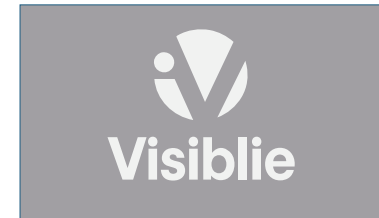
02
The inverted logo on black or dark gray backgrounds.



03
The black and white logo.



04
The gray scale logo.



We want to make sure that the Visible logo can find a home on any surface.
For this reason, we offer different color genres to designers and users which include single color, gray scale, and one color.

These genres should only be utilized when the full color logo is not legible.

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01 Logo



X Never alter the colors in the logo.



X Never alter any elements from the logo.



X Never stylize with object effects.



X Never use the tint effect on the logo.



X Never tilt the logo.



X Never change the dimensions of the logo.



X Never change the typeface of the logo.



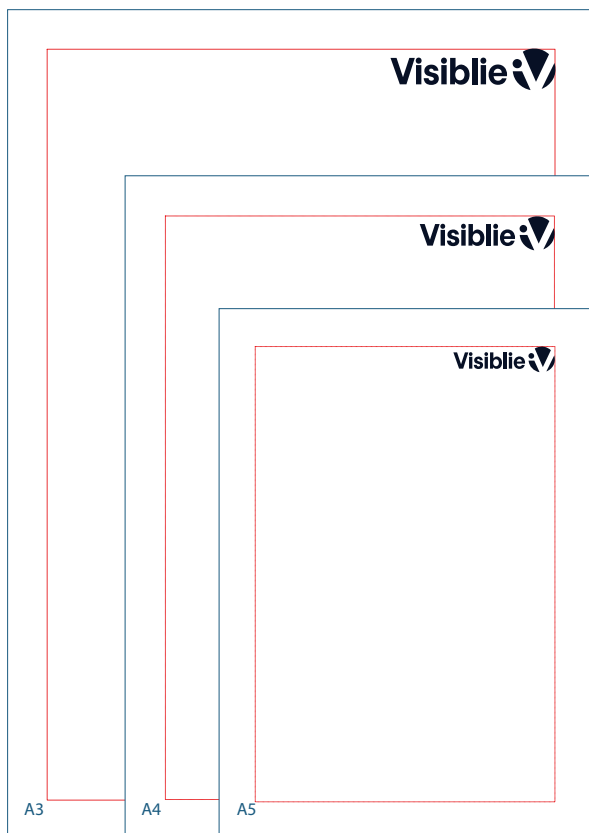
X Never use the logo outlined.

The consistent and correct application of the Visiblie logo is essential. Always follow the standards presented in these guidelines. The examples on this page illustrate some of the incorrect usage of the Visiblie logo.

When in doubt, contact the brand team for approval and guidance.

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01 Logo



65 mm on A5 size



82 mm on A4 size

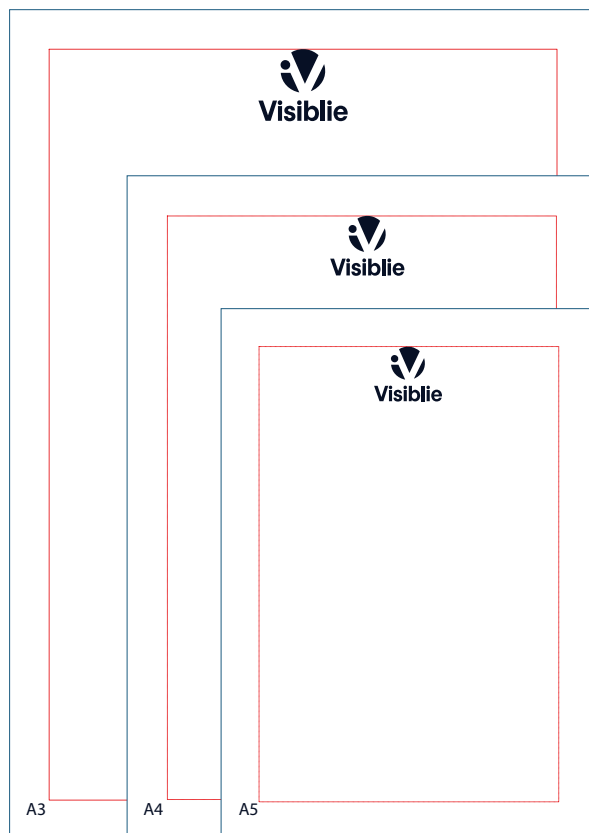


98 mm on A3 size

Visiblie logo must always appear legibly. The logo must follow the above sizes.



01 Logo



50 mm on A5 size



70 mm on A4 size



80 mm on A3 size

Visiblie logo must always appear legibly. The logo must follow the above sizes.



Colors

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The Visiblie color palette is anchored by Dark Navy, which serves as the primary brand color to establish a foundation of professional authority and technological depth. This is balanced by Vibrant Orange, the secondary color, which provides a bold, energetic contrast reflecting the platform's focus on growth and brand visibility. Supporting these core tones are Bright Orange for high-impact accents and Navy Blue to offer tonal depth, while Off-White ensures a clean, modern aesthetic that maintains high readability across digital interfaces. Together, this high-contrast palette reinforces Visiblie's identity as the AI Visibility Platform designed to power the future of brand discovery.



Dark Navy

Vibrant Orange

Primary Color

Secondary Color

Bright Orange

Off-White

Navy Blue



Dark Navy

Primary Color

Solid Uncoated

Pantone 533 C
CMYK C 88, M 79, Y 55, K 72
RGB R 7, G 26, B 36
HEX #071024

It is important that Visible maintains consistency in its visual brand identity across all media types and materials. Our Dark Navy color is the primary color of the brand and it should be used across all brand materials. This is our main color, however it should be used carefully, in a minimal manner in order to stand out against all backgrounds.



Dark Navy

Pantone 533 C

90%
Pantone 533 C

80%
Pantone 533 C

70%
Pantone 533 C

60%
Pantone 533 C

50%
Pantone 533 C

40%
Pantone 533 C

30%
Pantone 533 C

20%
Pantone 533 C



Vibrant Orange

Primary Color

Solid Uncoated

Pantone 158 C

CMYK C 0, M 53, Y 100, K 0

RGB R 247, G 141, B 43

HEX #f78d2b

It is important that Visible maintains consistency in its visual brand identity across all media types and materials.

Our Vibrant Orange color is the primary color of the brand and it should be used across all brand materials. This is our main color, however it should be used carefully, in a minimal manner in order to stand out against all backgrounds.



Vibrant Orange

Pantone 158 C

90%
Pantone 158 C

80%
Pantone 158 C

70%
Pantone 158 C

60%
Pantone 158 C

50%
Pantone 158 C

40%
Pantone 158 C

30%
Pantone 158 C

20%
Pantone 158 C



Bright Orange

Secondary Color

Solid Uncoated

Pantone 172 C

CMYK C 0, M 87, Y 100, K 0

RGB R 250, G 70, B 22

HEX #fa4616

It is important that Visiblie maintains consistency in its visual brand identity across all media types and materials.

Our Bright Orange color is the secondary color of the brand and it should be used across all brand materials. This is our main color, however it should be used carefully, in a minimal manner in order to stand out against all backgrounds.



02 Colors

Bright Orange

Pantone 172 C

90%
Pantone 172 C

80%
Pantone 172 C

70%
Pantone 172 C

60%
Pantone 172 C

50%
Pantone 172 C

40%
Pantone 172 C

30%
Pantone 172 C

20%
Pantone 172 C

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Off-White

Secondary Color

Solid Uncoated

Pantone 11-0601 TPX

Pantone 11-0601 TPX

CMYK C 4, M 2, Y 3, K 0

RGB R 241, G 242, B 241

HEX #F1F2F1



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Our Vibrant Orange color is the primary color of the brand and it should be used across all brand materials. This is our main color, however it should be used carefully, in a minimal manner in order to stand out against all backgrounds.



Off-white

Pantone 11-0601 TPX

90%
Pantone 11-0601 TPX

80%
Pantone 11-0601 TPX

70%
Pantone 11-0601 TPX

60%
Pantone 11-0601 TPX

50%
Pantone 11-0601 TPX

40%
Pantone 11-0601 TPX

30%
Pantone 11-0601 TPX

20%
Pantone 11-0601 TPX



Typography

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The primary typeface for Visiblie is Manrope, a modern geometric sans-serif that embodies the brand's identity as a future-facing AI Visibility Platform. Chosen for its technical precision and clean, open proportions, Manrope reflects the clarity and authority required for the platform's core services, such as Prompt Intelligence and Visibility Analytics. Its versatile design ensures exceptional legibility across all digital touchpoints—from high-density data on the real-time analytics dashboard to bold headings in the sales deck—maintaining a professional and innovative aesthetic. By balancing contemporary style with functional performance, Manrope reinforces Visiblie's mission to help brands lead their markets in the age of AI discovery.



Manrope

Manrope - Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

Visiblie

Manrope - Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

Visiblie

Manrope - Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 £&@?!/+ (.,:;)

Visiblie

Manrope is a humanist sans-serif typeface, intended to be clear and highly legible at a distance or at small text sizes. Manrope has a mechanical skeleton and the forms are largely geometric. At the same time, the font features friendly and open curves.

Designer
Mikhail Sharanda

Our main English typeface is Manrope
Specific weights of Manrope are used for different types of text, such as headlines, body copy and subheads.

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Manrope

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz

abcdefghijklmnopqrstuvwxyz
opqrstuvwxyz

1234567890
#&@?!/

1234567890
#&@?!/

1234567890
#&@?!/

Bold for Headlines

Medium for body text like this one right here.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate.

