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# Brand & Integration Kit

Logo, colour, typography and interface conventions for partners embedding Vuisio in their own product.

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## INTRODUCTION

# Using This Kit

A starting kit rather than a rulebook. The logo and the two brand colours are fixed; everything after that is a recommendation you can adapt to your own interface.

01

### Download

Logos, app icons and a token file, in one archive. Slide 14 has the link and the contents.

02

### Apply

Use the CSS custom properties as-is so a brand change reaches your integration without a rewrite.

03

### Ask

Anything this kit does not cover, and any co-branded artwork, comes back to us before it ships.

## LOGO

# The Logo

Three forms cover every placement. Pick by available width, then by background.



### Horizontal lockup

The default. Headers, footers, documents, anywhere the name should be legible.

Vuisio\_Full\_Colors.svg



### Mark

Tight spaces on light backgrounds: avatars, tabs, favicons.

Vuisio\_Icon\_Colors.svg



### Mark, light

The only form for navy, photographic or dark backgrounds.

Vuisio\_Icon\_White.svg

# Clear Space and Minimum Sizes



Keep half the mark's height clear on all four sides. Nothing enters that band, including your own logo, a border or a background edge.

## Minimum sizes

|                |                  |
|----------------|------------------|
| Lockup, screen | 120 px wide      |
| Lockup, print  | 32 mm wide       |
| Mark, screen   | 24 px            |
| App icon       | 192 / 512 px PNG |

Below 120 px the wordmark closes up before the mark does. Switch to the mark alone rather than shrinking the lockup further.

LOGO

## Logo Misuse



Do not stretch



Do not rotate



Do not recolour



No shadows or effects



Not on mid-tone backgrounds



Do not crowd the clear space

## COLOUR

# Color Palette

Two brand colours. Everything else is a lighter or darker declination of the navy. Black is not in the palette; the navy is what makes a screen read as Vuisio.

Navy

#072B73

--color-ink

Coral

#FD524E

--color-accent

#061C47

night

#D9332F

accent-deep

#5A6F94

ink-muted

#E9F0FF

tint

#F5F7FC

surface

#DDE3EF

border

## COLOUR

# Color Roles

| TOKEN                            | VALUE                | WHERE IT GOES                               |
|----------------------------------|----------------------|---------------------------------------------|
| <code>--color-ink</code>         | <code>#072B73</code> | All primary text, headings, icons           |
| <code>--color-ink-muted</code>   | <code>#5A6F94</code> | Secondary text, labels, metadata            |
| <code>--color-accent</code>      | <code>#FD524E</code> | Fills and accents on dark backgrounds only  |
| <code>--color-accent-deep</code> | <code>#D9332F</code> | Buttons, links, any coral that carries text |
| <code>--color-surface</code>     | <code>#F5F7FC</code> | Page background behind white cards          |
| <code>--color-night</code>       | <code>#061C47</code> | Video room chrome, dark sections            |

The logo artwork carries `#072B72` for the navy and `#EA3B3E` for the coral. That drift is on our side; for anything you build, use the token values above.

## COLOUR

# Contrast and Accessibility

One rule prevents almost every accessibility report we get: the bright coral is a fill colour, not a text colour.

### AVOID

## Rejoindre la réunion

#FD524E on white reaches 3.2:1. Below the 4.5:1 that AA asks for body text.

Coral as a background takes white text, never navy.

Never signal state by colour alone; add a label or an icon.

### USE

## Rejoindre la réunion

#D9332F on white reaches 5.1:1 and keeps the same coral reading.

Navy on white is 12.6:1, so use it for text rather than a softer grey.

TYPE

# Typography

## Geist

Light 300 — long-form paragraphs

Regular 400 — body and interface text

Medium 500 — labels and buttons

Semibold 600 — headings

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Geist Mono — 09:42 · #D9332F

### One family, two roles

Geist for everything readable. Geist Mono for values a reader may need to copy: room IDs, hex codes, timestamps, tokens.

### Self-hosted, variable

Shipped as woff2 variable files in the kit. No Google Fonts, including at build time.

### Fallback stack

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

### If Geist is not an option

Keep your own interface font. Geist matters inside Vuisio surfaces, not across your whole product.

## ICONS

# Iconography

Lucide, and only Lucide. Mixing icon sets is the fastest way to make an embedded Vuisio surface look bolted on.

### Sizes

|                                |    |
|--------------------------------|----|
| Inside a button or a table row | 16 |
| Standalone icon button         | 20 |
| Room controls, empty states    | 24 |

### Drawing rules

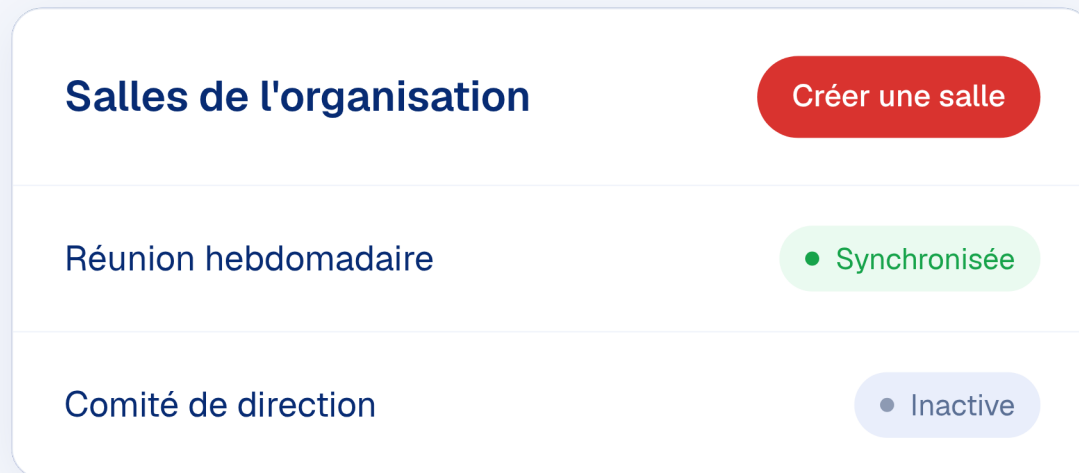
Stroke stays at the Lucide default of 2. Drop to 1.5 only at 24 and above.

Colour is always `currentColor`, so an icon inherits the text beside it.

No fills, no two-tone icons, no icon-only destructive actions without a label.

Package: `lucide-react`. If your stack has its own set, keep yours in your chrome and Lucide inside Vuisio surfaces.

# Interface Patterns



## White cards on a tinted page

One hairline border, no heavy shadow. The page behind them is #F5F7FC, not white.

## Corner radius

8px controls · 16px inputs · 26px cards · 999px pills

## One primary action

Coral, pill, per screen. Everything else is a text or outline button in navy.

## Hairlines, not boxes

Rows and sections are split by a 1px #EEF2FA rule rather than nested containers.

## INTEGRATION

# Embedded and Co-Branded Usage

Your product stays yours. Vuisio needs to remain identifiable inside the surfaces it powers.

### WORKS

Your logo in your chrome, ours in the meeting surface.

A discreet "Powered by Vuisio" with the lockup at 120 px or more.

Your accent colour in your own UI, the Vuisio palette inside the room.

Naming it "Video meetings, powered by Vuisio" in your product copy.

### DOES NOT

Locking our mark to yours as a single combined logo.

Recolouring the room chrome to your brand colours.

Using "Vuisio" in your product name, domain or app store listing.

Removing the mark from the meeting surface entirely.

Full white-labelling, where the mark disappears, is available but contractual. Ask before you build it.

## VOICE

# Tone of Voice

Sober, concrete, and in the user's language. French is the primary product language; English strings mirror it in register, not in idiom.

### WE SAY

Rejoindre la réunion

Votre micro est coupé

La salle est complète : 25 participants maximum

### WE AVOID

C'est parti !

Oups, quelque chose s'est mal passé

Une expérience de visioconférence révolutionnaire

No emoji in product strings. Say what happened and what to do about it; an error message is not a place for personality.

## ASSETS

# Asset Kit and Contact

### IN THE ARCHIVE

logos/ – lockup and mark, colour and light, SVG + PNG @1x/@2x

app-icons/ – 192, 512, maskable, favicon.ico

fonts/ – Geist and Geist Mono variable woff2 + fonts.css

tokens/ – tokens.css, tokens.json

brand-kit.pdf – this document

One archive, versioned, at a stable URL:

[vuisio.com/presse/kit/download](https://vuisio.com/presse/kit/download)



### CONTACT

[contact@vuisio.com](mailto:contact@vuisio.com)

### TECHNICAL SUPPORT

[support@vuisio.com](mailto:support@vuisio.com)

Send us a screenshot of the first co-branded screen. It takes a day and saves a rebuild.

If you are in any doubt, ask us. Specific rules in this kit can be set aside, but only where we have granted that exception in writing.