



vecterm

Brand Guidelines - v1.0

A FASTER, SAFER TERMINAL FOR INFRASTRUCTURE TEAMS

The vecterm brand.

vecterm is a modern terminal workspace for infrastructure teams. Our brand is calm, technical, and precise — the visual counterpart of an app that respects operator focus.

The system leans dark-first. Surfaces are quiet; the brand gradient carries emphasis. Type is set in Inter with JetBrains Mono for code and meta. Nothing is decorative — every element earns its place.

VOICE

Terse. Confident. Written in second person for the operator. Prefer verbs over adjectives. Avoid hype; state what the product does.

Mark & lockup.

A tight double-chevron rendered in the violet → cyan brand gradient. Always pair with the lowercase wordmark unless space forbids it.



Do

- Keep the wordmark lowercase and tightly kerned.
- Preserve clear space equal to the mark's height.
- Use the gradient mark on dark; mono on busy imagery.
- Minimum 20 px on screen, 8 mm in print.

Don't

- Don't stretch, skew, or recolor the mark.
- Don't add strokes, glows, or a third chevron.
- Don't set the wordmark in a different typeface.
- Don't place the gradient over photography.

Color system.

Colors are exposed as tokens in `src/styles.css`. Never hardcode hex values in components — always reference the token via Tailwind utilities or CSS variables.

Brand



Violet

#6D28D9

`var(--brand-violet)`



Purple

#8B5CF6

`var(--brand-purple)`



Blue

#3B82F6

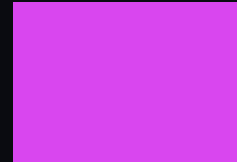
`var(--brand-blue)`



Cyan

#22D3EE

`var(--brand-cyan)`

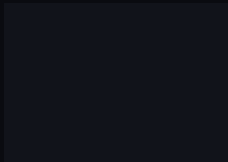


Pink

#D946EF

`var(--brand-pink)`

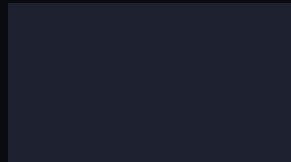
Neutrals



Ink

#0A0B10

`var(--ink)`



Ink 2

#11131A

`var(--ink-2)`



Surface

#1E2230

`var(--surface)`

Elevated

#2A2F3F

`var(--surface-elevated)`

Signature gradient



`linear-gradient(90deg, #6D28D9 0%, #8B5CF6 32%, #3B82F6 68%, #22D3EE 100%)`

Type system.

Inter for interface and display; JetBrains Mono for code, eyebrows, and system meta. Headings track tight (-0.02em). Body sits at 400–500 weight.

DISPLAY / UI

Inter

Weights: 400, 500, 600, 700

The quick brown fox

jumps over the lazy dog 0123456789

MONO / CODE

JetBrains Mono

Commands, meta, eyebrows

```
$ ssh prod-01.vecterm.io  
→ session opened · 0.42s
```

Scale

DISPLAY	48px
H1	36px
H2	28px
H3	20px
BODY	14px
SMALL	12px
CAPTION	10px

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How we sound.

Write for the operator on the other end of the terminal. Prefer short declaratives; verbs over adjectives; specifics over vibes.

Product name is always lowercase: vecterm. Never Vecterm, VecTerm, or VECTERM. At sentence starts, keep it lowercase and let the surrounding context carry the emphasis.

EXAMPLES

Yes — vecterm opens SSH sessions locally, then verifies every host before you type.

No — Vecterm is a revolutionary AI-powered next-gen terminal experience!

Yes — Import ~/.ssh/config. Your credentials stay in Keychain.

No — We leverage cutting-edge security paradigms.

CONTACT

For press, partnerships, or brand questions: brand@vecterm.com.