

Varegis

BRAND SYSTEM / 1.0 / SEPTEMBER 2026

CONFIDENT ENOUGH TO REWRITE THE PLAYBOOK.

A living identity for turning hard-won experience, emerging technology and bold ideas into commercial outcomes.



THE POINT OF POSSIBILITY

**Experience
is momentum.**

Experience is momentum.

Varegis is for people who know what it takes to make something real - and who are still restless enough to ask what comes next.



CURRENT, NOT TRENDY

We participate in culture without borrowing its costume.



PROVEN, NOT NOSTALGIC

Past wins create permission to take the next intelligent risk.



BOLD, NOT NOISY

Clarity, scale and restraint make the brand impossible to ignore.

Keep the wordmark exact.



Varegis

PRIMARY / LIGHT FIELD



Varegis

REVERSED / DARK FIELD

CLEAR SPACE

At least the cap height of the letter i on every side.

MINIMUM SIZE

120 px digital. 32 mm print.
Preserve legibility.

COLOR

Wordmark stays ink or white.
Dot stays Persimmon.

NEVER

Do not stretch, redraw, recolor, outline or add effects.

COLOR

Sophisticated tension. One vivid signal.

CARBON

#0D0D0F

BONE

#F3EEE7

AUBERGINE

#40204D

MINERAL ORCHID

#B77AD9

PERSIMMON

#F47C5C

MIST

#D6CFD7

DISTRIBUTION

60% Carbon / Bone 25% Aubergine / Mist 10% Orchid 5% Persimmon

Persimmon is the logo dot and primary point of attention.
Use it deliberately, not decoratively.

TYPOGRAPHY

VOICE HAS SCALE.

Sora Medium / Display

Ideas become valuable when people can build them.

Manrope Regular / Body

SIGNAL / 01 / OUTCOME

IBM Plex Mono / Utility

WEB FONT STACK

Sora Medium

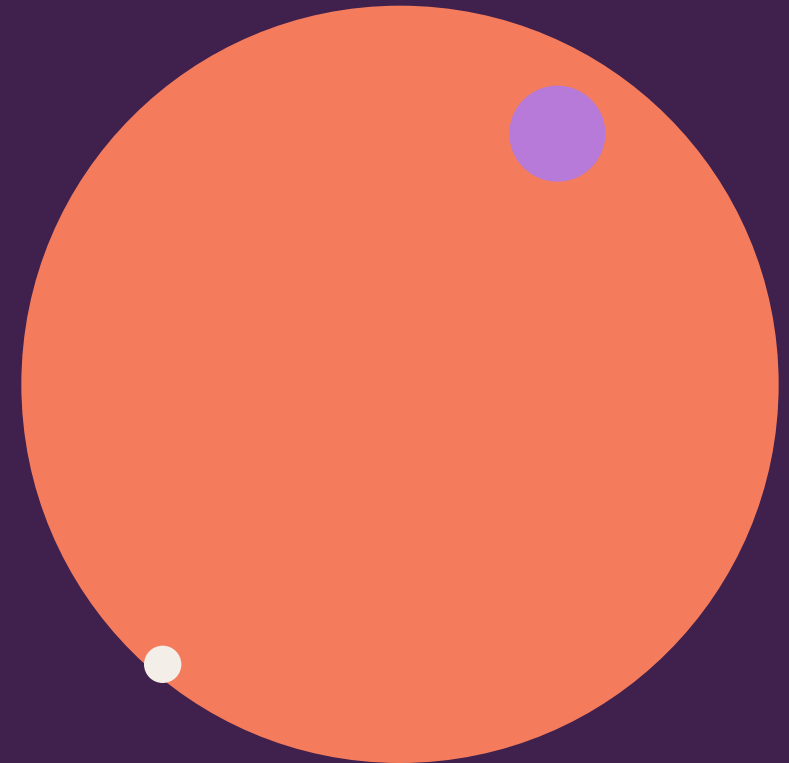
Manrope Regular

IBM Plex Mono Regular

TYPE RULE

Large display type creates conviction. Body copy stays conversational. Mono labels act like evidence tags.

A point of possibility.



MARKER

Small dots identify sections, evidence and actions.

MOMENT

One large dot creates a visual interruption or focal point.

FIELD

A cropped circle may become spatial architecture.

RESTRAINT

One dominant dot per spread or viewport. Never use it as confetti, a pattern or every bullet.

People are the advantage.

Show mixed-generation teams as peers: making, questioning, testing and deciding together.

- Real interaction over posed portraits
- Visible tools, artifacts and decisions
- Warm, candid energy
- Expertise without hierarchy

2-3 VISUALS PER LONG PAGE



Show the work becoming real.

Products, sketches and test artifacts make Varegis credible. Capture the rough edges that prove progress.

AVOID

Generic code screens

Floating UI mockups

Anonymous hands

Stock-photo futurism



PROTOTYPES / TESTS / MATERIALS / OUTCOMES

OPEN SPACE BUILDS TENSION.



ASYMMETRY

Let type, image and field compete at different scales.

CROP WITH CONFIDENCE

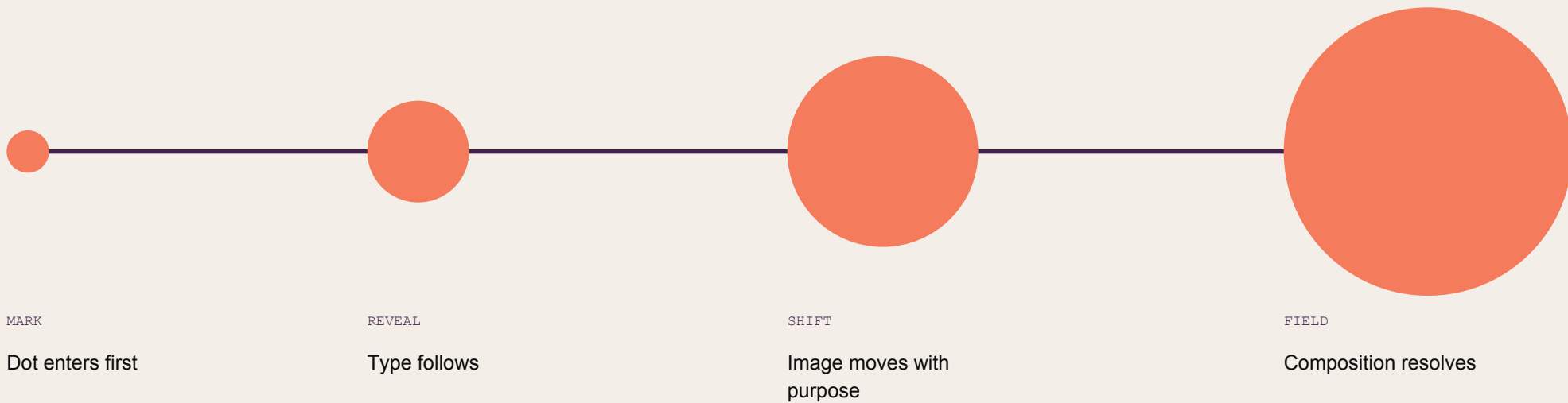


SHARP FIELDS. CLEAR EDGES.

NO ROUNDED PASTEL CARD GRIDS

MOTION

Movement should feel intentional, not restless.



TIMING

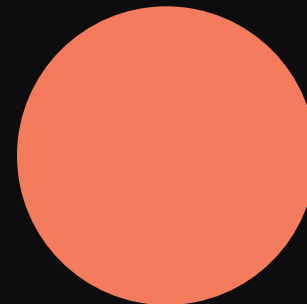
200-450 ms / ease with purpose / honor reduced-motion preferences

VOICE

SAY THE HARD THING SIMPLY.

Varegis speaks with the calm confidence of people who have shipped products, learned from failure and know where momentum comes from.

**THE WORK DOES NOT NEED
MORE THEATER. IT NEEDS
FORWARD MOTION.**



SOUND LIKE

Direct
Curious
Commercial
Human

DO NOT SOUND LIKE

Consultant fog
Tech prophecy
Founder theater
Nostalgia

MAKE THE NEXT MOVE MATTER.

Every expression should connect
experienced people, emerging
technology and a commercial
outcome.

THE TEST

Does it feel alive?

Does it show proof?

Does it point forward?

Varegis

hello@varegis.com

VAREGIS.COM