



Verodus — Brand document

Logos & wordmark

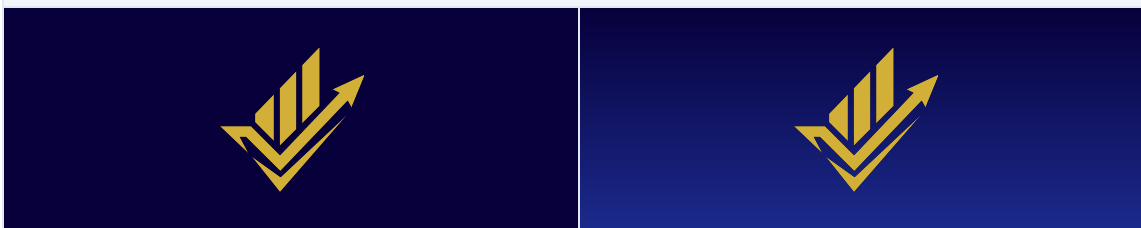
Name: Verodus — sentence case in prose. **Transparent PNGs** — default background for marks is **page start blue** (`--bg-gradient-start`); full gradient optional for hero blocks.

Wordmark (with text)



`images/logo.png` — Navigation (`header.js`), headers. Left: start blue (default); right: full site gradient. Do not stretch or skew.

Logo only (no text)





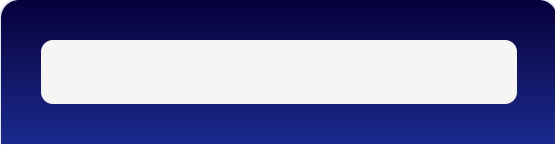





`images/Verodus-Logo-Only.png` — Icon-style use; same background rules as wordmark.

Public guidelines: [brand-kit.html](#). Download package: [docs/verodus-brand-kit.zip](#).

Chat UI uses `images/chatbot-logo.png` separately.

Brand colors

Core tokens: page gradient, heading colors (H1–H3), default body copy on dark, CTA fill and label.

 <p>H1 / headline gold CSS: <code>--heading-h1</code> Hex: <code>#d4af37</code></p>	 <p>H2 / section titles CSS: <code>--heading-h2</code> Hex: <code>#d4af37</code></p>
 <p>H3 / subheads & card titles CSS: <code>--heading-h3</code> Hex: <code>#f5f5f5</code></p>	 <p>Body / normal (on gradient) CSS: <code>--text-on-dark</code> Hex: <code>#cbd5e1</code></p>
 <p>Gradient start (page blue) CSS: <code>--bg-gradient-start</code> Hex: <code>#07003B</code></p>	 <p>Gradient end (page blue) CSS: <code>--bg-gradient-end</code> Hex: <code>#1B2B8E</code></p>
 <p>CTA (button fill) CSS: <code>--theme-cta</code> Hex: <code>#d4af37</code></p>	 <p>CTA text (on gold) CSS: <code>--theme-cta-text</code> Hex: <code>#0f172a</code></p>

`--heading-h1`, `--heading-h2`, and `--theme-cta` share the same gold in the current theme. Paragraphs on the page use `--text-on-dark`; light cards often use `--text-primary` (`.text-normal`). Full list: `styles.css` → `:root`.

Brand snapshot

Site line (meta). Verodus helps traders prove consistency through structured simulated evaluations and earn performance rewards with a transparent scaling path.

Positioning. Simulated trading evaluations with clear rules, visible progression, and performance rewards / capital scaling where program terms apply (align numbers with

live pages such as performance-reward).

Voice & tone

- **Direct and calm** — explain rules and milestones without hype.
- **Professional** — respect risk; avoid guaranteed-return language.
- **Transparent** — prefer specifics (splits, phases, conditions) over vague superlatives.
- **Consistent** — align wording with the live site and legal disclosures.

Typography

Typeface: Inter (with system-ui fallbacks).

Scale (web): Heading levels use `--text-size-h1` through `--text-size-macro` in `styles.css`. Headings use weight 700 and tight letter-spacing (`-0.02em`) to match the live site.

Website

Home title: Verodus | Simulated Trading Evaluations & Performance Rewards. **Theme color (PWA):** #1b2b8e. Primary entry for brand downloads: `brand-kit.html`.

Boilerplate — About Verodus

Verodus offers simulated trading evaluations designed to assess discipline and consistency under defined rules. Qualified participants may progress through performance tiers and capital scaling according to the program terms published on verodus.com.