



Brand Guidelines

Version 1.3 · October 2026



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The guide has four parts and ten chapters. Each page makes one point.

Version 1.3 · October 2026. Based on the Valiyou Brand skill v1.3.

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PART 1

Identity

Who Valiyou™ is, how to use this guide, and how to use the logo correctly.

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01 · INTRO

Who is Valiyou™

Valiyou™ makes attention measurable and turns it into value. The platform values attention, manages sponsorships and documents that value for partners.

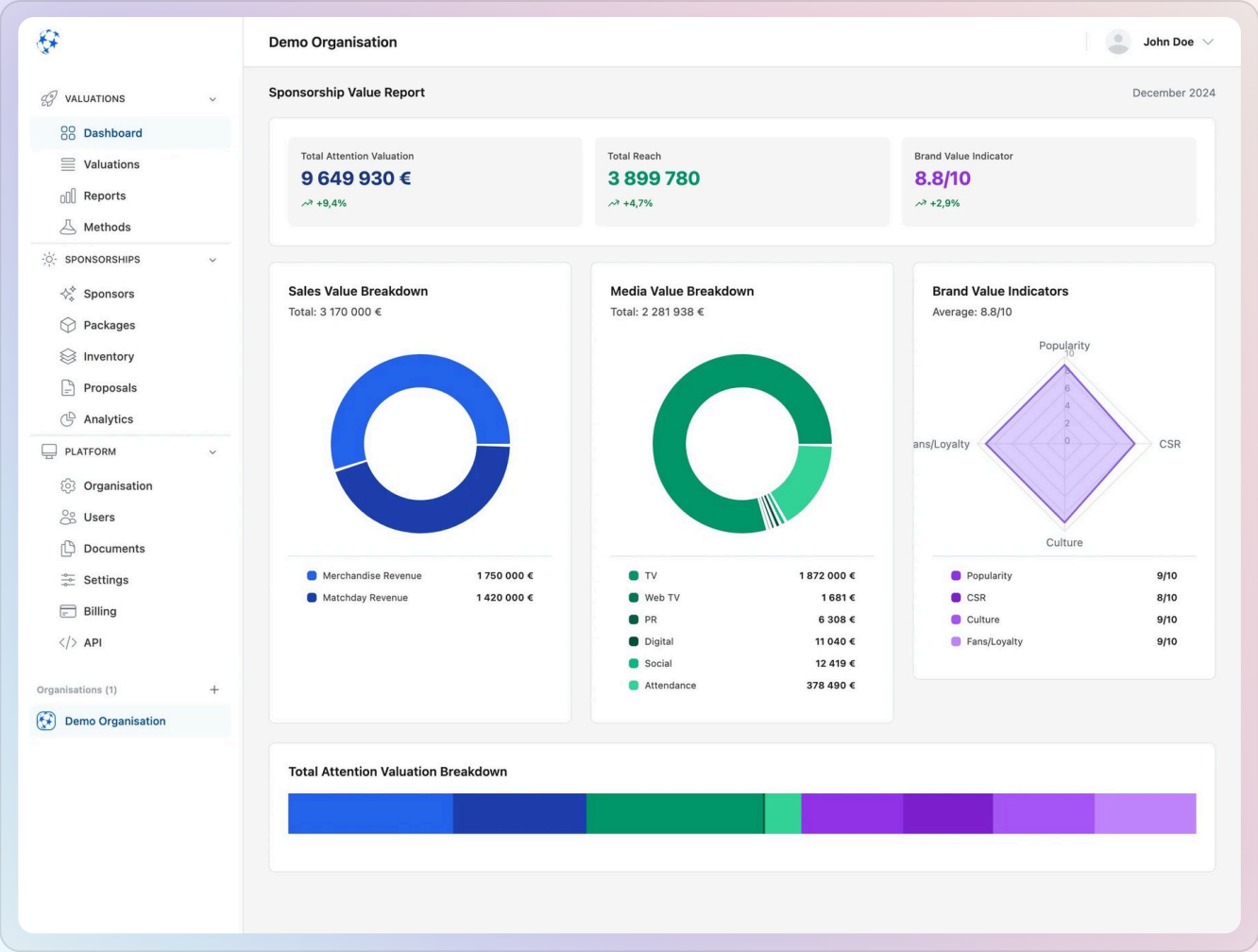
We serve sports clubs, influencers, nonprofits, businesses (B2B), events and musicians.

HEADLINE LINE

The All-In-One Sponsorship & Marketing Value Platform

THREE PRODUCT AREAS

- Attention Valuation
- Sponsorships
- Platform Management



01 · INTRO

How to use this guide

This guide is for everyone working with the Valiyou™ brand: presentations, website, sales material, social media and documents.

It is built as a reference. Find the chapter, read the rule, and see the example.

Logo files, icons and images are on the brand resources page: valiyou.com/brand.

01 The brand files come first

Always use the official files from the brand package.
Never redraw the logo.

02 One point per page

Each page shows one rule and one example, so it works as a reference.

03 Do and Avoid

Green ✓ shows correct use. Red ✗ shows mistakes we see in practice.

04 In doubt? Keep it simple

Light background, Color logo and Purple as the only accent.

02 · LOGO

Logo variants

The Color logo in Purple is the primary logo. Black and White are for coloured surfaces. Use the ™ version in marketing, and always use the files as they are.



Color · primary logo on white and light neutral surfaces



White · on dark and saturated colours



Black · on light colours such as Light Blue Sky and Mint Green



Brandmark, white · on its own when the logo gets too small



Brandmark, black · on light colour surfaces



App icon, Purple · preferred for app, favicon and profile

02 · LOGO

Choosing by background

Choose the logo by the background. Color on light, White on dark and saturated, Black on light colours. On the dark brand base, Color is a more subdued option.



White #FFFFFF → **Color**



Band Light #F5F5F7 → **Color**



Mint Green #6EE7B7 → **Black**



Navy Blue #16153A → **White**



Midnight Blue #0A091A → **Color** (subdued)



Purple #7067FC → **White**, never Color

02 · LOGO

Clear space and minimum size

Keep clear space of at least the logo's height (x) on every side, measured from the logo file itself. Below the minimum size, switch to the brandmark alone.



Clear space · x = the logo's height. No text, images or edges inside the zone.

FULL LOGO · MIN. 4 MM (PRINT) / 16 PX (SCREEN)



BELOW MINIMUM · USE THE BRANDMARK ALONE



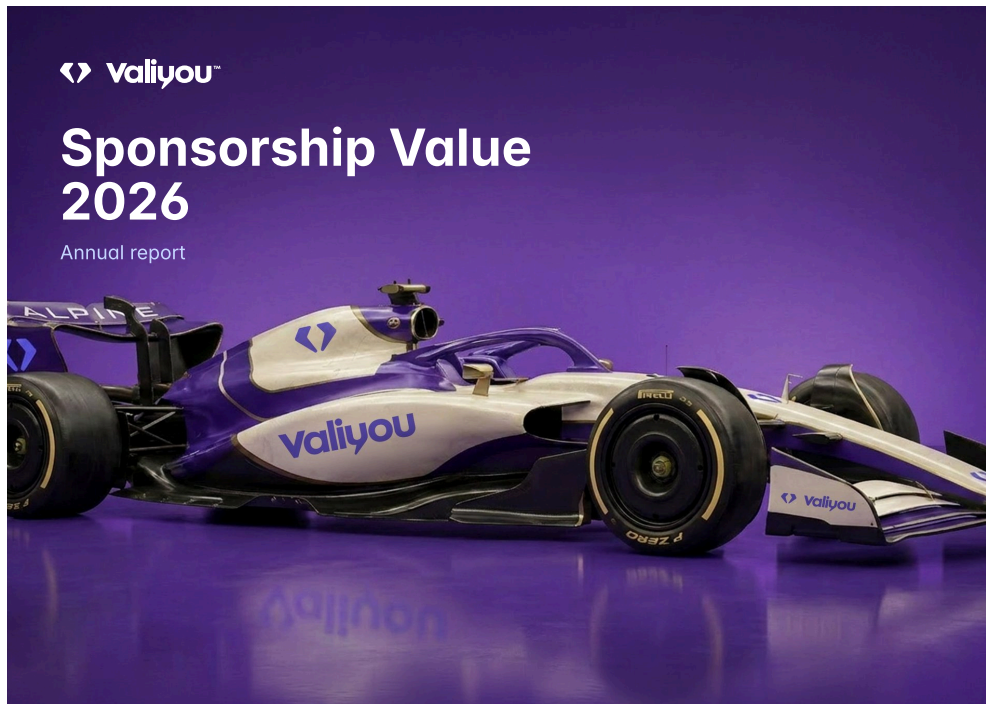
Brandmark, black on a light background

Minimum size · 4 mm in print and 16 px on screen. Smaller than that: brandmark.

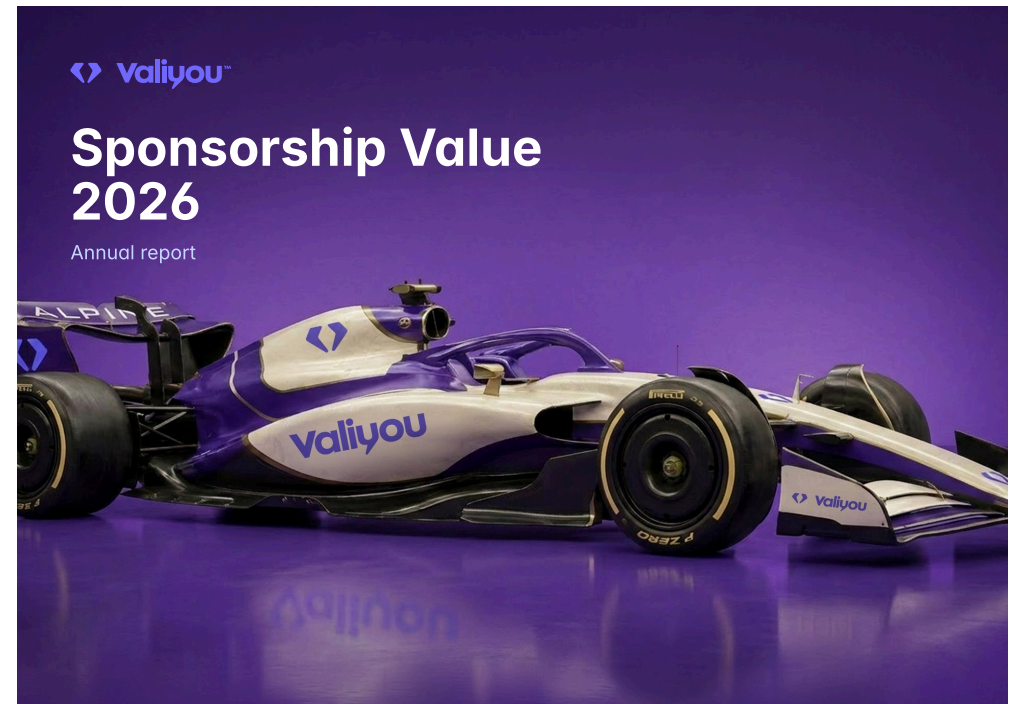
02 · LOGO

Logo on covers

On the two cover images, use the White or Color logo with white text. White stands out most, Color is more subdued. Never use Black here.



White logo · stands out most. First choice on the race car cover.



Color logo · tone-on-tone with the purple background. A calmer choice.

02 · LOGO

The logo must always be legible

The logo must stand out clearly against its background. The Color logo loses contrast on coloured surfaces, and the Black logo does not belong on the cover images.

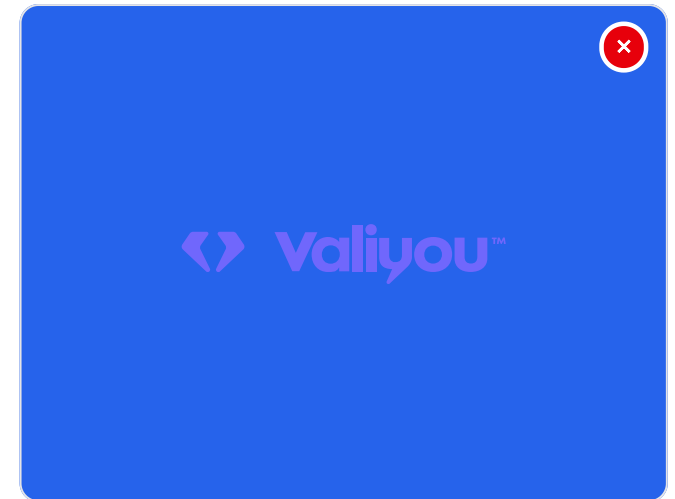
Correct use is on the left, the mistake next to it on the right.

✓ Do



Color logo on a white background.

✗ Avoid



Color logo on coloured surfaces such as Blue. The logo loses contrast.

✓ Do



White logo on the race car cover.

✗ Avoid



Black logo on the cover images. Use White or Color.

02 · LOGO

Never alter the logo

Use the logo files as they are. Do not stretch, rotate, recolour or fill the logo with a gradient.

The old, angular brandmark is retired and no longer used.

✓ Do



Original proportions, sized by height.

✗ Avoid



Stretched or squashed logo.

✓ Do



The Color logo in Purple #7067FC.

✗ Avoid



Gradient or other colours in the logo.



PART 2

Colour and type

Purple carries the brand. The rest of the palette and the SF Pro typeface support it.

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03 · COLOUR

Purple is the main colour

Purple #7067FC is the colour people associate with Valiyou™. Use it for primary buttons, key highlights and big numbers.

Purple always means something positive: the best, the winner or Valiyou itself. Never use it for a decline, an error or a competitor.

Text on Purple is white, and only large or bold.

MAIN COLOUR

Purple

#7067FC

RGB 112 103 252

Text: White (large text only)

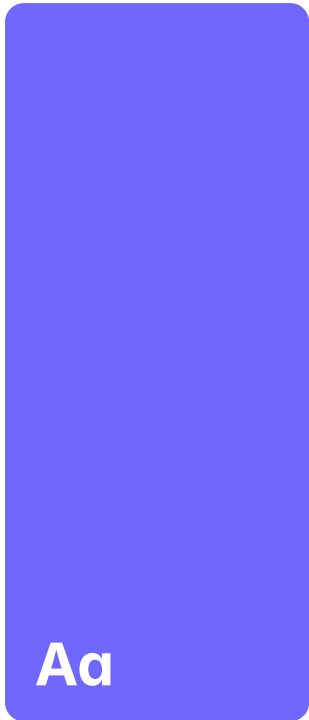
Alternative: Navy Blue #16153A (large text only)

03 · COLOUR

Light and dark brand base

Context decides light or dark. Documents lean light, and presentations can alternate light and dark slides. The dark base is the light base reversed.

LIGHT BASE · PRIMARY



Purple
#7067FC
Text: White (large)



Sky Blue
#A5BCFC
Text: Deep Navy



Light Blue Sky
#C6D5FF
Text: Midnight Blue

DARK BASE · SECONDARY



Navy Blue
#16153A
Text: White



Deep Navy
#0E0E25
Text: Sky Blue



Midnight Blue
#0A091A
Text: Light Blue Sky

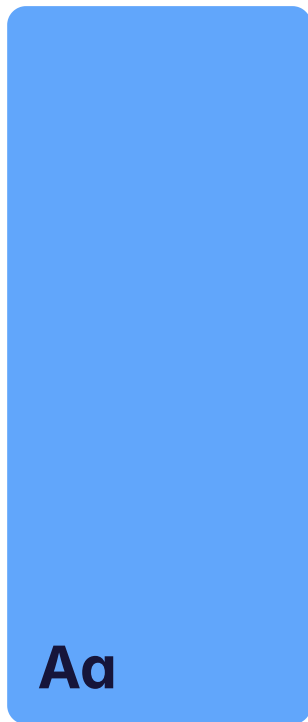
03 · COLOUR

Accent colours

The accents support Purple and are used sparingly in illustrations, chips and charts. On the light accents, text is dark and never white.



Blue
#2663EB
Text: White



Light Blue
#61A6FB
Text: Navy Blue



Mint Green
#6EE7B7
Text: Dark Green



Dark Green
#056146
Text: White



Pink
#E35CFF
Text: Black

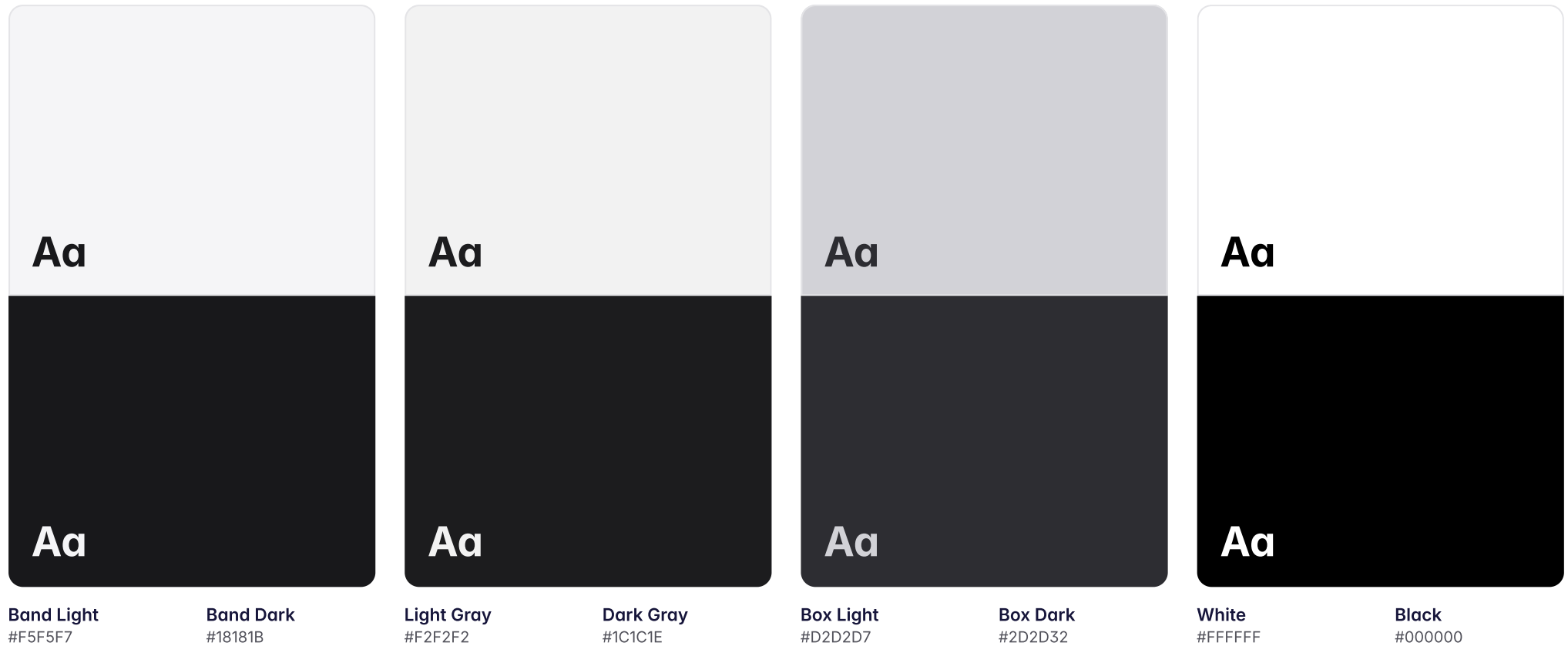


Dark Purple
#64007C
Text: White

03 · COLOUR

Neutral colours

The neutrals are UI surfaces and come in mirrored pairs. Swap the pair when switching between light and dark mode. For details: #52525B secondary text, #71717A muted text and #E4E4E7 lines.



03 · COLOUR

Status colours

Status colours are functional, not brand colours. They run from green through yellow and orange to red, with blue for neutral information.

They are shown as they are used: as dots, chips and coloured figures. Never as backgrounds, headings or decoration.

Green is by far the most used. Yellow text on light backgrounds uses #A65F00.

STATUS	DOT CHIP	TEXT CHIP	FIGURE
Green · Positive #3EA34B	 Approved	Active	+9.4%
Yellow · Caution #D08700	 Pending	In review	0.0%
Orange · Warning #F54A00	 At risk	Expiring	-2.1%
Red · Negative #E7000B	 Rejected	Overdue	-9.4%
Blue · Information #0071E3	 Info	New	12 new

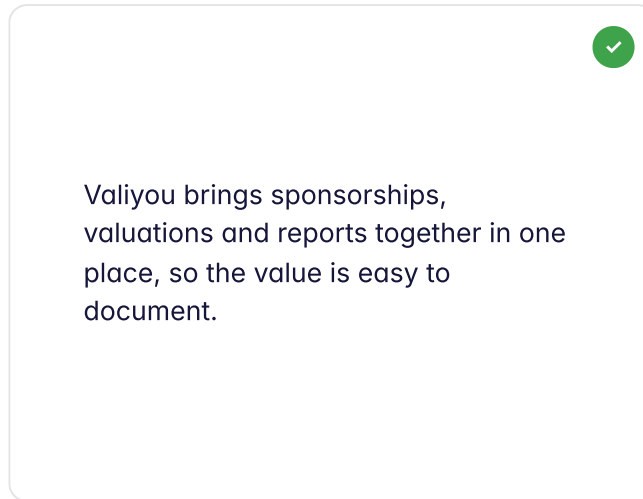
03 · COLOUR

Pairings and legibility

Each colour has a set text colour. Body text is Navy Blue or Dark Gray on light, and White or Light Blue Sky on dark.

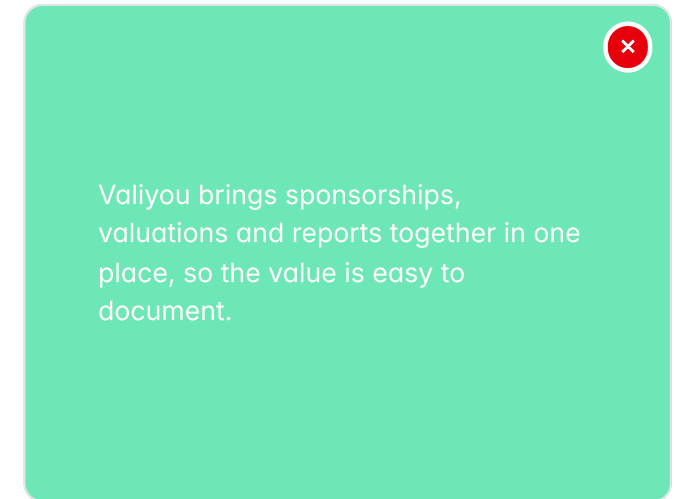
Purple as a text colour is for large or bold text only: titles, key words and figures.

✓ Do



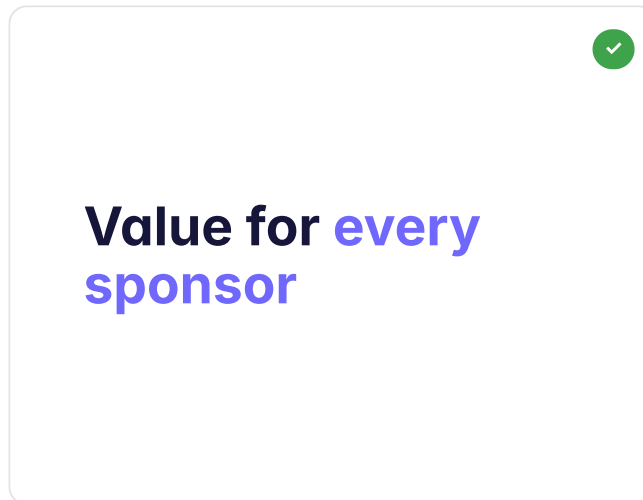
Body text in Navy Blue on white.

✗ Avoid



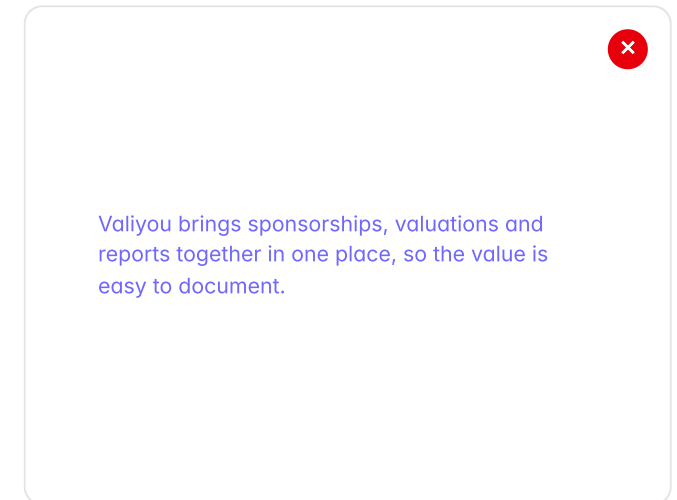
White text on Mint Green and other light accents.

✓ Do



Purple on the key word in a large, bold title.

✗ Avoid



Purple as the colour of small body text.

04 · TYPOGRAPHY

SF Pro with Inter as fallback

Valiyou™ uses the system typeface SF Pro. No web font needs to be loaded.

Where SF Pro is not available, e.g. on Windows or in shared PowerPoint and Google Slides files, use **Inter**, not Arial.

This PDF is set in the fallback typeface Inter.

```
font-family: "SF Pro Text", "SF Pro Icons",  
"Helvetica Neue", Inter, Helvetica,  
Arial, sans-serif;
```

Ad

Regular 400

Medium 500

Semibold 600

Bold 700

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
0123456789 € kr. % → ™

Valiyou brings sponsorships, valuations and reports together in one place.

04 · TYPOGRAPHY

Scale and weights

The scale follows the website's Tailwind sizes.

Slide and page titles are always Bold. Semibold is for smaller headings within content, such as card and list titles. Body text is Regular, and emphasis is Medium or Semibold.

Large titles are Navy Blue on light and White on dark.

Hero

text-5xl · 48 px
Bold

Sponsorship value in real time

Title

text-3xl · 30 px
Bold

The value of every sponsor

Card and list title

text-xl-2xl · 20–24 px
Semibold

Total attention value

Body

text-base · 16 px
Regular

Valiyou brings sponsorships and reports together.

Small text

text-sm · 14 px
Regular

Last updated 24 Oct

Tiny text

text-xs · 12 px
Regular

Source: Valiyou data

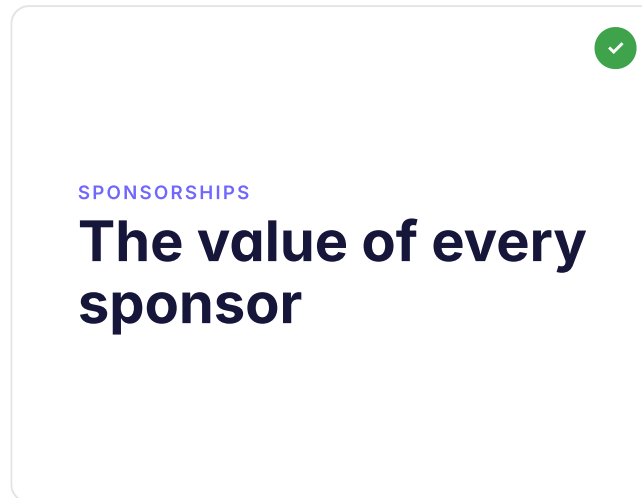
04 · TYPOGRAPHY

Titles

A title is Bold and set in one colour. An eyebrow above the title tells the reader where they are.

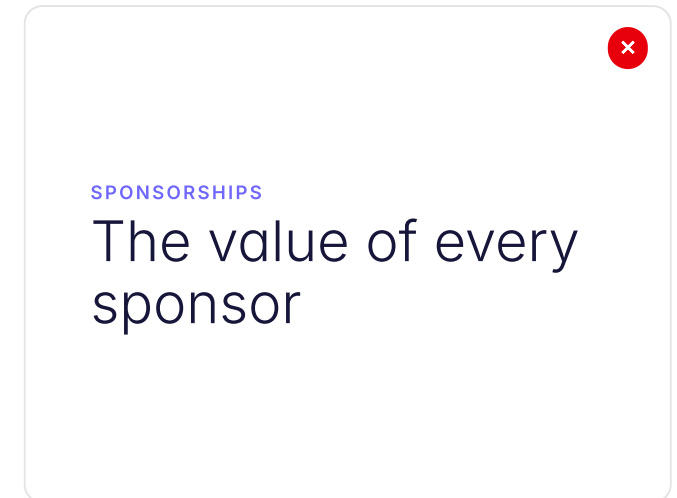
Two-tone titles with one key phrase in Purple are for section headers and special emphasis, not every page.

✓ Do



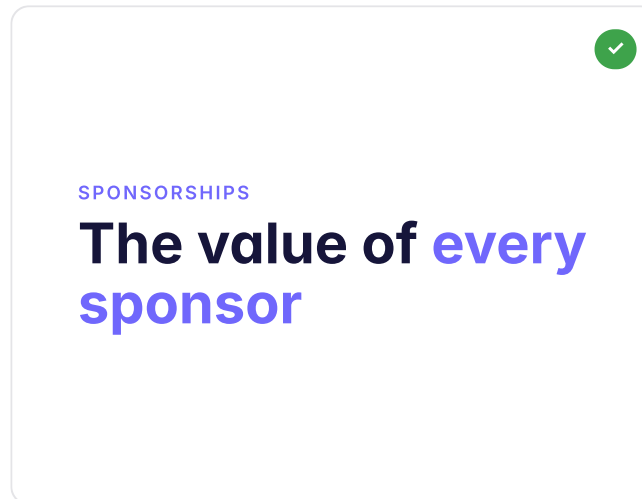
Bold title in Navy Blue with an eyebrow.

✗ Avoid



Thin or light titles.

✓ Do



One key phrase in Purple.

✗ Avoid



Several colours in one title.

PART 3

Visual devices

The gradient, imagery and icons give Valiyou™ its look. Use them with care, one at a time.

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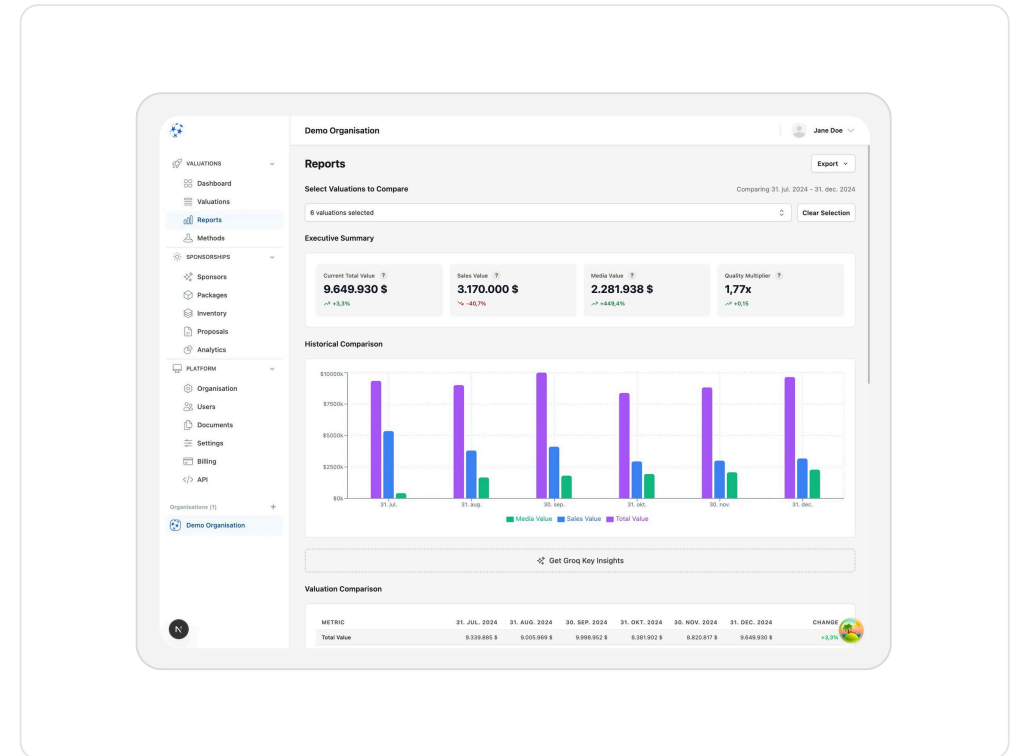
05 · GRADIENT AND FRAME

Brand gradient and transparent frame

The gradient runs from warm sand and pink through purple to light blue. The transparent frame is a thin, see-through border around content. They work together, and both are marketing devices, not app UI.



```
linear-gradient(238deg, #EBD6C7, #EEA4BC 24%,
#BE88C4 48%, #9186E7 66%, #92C9F9 83%, #C7F8FF)
```

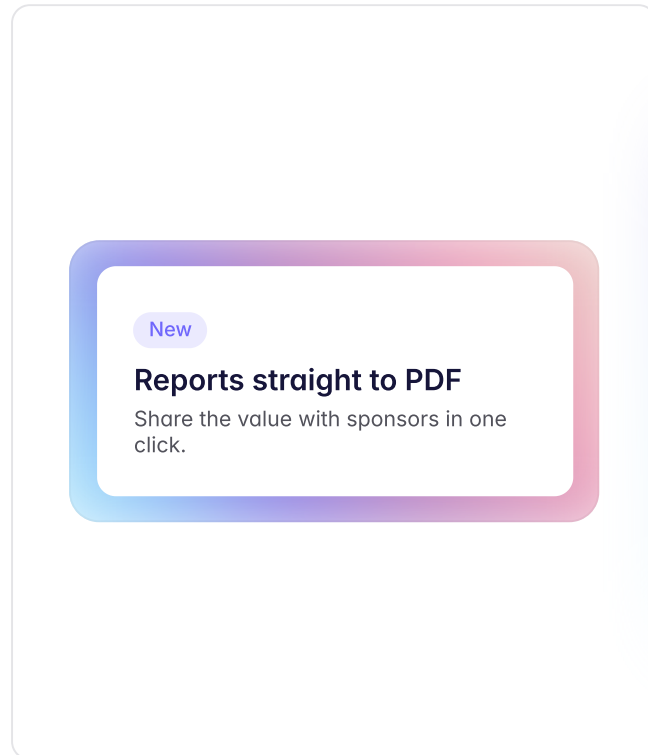


Transparent frame · radius 0.75–1 rem, background rgba(24,24,27,.05), padding 0.5–1 rem and a 1 px hairline. The content has a slightly smaller radius.

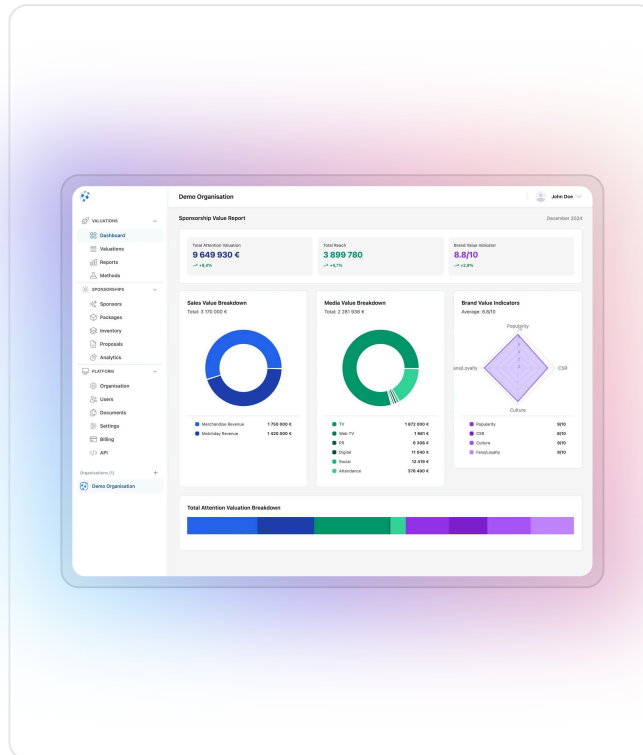
05 · GRADIENT AND FRAME

Three ways to use the gradient

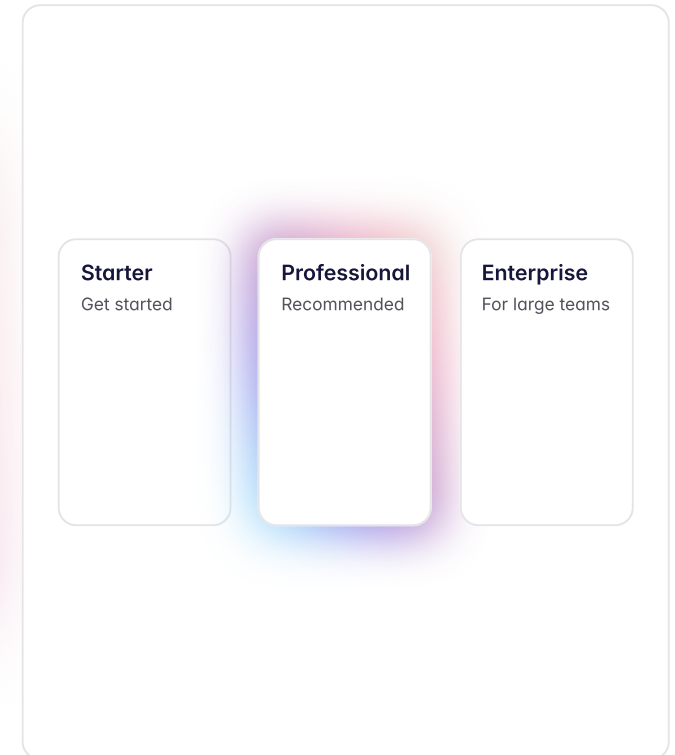
Use one gradient element per view and keep the background calm: white, Band Light or a light tint. Never use the gradient on the logo or buttons.



1 · Gradient frame · the gradient fills the frame around a white card. For text-based highlights such as an announcement or key message.



2 · Gradient glow · heavily blurred behind the transparent frame. The default for product images and screenshots.



3 · Gradient highlight · a tight glow around one card in a row, e.g. the recommended plan. One per view at most.

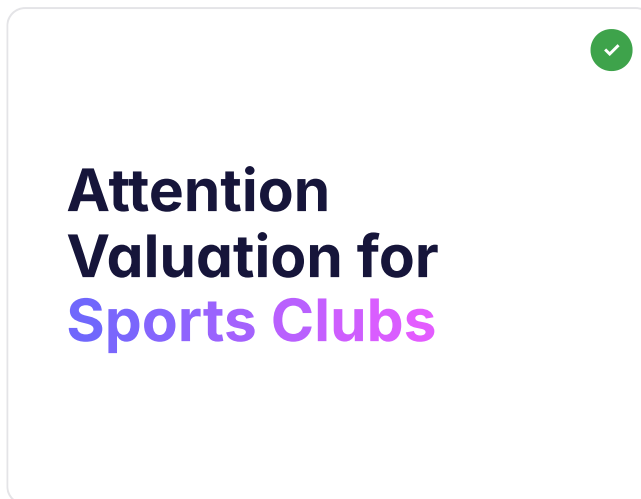
05 · GRADIENT AND FRAME

Gradient text

As a text effect, use a horizontal gradient from Purple to Pink. Use it only on one key word or short phrase in a large title, and at most once per view.

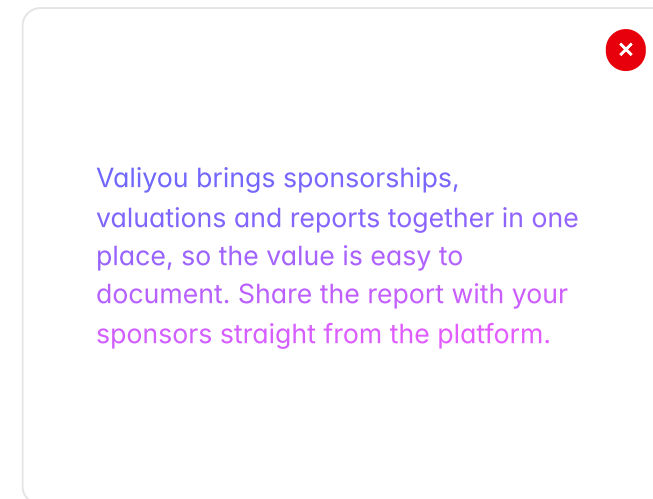
```
linear-gradient(90deg, #7067FC, #E35CFF)
```

✓ Do



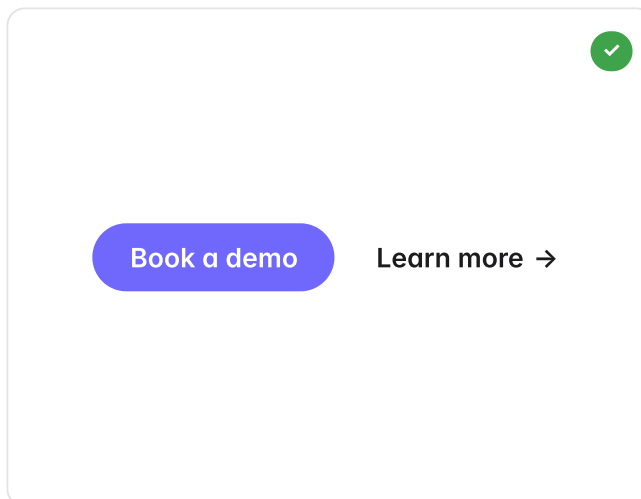
Gradient on one key phrase in a large title.

✗ Avoid



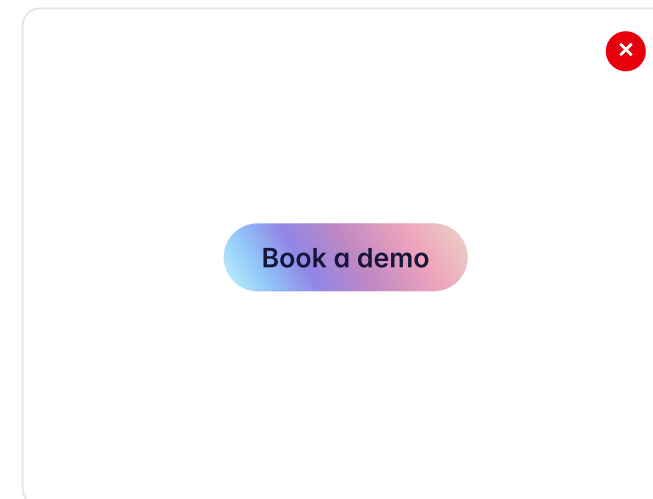
Gradient on body text or whole paragraphs.

✓ Do



Buttons in Purple, no gradient.

✗ Avoid

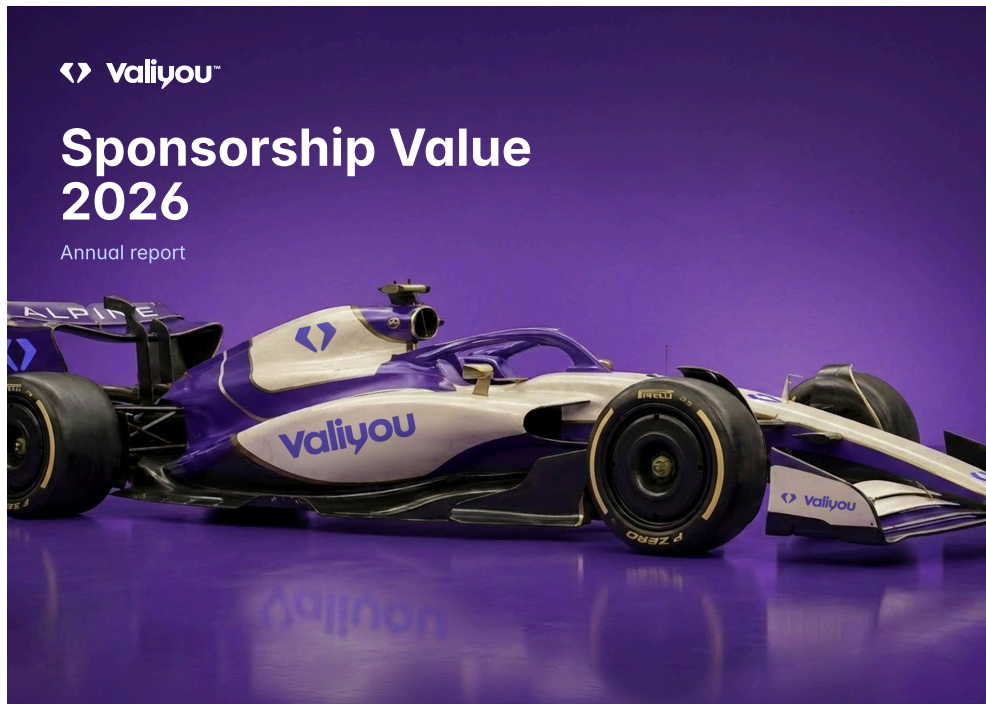


Gradient as a fill in buttons or the logo.

06 · IMAGERY

Cover images

Two cover images in the brand purple. The race car is the strongest, for covers that must make the biggest impact. Tennis is calmer and lets the content lead. Both take white text.



Race car · strongest · the title sits in the empty purple area in the top third. No text across the car.



Tennis · calm · text can go anywhere. The left side is the most natural place for the title.

06 · IMAGERY

Text on covers

Cover images are cropped, never edited. No filters, overlays or gradient on top of the image.

On the race car, text sits above the car, never across the bodywork, wheels or logos.

✓ Do



Short title in the top third.

✗ Avoid



Text across the car.

✓ Do



Tennis image cropped and untouched.

✗ Avoid

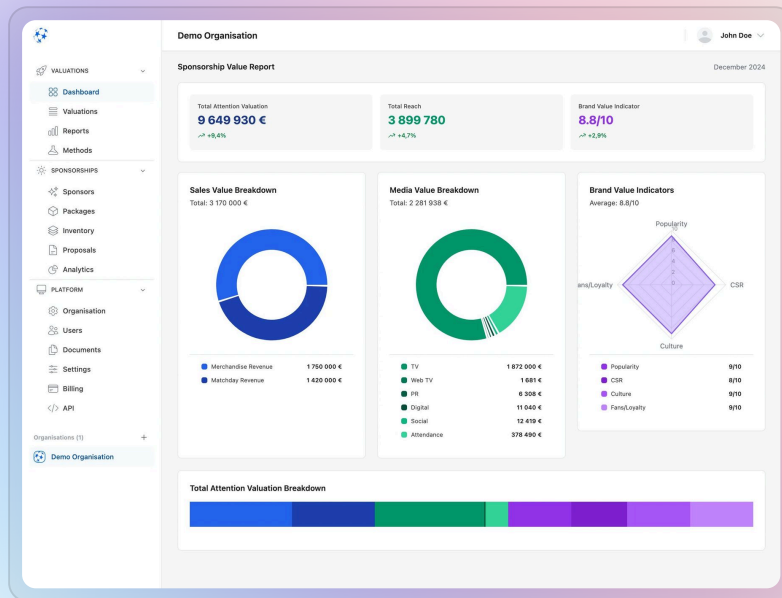


Gradient, filter or overlay on top of the cover.

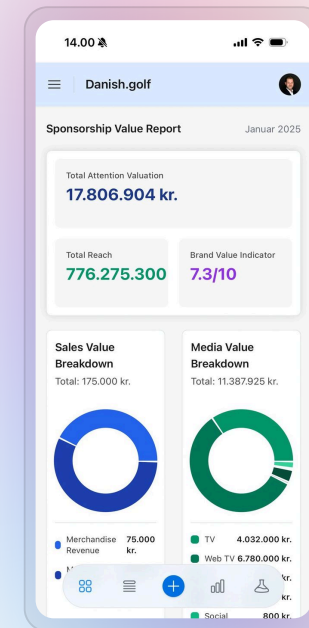
06 · IMAGERY

Product images: Dashboard and mobile app

Product images show the real platform. Dashboard and mobile app are the default whenever a single product image is needed. Show them unedited in the transparent frame with gradient glow.



Dashboard · the default for covers, hero sections and intro slides.



Mobile app · when the product is shown on a phone.

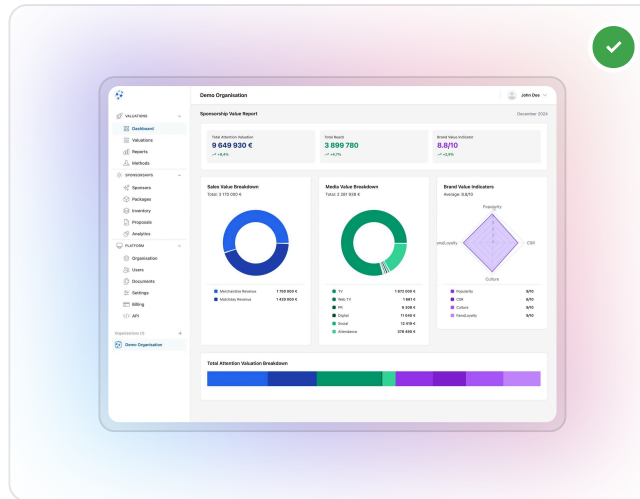
06 · IMAGERY

Light on light, dark on dark

Every product screen comes in a light and a dark version. Choose the one that matches the page.

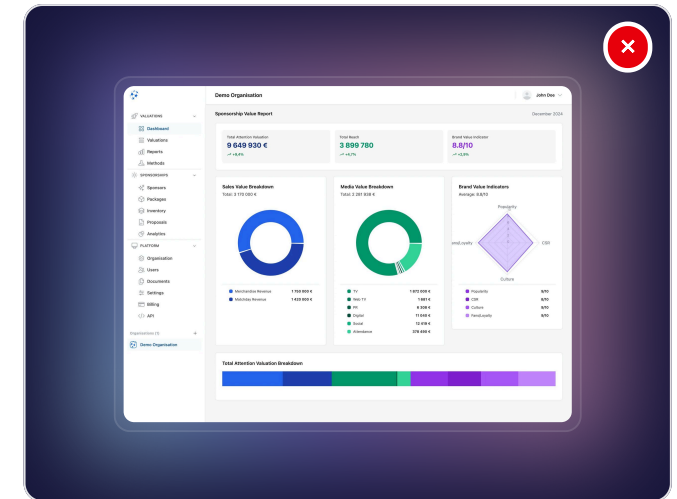
Use the images as they are. Do not change the data in them, and do not caption them with figures or customer names that are not in the screenshot.

✓ Do



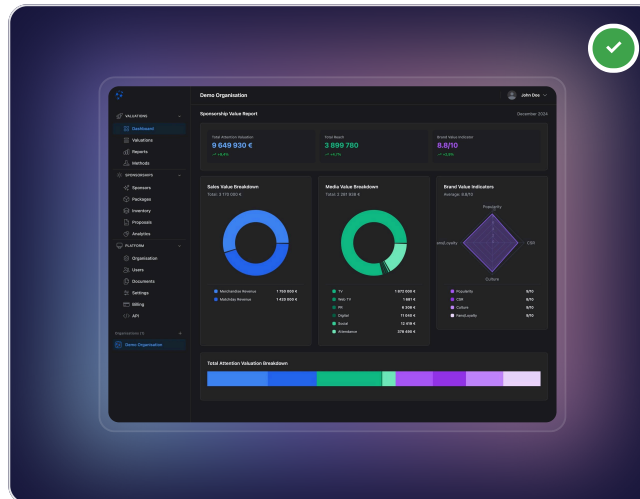
Light screenshot on a light page.

✗ Avoid



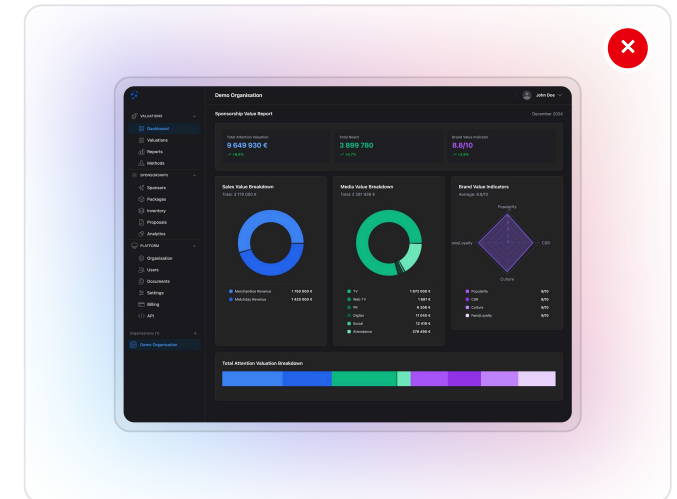
Light screenshot on a dark background.

✓ Do



Dark screenshot on a dark page.

✗ Avoid



Dark screenshot on a light background.

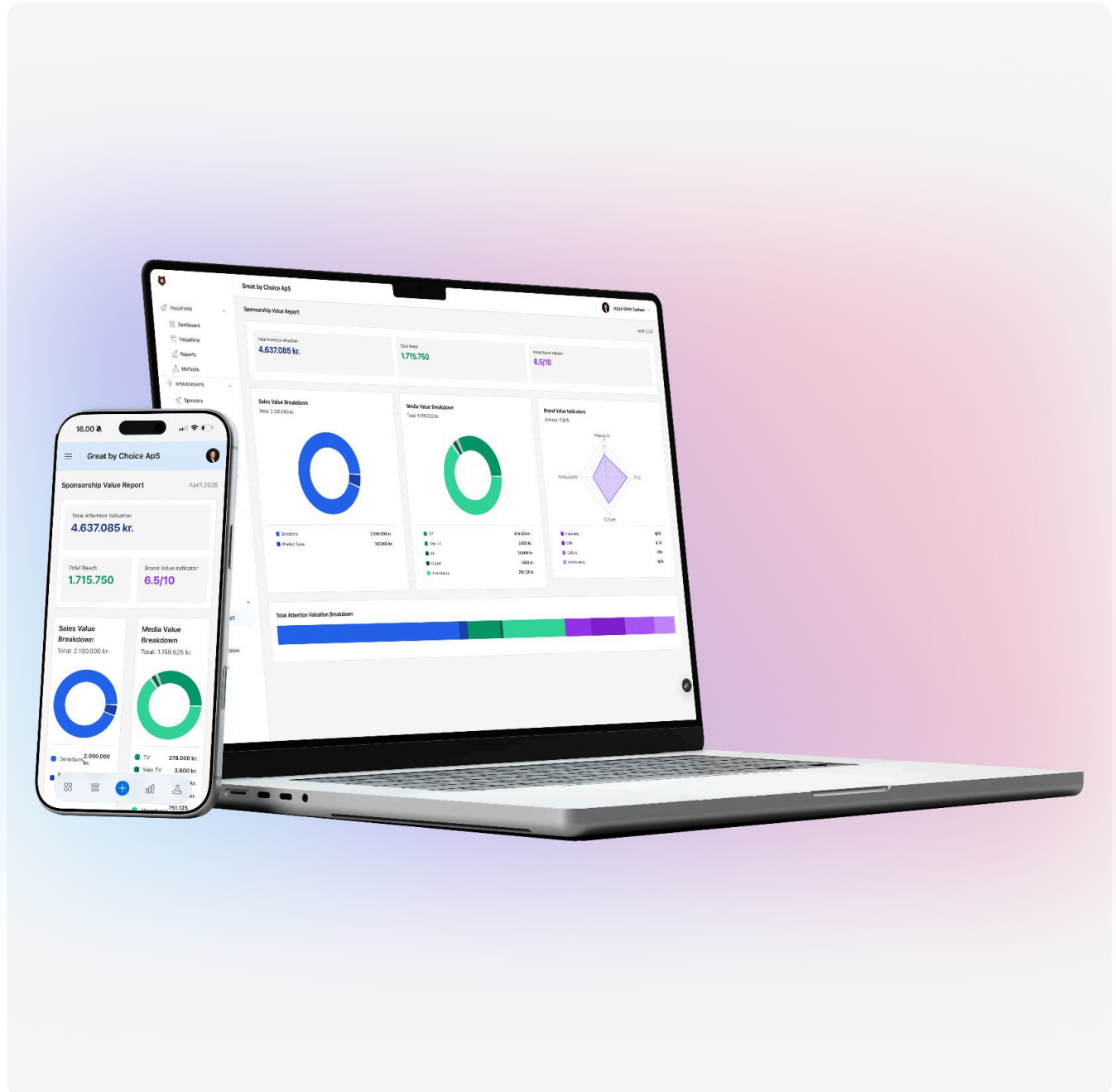
06 · IMAGERY

Device mockup

To show the product across devices, use the laptop and phone mockup.

Place it on a calm background, optionally with a gradient glow behind it. It may bleed off the edge.

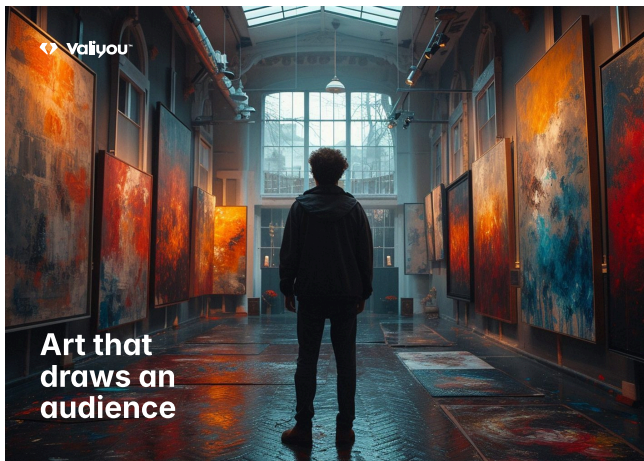
For a single screen, use the product image in the transparent frame. Do not build your own browser-window mockups.



06 · IMAGERY

Mood images in use

Mood images set the scene and show our customers' world. Use them large and with a clear job, never as small decorative thumbnails or a collage. Choose the image for the segment the material targets.



Full-bleed with text · text sits on a calm area of the image. White text on dark images, no overlay.

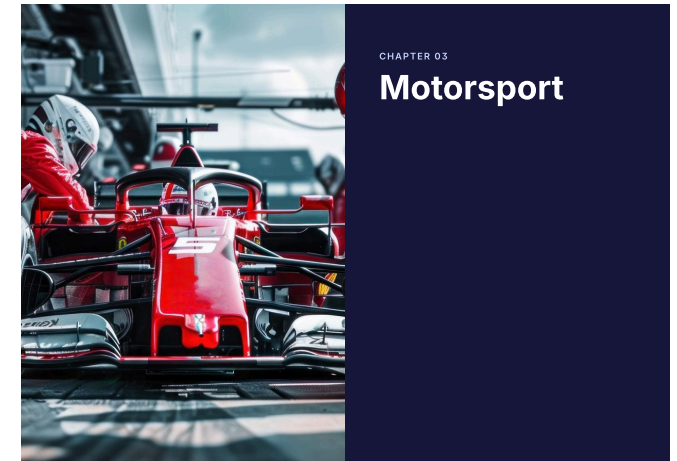


50/50 split · the image fills one half and bleeds off the edge. The subject is centred in its half.

BUSINESSES

Sponsorships for local businesses

An overview of sponsorships and their value, all in one place.



Section opener · one image per section with an eyebrow and a short title.

ONE IMAGE PER SEGMENT



Sports Clubs

Football, golf, equestrian, motorsport, esports, trail running



Businesses

Proposals under review and business owners at work



Influencers

Content creators, selfies and creative workspaces



Events

Exhibitions and gallery openings



Musicians

Live performances and jazz stages



Nonprofits

Volunteering, donations and portraits

06 · IMAGERY

Mood images are not customers

Mood images show atmosphere, not the product. The people in them are never presented as users, customers or case studies.

Crop freely, but never recolour or add filters, overlays or gradient.

✓ Do



Image untouched, white text on a calm area.

✗ Avoid



Navy or colour overlay on the image.

✓ Do



The image as atmosphere for the segment.

✗ Avoid



A quote or name that makes the person look like a customer.

06 · IMAGERY

Founders

Only the three founders are shown with photos, as three equal cards in a fixed order with the same crop. Use the photos only in team, about, investor and press contexts.



Mads Linnebjerg
Co-founder & CEO



Jeppe Sloth Carlsen
Co-founder & CTO



Mads Trondhjem Haakansson
Co-founder & CD

TEXT ONLY

Søren Meiling
Chairman of the board

**Kenneth Cortsen, Flemming Astrup,
Katja Grothe-Eberhardt**
Advisory board

Anyone other than the three founders is named with their role but never shown with a photo. Check valiyou.com/company if in doubt.

07 · ICONS

App icons

All icons are Heroicons v2 outline. The app uses a 0.5 px stroke. Each product area has one fixed icon, always used for that area and never for anything else.

 Valuations	rocket-launch	 Sponsorships	sun	 Platform	computer-desktop
 Dashboard	squares-2x2	 Sponsors	sparkles	 Organisation	cog-6-tooth
 Valuations	bars-4	 Packages	cube	 Users	users
 Reports	chart-bar	 Inventory	square-3-stack-3d	 Documents	document-duplicate
 Methods	beaker	 Proposals	document-text	 Settings	adjustments-horizontal
		 Analytics	chart-pie	 Billing	credit-card
				 Plugins	puzzle-piece
				 API / MCP	code-bracket

07 · ICONS

Marketing icons

The website, slides and other marketing material use a broader icon set with a 1 px stroke.

Which when? Use marketing icons when talking about the offer and the audiences. Use app icons when showing or explaining the app itself. Never mix the two sets in one view.

In marketing, Attention Valuation is always *megaphone*; the app uses *rocket-launch*. Do not show a product area and an audience with the same icon side by side.

PRODUCT AREAS



Attention Valuation
megaphone



Sponsorships
heart



Platform Management
adjustments-horizontal

AUDIENCES



Sports Clubs
user-group



Influencers
megaphone



Nonprofits
heart



Businesses (B2B)
building-office



Events
calendar



Musicians
musical-note



PART 4

The brand in use

Buttons, chips, panels, charts and slides. The building blocks that make the brand work day to day.

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08 · COMPONENTS

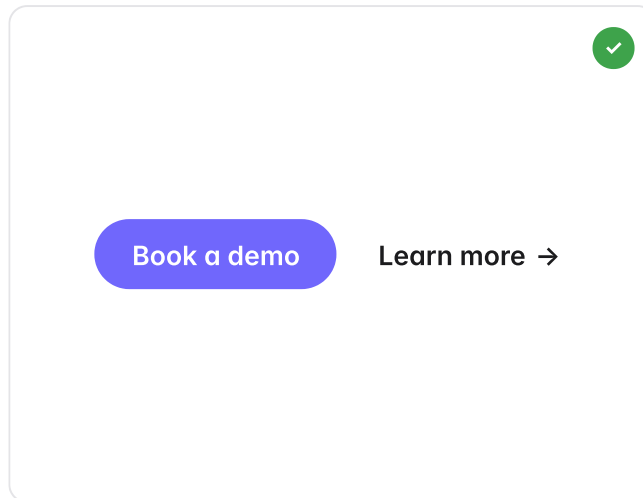
Buttons

A call to action uses at most one primary and one secondary button, primary first.

Primary: a Purple pill with white Semibold text, the same on light and dark.

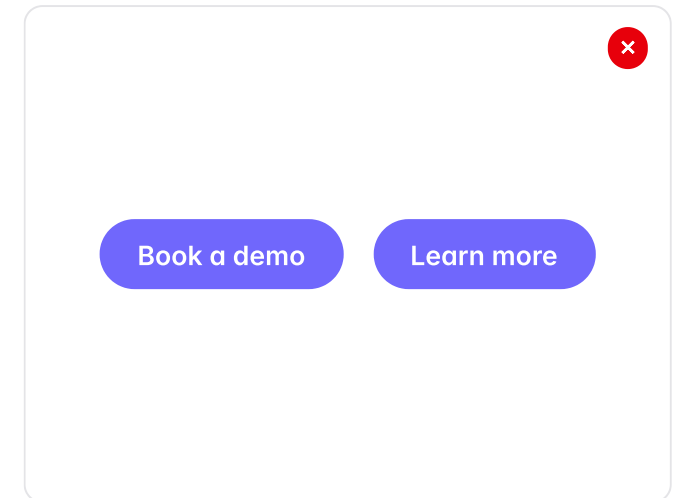
Secondary: a text link with an arrow →, no background or border.

✓ Do



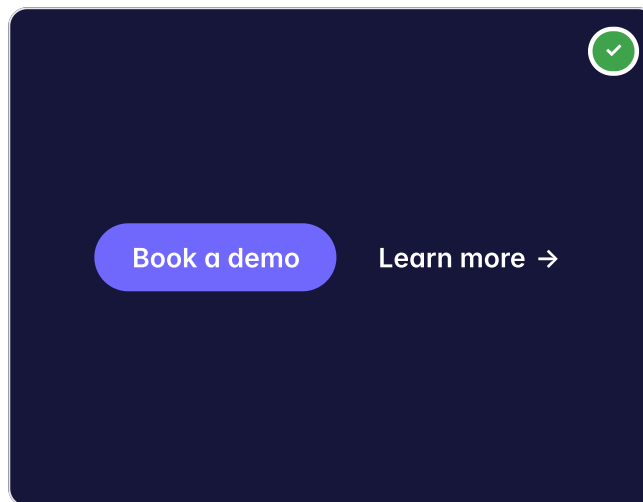
One primary and one secondary button.

✗ Avoid



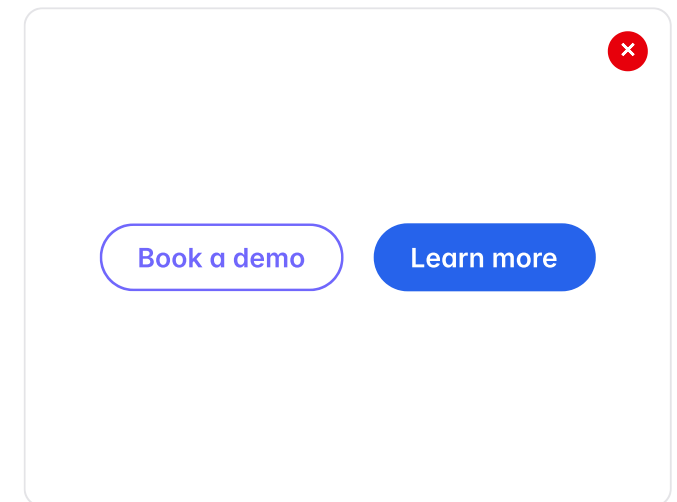
Two primary buttons in the same view.

✓ Do



On dark backgrounds the secondary is white.

✗ Avoid

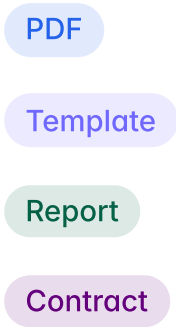


Outlined primary or other colours.

08 · COMPONENTS

Chips

The app uses exactly two chip styles, each built from one colour: a solid tone for text or dot and a light, transparent tint behind. Categories use accent colours; statuses use status colours.



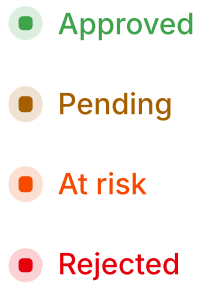
PDF

Template

Report

Contract

Text chip · default · solid-colour text on a pill-shaped tint (about 14%). For types, categories and tags.



Approved

Pending

At risk

Rejected

Dot chip · status · a transparent circle with a solid dot and text in the same colour. No background. For states in lists and tables.

08 · COMPONENTS

Bleed panel

A large rounded panel behind a block of text, e.g. a numbered list next to a title.

The panel bleeds off the page edge, with only the inner corners rounded. It keeps a margin top and bottom and takes half the width (50/50).

The fill is Navy Blue with white text, Light Blue Sky for secondary text and Purple for numbers. On dark slides, use a light Band Light panel.

THE PLATFORM

Three product areas. One platform.

01 Attention Valuation

Value attention across channels.

02 Sponsorships

Manage sponsors, packages and inventory.

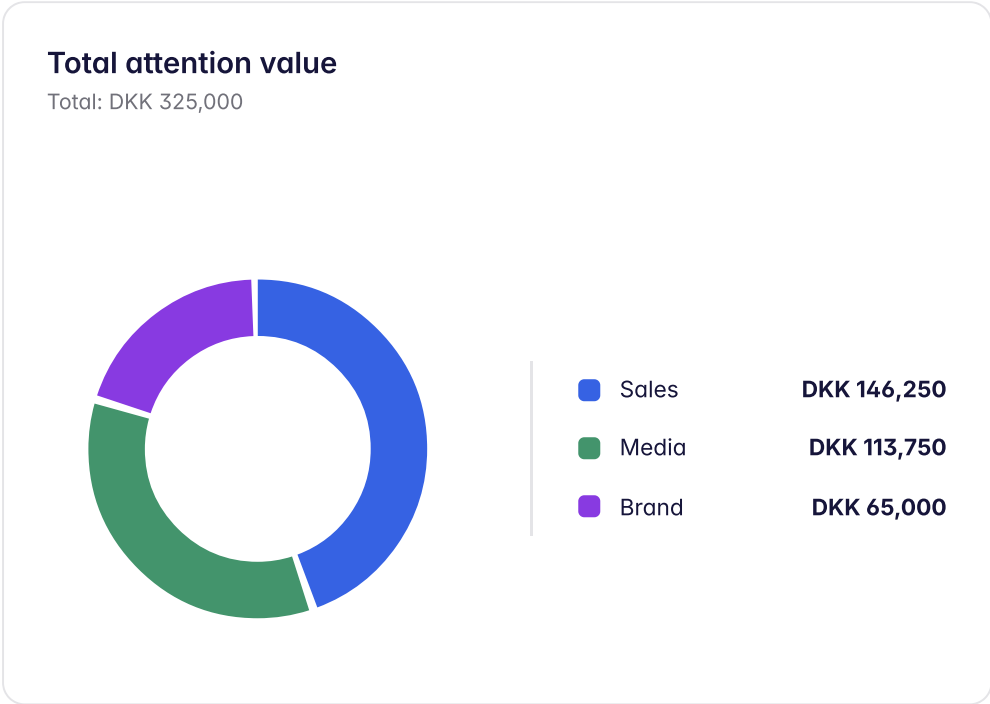
03 Platform Management

Users, documents and settings.

08 · COMPONENTS

Charts

Charts sit in white cards with a thin border and rounded corners. Valuation data has fixed colour families: Sales is blue, Media green and Brand purple. Other charts start with Purple, and Purple always means the positive.



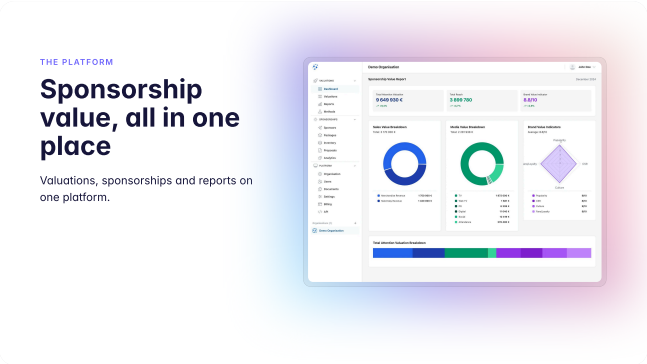
09 · PRESENTATIONS

Example slides

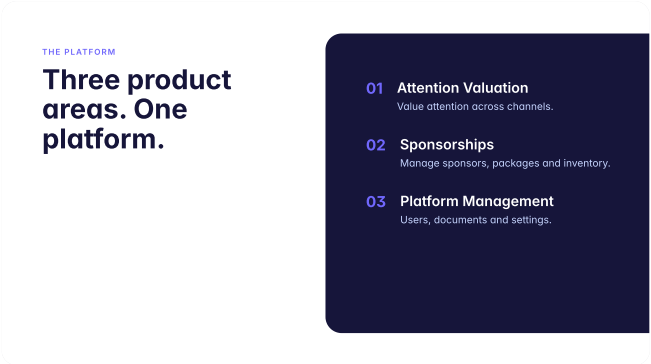
Decks can alternate light and dark slides in a steady rhythm, with dark for key messages and section breaks. Use the patterns where they fit, not on every slide.



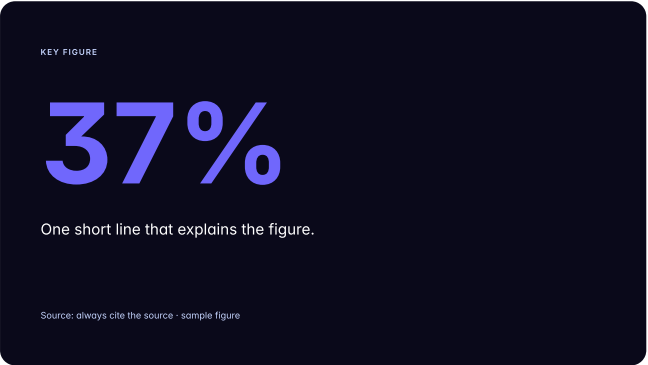
Cover · race car, White logo, title in the top third.



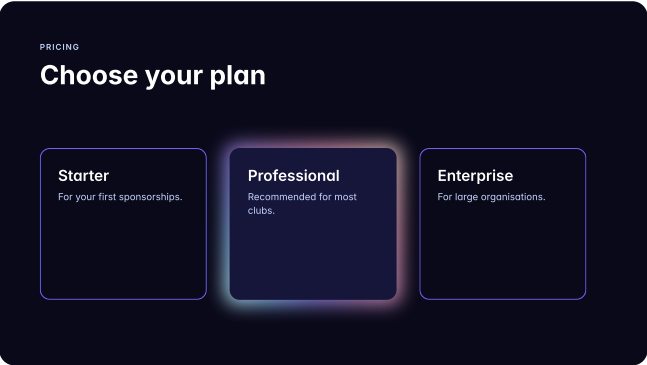
Light intro · eyebrow, Bold title, Dashboard with glow.



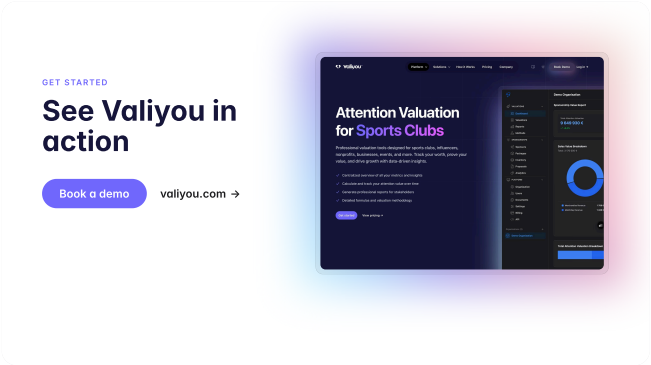
Numbered items · in a bleed panel, 50/50.



Big number · one figure in Purple with context and source.



Outlined cards · dark slides only, one card highlighted.



Closing · one primary button and the website in a frame.

10 · NAME AND TRADEMARK

The name Valiyou™

Write **Valiyou™** when referring to the company or product in copy. Never put the possessive on the trademark.

Legal name in footers and contracts: Valiyou ApS, CVR 44596180.

Product areas: Attention Valuation, Sponsorships and Platform Management. Plans: Starter, Professional and Enterprise.

✓ Do

Valiyou™ brings all sponsorships together.

The trademark in running copy.

✗ Avoid

Valiyou™'s platform does it all.

Possessive on the trademark.

✓ Do

Valiyou's platform does it all.

Possessive without ™.

✗ Avoid

VALIYOU · ValiYou · Valiyou.com

Other spellings, or the domain as the name.

10 · NAME AND TRADEMARK

Headline line and catchphrases

Valiyou™ has no fixed slogan. These lines are in use and are always written in English, exactly as shown.

Use at most one per piece, do not combine them, and do not present any of them as an official slogan.

New taglines are welcome as proposals, clearly marked as such until approved.

HEADLINE LINE

The All-In-One Sponsorship & Marketing Value Platform

Where the offer must be stated in one line: website hero, cover subtitle, intro slides and profile descriptions.

CATCHPHRASE

Where Attention Becomes Value

Closing slide, section opener or hero where a more evocative line fits.

CATCHPHRASE

Turns data into clarity, and clarity into value.

Same use as above. Choose one or the other.



valiyou.com

