

Veyron Jaxx Brand Kit

A practical identity reference for designers, partners and the website maintainer.

Identity and positioning

Veyron Jaxx is a synthetic electronic pop artist whose identity combines neon, emotion and futuristic visual culture. Keep the AI artist identity explicit; do not present the character as a documented human performer.

VEYRON JAXX

Use the original wordmark

Use the supplied final PNG artwork rather than typing a replacement. The core pack contains white and black FONT wordmarks and white and black BRDR variants from the source folder labelled Logo Final. Choose white on dark backgrounds and black on light backgrounds. Keep proportions intact.

Space and scale

The original guide specifies at least the height of the V as clear space, a minimum digital width of 120 pixels and a minimum print width of 35 millimetres for its framed geometry treatment. Treat these as conservative starting points and proof the actual final asset at its output size. For tiny placements, use a simple wordmark only if legible.

Do not stretch, skew, rotate, redraw, add shadows or invent gradients inside the logo. Do not set the framed mark over busy imagery. Do not use files from NO LONGER USED. Raster PNGs are not vector masters; obtain approved vector artwork before very large print or embroidery.

Colour and typography

Original website palette: near-black #0A0A0F, light text #EAEAEA, cyan #00C8FF and magenta #FF2ED1. These are source design values, not measured print ink specifications. Request printer profiles and a physical colour proof before production.

The current site adapts the palette for readable interfaces: background #09090F, text #F6F5F7, cyan #54DAFF and violet #B99AFF. This is a website treatment, not a replacement approval of the original brand palette.

The original guide proposes Orbitron with Montserrat, Eurostile Extended with Poppins, or Bank Gothic with Inter. The earlier website CSS uses Orbitron and Inter; the current static site uses Arial and Helvetica fallbacks with the original image wordmark. These are different contexts, not a confirmed new font mandate. Fonts are not bundled. Check licences before downloading, embedding or using commercially.

Imagery and voice

Use neon blue, magenta and violet lighting with a consistent face and restrained futuristic framing. Check every AI image for facial continuity, hands, anatomy, clothing and background artifacts before publication. Selected images are editorial curation, not evidence of individual approval by Shannon.

Write with clear electronic-pop language and retain the synthetic artist premise. Source phrases include “Rendered. Evolving. Electric.” and “Welcome to the Veyronverse.” Do not invent tours, awards, collaborators, stream counts or release chronology.

Provenance and use

Source references: Brand Guide 1.docx; About_Veyron1.docx; the Logo Final folder; and original-site/style.css, supplied in the Veyron Jaxx project. The source guide mixes practical rules with brainstorming; this kit separates those proposals from final artwork. This document is a curated operating reference, not a rebranding approval or a rights licence.

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