





About Vale

Vale is a premium pro-audio brand built for creators who demand clarity, reliability and refined performance.



From cables and microphones to speakers and studio equipment, Vale combines precise engineering, durable materials and understated design to deliver confident sound across every setup.



Boilerplate

300 CHARACTERS

Vale is a premium pro-audio brand creating cables, microphones, speakers and studio equipment for modern creators. Built on precision, reliability and refined design, Vale delivers professional sound tools engineered for consistent performance across recording, production and listening environments.

150 CHARACTERS

Vale creates premium cables, microphones, speakers and studio equipment, blending precision engineering, reliable performance and understated designs.

75 CHARACTERS

Vale creates premium pro-audio tools for clarity, control, and performance.





Brand Foundation

PURPOSE

To empower creators and audio professionals with tools that make every connection, capture and playback feel precise, dependable and intentional - so technology disappears, performance comes forward, and sound can be experienced exactly as it was meant to be.

MISSION

Vale designs and builds premium pro-audio products that unite acoustic performance, durable engineering and refined industrial design. Our mission is to give studios, creators and listeners reliable tools that perform consistently, integrate seamlessly and elevate every audio workflow.

VISION

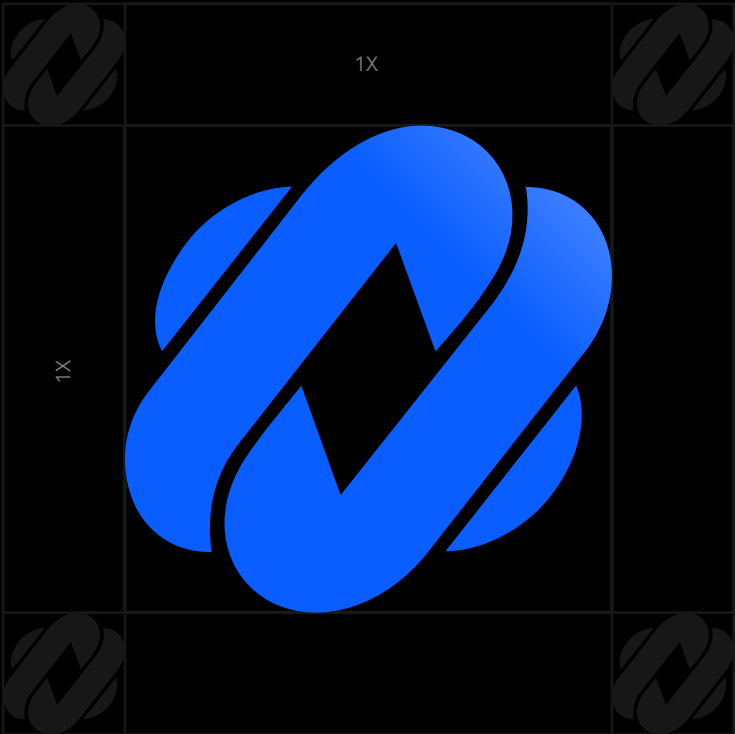
To become a defining name in modern professional audio - recognized for products that set a higher standard for sound, reliability and design. Vale envisions a future where exceptional audio tools feel as considered, intuitive and enduring as the work created with them.



Logo (Symbol)

The Vale symbol represents connection, continuity and signal flow through an interlocking form. Its balanced geometry reflects precision, reliability and control, while the central negative space suggests energy moving through a system - capturing the seamless performance of the Vale audio ecosystem.

The primary mark uses the Vale Signal Gradient, blending Signal Blue #0A5EFF at 70% with Pulse Blue #5D93FF at 30% at a 315° angle. The blue system conveys clarity, technology and controlled energy, while the diagonal transition introduces motion, depth and a distinctive Vale signature.





Approved Usage

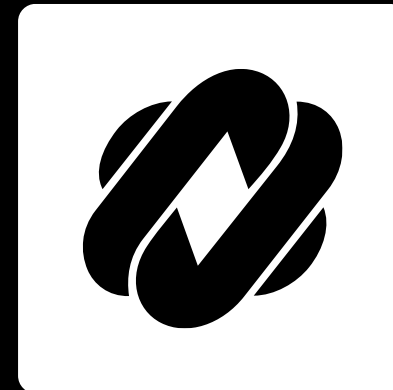
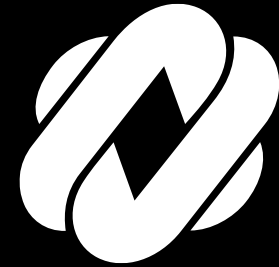
Prioritize the Vale Signal Gradient wherever color is permitted. Use pure black on light backgrounds and pure white on dark backgrounds. On products, adapt the mark to the finish: blackish grey on matte black, white on glossy black, and blackish grey or the gradient on white finishes.

SYMBOL USAGE

Use the standalone symbol on products, presentation headers, apparel, caps, app icons, favicons, social avatars, hardware badges and compact brand moments.

SIZE USAGE

Maintain a 1:1 ratio with 1x clear space. Use the symbol from 24 × 24 px minimum to 512 × 512 px maximum to preserve clarity and recognition.

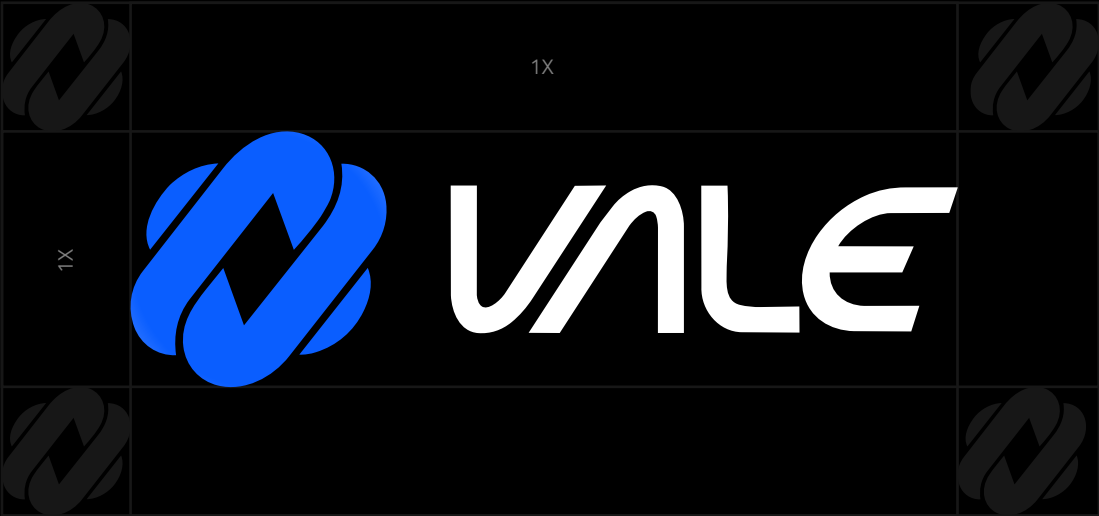




Full Logo

The Vale full logo combines the interlocking symbol with a custom wordmark to create a unified brand signature. The relationship between both elements expresses precision, continuity and confidence, balancing technical performance with a distinctive, premium visual presence.

The primary lockup uses the Vale Signal Gradient on the symbol—Signal Blue #0A5EFF at 70% and Pulse Blue #5D93FF at 30%, set at 315°. Pair it with a black wordmark on light backgrounds and a white wordmark on dark backgrounds for clarity and contrast.





Approved Full Logo Usage

Give priority to the Vale Signal Lockup, combining the blue gradient symbol with a black or white wordmark depending on the background. Monochrome black and white versions are approved when colour is unsuitable. Always select the version that delivers maximum contrast and visual clarity.

SYMBOL USAGE

Use the full logo across websites, digital platforms, packaging, campaigns, partnerships, apparel, documents, retail graphics and branded communications.

SIZE USAGE

Scale the full logo proportionally with 1x clear space around the lockup. Maintain a minimum digital width of 120 px; larger sizes may scale freely.





Incorrect Logo Usage





Incorrect Logo Usage Guidelines

- ✓ Never stretch, compress, skew or distort the Vale logo. Always preserve its original proportions when scaling across formats.
- ✓ Never alter the Vale Signal Gradient, including its approved colors, 70/30 balance or 315° direction within the symbol.
- ✓ Never recolor the symbol or wordmark with unapproved shades. Use only the defined gradient, pure black or pure white variants.
- ✓ Never rotate, flip or tilt the logo. Keep the approved orientation intact to preserve recognition, balance and brand consistency.
- ✓ Never rearrange the symbol and wordmark or change the spacing between them. Use only the approved Vale logo lockup artwork.
- ✓ Never modify the symbol geometry, wordmark letterforms or internal details. Always work from the official supplied master files.
- ✓ Never add shadows, glows, outlines, bevels, textures or decorative effects that change the logo's clean, precise appearance.
- ✓ Never place the logo on low-contrast or visually busy backgrounds. Choose the approved variant that remains clear and legible.
- ✓ Never crop, mask or obstruct the logo, and always respect its required clear space so nearby content does not reduce visibility.
- ✓ Never reproduce the logo below its minimum size or recreate the wordmark with another font. Use approved artwork at all times.



Typography

Google Sans Flex is a geometric variable sans-serif with a broad design space across weight, width, slant, optical size, grade and roundness. Its clean construction, flexible proportions and refined curves let it move between expressive display use and precise, highly legible interface typography.

LICENSING

Google Sans Flex is released under the SIL Open Font License 1.1, without Reserved Font Names. It may be used, embedded, modified and redistributed, including in commercial work, provided the license terms are followed. “Google”, “Google Sans” and “Google Sans Flex” remain Google trademarks.

WHY VALE?

Google Sans Flex gives Vale a precise, modern and highly adaptable typographic voice, balancing technical clarity with a premium, contemporary feel.

Aa



Typography

Vale uses Google Sans Flex across four hierarchy levels to maintain a consistent, technical and refined typographic voice. Weight, scale, spacing and rhythm should remain disciplined across every application to preserve clarity and visual hierarchy.

REGULAR

MEDIUM

LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz 1 2 3 4 5 6 7 8 9 0 . , ; : ! @ # \$ % ^ & * () _ - + =

Style	Weight	Size	Letter Spacing	Line Spacing
Titles	Light	30 – 50 pt	1 pt	1.25 x
Headers	Medium	15 – 30 pt	1 pt	1.25 x
Body / paragraphs	Regular	10 – 15 pt	0.5 pt	1.25 x
Captions	Regular	7.5 pt	1 pt	1.25 x



Color Palette

Vale's palette combines disciplined neutrals with vivid blues to balance precision, clarity and energy. Deep blacks ground the identity, grey supports hierarchy, white creates contrast, while Signal Blue and Pulse Blue introduce a distinctive technical character across digital and physical applications.

PRIMARY COLORS

Vale's primary palette combines Master Black, Reference White and Signal Blue to create a sharp, modern identity. Black adds depth and authority, white brings clarity and balance, while blue introduces energy, innovation and a distinctive visual cue across every brand application.

Chosen to balance precision, contrast and energy, these colors give Vale a premium technical character while staying clear, versatile and memorable.

Reference White

HEX #FFFFFF

RGB 255, 255, 255

CMYK 0, 0, 0, 0

Substrate / Paper White

Signal Blue

HEX #0A5EFF

RGB 10, 94, 255

CMYK 96, 63, 0, 0

PANTONE 285 C

Master Black

HEX #000000

RGB 0, 0, 0

CMYK 0, 0, 0, 100

PANTONE Neutral Black C



Supporting Color Palette

Vale’s supporting palette extends the core identity with Meter Grey, Console Black and Pulse Blue. The neutrals add depth, hierarchy and flexibility, while Pulse Blue introduces a softer burst of energy—giving the system more range across interfaces, packaging, products and branded environments.

WHY ARE THESE SUPPORTING COLORS?

Chosen to support the primary palette, these shades add hierarchy, depth and flexibility while preserving Vale’s technical, premium and cohesive visual language.

Meter Grey

HEX #7F7F7F
RGB 127, 127, 127
CMYK 0, 0, 0 50
PANTONE 8401 C

Console Black

HEX #171717
RGB 23, 23, 23
CMYK 0, 0, 0, 91
PANTONE 419 C

Pulse Blue

HEX #5D93FF
RGB 93, 147, 255
CMYK 64, 42, 0, 0
PANTONE 2718 C



Imagery Guidelines

Vale imagery should feel precise, cinematic and intentional. Use dark environments, controlled lighting, real materials and generous negative space to highlight product form, texture and performance. Every image should feel premium, technical and composed, never busy, generic or over-styled.

Dark, Controlled Environments Use deep, low-key environments that support Vale’s premium, technical character without feeling flat.	Purposeful Lighting Light with purpose. Use controlled highlights to reveal form, texture and detail without harsh glare.	Generous Negative Space Give the subject room to breathe. Negative space should create focus, hierarchy and a premium feel.	Authentic Materials Show authentic finishes, materials and textures. Avoid plastic-looking surfaces or artificial rendering.
Focused Composition Keep compositions clean and deliberate, with one clear focal point and minimal visual distractions.	Controlled Color Palette Favor Vale’s core blacks, greys, whites and blues. Avoid colors that compete with the brand system.	Product-Led Storytelling Capture products as engineered objects, emphasizing precision, build quality, function and detail.	Natural Human Presence When people appear, keep moments natural and purposeful, focused on craft, use and performance.











DESIGN PARTNER

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