

# MOONSHOT

## STUDIO

CORE VALUES

# Who is *Verixa*?

The things you want be known for and embody as a brand will be depicted through the set of determinant values or guides chosen here. These values will be exhibited throughout the creative process of your brand building journey as well as post launch.

AUGMENTED TRUST

Verixa is built not just to perform, but to earn belief. It replaces blind repetitive processes with accountable intelligence; every action traceable, every insight explainable. Trust here isn't requested; it's architected into the system. It doesn't just pass audits; it makes you feel ready for them.

SYNTHETIC EMPATHY

Though digital at its core, your brand is deeply human by design. Born from real-world pressure points, it doesn't mimic emotion; it models understanding. Every output is delivered with the sensitivity of someone who knows what's at stake. It listens like a peer, adapts like a partner, and never overwhelms - it empowers.

RIGOROUS SIMPLICITY

No jargon. No bloat. No fluff. Verixa distills deeply complex systems into clean, clear workflows - making regulatory reasoning intuitive without compromising technical depth. Simplicity here isn't about minimalism, it's about precision and accuracy.

UNCOMPROMISING PURPOSE

Never built for trends, vanity metrics, or venture theatre; It's a principled product - a response to systemic gaps in regulatory care. Every line of code, every design choice, every deliverable is rooted in one ambition: to inhibit an elevated sense of discipline that regulatory environments demand but few tools deliver.

BRAND PERSONALITY

Verixa is *cerebral*, assertive,  
empathetic, visionary, and grounded.

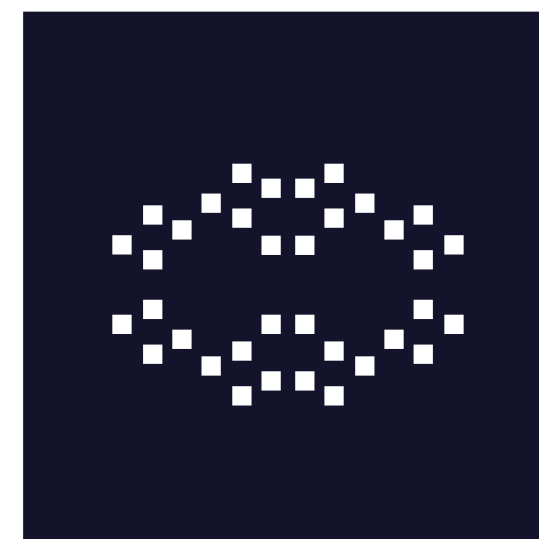
But you are never flashy, robotic, emotional, generic and aggressive.





Logo

PRIMARY LOGO / COMBINATION

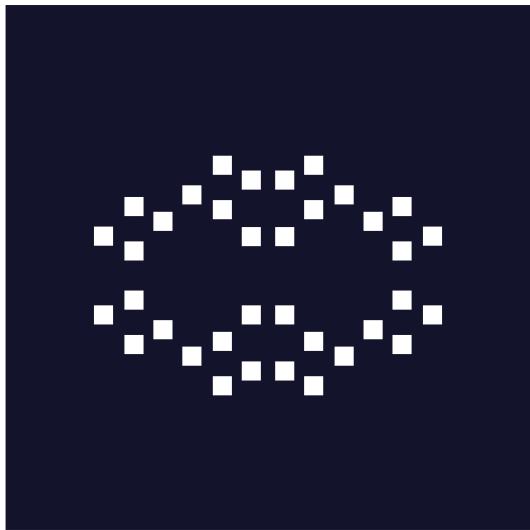


verixa

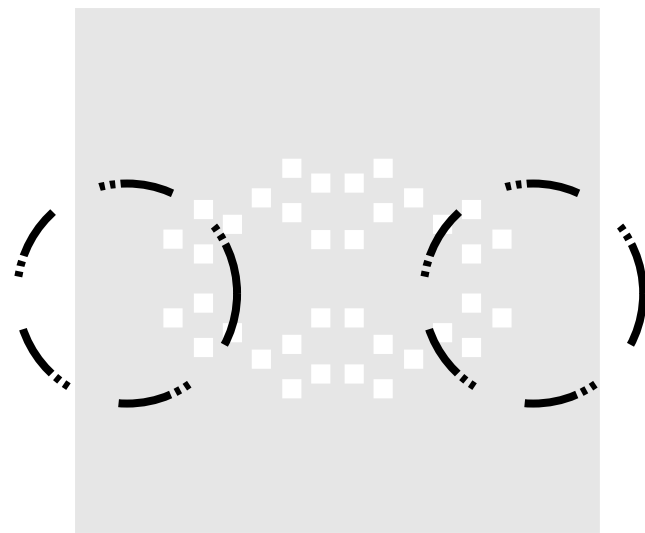
SECONDARY LOGO / WORDMARK

verixa

BRAND MARK



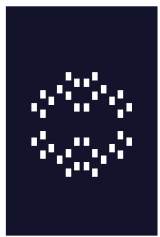




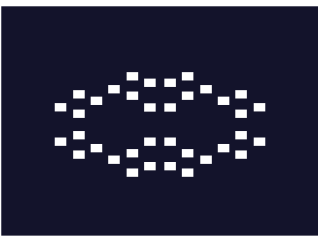
#### LOGO MEANING

This iteration is an ode to cognitive harmony; where analytical meets intuitive-ness. Inspired by the dual hemispheres of the brain, the design reflects a symbiotic relationship between reasoning and creative pattern recognition. The pixel-like sparks in the centre represent microbursts of insight: the brand's ability to detect, highlight, and resolve anomalies before they become risks. The symmetrical interplay of forms evokes neural connectivity. It positions Verixa not just as a regulator, but as a sentient partner that thinks alongside you. This isn't just an icon; it's a visual metaphor for sharp detection; the foundation that make Verixa an intelligent force in regulatory compliance.

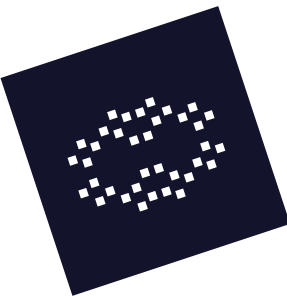
INCORRECT LOGO USAGE



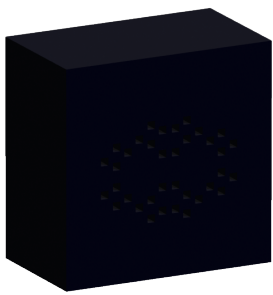
Do not squeeze



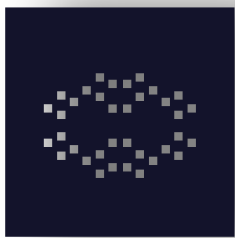
Do not stretch



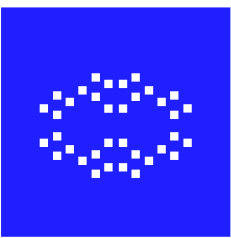
Do not rotate



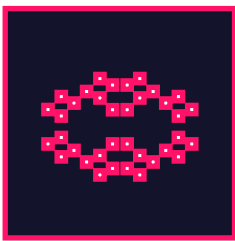
Do not extrude



Do not add shadow or glow



Do not change  
colour outside  
palette



Do not add stroke

Colours

# Base Colours

These are the colours that will be used most often and will help set the tone for your brand’s personality and overall vibe.



**MARIGOLD**

*Psychology: Optimistic, Approachable, Nurturing*



**STONE**

*Psychology: Balanced, Neutral, Credible*



**NOIR**

*Psychology: Precise, Authoritative, Focused*

---

# Accent Colours

These bolder colours are meant to be used for moments when you want to highlight something important and capture your audience’s attention. For example, you might use these colours for website buttons, sale announcements or adverts.



**VERMILION**

*Psychology: Attentive, Action, Energetic*



**FROST**

*Psychology: Calm, Open, Thoughtful*





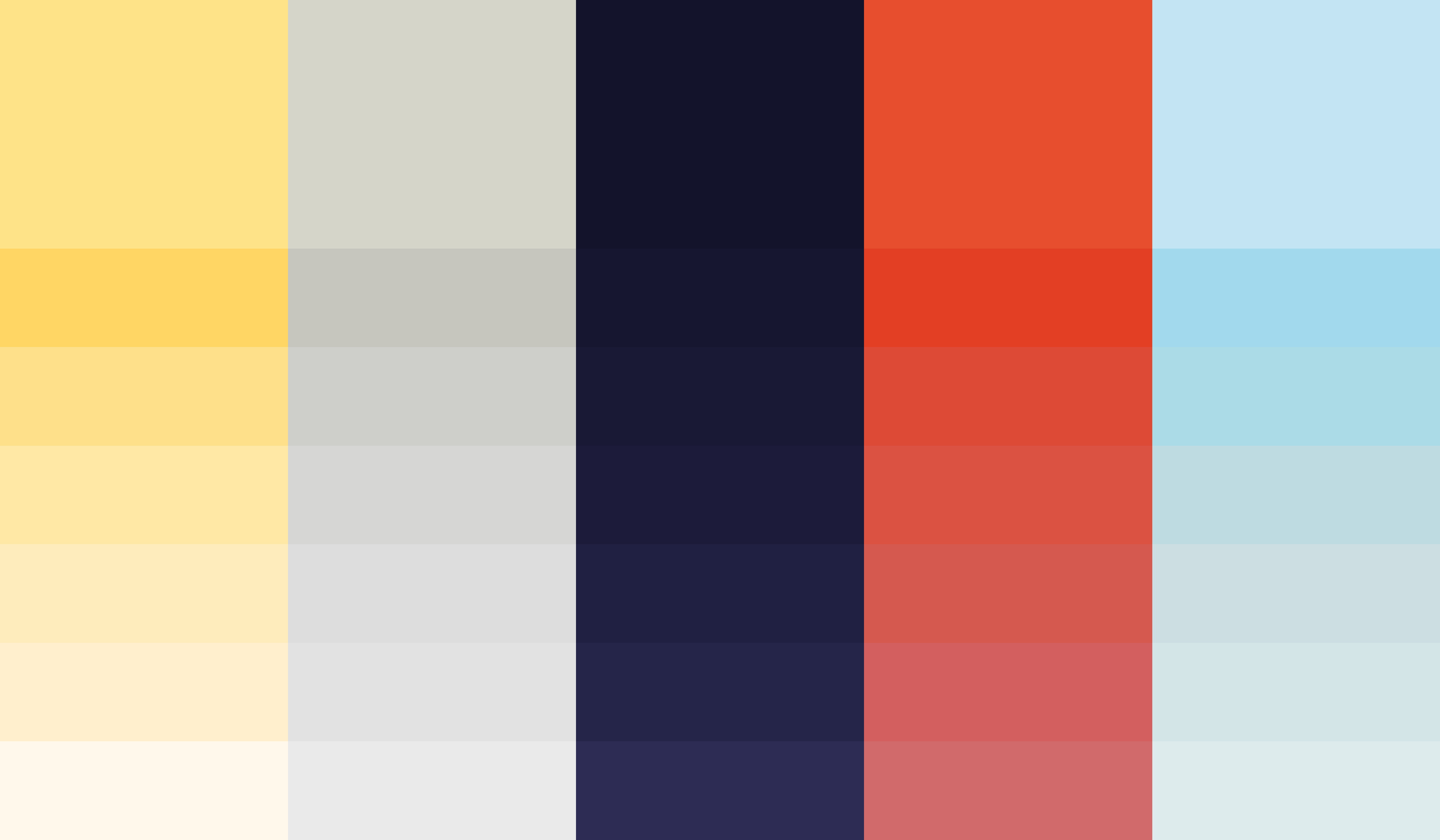
FFE388

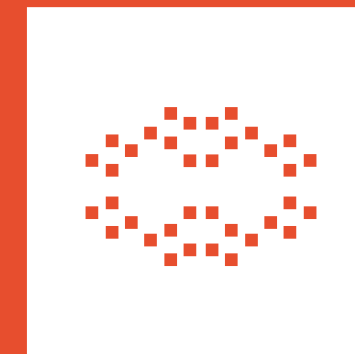
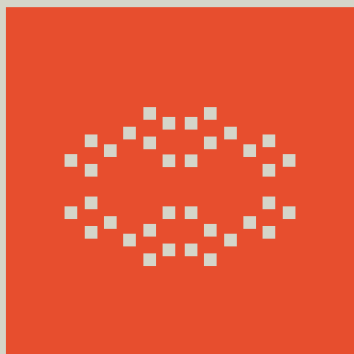
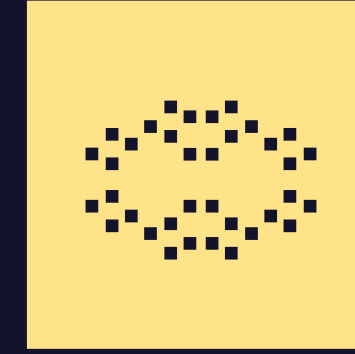
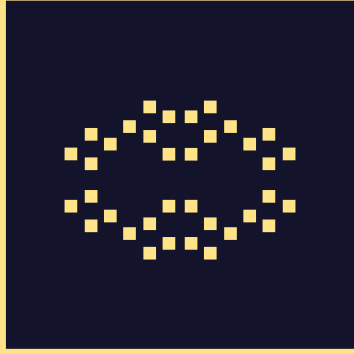
D5D5C9

I3I32B

E74E2E

C2E4F3





verixa

verixa

verixa

verixa



Typography



## Transforming complex compliance data into confident decisions.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

### TYPOGRAPHY

Logo - Recoleta Regular Demo

Heading - Adobe Clean Bold

Body - Adobe Clean Regular

Copyright Moonshot Studio 2024  
hello@studiomoonshot.co  
+91 9363941411  
Coimbatore