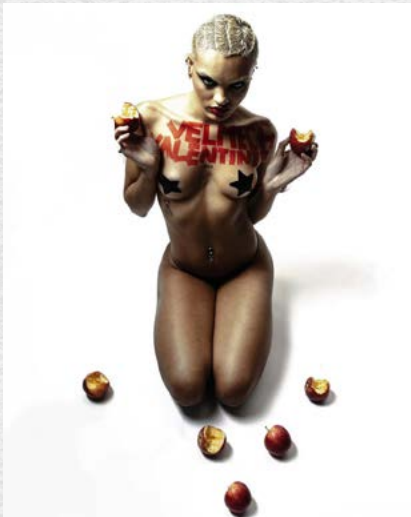


Welmech

Introduction

Velmech is a universe created by photographer Cassidy. Drawing from gothic aesthetics and esoteric symbols, it unfolds a mystical, dark, and powerful imaginary world. Each visual element contributes to the construction of a unique mythology, where shadow, the sacred, and the unknown intertwine.

Cassidy's photographs are an integral part of this universe: they depict raw, unrefined settings. Each image appears as a fragment of an occult narrative, a parallel world where appearances always conceal an unseen force.



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Main logo

The logo draws inspiration from Nordic runes and occult symbols. It merges the letters V and M from “Velmech” into a unique shape, reminiscent of a rune. This design evokes an ancient and esoteric emblem, reinforcing the mystical, dark, and powerful nature of the brand’s visual identity.

As a central element of the graphic universe, the logo is designed for use on prominent platforms such as banners, website headers, and digital advertisements.



Secondary logo

This extended version of the logo is an enlarged variation of the brand's visual identity, ideal for wide formats. It can also be used as a watermark on photographs, business cards, and other materials.

Use this version preferably when space allows, always ensuring optimal legibility and clear visibility.





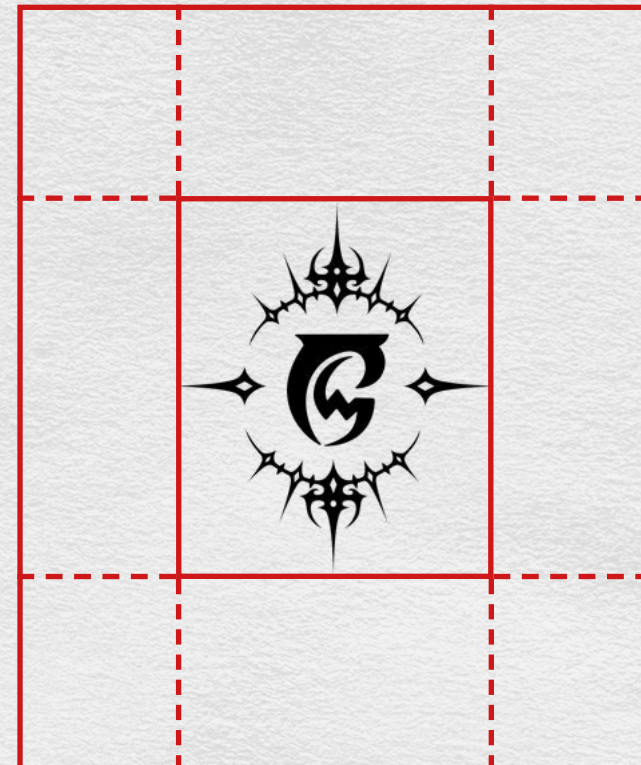
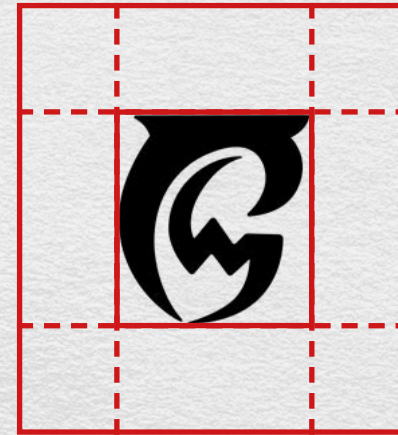
Velmech

Typography

This gothic-style typeface was designed to assert the brand's identity. It can also be used on textile items, such as t-shirts, to enhance the visual impact and reinforce Velmech's aesthetic universe.

Espace libre

Clear space ensures that typographic characters, images, or other graphic elements do not interfere with the legibility of our logo. No graphic element should encroach upon the border surrounding the logo. This space is defined as 50% of the logo's height on each side.



Consignes d'utilisation du logo



Maintain adequate spacing around the logo to ensure its visibility and clarity.



Use the logo in its original proportions. Avoid distorting or modifying it.



Ensure the logo remains legible by placing it on backgrounds that provide sufficient contrast.



Use high-resolution versions of the logo to ensure sharp reproduction across various media.

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Avoid placing the logo in cluttered or visually busy areas to preserve its impact.

Consignes d'utilisation du logo



Do not blur.



Do not add an outline.



Do not change the orientation.



Do not alter the image.

Primary font

The Cabazon typeface, inspired by gothic and blackletter scripts, embodies the mystical, dark, and esoteric dimension of the visual universe. Its angular and sharp design evokes strength, tradition, and ritual.

It will be used exclusively for titles, in order to establish a strong and instantly recognizable identity.



Cabazon

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr
Ss Tt Uu Vv Xx yX Zz

0123456789 !@#\$%^&* (

Secondary font

Skolar Sans Latin is a humanist sans-serif typeface that combines readability with elegance. It ensures smooth and modern reading for body text, providing a balanced contrast to the expressive and gothic Cabazon typeface.

Skolar Sans Latin

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Xx Yy Zz

0123456789 !@#\$%^&*(

