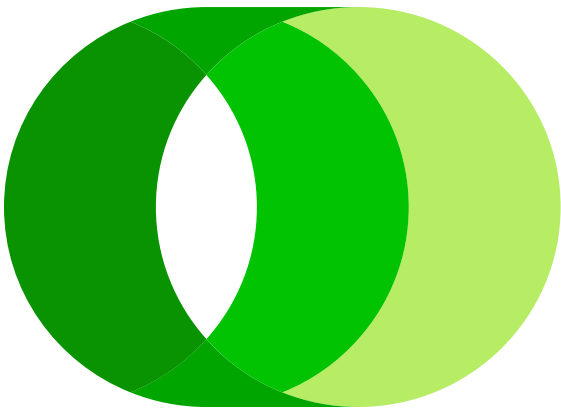


Brand Guidelines



OPENVPP

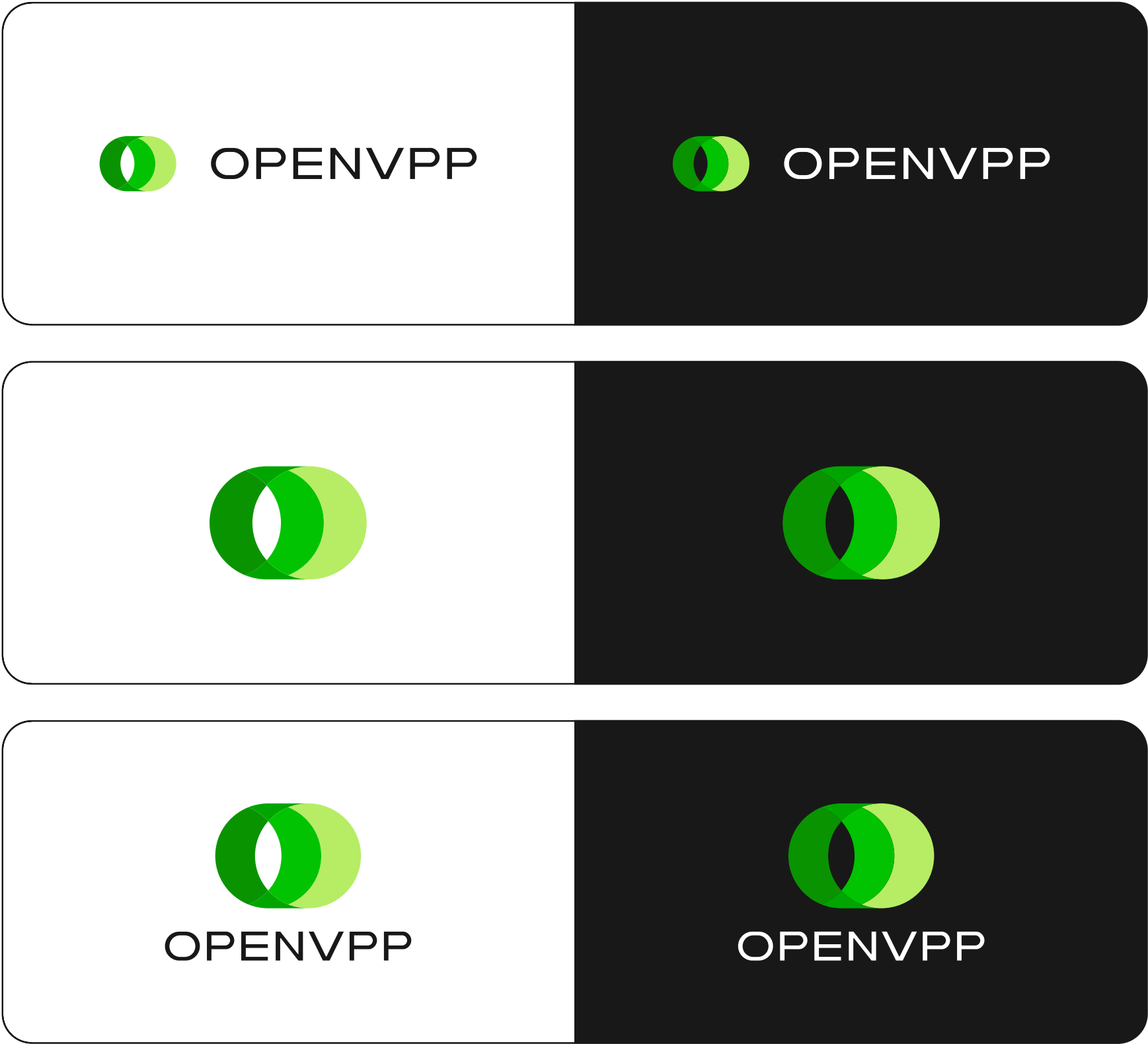
Defining X

X Is Derived From The White Space Height Inside The OVPP Oval Icon. Keep At Least X Amount Of Clear Space On All Sides Of The Logo. Do Not Place Text Or Graphics In This Area.



Logo Variations

Here Is Our Color Usage Guide For Logos That Maintain A Clear Consistency In Various Logo Medias And Backgrounds. The Logo Has A Primary Color Version That Is Used On A Light Background, As Well As An Inverted Option For Dark Backgrounds.



Color Palette

OpenVPP Colors

Here Is Our Color Usage Guide For Logos That Maintain A Clear Consistency In Various Logo Medias And Backgrounds. The Logo Has A Primary Color Version That Is Used On A Light Background, As Well As An Inverted Option For Dark Backgrounds.

Primary Color

VOLTAGE GREEN

HEX
#B7EE65

RGB
183 | 238 | 101

Primary Color

WHITE

HEX
#FFFFFF

RGB
255 | 255 | 255

Primary Color

BLACK

HEX
#181919

RGB
24 | 25 | 25

Secondary Color

SOLAR GREEN

HEX
#02C402

RGB
2 | 196 | 2

Secondary Color

GRID GREEN

HEX
#00A500

RGB
0 | 165 | 0

Secondary Color

POWER GREEN

HEX
#0B9300

RGB
11 | 147 | 0

Typo- graphy

OpenVPP Typography

OpenVPP Uses Plus Jakarta Sans For All Text. It’s Clean, Modern, And Readable At Every Size, Which Fits Our Energy And Infrastructure Focus. Use Bold And SemiBold For Headlines And UI Labels, Regular And Medium For Body Copy And Long-Form Docs. Keep Spacing Generous So Data And Technical Terms Stay Clear.

Primary Color

VOLTAGE GREEN

HEX
#B7EE65

RGB
183 | 238 | 101

Primary Color

WHITE

HEX
#FFFFFF

RGB
255 | 255 | 255

Primary Color

BLACK

HEX
#181919

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HEX
#02C402

RGB
2 | 196 | 2

Secondary Color

GRID GREEN

HEX
#00A500

RGB
0 | 165 | 0

Secondary Color

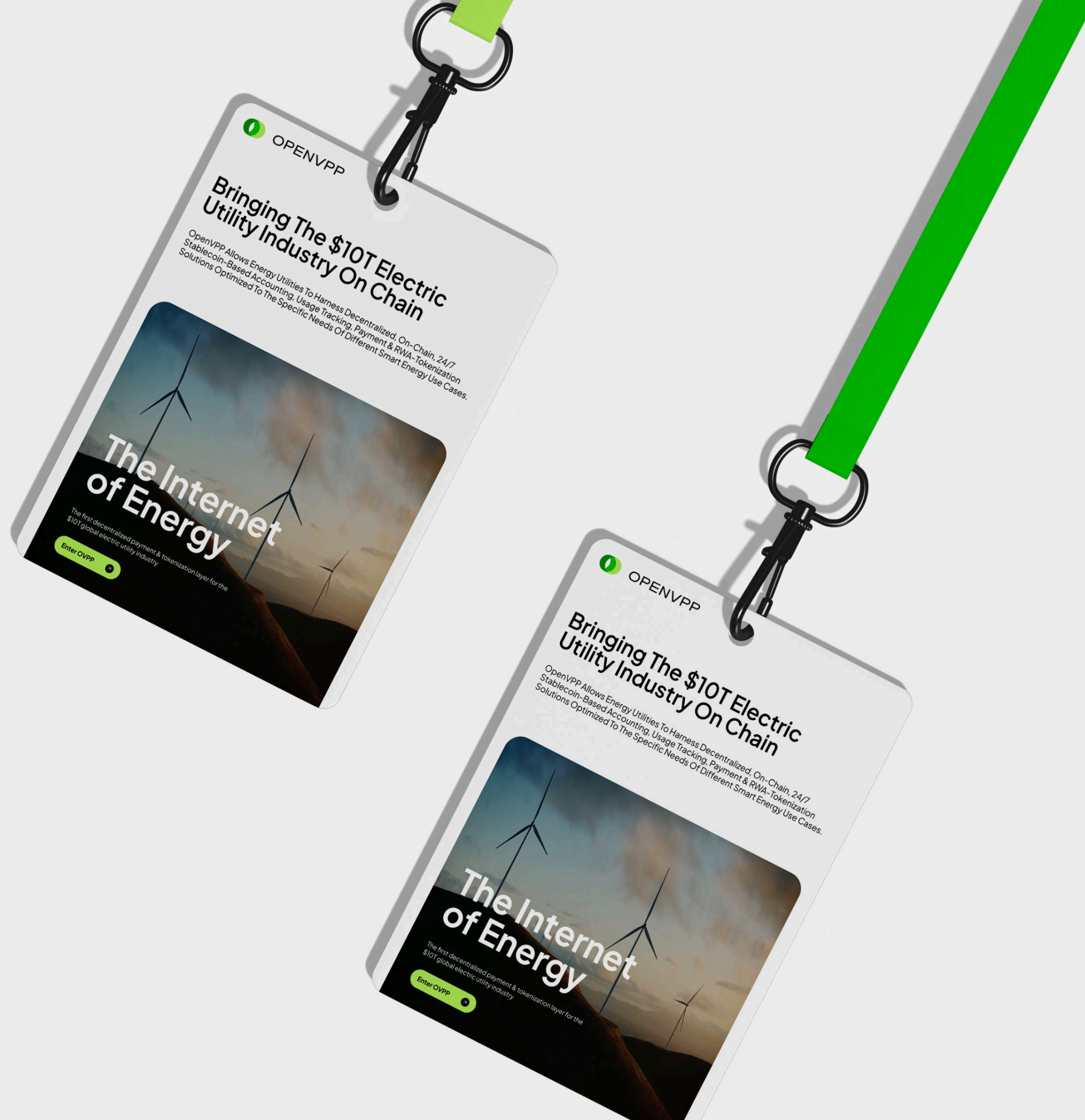
POWER GREEN

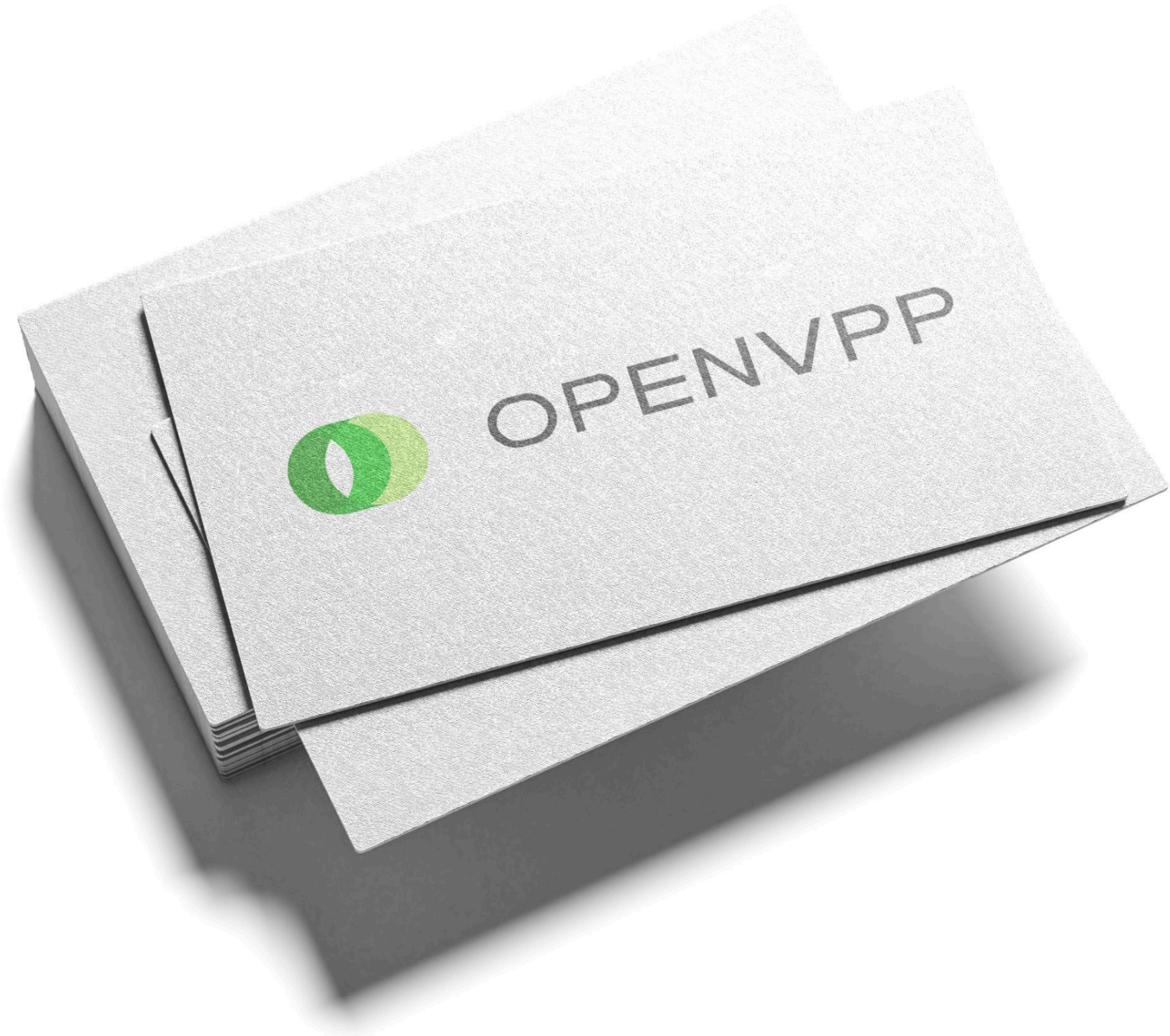
HEX
#0B9300

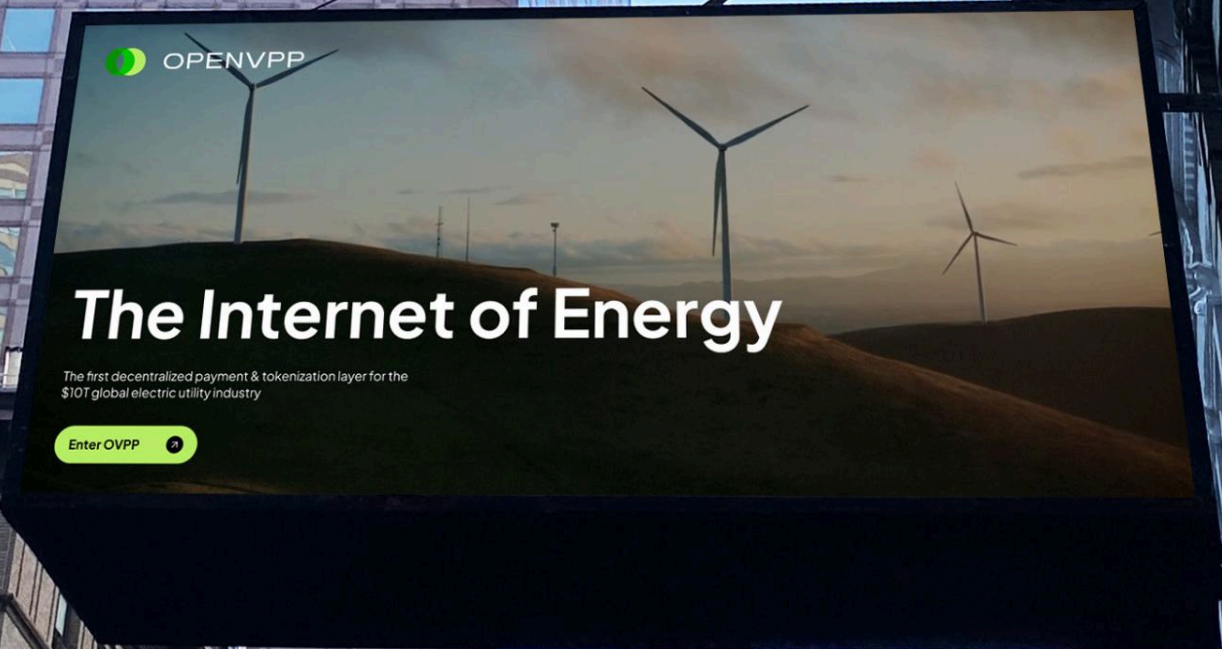
RGB
11 | 147 | 0


In The Real World

2025





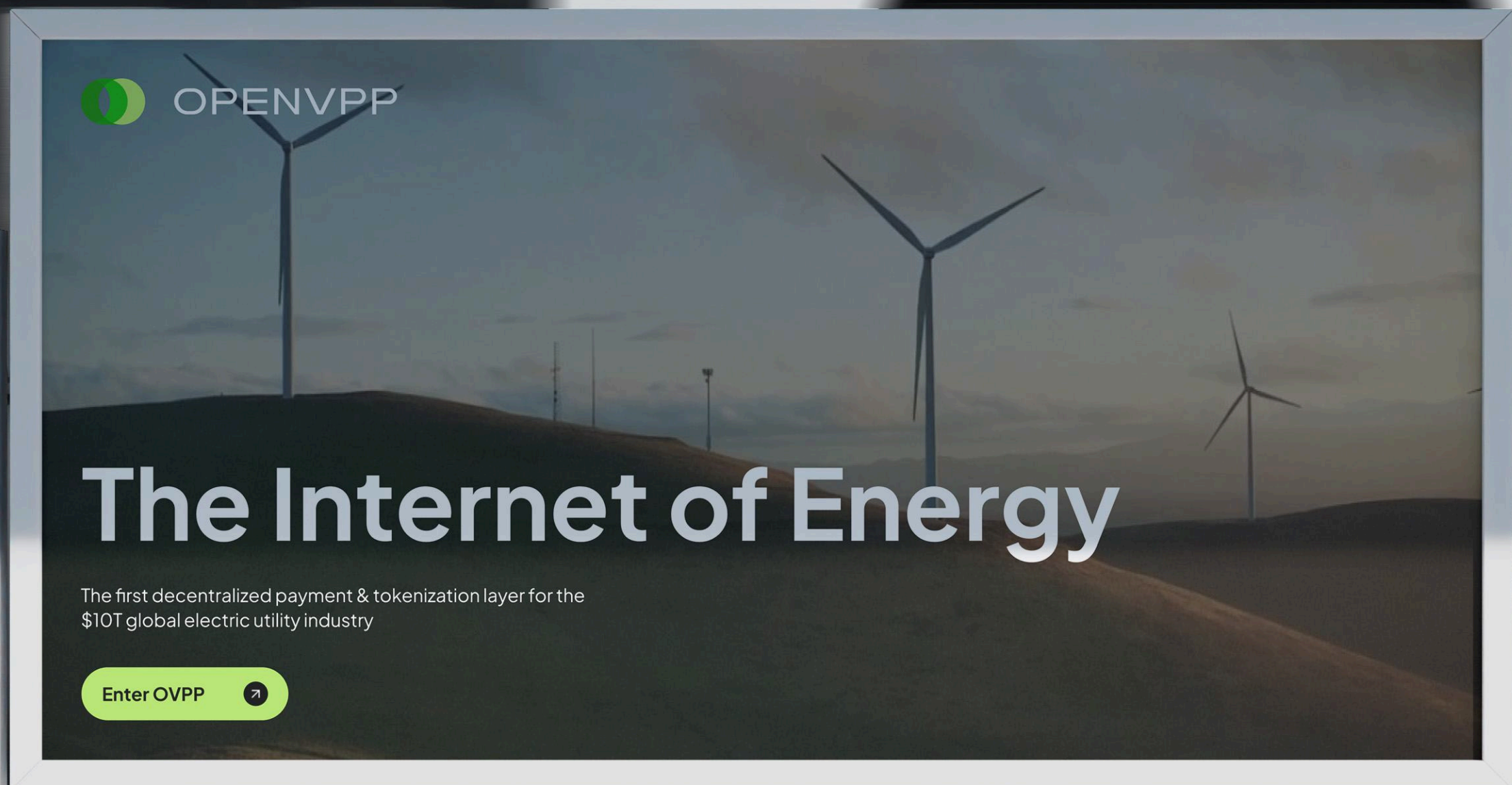


 OPENVPP

The Internet of Energy

The first decentralized payment & tokenization layer for the \$10T global electric utility industry

[Enter OVPP](#)



The billboard features a background image of wind turbines on a hill. In the top left corner, there is a small OpenVPP logo and the text "OPENVPP". The main headline "The Internet of Energy" is centered in large white font. Below it, a subtitle reads "The first decentralized payment & tokenization layer for the \$10T global electric utility industry". At the bottom left, there is a green button with the text "Enter OVPP" and a right-pointing arrow icon.