

Creative Branding

Brand Guideline



vulkan

vulkan

NOBLE METAL
FINISHING

Vulkan is the art of metal in its most refined form. An authentic metal skin that elevates materials into timeless statements.



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Identity

Voice

Every element of Vulkan reflects refinement. From the depth of real metal textures to the subtle interplay of light and shadow, details are never secondary, they are the essence.

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2025



intro

Welcome | Intro | Mission

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Message Welcome.

Essence

Vulkan

Vulkan is built on the pursuit of refinement. Every finish is more than surface, it is a statement of authenticity, crafted with the precision of true metal and the vision of timeless design.

Marc Heylen

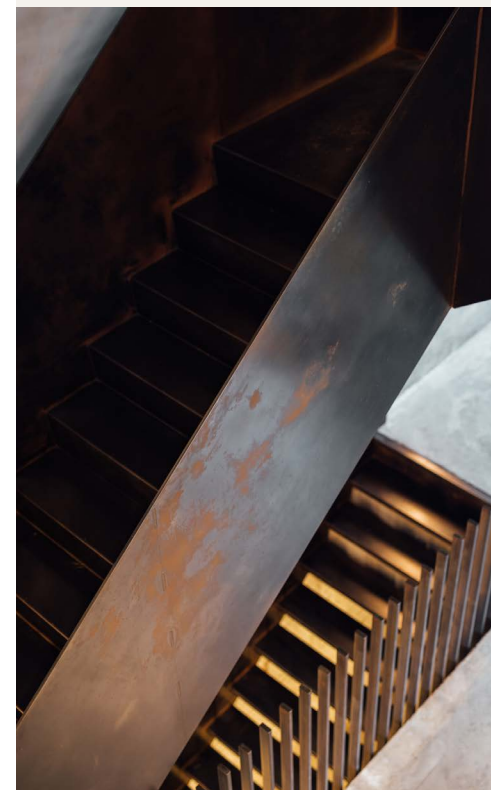
Founder & Master of Noble Metal Finishing

What began as a fascination for transformation evolved into a technique that gives materials a noble metal skin. Vulkan is where innovation meets craftsmanship, creating finishes that carry both strength and subtlety.

Details make perfection,
and perfection is not a
detail.

- Leonardo Da Vinci

”



Intro About.

Legacy

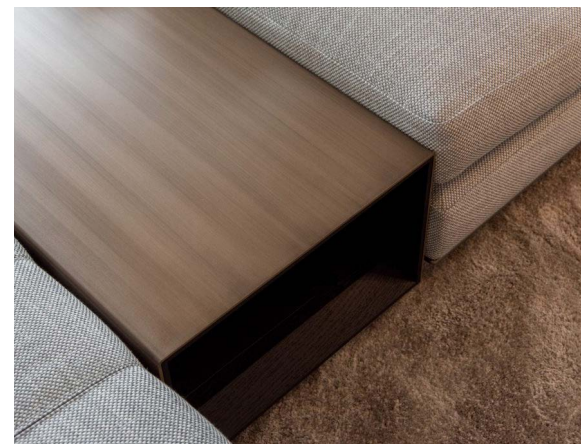
Vulkan

Vulkan transforms materials with an authentic layer of noble metal. Every surface becomes more than functional, it becomes a statement. Subtle, enduring, and crafted with precision, each finish embodies the timeless elegance of true craftsmanship.

Of research, refinement, and mastery.

20 years

What began as a bold vision has evolved into a unique finishing technique unlike any other. By uniting innovation with craftsmanship, Vulkan achieves a result that cannot be replicated: the quiet strength and understated grandeur of pure metal.



Infinite possibilities in tone, depth, and reflection.



Vulkan does not create objects, it transforms surfaces. Walls, furniture, and architectural elements are elevated with an authentic metal skin, redefining how materials reflect light, depth, and character.

Every application becomes more than surface: it becomes a transformation, where material gains presence, and detail defines design.

Company Mission.



Purpose

Vulkan

Vulkan exists to transform surfaces into timeless expressions of noble metal. Our mission is to merge innovation with craftsmanship, creating finishes that embody authenticity, refinement, and quiet power.

Authenticity

Every finish is made of pure, noble metal.

Excellence

We pursue perfection in every detail, uniting precision and artistry.

Longevity

Our work is designed to withstand time, not trends.



Logotype | Logomark | Spacing

logo

Type Logo.

Expressions

Application

The Vulkan logo is more than a signature, it is a visual embodiment of strength, refinement, and noble character. To ensure versatility across applications, the identity exists in four carefully designed variations.

The **Primary Logo** pairs the wordmark with the tagline Noble Metal Finishing for the brand's most formal expression.

The **Wordmark** offers a refined standalone option.

The **Icon "V"** distills Vulkan to its purest form, timeless and authoritative. Together, these variations ensure flexibility while preserving the brand's noble character.

The wordmark 'vulkan' is displayed in a bold, black, serif typeface. The letters are closely spaced, and the 'v' and 'k' feature distinctive, slightly irregular shapes that give the wordmark a handcrafted yet refined appearance.

The primary logo consists of the wordmark 'vulkan' in the same serif font, with the tagline 'NOBLE METAL FINISHING' centered below it in a smaller, all-caps, sans-serif font. The tagline is split across two lines: 'NOBLE METAL' on the first and 'FINISHING' on the second.


Logo Mark.

Our Logo

vulkan
NOBLE METAL
FINISHING

The primary Vulkan logo combines the wordmark with the tagline Noble Metal Finishing. This is the most complete and formal expression of the brand and should be used wherever possible to ensure recognition and consistency.

- Always pair the logo with sufficient clear space.
- Use only approved color variations.
- Do not alter or distort proportions.

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vulkan

Variations

To allow flexibility across different applications, the Vulkan identity exists in several variations. The Wordmark can be used without the tagline for more understated situations or when space is limited. The Icon “V” reduces Vulkan to its purest form, ideal for small-scale or highly minimal applications.

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Logo Space.

Clear Space

Vulkan Logo

To preserve the integrity of the Vulkan identity, the logo must always be surrounded by sufficient clear space. This ensures maximum legibility and prevents visual interference from other design elements.

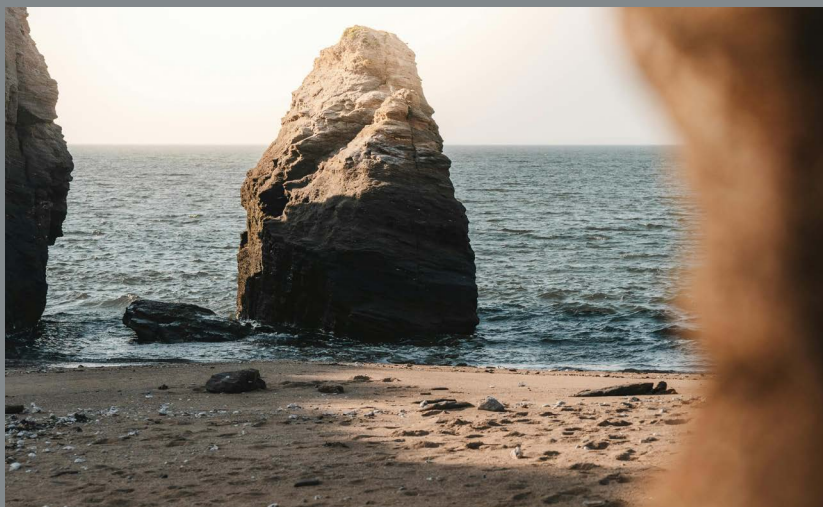
The minimum required clear space is defined by the height of the “V” in the wordmark. This measurement should be applied on all sides of the logo as shown in the grid.

No text, imagery, or graphic elements may enter this protected area. When in doubt, allow more space rather than less, the Vulkan identity is designed to breathe.

Grid



2025



Colors | Type | Image

typo

Brand Color.

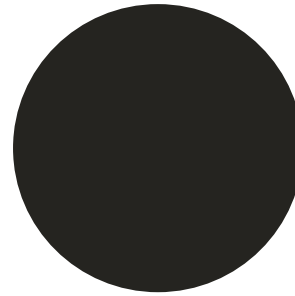
Color Philosophy

Vulkan

The Vulkan palette is inspired by noble metals and their transformations. Each tone reflects the depth, warmth, and refinement of materials shaped over time, from the intensity of oxidized surfaces to the softness of polished alloys. Together, they form a balanced system that embodies the essence of Vulkan: strong, timeless, and understatedly luxurious.

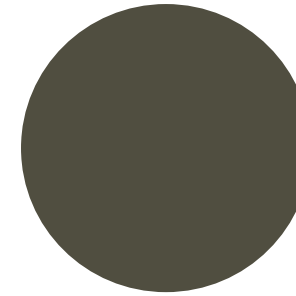
Usage

Onyx Black and Platinum White serve as the foundation of the identity, providing contrast and clarity. Bronze Patina and Zinc Grey offer balance and depth, versatile across different contexts. Copper Flame and Champagne Gold are used as refined accents, adding warmth, vibrancy, and a subtle sense of prestige when emphasis is required.



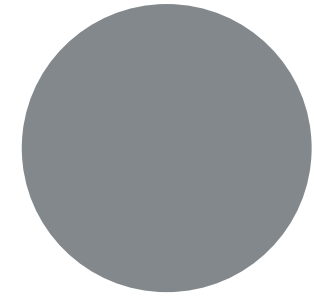
Onyx Black

Pantone Black C
HEX: #252420
R37 G36 B32
C71 M62 Y64 K78
Paper Fedrigoni
Sirio Color Rough Black



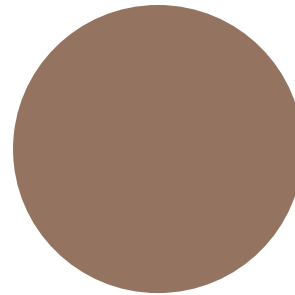
Bronze Patina

Pantone 7771 C
HEX: #504e40
R80 G78 B64
C55 M48 Y63 K46



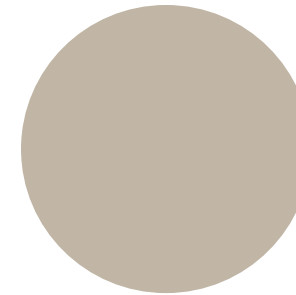
Zinc Grey

Pantone 7544 C
HEX: #82888b
R130 G136 B139
C50 M33 Y33 K15



Copper Flame

Pantone 4715 C
HEX: #947460
R148 G116 B96
C28 M51 Y54 K20



Champagne Gold

Pantone Warm Gray 3 C
HEX: #c1b6a6
R193 G182 B166
C24 M25 Y31 K3



Platinum White

Paper
HEX: #f4f1ec
R244 G241 B236
C5 M5 Y7 K0
Paper Fedrigoni
Arena Rough Natural

Brand Typography.

Font types

Vulkan

Typography is central to Vulkan's identity. It communicates refinement, authority, and clarity.

Abril Fatface

For headlines and statements. Bold, sculptural forms echo the strength of metal. Rooted in 19th-century design, it was once used for luxury and prestige, a legacy that aligns with Vulkan.

Brandon Grotesque Regular

Our subtitle font. Modern, versatile, and highly readable while remaining sophisticated.

Brandon Grotesque Light

For body text. Its lighter weight balances the boldness of Abril Fatface.

Usage

Headlines: Abril Fatface

Subtitles: Brandon Grotesque Regular

Body: Brandon Grotesque Light

AaBbCcDdEe

AaBbCcDdEeFfGgHh

Abcdefghijklmnopqrstuvwxyz
0123456789

Guideline Use Of Type.

Type face

Hierarchy

The Vulkan identity uses a clear hierarchy of typefaces to balance bold expression with refined readability.

Abril Fatface

Display type for impactful headlines.

Brandon Grotesque Regular

Primary font for sub heading.

Brandon Grotesque Light

Primary font for body text.

Heading.

Abril Fatface

Sub Heading.

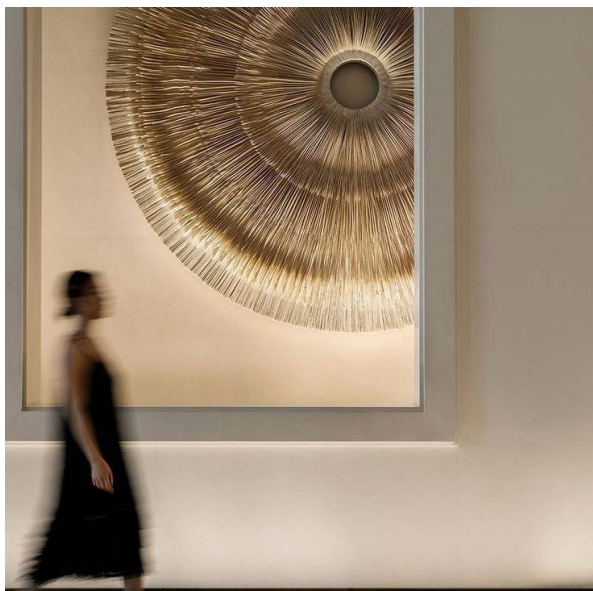
Brandon Grotesque Regular

Body.

Brandon Grotesque Light

Brand Imagery.





Aesthetics

Imagery

Vulkan imagery captures refinement, tactility, and timeless elegance. Photography should highlight noble materials, natural light, and subtle contrasts between softness and strength. Surfaces are always shown as elevated and architectural, never as decoration, but as integral to design.

1

Material Focus

Textures, reflections, and patinas are central. Close-ups should reveal the depth and authenticity of metal finishes.

2

Atmosphere

Use natural or soft light to create a calm, sophisticated mood. Shadows add depth and dimension, echoing the sculptural qualities of metal.

3

Context

Always set Vulkan within high-end environments: architectural spaces, refined interiors, or luxury yachts. Photography should inspire, showing how noble metal finishing becomes part of a lifestyle of distinction.

end.

Contact

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Creative Branding Manual
by Markant Marketing

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