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Brand guidelines

Content list

01.
Logo

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Brand logo

Our logo is more than a mark, it's a **signal**. It represents **who** we are, **what** we stand for, and **how** we show up. **Clean, confident, and deliberate**, our logo captures the spirit of a brand that **challenges convention and leads with clarity**.

The **full logo** is our **primary identifier** and should be used in most instances to ensure brand recognition.

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Usage Guidelines

Use the full logo for:
- Brand touchpoints where clarity and recognition matter
- Web, print, presentations, and external communications
- Primary headers and brand-led moments

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Brand Monogram

Our **monogram**, a bold "**P**", is a shorthand symbol of power, process, people, and progress. It's designed for moments where **space is limited** or a s**trong visual imprint** is needed.

Usage Guidelines

Use the monogram for:

- Favicons, app icons, watermarks
- Social media avatars or small-scale placements
- Internal swag or design where the full logo won't scale well
- Use the monogram (P) as a secondary mark when the full logo won't fit.

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Black and White

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Use the black or white version of the logo or monogram **only if absolutley necessary;** when **full color isn't possible.**

Usage Guidelines

Use the black logo on:

· Greyscale or monochrome print materials withlight backgrounds

Use the white logo on:

· Greyscale or monochrome print materials with dark backgrounds

Logo & Backgrounds

Always place the logo on **backgrounds** that ensure **clarity, contrast**, and **impact**.

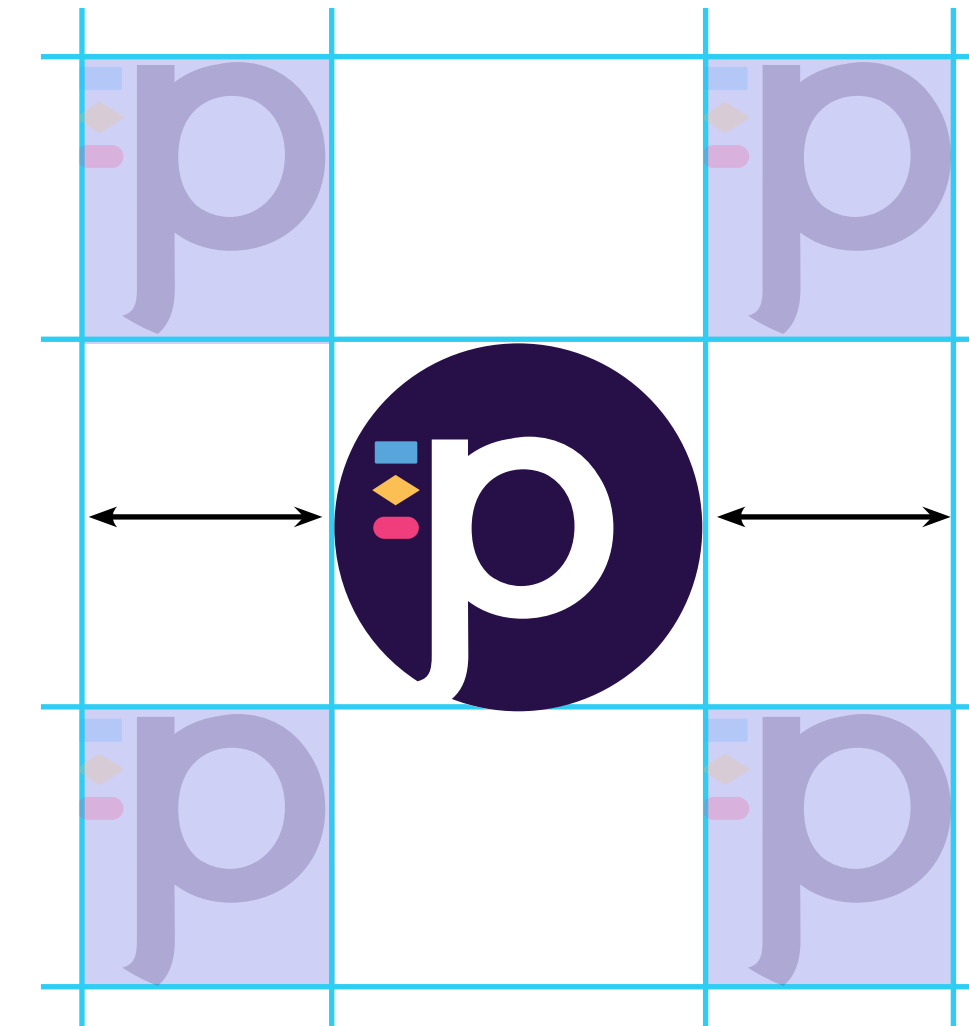Avoid busy, low-contrast, or off-brand backgrounds that **compromise legibility**.

Clear space & sizing

Ensure **adequate spacing** is given between the logo, and monogram, and any surrounding elements.

For both the full logo and the monogram the space aorund it should be **equal to or larger** than the size of the **P with the shapes**.

02.
Colour

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Brand colour

Midnight Purple

RGB: 42 9 73

CMYK: 91 100 31 45

Hex: #2A0949

Primary Colour

Midnight purple is our **power color**; **bold, unapologetic**, and **unmistakably us**. As the foundation of our visual identity, it represents **strength, transformation**, and the **confidence** to challenge convention.

Use dark purple to:

- Ground our visuals with a sense of **depth** and **authority**
- Create **contrast** that amplifies our message and defies the ordinary

This color isn't subtle, and that's the point. Use it with **intention**, clarity, and the **confidence to stand out.**

Brand colour

Blue

RGB: 66 175 246
CMYK: 62 18 0 0
Hex: #42AFF6

Green

RGB: 38 235 186
CMYK: 59 0 42 0
Hex: #26EBBA

Pink

RGB: 255 60 123
CMYK: 0 89 25 0
Hex: #FF3C7B

Yellow

RGB: 250 190 85
CMYK: 1 27 77 0
Hex: #FCBF54

Secondary colours

Our secondary color palette brings dimension, contrast, and momentum to the brand. These aren't soft supporting roles, they're strategic tools used to emphasize and energize.

Use secondary colors to:
- Create bold, differentiated **backgrounds** that break visual monotony
- **Amplify headlines** with contrast and character
- **Power CTAs** with clarity and confidence, choose the color that best aligns with the message's tone (e.g., pink for emotional impact, green for progress, blue for trust, yellow for urgency)

These colors are made to stand out, use them with purpose, not decoration. Let them carry the message, not just color the page.

Accessibility Note:
Tonal variations of these colors can be used to improve contrast and readability when applied to backgrounds or text. Adjust brightness or saturation as needed to meet accessibility standards, bold doesn't mean illegible.

Brand colour

Red

RGB: 221 27 78

CMYK: 7 100 62 1

Hex: #DD1B4E

Tertiary colour

Red is our sharpest edge, used with intent, not by accident. It's reserved for one job: **driving action where it matters most.**

Use red exclusively for:

- Primary CTAs that lead to "**Get a Demo**"

Get a Demo

This restriction isn't a limitation, it's a strategy. Red cuts through the noise, signals importance, and creates immediate visual gravity. By using it sparingly and consistently, we protect its power.

Do not use red for decorative purposes, body text, or secondary actions. When you see red in our brand, it means "this is the next move."

Colour palette
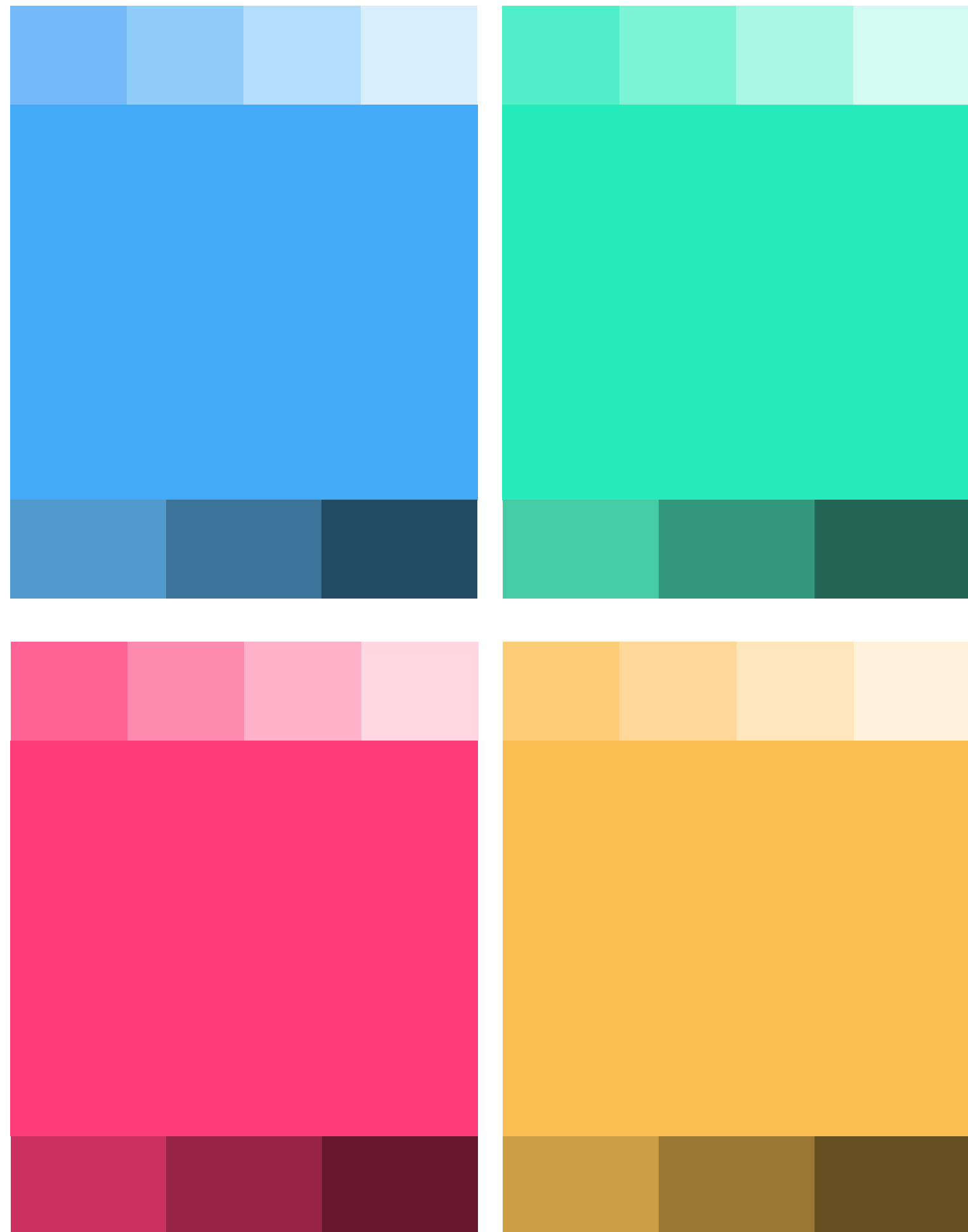
DO'S:

· Use colors from the defined **brand palette only**.

· Apply **consistent** color use across web, print, and digital.

· Ensure all color use **meets accessibility** guidelines.

DON'TS:

· Don't introduce off-brand or near-match shades.

· Don't use brand colors in ways that clash or create visual noise.

· Don't use overly saturated or neon tones unless approved.

Print colour

Print Purple

RGB: 71 28 91

CMYK: 80 100 23 30

Hex: #471C5B

Print Purple

Print Purple is the **adjusted version** of our primary brand color, **optimized for use in prin**t. It ensures the richness and impact of our digital purple carries through to **physical materials.**

Use print purple for:

· **Booth graphics**; including backdrops, tablecloths, and banners

· **Branded merchanside** where full colour is permited and purple is used

· **Print collateral**; such as postcards, business cards, and flyers

This version is calibrated to match our primary purple as closely as possible when viewed off-screen, **bold, consistent,** and **unmistakably ours.**

03.
Typography

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Typeface

Aa.

Montserrat is our voice: **bold, modern, and unmistakably clear.**

Montserrat

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z

a b c d e f g h i j k l m n o p q r
s t u v w x y z

0 1 2 3 4 5 6 7 8 9

+ - & ^ ! @ # $ & ( ) { } [ ] ~ ? /

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06.
Imagery

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People

Our brand isn't just about systems, it's about the **people** behind them. The imagery we use should reflect **real, empowered**, and **capable individuals**, not stock clichés or generic smiles.

When we show people, we do it with **clarity, purpose**, and **respect.** The imagery should feel as **bold** and **grounded** as the brand itself; **real humans**, doing **real work**, with **real impact**.

Usage Guidelines

People
- Use **candid photography** with natural lighting, authentic over polished
- Show **people in motion** or **deep focus**, not posing for the camera
- Reflect **diversity** across identity, role, and personality
- Highlight the **full context, emotion, purpose**, and environment
- Apply a **white cutout silhouette** around the person for visual clarity
- On white backgrounds, use a light shade of a secondary color behind them to add contrast and structure

People + Elements
- People can be **paired with shapes** (product-inspired or circular) to build narrative and structure
- Combine imagery **with icons, dashed lines,** or **other people** to suggest systems, collaboration, or movement
- These visual pairings should feel **intentional and aligned**, not decorative

Do not
- Don't use overly posed, artificial, or obvious stock imagery
- Don't rely on visual clichés, no handshakes, forced grins, or meaningless tech setups
- Don't overcomplicate, avoid cramming unrelated visuals or off-brand styling around the subject.

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Elements

Helpers

Our **Helpers** are **visual guides,** not mascots, not decorations. They **represent support, clarity**, and forward movement within a process.

Helpers should **only appear** in **internal** and **customer-facing communications** where their presence **adds value**. Use them to illustrate moments of **guidance, problem-solving,** or **impact,** not just to fill space.

They **exist to help**, not to hang out. Every appearance should **reflect their role** as purposeful guides within the journey.
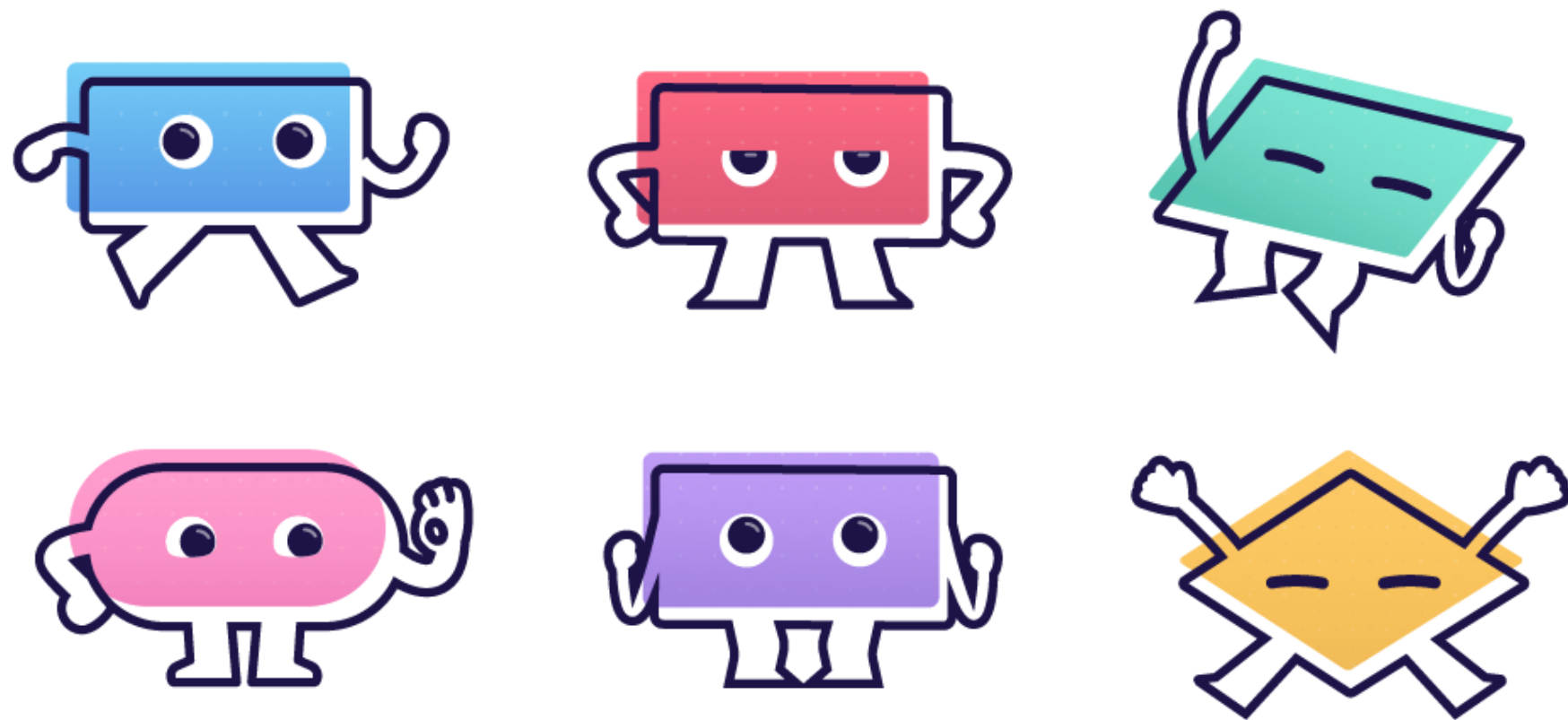
Icons

Our **icons** are sharp, **purposeful tools**, not generic visuals. Every icon in our system is brand-approved and designed to **bring clarity**, not clutter.

Icons can be used to **reinforce key messages** or **add structure** to content. They should never be stretched, recolored, or modified outside the guidelines.

Use icons alongside:
· Product shots to clarify features or functions
· People or Helpers to support a narrative
· Data or headlines to emphasize key points

Icons should always **serve the message**, not distract from it. Think of them as **visual punctuation**, used sparingly, but always **with intent**.
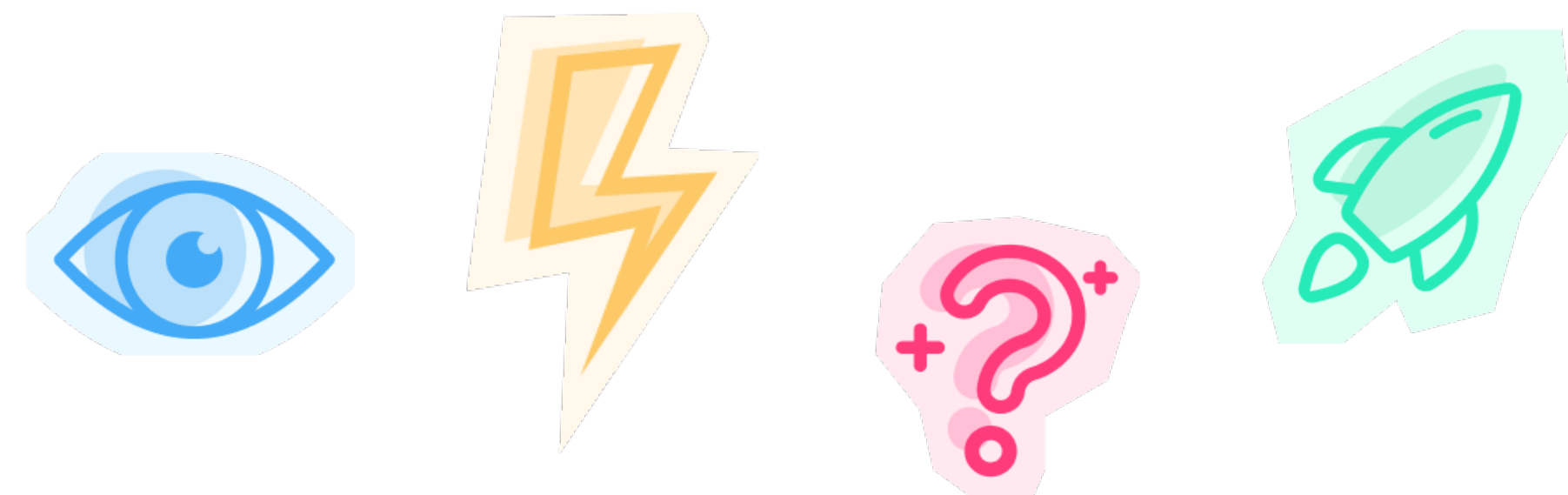
Elements

Shapes

Our **brand shapes** are born from the **product**, clean, purposeful, and **instantly recognizable**. They echo the UI's structure and flow, turning interface elements into flexible design tools.

Use shapes to:

- **Frame** content or imagery
- Build **layered** visuals with people, product, and icons
- **Reinforce** motion, process, or direction in layouts

These aren't random blobs or trend-driven accents. Every curve, edge, and angle ties back to **how our product works**, shapes with **intent**, rooted in **function**.
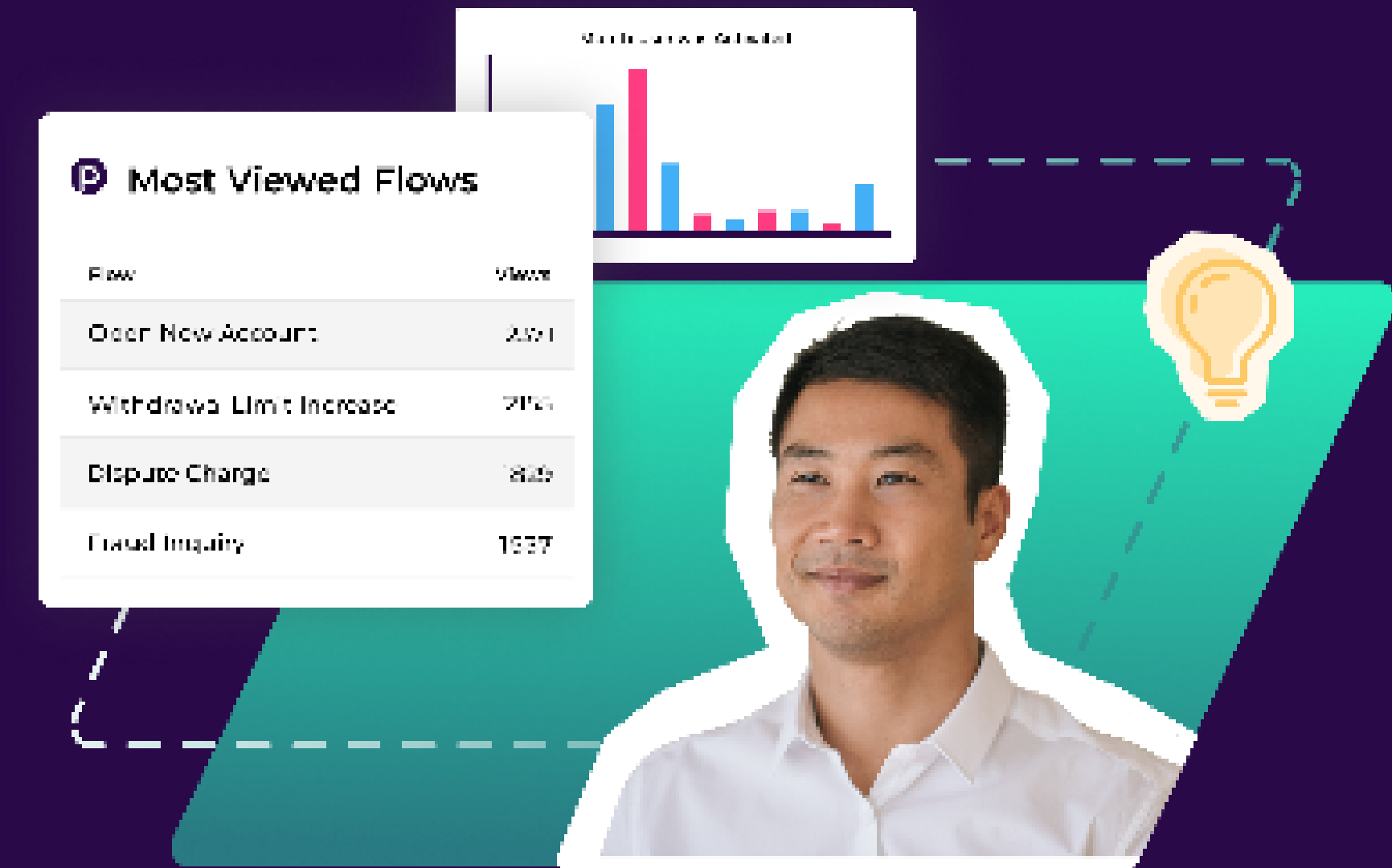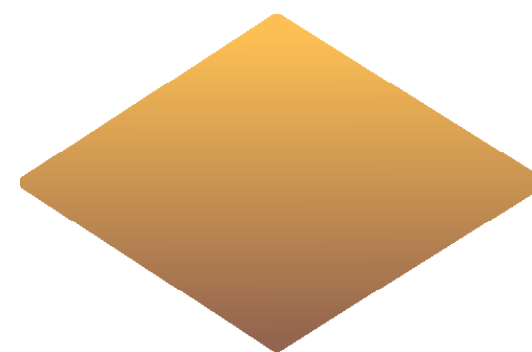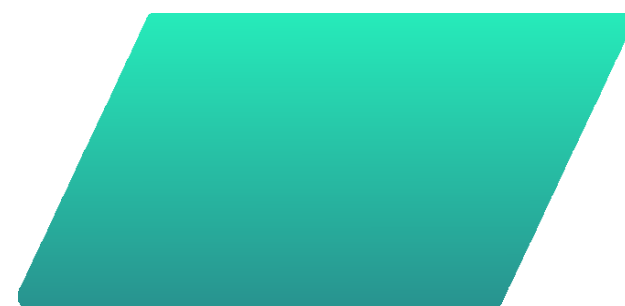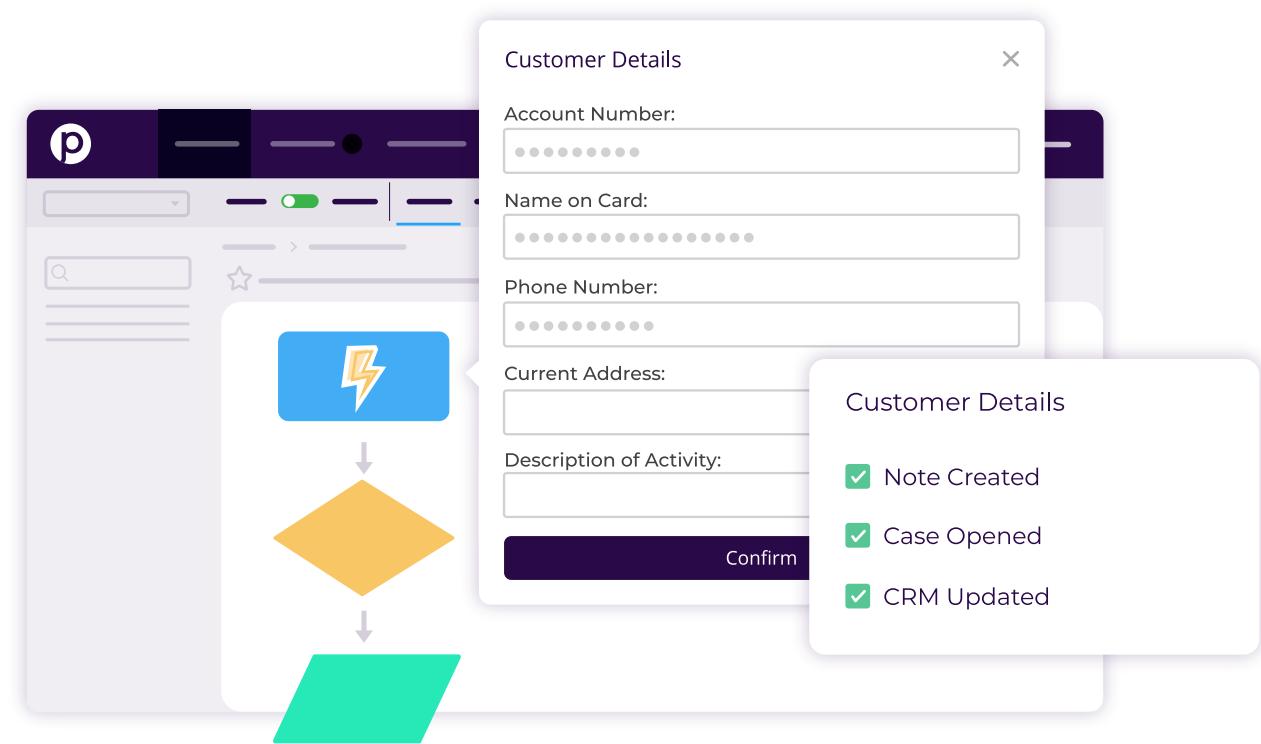
Product

Our product visuals are designed to be **clear, adaptable, and purpose-built**. We use two distinct styles of UI to support different types of storytelling, each with a **specific role** to play.

1. Full Abstract Product UI

A clean, **simplified** representation of the product, ideal for when the product itself is the message.

Use this version for:

- **Standalone** product shots
- **Feature highlights**
- **Clean**, **minimal layouts** where **clarity** matters most

2. Simplified UI for Layered Visuals

This version is designed for **composite layouts,** where the **UI is layered** with people, pop-ups, helpers, or iconography to tell a more dynamic story.

Use this version when:

- Showing the product in **use by people**
- Adding **contextual overlays** (e.g., tooltips, pop ups)
- **Visualizing** flows, outcomes, or steps within the product

Each product view has a **purpose**, don't mix or modify without reason. Choose the version that **best supports** the **story** you're telling.

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