

Brand Guidelines

Stack & Method

Branding concept

Practical software decisions for small teams,
grounded in reproducible workflows and clear
limits.

Logo



Logo

Primary



Primary Palette

Aligned modules and a single cobalt path
express a workflow moving from input to
outcome.

Paper
R245 G247 B250
#F5F7FA

Graphite
R23 G37 B52
#172534

Cobalt
R35 G76 B190
#234CBE

Ice
R220 G232 B248
#DCE8F8

Signal
R215 G240 B90
#D7F05A

Typography

Space Grotesk
Inter