

Identity & logo system



REAL SEO INSIGHTS. REAL PROGRESS.

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Build. Analyze. Optimize. Grow.

Higher rankings. A smarter way.



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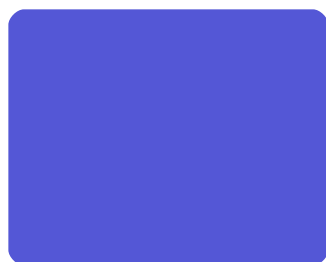
Use the supplied outlined SVG for responsive websites and print.

Use PNG for presentations, email and applications requiring pixels.

Single-color and reversed artwork support limited-color production.

Do not typeset a replacement wordmark: use the supplied artwork.

Color & typography



Primary

#5457D6



Deep

#3B3DA8



Coral

#FF6F61



Soft

#EEEEFC

Inter

Bold 700 — headings and key messages

Semibold 600 — labels, buttons and subheads

Regular 400 — body text and supporting copy

Keep typography clear, open and confidently spaced.

Use uppercase tracking for the tagline and small brand labels.

Digital body copy: 16 px or larger; print body copy: 10 pt or larger.

Logo lettering is custom artwork, separate from Inter typography.

Color values are sRGB. Convert print artwork using your printer's ICC profile and proof it before a production run. Coral works best as an accent; use ink or deep indigo for small text on light surfaces.

Usage & applications



Clear space

Keep at least one gear-tooth height around each logo or mark.

Minimum recommended sizes

Full lockup with tagline: 360 px wide on screen or 65 mm in print.

Wordmark without tagline: 140 px wide or 30 mm in print.

Use the mark alone for favicon and other very small placements.

Backgrounds

Use primary on white or soft indigo; dark variant on ink.

Use reversed artwork on deep brand backgrounds.

Never stretch, rotate, add effects or change the color relationships.

App icons: supplied as full square artwork for platform masking.

Social crops vary by platform; preview each upload before publishing.

Marketing SVGs retain text; install the bundled Inter fonts to edit.

Files, editing & production

- 01 Logos / primary, light, dark, single-color, reversed and stacked
- 02 Marks / independent gear and arrow artwork
- 03 Colors / CSS, JSON and Photoshop ACO swatches
- 04 Typography / Inter fonts and open font license
- 05 Favicons / 16, 32, 48, 64 px PNG + multi-size ICO
- 06 App icons / 1024 px masters and supporting sizes
- 07 Social / X, LinkedIn, Facebook, square post and story
- 08 Marketing / launch, features, testimonial, brand and A4 flyer
- 09 Guidelines / this guide
- 10 Reference / original approved board

EDITING NOTES

PSD files have named pixel layers for backgrounds, artwork and copy.

They do not contain live Photoshop type or vector smart objects.

Use the companion “-editable.svg” for live text and vector editing;

use the main SVG for outlined, font-independent production artwork.

The dashboard is a rebuilt illustration with sample data. Replace the sample testimonial with a verified quote before publishing.

The A4 flyer PDF includes 3 mm bleed and a defined A4 trim box.

All PDFs use RGB vectors; printer-specific CMYK conversion is required.

Reconstruction retains the board’s forms but is not an original master.