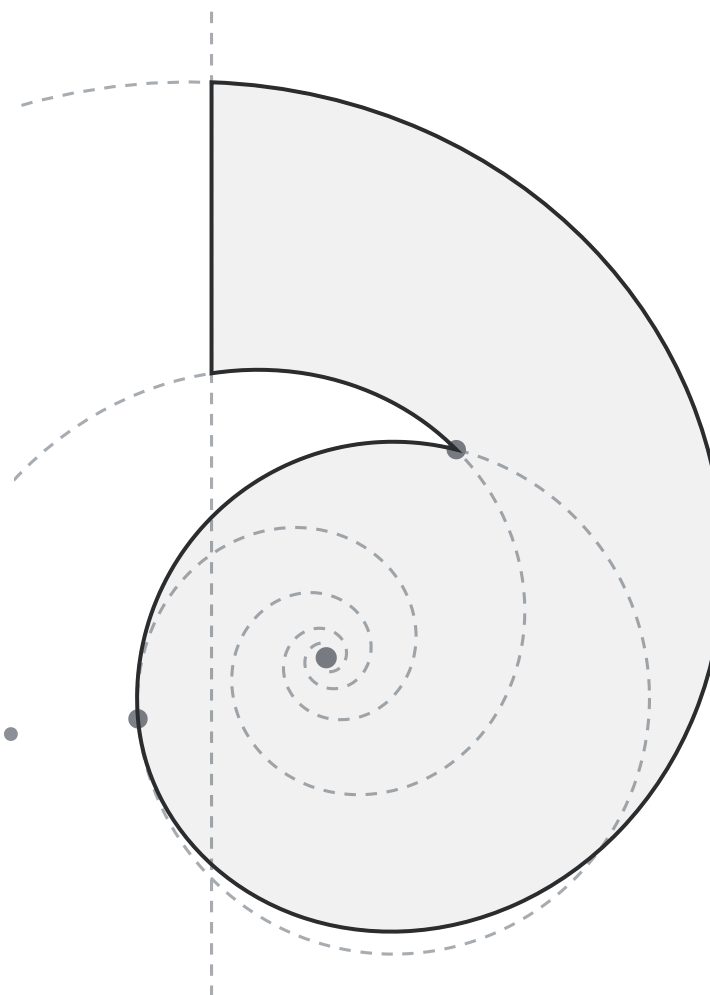




Brand guidelines.

Logo, colour, type, layout and templates.

[VERSION 1.0 • OCTOBER 2026]



Contents. Six chapters, one system.

01	Logo	Versions, construction, clear space, size, backgrounds, misuse
02	Colour	Palette, values, contrast and proportion
03	Typography	Typefaces, scale and use
04	Layout	The frame, spacing and rules
05	Graphics	Line work, labels and icons
06	Templates	Print, email, social and screens

[01]

Logo

A spiral mark drawn from one logarithmic curve, and the name set in DM Sans ExtraBold. Always use the supplied files.



[THE PRIMARY LOCKUP]

Versions. Ten files, each in SVG, PNG and vector PDF.



Logo

Logo, reversed

Stacked

Stacked, reversed



Wordmark

Mark

App icon

App icon, light

Construction. One spiral, three rules.

01

Outer edge

A logarithmic spiral, the curve of a nautilus shell, growing 1.45 times each quarter turn.

02

Inner edge

The same spiral at half scale, so the band tapers like a shell.

03

Lip

One circle, tangent to the bowl and passing through the tip of the notch.

04

Stem

A straight vertical cut that starts the spiral, square at the top.

The geometry is fixed. Never redraw, trace or adjust the mark.

Clear space and size. One mark of space on every side.



[1 × MARK]

**Logo**

96 px wide on screen, 25 mm in print

**Mark and app icon**

16 px on screen, 5 mm in print

**Below the minimum**

Use the mark on its own

Backgrounds and misuse. Four grounds, and the logo as supplied.



WHITE



PAPER



INK



CHARCOAL



⊗ Don't stretch or squash it

⊗ Don't recolour it

⊗ Don't rotate it

⊗ Don't add shadows or effects

⊗ Don't outline it

⊗ Don't place it on mid-grey

[02]

Colour

Ink on white, with a scale of greys. Colour is rare: one blue, for links only.

Palette. Core, neutrals and one functional colour.

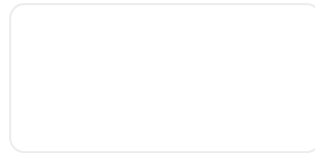
**Ink**

Logo, headlines and text

HEX #141517

RGB 20 21 23

CMYK 13 9 0 91

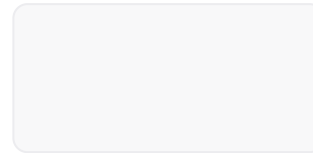
**White**

Main ground

HEX #FFFFFF

RGB 255 255 255

CMYK 0 0 0 0

**Paper**

Grey grounds and bands

HEX #F8F8F9

RGB 248 248 249

CMYK 0 0 0 2

**Charcoal**

Dark panels and decks

HEX #1F2327

RGB 31 35 39

CMYK 21 10 0 85

**Link**

Text links only, never as a fill

HEX #3466D6

RGB 52 102 214

CMYK 76 52 0 16

**Grey 800**

Body text on white

HEX #2B2D31

RGB 43 45 49

CMYK 12 8 0 81

**Grey 700**

Secondary text

HEX #50555B

RGB 80 85 91

CMYK 12 7 0 64

**Grey 600**

Captions

HEX #6E737A

RGB 110 115 122

CMYK 10 6 0 52

**Grey 500**

Second tone of headlines

HEX #8B9097

RGB 139 144 151

CMYK 8 5 0 41

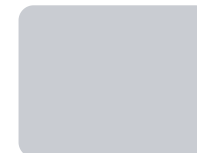
**Grey 400**

Labels and numbers

HEX #9EA3A9

RGB 158 163 169

CMYK 7 4 0 34

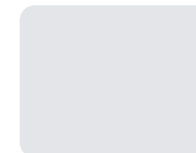
**Grey 300**

Drawing lines

HEX #C9CCD2

RGB 201 204 210

CMYK 4 3 0 18

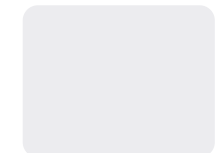
**Grey 200**

Dashed guides

HEX #E3E5E9

RGB 227 229 233

CMYK 3 2 0 9

**Grey 100**

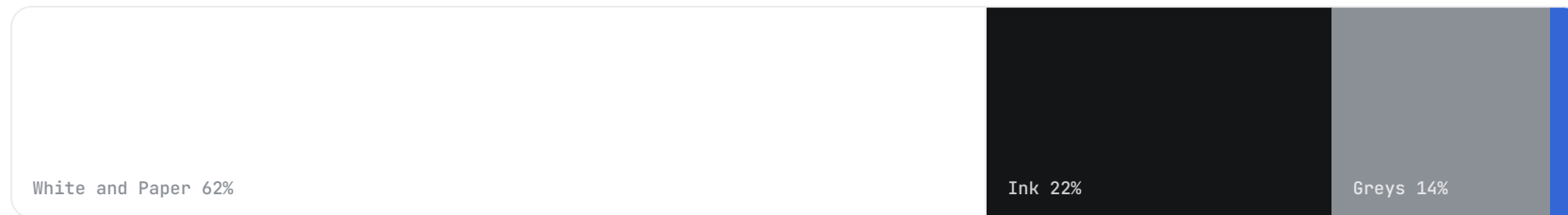
Solid rules and frames

HEX #ECECEF

RGB 236 236 239

CMYK 1 1 0 6

Proportion and contrast. Mostly white, ink for words, greys for structure.



	Ink	18.3 : 1 on white · AAA	
	White		18.3 : 1 on ink · AAA
	Paper		17.2 : 1 on ink · AAA
	Charcoal	15.8 : 1 on white · AAA	
	Grey 800	13.8 : 1 on white · AAA	
	Grey 700	7.5 : 1 on white · AAA	
	Grey 600	4.8 : 1 on white · AA	3.8 : 1 on ink · AA large
	Grey 500	3.2 : 1 on white · AA large	5.7 : 1 on ink · AA
	Grey 400		7.2 : 1 on ink · AAA
	Grey 300		11.4 : 1 on ink · AAA
	Grey 200		14.5 : 1 on ink · AAA
	Grey 100		15.5 : 1 on ink · AAA
	Link	5.2 : 1 on white · AA	3.5 : 1 on ink · AA large

[03]

Typography

Inter does the work, Newsreader adds a human line, JetBrains Mono labels things. All free on Google Fonts.

Typefaces. Four families, each with one job.

Aa

Aa

[Aa]

 deskely

Inter

Headlines, interface and text
400 • 500 • 600

Newsreader

Serif lines and quotes
400

JetBrains Mono

Labels and tag numbers
400 • 500

DM Sans

The wordmark only, as outlines
800

Display

Inter • 58 / 60 • 600 • -4%

Autonomous engineers

Heading 1

Inter • 44 / 46 • 600 • -4%

Media kit.

Heading 2

Inter • 32 / 36 • 600 + 500 grey • -3%

Our values. To build for the field.

Heading 3

Inter • 22 / 29 • 600 • -2%

How it works.

Body

Inter • 16 / 26 • 400 • 0

Extract reads every P&ID and hands the engineer a register to check.

Small

Inter • 13 / 19 • 400 • 0

Figures as of October 2026.

Label

JetBrains Mono • 11 / 11 • 500, caps • +4%

[FACT SHEET]

Serif line

Newsreader • 19 / 25 • 400 • 0

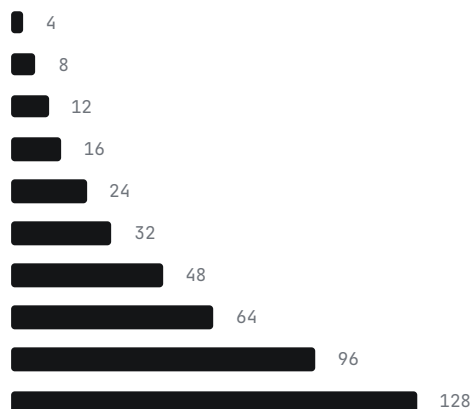
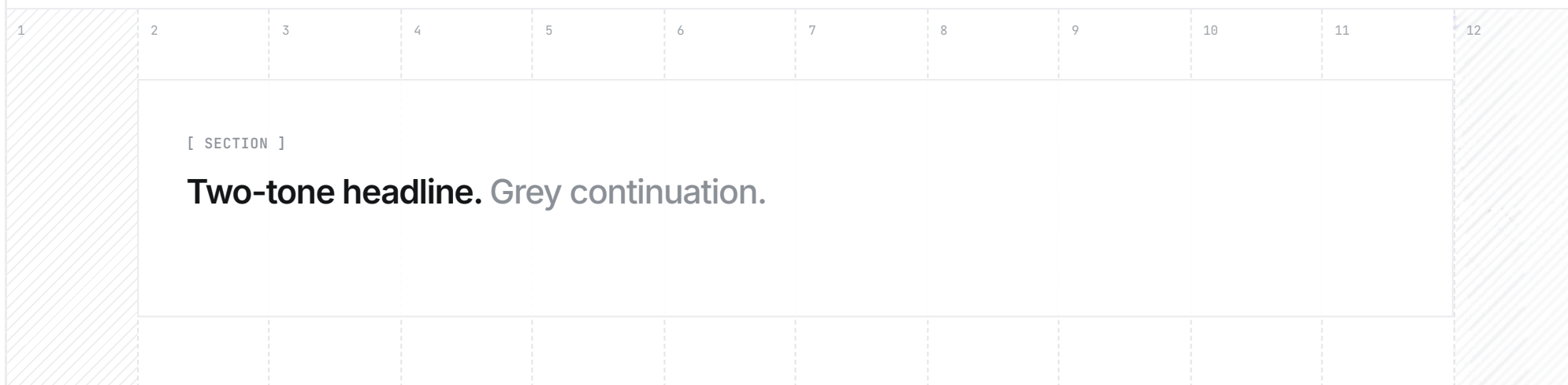
The world's largest energy assets, run from Singapore.

[04]

Layout

Everything sits in one framed column: twelve columns, hatched sides, solid rules and dashed guides.

The frame and spacing. Twelve columns, an 8-point scale, 1 px rules.



Frame and solid rules

1 px, Grey 100

Guides

1 px dashed, Grey 200

Hatch

45°, 8 px pitch, outer columns only

Corner radius

6 px buttons, 8 to 12 px images and cards

Section spacing

128 px above a section head, 56 px below

[05]

Graphics

Line drawings built from dashed construction with one solid subject, mono labels in brackets, and simple line icons.



[FACT SHEET]

Label: JetBrains Mono, caps, +4%,
Grey 500

Deskely Extract is now live >

Announcement pill

Talk to sales

Book a demo

Buttons: outline and ink, 6 px radius



Home



Notifications



Tasks



Inspections



Punch



Walkdowns



Register



Drawings



Systems



Templates



Search

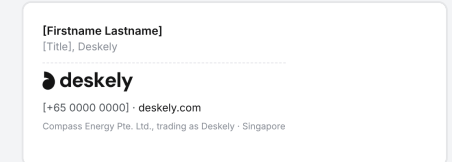
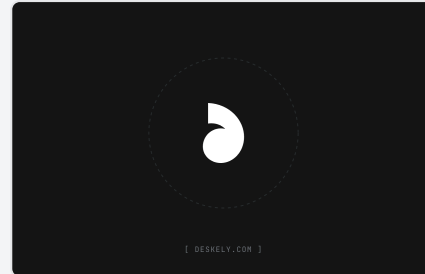
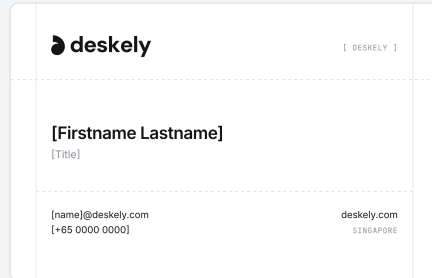


External

[06]

Templates

Ready-made layouts for print, email, social and screens. SVG files open in Figma and Illustrator.

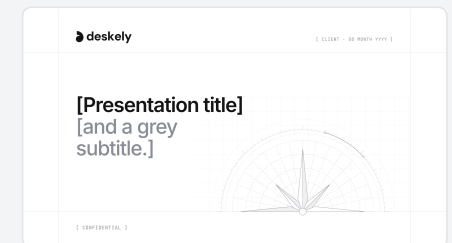
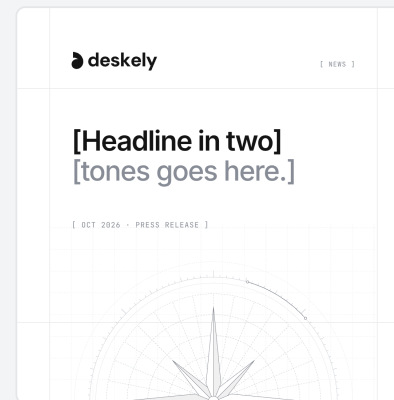
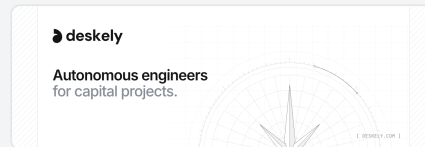
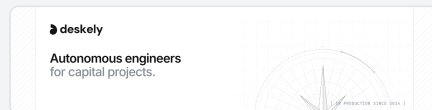


Business card

Business card, front

Letterhead

Email signature



LinkedIn banner

X header

Social post

Slide cover



[PRESS@DESKELY.COM • [DESKELY.COM/COMPANY/MEDIA](https://deskely.com/company/media)]