

BRAND GUIDELINES

PRIVATE

# The Simitive brand system.

How we use our logo, colours, type and layout to make Simitive feel clear, confident and consistent – wherever it shows up.

LOGO

## One mark, used with care.

The Simitive logo consists of a circular icon on the left containing a stylized white 'S' shape, followed by the word 'Simitive' in a white, sans-serif typeface.

**Simitive**

WHITE ON TEAL DARK



GREEN ON CREAM / LIGHT

## Clear space

Keep clear space around the mark equal to at least the height of the "S".  
Never let other elements crowd the logo.

## Minimum size

Don't render the logo smaller than 24px tall on screen, or 12mm in print.

## The "S" motif

A faded "S" can sit in the background of dark sections at 8–14% opacity. Use sparingly – once per page maximum.

## Don't

- Recolour, distort, rotate or add effects to the mark.
- Place the green logo on busy photography or dark backgrounds.
- Use the watermark "S" as a primary logo.

## — DOWNLOADS

# Logo files, ready to use.

Download the official logo files below. Right-click and "Save link as..." if your browser opens the file instead of downloading it.



### Wordmark — Teal on white

PNG

Primary horizontal lockup. Use on white or pale backgrounds.

[Download](#)



### S monogram — Teal on white

PNG

Square monogram for avatars, social profiles, app tiles on light.

[Download](#)



### S monogram – White on teal

PNG

Square monogram for dark surfaces, social headers and app tiles.

[Download](#)



### S monogram – White (transparent)

SVG

Vector mark for overlay on photography or coloured backgrounds.

[Download](#)



### Apple touch icon

PNG

180×180 home-screen icon for iOS / iPadOS.

Download



### Favicon

ICO

Browser tab icon. Drop into the site root as /favicon.ico.

Download

## COLOUR

# A palette built around teal.

### Teal Dark

#1A3D40

oklch(0.28 0.05 195)

Primary dark background – hero, CTA bands, conversion sections.


## Teal Deep

 #3F7B82

 oklch(0.45 0.08 195)

Mid-teal for eyebrow labels, secondary buttons and emphasis.

## Teal (Accent)

 #76E5D2

 oklch(0.78 0.14 180)

Bright mint accent — primary CTAs, highlights, dividers.

## Ink

 #0E1820

 oklch(0.15 0.02 220)

Body text and headings on light surfaces.

## Surface Cream

📄 #F8F5EE

📄 oklch(0.97 0.012 80)

Warm off-white section background.

## Surface Teal Tint

📄 #F1F6F6

📄 oklch(0.965 0.015 195)

Pale teal section background – alternates with cream.

## Background

📄 #FFFFFF

📄 oklch(1 0 0)

Default page background.

## Where each colour leads

**Teal Dark** dominates conversion and hero moments. **Cream** and **Teal Tint** alternate across content sections to create rhythm. Bright **Teal** is reserved for action – CTAs, eyebrow underlines, check marks.

## Contrast rules

Never put bright Teal text on white — it fails contrast. Use Teal Deep for text accents on light backgrounds, and bright Teal only on Teal Dark or as a button fill with Teal Dark text.

### SUPPORTING ACCENTS

# Colours for **variety** in multi-card layouts.

When a page presents several cards side by side, these accent tones add visual distinction to card headers while staying within the Simitive palette. They are not primary brand colours — use them only as gradient fills on card tops, never as text or UI accents.

## Deep Blue

HEALTHCARE / COOL TONE

 `oklch(0.35 0.09 230)`

 `oklch(0.22 0.06 235)`

Used for the Healthcare sector card and any cool-themed multi-card layout. Pair with a glow of `oklch(0.7 0.14 220 / .35)`.

## Muted Slate

LEGAL / NEUTRAL TONE

`oklch(0.3 0.04 270)`

`oklch(0.2 0.04 270)`

Used for the Legal sector card and any neutral-themed multi-card layout. Pair with a glow of `oklch(0.65 0.1 290 / .3)`.

## Warm Gold

FINANCIAL & PROF. SERVICES / WARM TONE

`oklch(0.4 0.07 60)`

`oklch(0.25 0.05 50)`

Used for the Financial & Professional Services card and any warm-themed multi-card layout. Pair with a glow of `oklch(0.78 0.13 70 / .35)`.

## When to use accents

Reserve these gradients for **card header backgrounds** in grids of three or more cards. Never use them for primary CTAs, text, or page backgrounds. If a layout contains fewer than three cards, stick to the core teal gradient or solid teal-dark instead.

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## — TYPOGRAPHY

# Poppins, used with confidence.

### DISPLAY & BODY

## Poppins

400, 500, 600, 700, 800 — used for everything from H1 to body copy.

### EDITORIAL ACCENT

## *Instrument Serif*

Reserved for italic pull-quotes and brand statements.

### DISPLAY HI

# From insight to impact.

Poppins, ~60–72px, tight tracking (-0.02em). Mix weight 400 with bold 700 within a heading.

### H2 SECTION

# One platform for planning, costing and performance.

Poppins, ~36–48px. Bold only the words that matter.

## H3 CARD

### Capacity and Workload

Poppins, ~24px. Used for card titles.

## EYEBROW

### THE SIMITIVE WAY

16px, uppercase, 0.16em tracking, teal-deep, paired with a 12px teal underline.

## BODY

Software and services that help organisations see their work clearly, model what's possible, and make the decisions that shape what comes next.

Poppins, 18px, line-height 1.6.

## EDITORIAL ITALIC

*Simitive does not replace leadership judgement. It strengthens it.*

Reserved for pull-quotes and brand statements.

## Headline craft

Headings mix regular weight with **selective bold** on the two or three words that carry meaning. Tracking is tight ( $-0.02em$ ). Avoid all-bold or all-light headlines.

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## LAYOUT & UI

# Patterns that hold it all together.

## Section eyebrow

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### THE SIMITIVE WAY

12px teal rule + uppercase Teal Deep label opens every section.

## Buttons

Contact us



Get started



Primary pill button (Teal on light) and dark variant (Teal Dark on Cream). Always include the arrow-in-circle.

## Cards

WAMS

## Capacity and Workload

rounded-3xl, 1px border, lift on hover.

## Stat block

# 176M

HOURS OF WORK MANAGED

Display number 60–72px, uppercase label below. Use in 3-up grids divided by 1px borders.

## Radius scale

2xl – cards

3xl – feature cards

full – buttons & pills

## Spacing rhythm

Sections use **py-24** (96px). Alternate cream and teal-tint backgrounds. Content stays within **max-w-7xl** with **px-6**.

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VOICE & TONE

# How Simitive sounds.

#### HEADLINE

## From **insight** to **impact**.

Short. Confident. Two or three bold words carry the meaning.

#### BODY

Software and services that help organisations see their work clearly, model what's possible, and make the decisions that shape what comes next.

Plain English. Lists of three. No jargon, no hype.

#### CTA

## Contact us

Action verbs only — Contact, Explore, Get started, Learn more.

*"Simitive does not replace leadership judgement. It strengthens it."*

Brand statement — used sparingly, set in Instrument Serif italic.