

V1.0 - MARCH 2026

# Brand Guidelines

Logo

# Primary mark

ON DARK



The Brale wordmark is the primary brand identifier.  
Use this version in most contexts.

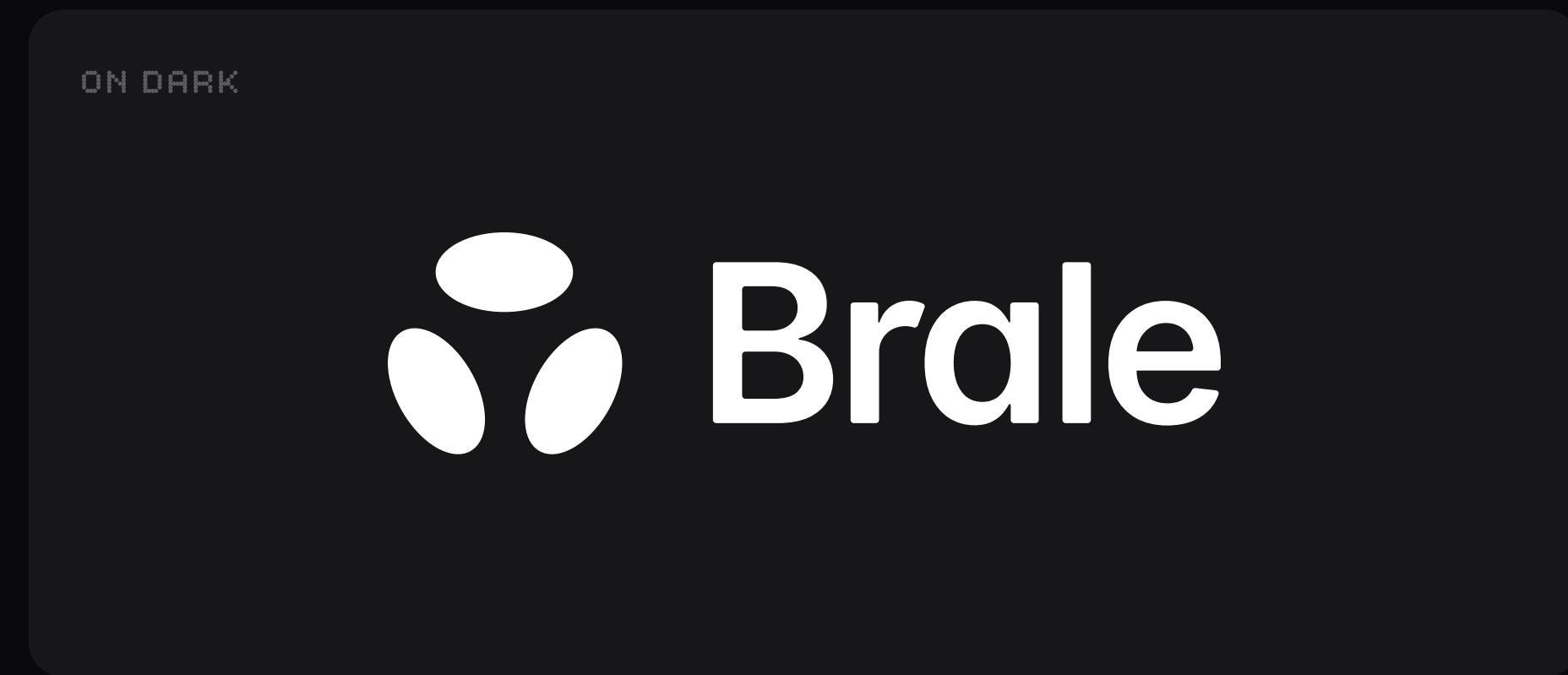
ON LIGHT



For use on light backgrounds only.  
Maintain clear space on all sides.

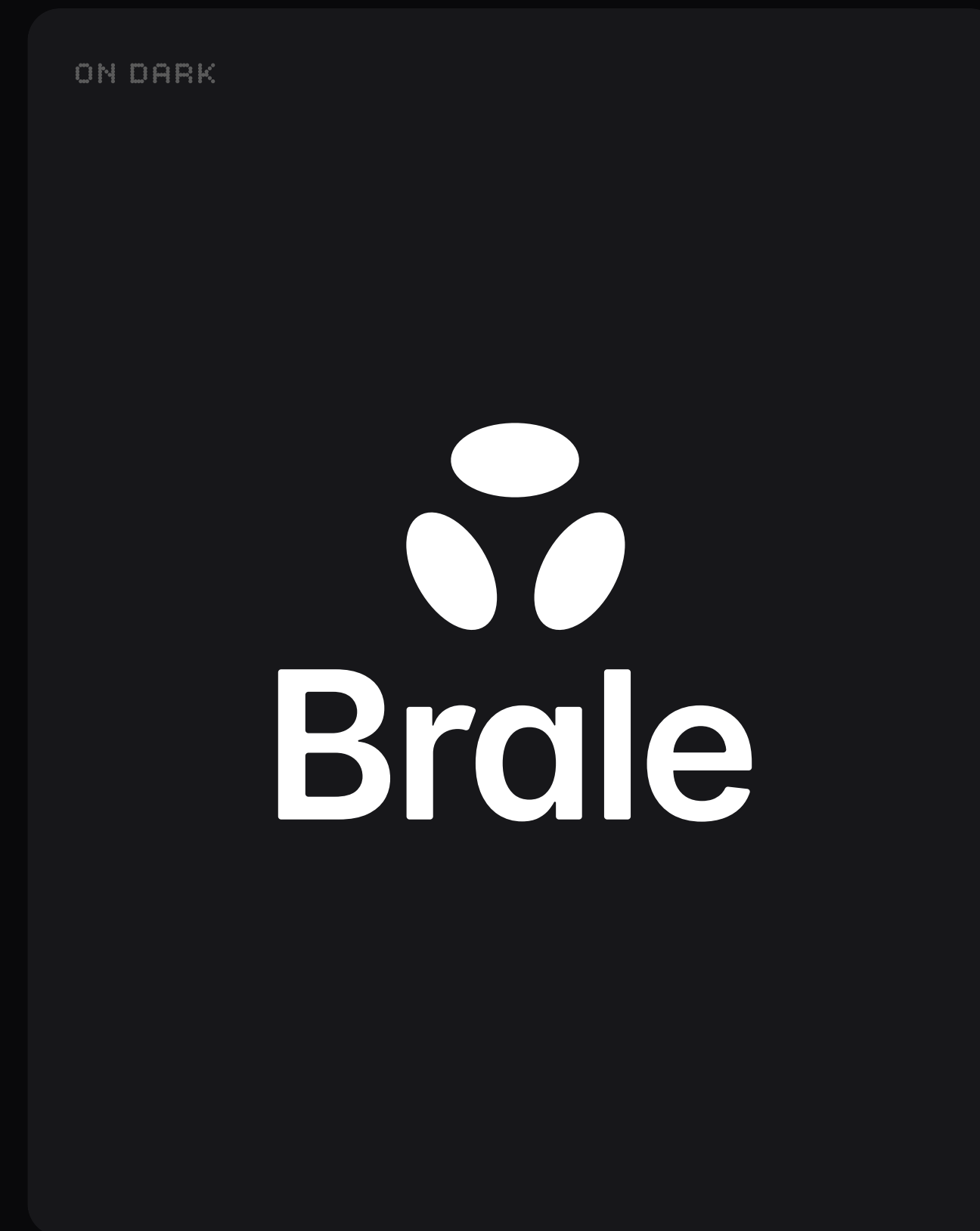
# Logo variations

## WORDMARK



Horizontal text logo for standard use.

## STACKED



Wordmark with icon above for vertical layouts.

# Logo variations

ICON/LOGOMARK



Standalone symbol for favicons & avatars.

ON LIGHT



APP ICON



Wordmark with icon above for vertical layouts.



# Color System

# Dark mode

## Dot Indigo

#4F39F6  
RGB: 79, 57, 246  
CMYK: 68, 77, 0, 4  
Pantone: 2726C

The signal in the system. Use for primary accents, CTAs, links, and interactive states.

## Slate Base

#18181B  
RGB: 9, 9, 11  
CMYK: 18, 18, 0, 96  
Pantone: Black 6C

The foundation everything sits on. Use for page backgrounds, app shells, and dark surfaces.

## Ledger Lead

#F4F4F5  
RGB: 244, 244, 245  
CMYK: 0, 0, 0, 4  
Pantone: 663C

What the eye reaches for first. Use for headings, primary text, and high-contrast elements on dark.

## Node Graphite

#71717B  
RGB: 113, 113, 123  
CMYK: 8, 8, 0, 52  
Pantone: Cool Gray 9C

Present but never competing. Use for secondary text, captions, timestamps, and metadata.

## Wire Cyan

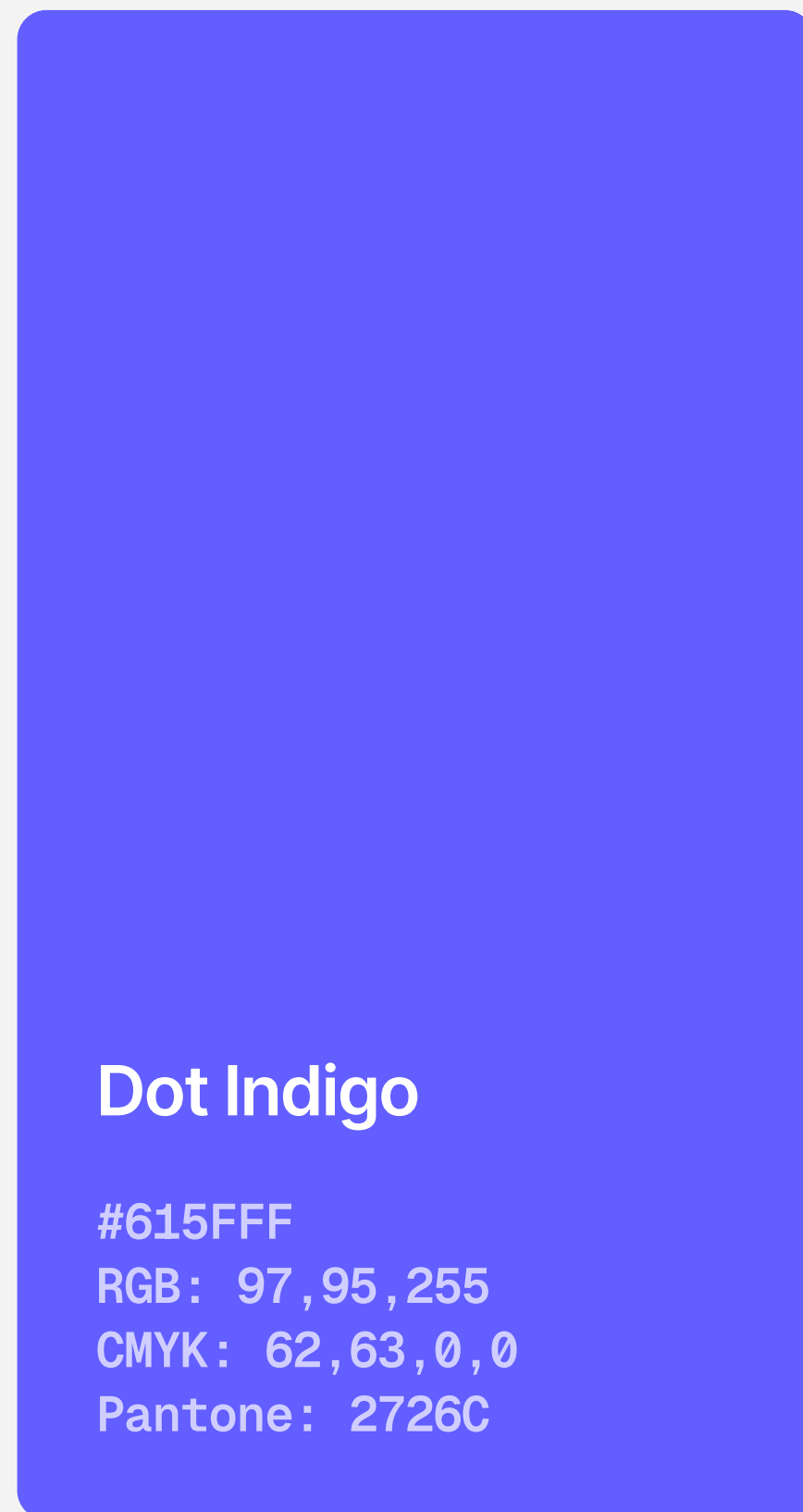
#04C4FF  
RGB: 4, 196, 255  
CMYK: 98, 23, 0, 0  
Pantone: 2995 C

Purpose-driven, used sparingly. Reserved for moments that need to break through the primary palette.

## Mint Amber

#E6AC18  
RGB: 230, 172, 24  
CMYK: 0, 25, 90, 10  
Pantone: 7409 C

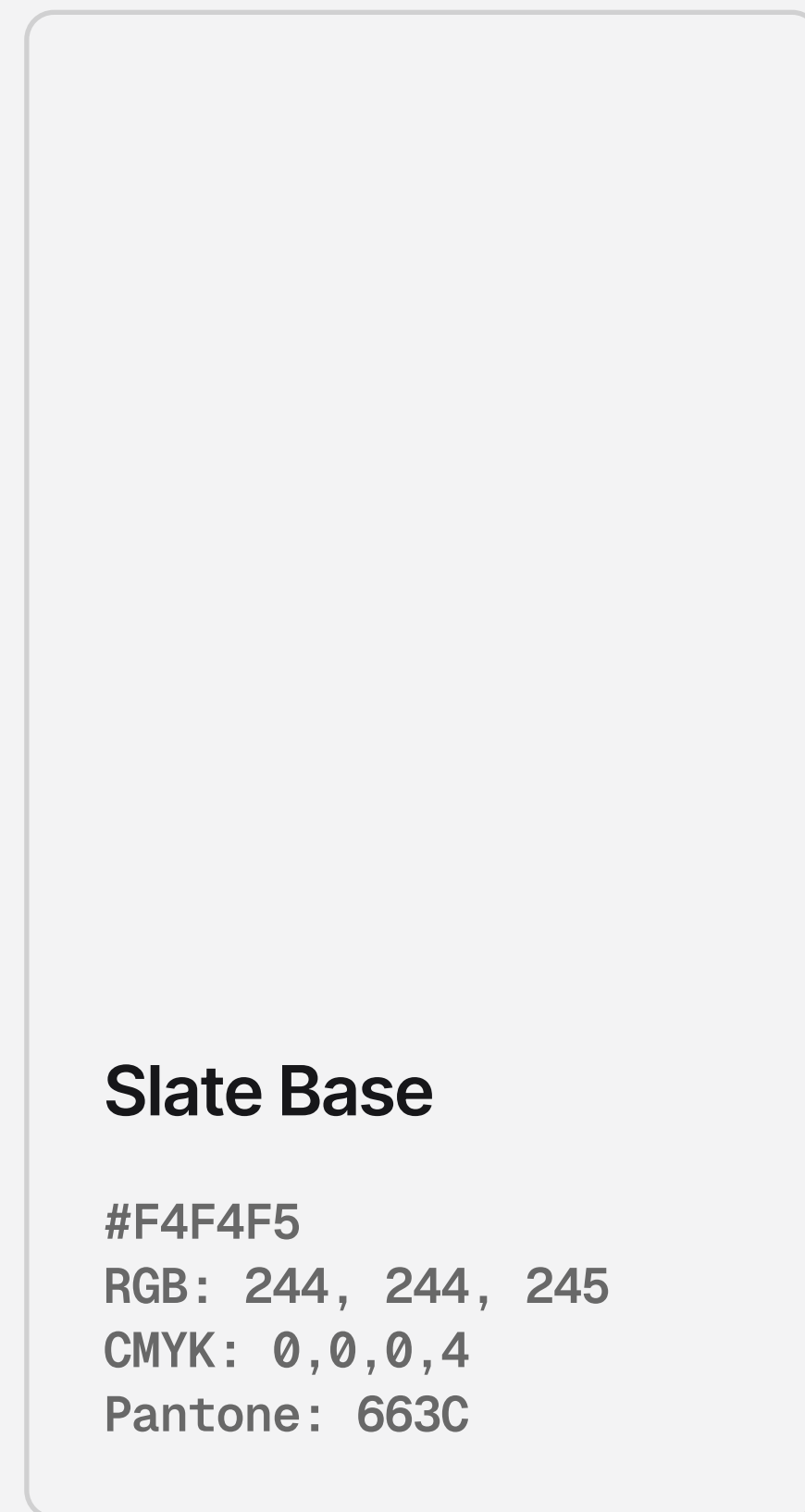
# Light mode



## Dot Indigo

#615FFF  
RGB: 97, 95, 255  
CMYK: 62, 63, 0, 0  
Pantone: 2726C

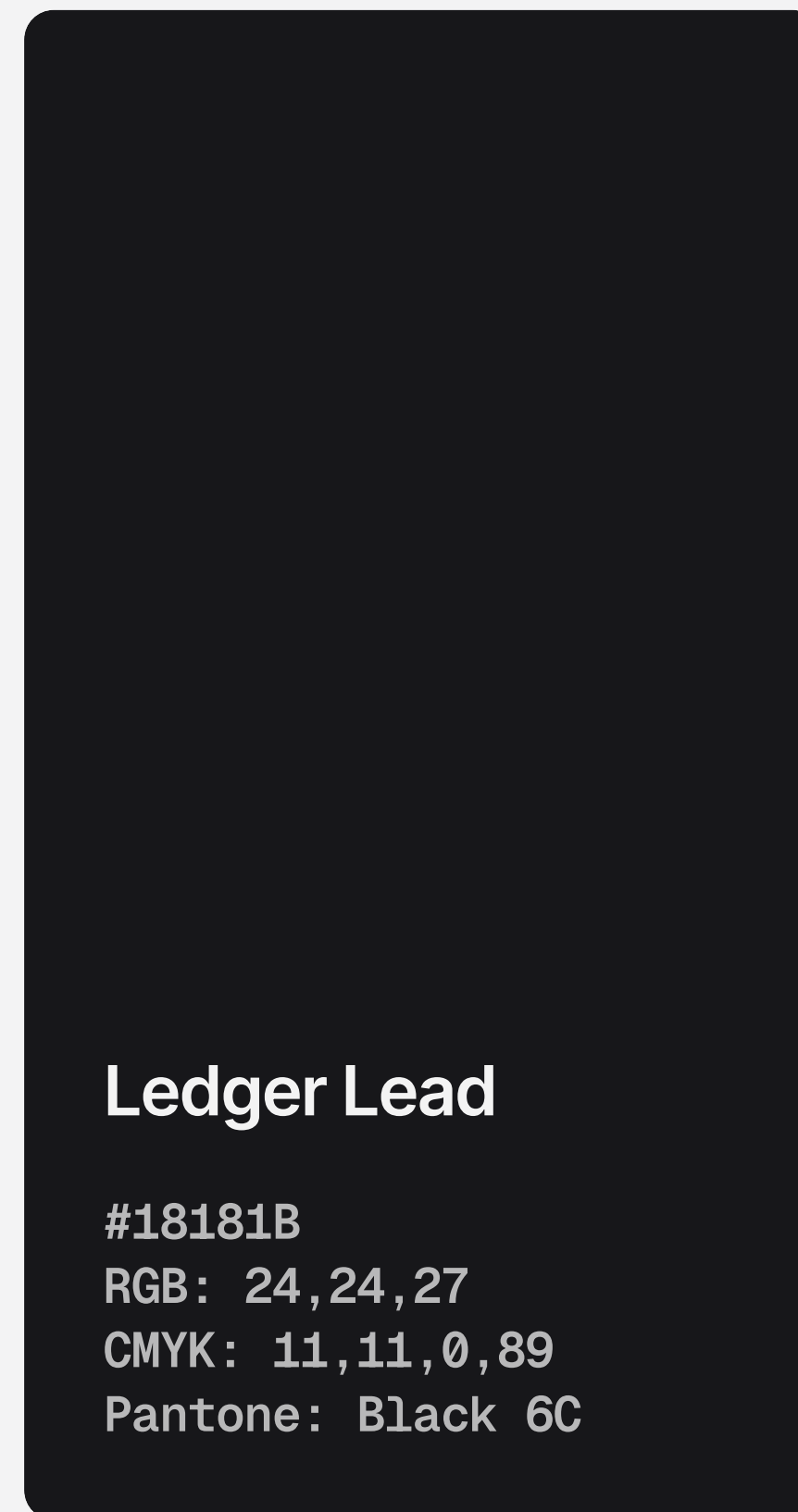
The signal in the system. Use for primary accents, CTAs, links, and interactive states.



## Slate Base

#F4F4F5  
RGB: 244, 244, 245  
CMYK: 0, 0, 0, 4  
Pantone: 663C

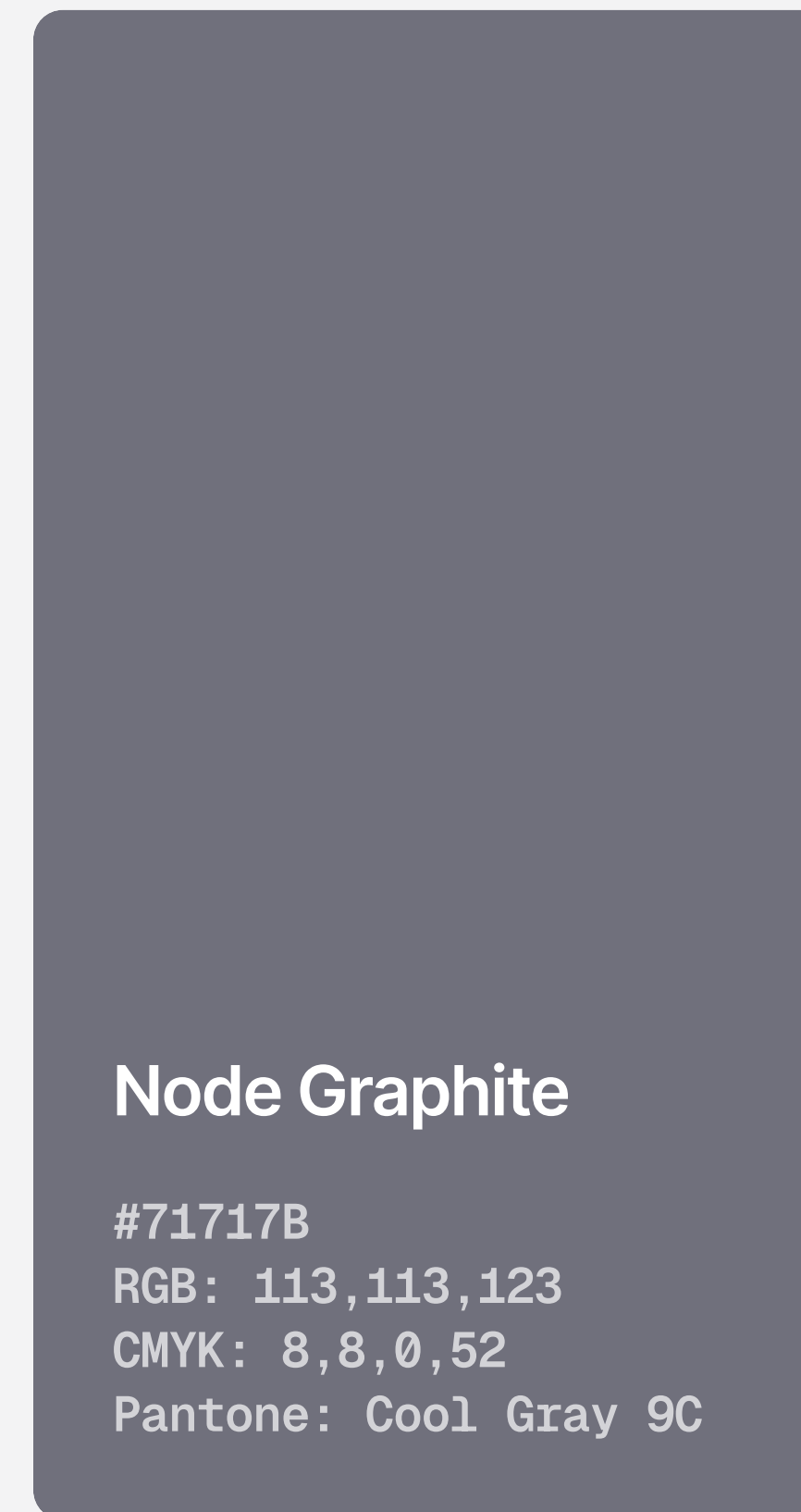
The foundation everything sits on. Use for page backgrounds, app shells, and dark surfaces.



## Ledger Lead

#18181B  
RGB: 24, 24, 27  
CMYK: 11, 11, 0, 89  
Pantone: Black 6C

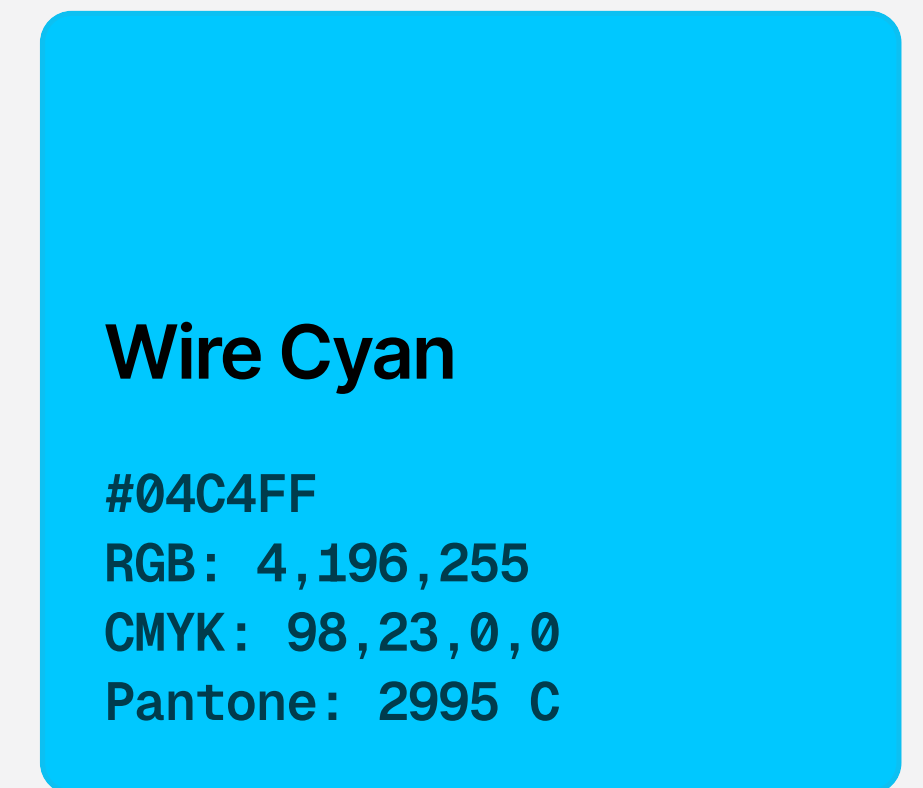
What the eye reaches for first. Use for headings, primary text, and high-contrast elements on dark.



## Node Graphite

#71717B  
RGB: 113, 113, 123  
CMYK: 8, 8, 0, 52  
Pantone: Cool Gray 9C

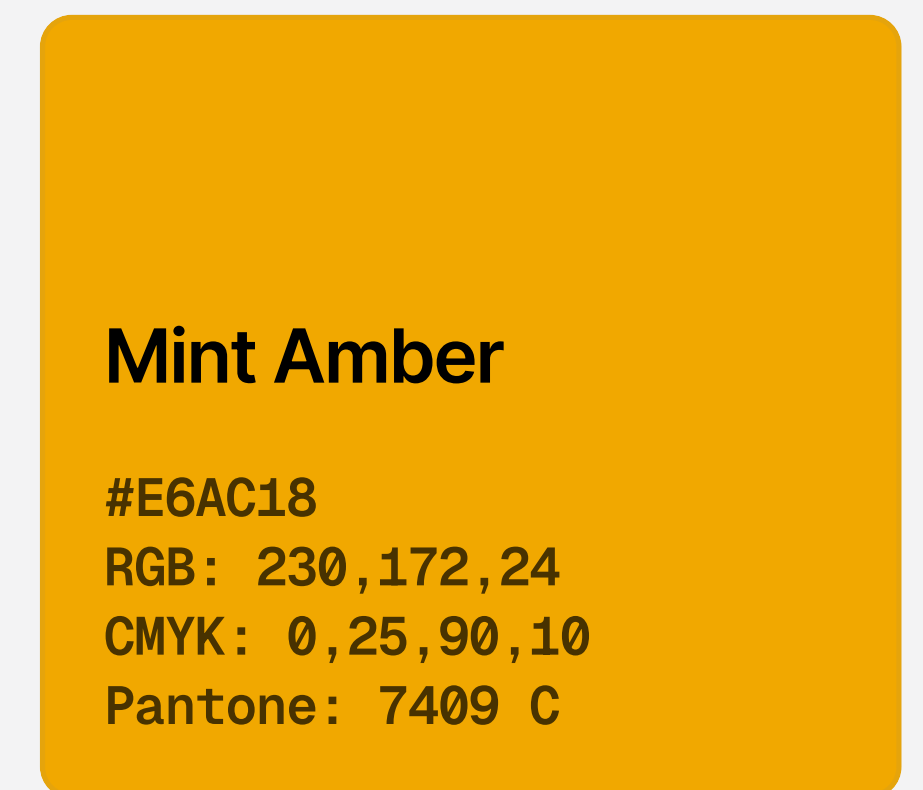
Present but never competing. Use for secondary text, captions, timestamps, and metadata.



## Wire Cyan

#04C4FF  
RGB: 4, 196, 255  
CMYK: 98, 23, 0, 0  
Pantone: 2995 C

Purpose-driven, used sparingly. Reserved for moments that need to break through the primary palette.



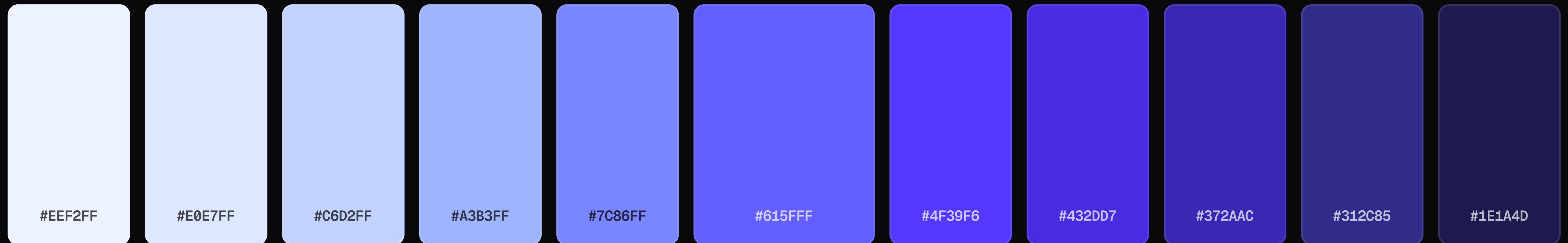
## Mint Amber

#E6AC18  
RGB: 230, 172, 24  
CMYK: 0, 25, 90, 10  
Pantone: 7409 C

# Core palette

## Brand

The full tonal range of Dot Indigo. Lighter steps for tinted backgrounds and hover states, darker steps for pressed states and depth.



## Neutral

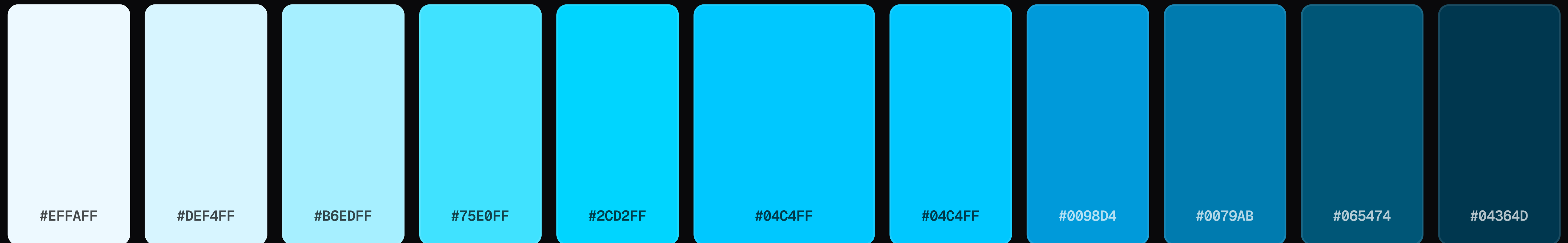
A cool-toned gray scale for structure and hierarchy. Handles text, borders, surfaces, and cards across both light and dark modes.



# Extended palette

## Wire Cyan

Cuts through the dark. Use for informational highlights, active states, and selected elements.



## Mint Amber

Demands a second look. Use for warnings, attention badges, and cautionary states.



The background features a dark gray grid of small, light gray dots. The dots are arranged in a regular pattern, with some lines appearing more prominent than others, creating a subtle geometric structure.

**Typography**

# Typefaces

# Inter

```
font-feature-settings: 'salt' on;
```

A custom configuration of **Inter** with stylistic alternates activated, giving key letterforms like the lowercase "a" softer, more distinctive shape. The result is a typeface that feels uniquely **Brale** while inheriting **Inter**'s proven clarity and legibility across every screen size.

# Geist Mono

A monospaced typeface built for technical content. Clean and geometric, it signals precision wherever code, data, or system language appears. From API references to product interfaces.

# Bitcount

A pixel-matrix display font where every letterform is constructed from a grid of raised dots. A direct nod to the tactile system behind **Brale**'s name. High personality, used with intention. Reserved for hero moments and large-scale brand expressions only.

**Title Huge**

**Title Big**

**Title Small**

**Subtitle Big**

**Subtitle Small**

**Subtitle Smaller**

**Body Big**

**Body Small**

**Body Small**

**CAPTION DOTTED**

**CAPTION DEFAULT**

**Title Huge**

**Title Big**

**Title Small**

**Subtitle Big**

**Subtitle Small**

**Subtitle Smaller**

**Body Big**

**Body Small**

**Body Small**

**CAPTION DOTTED**

**CAPTION DEFAULT**