

>> **DeployToday.AI**

Brand Guide

Logos · Color · Typography · Voice

Logo system

The DeployToday.AI logo combines a forward-moving double chevron mark with a strong geometric wordmark. Use the primary full-color logo on light backgrounds. Use monochrome variants when color reproduction is limited or the background competes with the mark.

**Primary**

Light backgrounds

**White**

Navy or photo backgrounds

**Black**

Single-color print

**Icon mark**

Tight spaces, favicons

Clear space

Always maintain clear space around the logo equal to the height of the chevron mark. Don't crowd the logo with other graphics, text, or page edges. The minimum on-screen height for the full lockup is 24px; for the icon mark, 16px.



Don't

- Don't recolor the logo outside the approved palette.
- Don't stretch, skew, or rotate the lockup.
- Don't add drop shadows, glows, or outlines.
- Don't place the full-color logo on busy photos — use the white variant.
- Don't reconstruct the wordmark in another typeface.

Palette

Navy leads every layout. Amber is reserved for primary actions, key highlights, and accents. Slate carries body copy; off-white provides calm surfaces. Maintain WCAG AA contrast for all text.

Navy

Primary

#16255E

Navy Soft

Secondary

#1F3275

Amber

Accent / CTA

#F5A623

Amber Hover

Accent hover

#FFB938

Slate

Body text

#334155

Off-White

Background

#F8FAFC

Typefaces

Sora is our heading typeface — geometric, confident, tightly tracked. Manrope is our body typeface — humanist, highly legible at small sizes. Both are free, open-source, and available on Google Fonts.

Deploy faster.

Sora · Bold · -2% tracking · headings H1–H5

Manrope keeps long passages readable across web, decks, and print. Pair it with Sora for headings and use medium weight for emphasis.

Manrope · 400 / 500 / 600 · body copy and UI

Voice

Direct	Short sentences. Say what we do and what it costs not to act.
Practical	Concrete outcomes over abstract claims — numbers, time saved.
Confident	Calm authority. We have shipped this work. No hype, no fear.

>> DeployToday.AI

Need anything else?

Grab live assets and updates at deploytoday.ai/brand

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