

BRAND GUIDELINES

The Clientia *brand kit.*

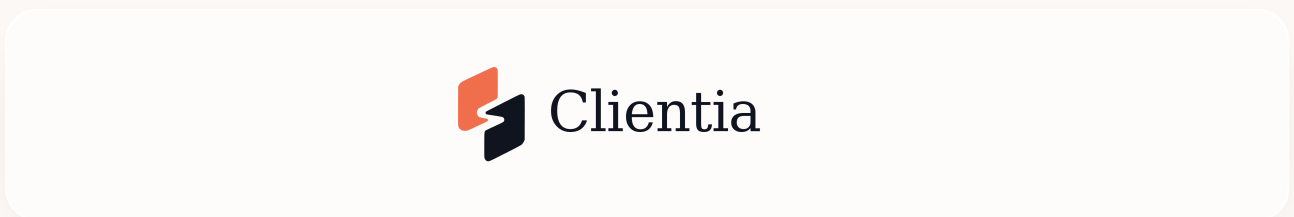
Everything needed to represent Clientia in print and on screen — the logo and its variations, the colour palette, and the typographic voice. Clientia is a private client-operations platform, and its identity follows the same principle as the product: calm, precise, and quietly confident. Please keep that restraint when using these assets.

— The mark



The mark is two interlocking forms — a coral leaf and an ink counterpart — meeting at a single seam. It reads as two parties brought into one record: the core idea of the product. Use the coral-and-ink version on light backgrounds; on dark or photographic backgrounds, the mark may sit on the ink field shown right. Never recolour, rotate, outline, or add effects to the mark.


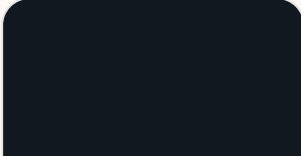
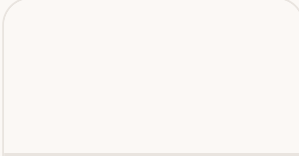

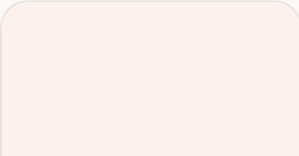
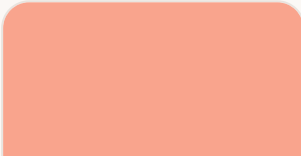


— The lockup



The horizontal lockup pairs the mark with the Clientia wordmark set in a classical serif. This is the preferred signature for headers, partner pages and press use. Preserve clear space around the lockup equal to the height of the mark, and never set it below 24 px / 8 mm tall.

— Colour palette

Two brand colours carry the identity — a warm coral and a deep ink — set against a soft paper ground. The coral is used sparingly, as an accent and a point of focus, never as a flood. Restraint is the brand.

 <p>Coral #F46F4F Primary accent. Highlights, links, focal marks.</p>	 <p>Ink #111820 Headlines, the mark, primary text.</p>	 <p>Paper #FBF8F5 Default background ground.</p>	 <p>Slate #5B6670 Secondary & supporting text.</p>
 <p>Coral Wash #FDF1EC Tinted panels & pills.</p>	 <p>Coral Soft #F9A48D Gradients & hover states.</p>	 <p>Ink 80 #2B343D Body copy on paper.</p>	 <p>Mist #8A939C Captions, metadata, rules.</p>

— Typography

DISPLAY — SERIF

Clientia

Handled, not administered.

Headlines & the wordmark.

A classical serif (Georgia / Times) sets titles and pull quotes. Used at large sizes, often with an italic coral accent word.

TEXT — SANS

Aa Gg Rg

The quiet operating table.

Body, UI & labels.

A neutral grotesque (Helvetica Neue / Arial) carries running text, captions and interface.

Tracked uppercase for eyebrows and labels.

If the brand fonts are unavailable, substitute a transitional serif (e.g. Source Serif, Lora) for display and a neutral grotesque (e.g. Inter, Helvetica) for text. Keep line length generous and leading open — the layout should feel unhurried.

— Voice

Quiet

Understated, never loud. We describe, we don't shout.

Precise

Concrete and exact. Every word earns its place.

Assured

Calm confidence. The work is handled.