



## BRAND GUIDELINES

# Logo, colours and type

For the website, the product, decks, documents, social posts and email. Version 1, October 2026. The latest version lives at [cellcog.ai/brand](https://cellcog.ai/brand).

## USING THIS GUIDE

Read this before you make anything that carries the CellCog name. Always start from the files in the logo pack ([cellcog.ai/brand](https://cellcog.ai/brand)). Never draw, retype or regenerate the logo.

# 1. The logo

**Horizontal (primary):** the mark to the left of the wordmark, mark 1.3x the cap height, centred on the capitals. Use it by default: headers, slides, documents, email. **Stacked:** the mark above the wordmark, mark 3x the cap height, for square or tall spaces such as posters, cover pages, event screens and square social images.



Horizontal · primary



Stacked · square and tall spaces

## The mark, the wordmark and the app icon

The C mark works alone where space is tight or the CellCog name is already nearby. The wordmark is "CellCog" in Inter Tight Bold at -0.02em, converted to outlines: use the file, typing the word is not the logo. The app icon (white C on #141414) is only for places a platform expects an icon: browser tabs, app stores, profile avatars, marketplaces. Never put the tile on a page or slide as a logo.



Mark



Wordmark



App icon · icon contexts only

## 2. Colour versions and backgrounds

**A dark logo on a light background, a light logo on a dark background.** Never dark on dark, never light on light. The two teals never swap: the deep teal belongs on light, the bright teal on dark. Black and white are the default; use teal only where the logo is meant to be an accent.



**Black** · #1d1d1f  
Light backgrounds



**White** · #ffffff  
Dark backgrounds



**Teal (light)** · #2e7e7e  
Light backgrounds, accent



**Teal (dark)** · #7dc3c3  
Dark backgrounds, accent

Our "black" logo is #1d1d1f, a soft black, not pure #000000. On photographs, put the white logo over a calm, dark area or the black logo over a calm, light area. If there is no calm area, place the logo on a solid band.

### 3. Clear space

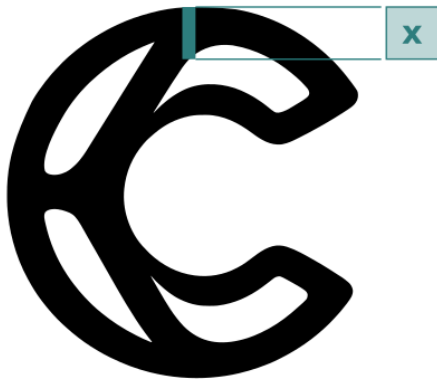
Keep empty space around every logo equal to **2x**, where x is the thickness of the C's outer ring at its top (0.14 of the mark's height), measured at the size the mark has in that logo. Nothing goes inside this space: no text, edges, images or other logos.

The logo files are cropped tight to the artwork, so the clear space is not built in: add it yourself.

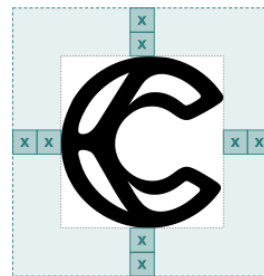
#### Clear space: keep 2x free on every side

x = 0.14 of the mark height, taken at the size the mark has in that logo

The unit x: outer ring thickness at the top of the C



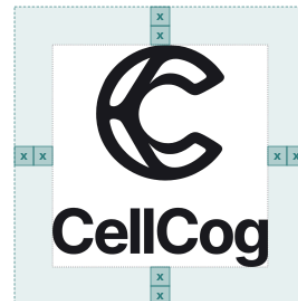
Mark



Horizontal lockup



Stacked lockup



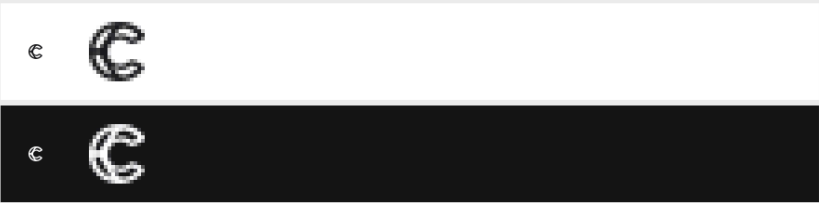
# 4. Minimum sizes

| LOGO (HEIGHT)     | ON SCREEN | IN PRINT |
|-------------------|-----------|----------|
| Mark              | 16 px     | 5 mm     |
| Wordmark          | 12 px     | 3 mm     |
| Horizontal lockup | 20 px     | 6 mm     |
| Stacked lockup    | 48 px     | 14 mm    |

Below these sizes, use the mark alone.

**Minimum sizes (height of the whole logo)**  
Each shown at the minimum, then 4x so you can see the pixels

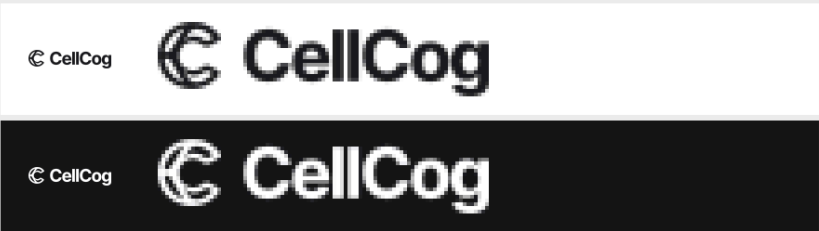
**Mark**  
16 px tall on screen  
5 mm tall in print



**Wordmark**  
12 px tall on screen  
3 mm tall in print



**Horizontal lockup**  
20 px tall on screen  
6 mm tall in print



**Stacked lockup**  
48 px tall on screen  
14 mm tall in print



## 5. Placement

- **Slides (16:9).** Cover: horizontal logo on the right, the headline or claim on the left. Inner slides: the mark alone in the same corner every time, small and quiet, or no logo. One logo per slide at most.
- **Documents and PDFs.** Horizontal logo top left on the first page; the mark or nothing on later pages.
- **Web pages.** Horizontal logo or wordmark top left in the header, linking home.
- **Social images.** Horizontal logo in a corner with full clear space; stacked logo on square formats. The app icon is for profile avatars only.
- **Email.** Horizontal logo top left in the header, 24 to 32 px tall.
- **Next to partner logos.** Match the visual height of the other logo, keep clear space between them, and separate them with a thin vertical line if needed.

## 9. Writing on brand materials

- Plain and concrete. Say what the product does, with a real example where you can.
- No em dashes.
- Benchmark claims are always dated and linked to the source.
- Call our AI employees "they", never "it".

## 6. What not to do



⊗ **01 Don't**  
stretch or squash the logo. Scale it evenly.

01 · Don't stretch or squash the logo. Scale it evenly.



⊗ **02 Don't**  
rotate or tilt the logo.

02 · Don't rotate or tilt it.



⊗ **03 Don't**  
recolour it outside the palette (black, white, the two teals).

03 · Don't recolour it outside the palette (black, white, the two teals).



⊗ **04 Don't**  
fill the logo with a gradient. The old gradient logo is retired.

04 · Don't fill it with a gradient. The old gradient logo is retired.



⊗ **05 Don't**  
add shadows, glows or bevels.

05 · Don't add shadows, glows or bevels.



⊗ **06 Don't**  
use the logo as an outline. It is always a solid fill.

06 · Don't use it as an outline. It is always a solid fill.



⊗ **07 Don't**  
put the black logo on a dark ground. Use the white logo there.

07 · Don't put the black logo on a dark background. Use the white one there.



Quarterly update

⊗ **08 Don't**  
drop the dark app tile on a light page. Use the black mark.

08 · Don't drop the dark app tile on a light page. Use the black mark.



⊗ **09 Don't**  
place the logo over a busy part of a photo. Find a calm area.

09 · Don't place the logo over a busy part of a photo. Find a calm area.



⊗ **10 Don't**  
redraw, retype or AI-generate a look-alike. Use the master files.

10 · Don't redraw, retype or AI-generate a look-alike. Use the master files.

## 7. Colour palette

### Brand colour

Teal is an accent: links, highlights, a key number, a badge. Never flood a page or slide with it.

| NAME                                                                                                          | HEX     | RGB           | CMYK         |
|---------------------------------------------------------------------------------------------------------------|---------|---------------|--------------|
|  Teal, for light backgrounds | #2e7e7e | 46, 126, 126  | 63, 0, 0, 51 |
|  Teal, for dark backgrounds  | #7dc3c3 | 125, 195, 195 | 36, 0, 0, 24 |

### Neutrals, light theme

| NAME                                                                                                     | HEX     | RGB           | CMYK        |
|----------------------------------------------------------------------------------------------------------|---------|---------------|-------------|
|  Ink (text, black logo) | #1d1d1f | 29, 29, 31    | 6, 6, 0, 88 |
|  Background             | #ffffff | 255, 255, 255 | 0, 0, 0, 0  |
|  Surface                | #f7f7f8 | 247, 247, 248 | 0, 0, 0, 3  |
|  Muted text             | #6e6e73 | 110, 110, 115 | 4, 4, 0, 55 |
|  Hairline               | #ececec | 236, 236, 236 | 0, 0, 0, 7  |

### Neutrals, dark theme

| NAME                                                                                           | HEX     | RGB           | CMYK        |
|------------------------------------------------------------------------------------------------|---------|---------------|-------------|
|  Background | #161618 | 22, 22, 24    | 8, 8, 0, 91 |
|  Surface    | #1f1f21 | 31, 31, 33    | 6, 6, 0, 87 |
|  Text       | #f2f2f7 | 242, 242, 247 | 2, 2, 0, 3  |
|  Muted text | #a1a1a6 | 161, 161, 166 | 3, 3, 0, 35 |
|  Hairline   | #2a2a2c | 42, 42, 44    | 5, 5, 0, 83 |
|  App tile   | #141414 | 20, 20, 20    | 0, 0, 0, 92 |

CMYK values are converted from the screen colours. For printed brand pieces, ask the printer to match the HEX value on a proof before the run.

## 8. Typography

### Inter Tight

Headlines and the wordmark.  
Bold or Semibold, letter-spacing  
about -0.02em.

### Inter

Body text, interfaces and most  
documents. Regular, 1.5 line  
height.

### Playfair Display

Headlines in designed pieces  
only: investor decks and formal  
PDFs, with Inter for body.

All three are free from Google Fonts. Never mix Playfair Display into product screens, web pages or social posts, and never use more than these three families.

## For AI agents making CellCog materials

Use only the files in the logo pack. Never generate, redraw or retype the logo with an image model or a font. Apply the background rule in section 2 before placing any logo, and check the result against section 6. A plain-text version of this guide is at [cellcog.ai/brand/index.md](https://cellcog.ai/brand/index.md).

## 10. Downloads

**Logo pack (zip):** mark, wordmark, horizontal and stacked lockups; each in black, white and both teals; SVG, PNG (512, 1024, 2048, transparent), PDF and EPS. [cellcog.ai/brand](https://cellcog.ai/brand)

Questions or suggestions: [contact@cellcog.ai](mailto:contact@cellcog.ai)