



BRAND GUIDELINES

Signal to clarity.

A clear identity. A consistent presence.

The visual and verbal essentials for representing TrueSignal across digital experiences, documents, and everyday communication.



VISUAL / VERBAL / APPLICATION

01 / CONCEPT & MEANING

Connecting information. Creating clarity.

Two complementary geometric forms define the TrueSignal logogram. A stepped channel between them expresses the relationship between information, structure, and clearer understanding.



CONNECTION

Complementary forms

Separate pieces gain meaning when viewed together.

CLARITY

Meaningful space

The stepped negative space creates a clear, recognizable path.

CONFIDENCE

Structure with openness

A precise symbol meets a modern, approachable wordmark.

One identity. The right composition.

Use the horizontal lockup by default. Choose stacked for taller spaces, and the standalone mark when the brand is already clear from context.



Primary / Light



Primary / Dark



Monochrome / White



Stacked



Logogram

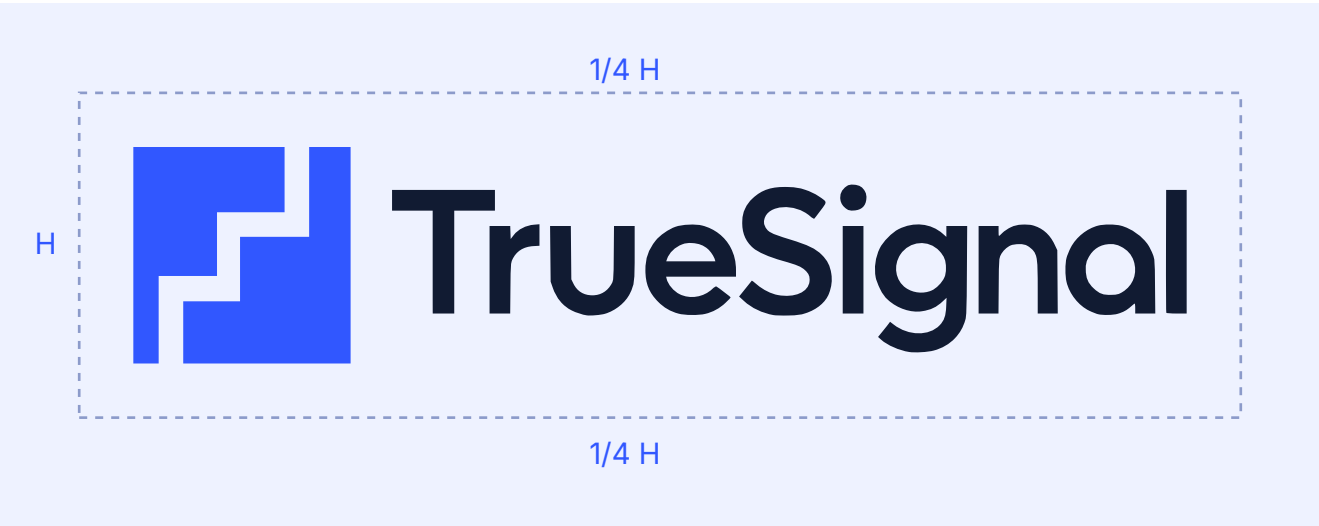


Wordmark

03 / CLEAR SPACE & SIZE

Give the identity room to breathe.

H is the height of the logogram. Keep at least 1/4 H clear on every side of the complete logo. Keep text, imagery, and layout edges outside this area.

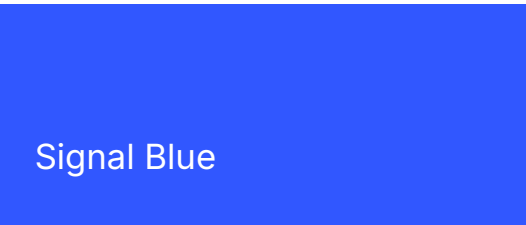
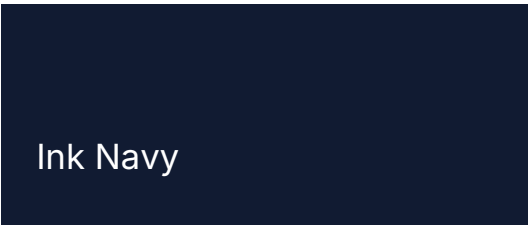
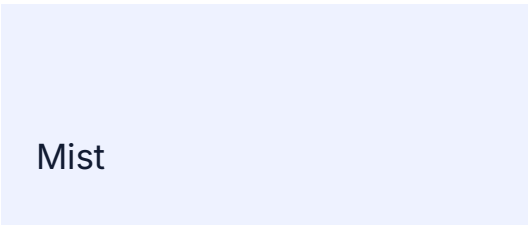


Recommended minimum widths

Composition	Digital	Print
Horizontal	120 px	30 mm
Stacked	96 px	24 mm
Logogram	24 px	6 mm
Wordmark	112 px	28 mm

Zero-margin files are cropped to the artwork. Add clear space in the layout. Check legibility at final size; use the supplied favicon for 16 px applications.

Signal Blue. Grounded in Ink Navy.

			
Signal Blue	Ink Navy	Mist	White
#3157FF	#111B32	#EEF2FF	#FFFFFF
RGB 49 / 87 / 255	RGB 17 / 27 / 50	RGB 238 / 242 / 255	RGB 255 / 255 / 255

Use Signal Blue for emphasis, Ink Navy for text and dark fields, Mist for supporting surfaces, and White for breathing room. Black (#000000) is available for monochrome applications.

Aa Inter

Use Inter Regular 400, Medium 500, and Semibold 600 for websites, presentations, and documents. Keep hierarchy clear and body text comfortably readable.

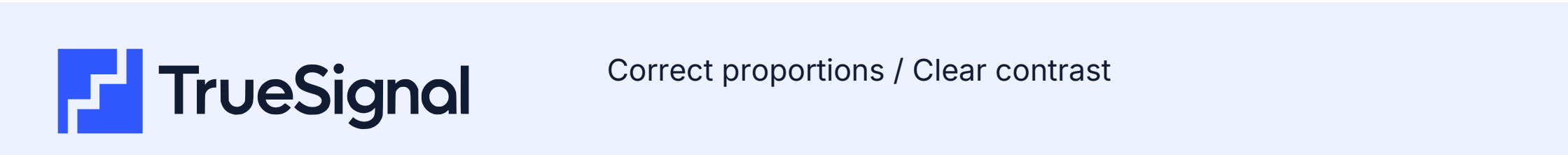
Supporting typography

W2 is a custom wordmark, not a font name. Use the supplied outlined artwork. Do not recreate the wordmark by typing it in Inter or another typeface.

Digital colors are RGB. Convert and proof print colors with your production partner for the selected stock and process.

Protect the original form.

Use the supplied master artwork and choose a background with sufficient contrast. Scale proportionally and preserve the relationship between the mark and wordmark.



Do not stretch



Do not rotate



Do not recolor



Do not add effects

Do not alter the wordmark or attach a tagline to the logo lockup. 3D brand imagery is supporting illustration; the flat logo remains the primary identity.

Clear language. Considered meaning.

TrueSignal speaks calmly and specifically. Start with the business need, explain the relevant context, and describe the support that information can provide.

Signals inform. Your team decides.

CLEAR

Make it easy to understand.

Use direct sentences and familiar terms.

GROUNDED

Keep claims proportional.

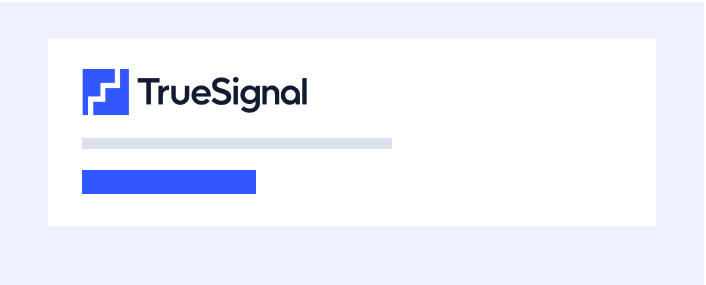
Describe decision support without promising absolute certainty.

RELEVANT

Connect to business value.

Explain what the information helps the reader understand or do.

Ready for real-world use.



WEBSITE

Use the primary logo in navigation, a clear content hierarchy, and Signal Blue for the main action.



DOCUMENTS

Use the light-background logo, generous margins, and Inter for headings and body text.



AVATARS & APPS

Use the supplied square app icons. Preserve the mark and the built-in safe space.

Choose the right file

SVG

Web, large-format, and print artwork. Outlined vectors stay sharp at any scale.

PNG

Presentations and documents. Transparent, white, dark, and zero-margin variants.

ICO / App icons

Favicons and square app assets in the supplied sizes.

Brand questions and usage guidance: truesignal.id/#kontak