USIVITY

# Brand Standards

How Usivity looks, sounds and shows up in the world.



Version 1.0, October 2026

Questions: marketing@usivity.com

Start here

# This guide is short on purpose.

Nobody reads a 90-page brand book. So this one covers what actually gets used: the logo, the colors, the type, how we talk, and what to do when you print a shirt.

The rules exist for one reason. When someone sees Usivity in a LinkedIn post, on a sticker on a laptop, or in a sales deck, it should feel like the same company every time. Consistency is how a three-person startup looks like it has been around for years.

If something here doesn't cover your situation, don't guess. Ask marketing@usivity.com and we'll figure it out together.

## Contents


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Logo files, color tokens and fonts are in the Usivity brand kit. Request it from marketing@usivity.com.

1

# Who we are

Everything else in this guide flows from this page.

# Our identity

Everything we say lives under our purpose.

Our purpose

## Making software brilliantly personal.

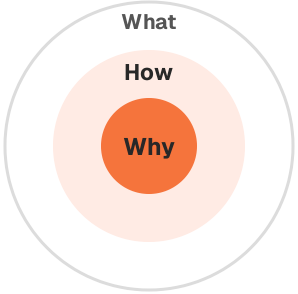
Measured by **Personal Touches**: cumulative personal touches delivered to the SaaS industry

**Why** — **Every customer wants a different product experience.**

**How** — **Usivity lets your customers personalize your app in plain language.**

**What** — **AI personalization for SaaS.**

Category: **product experience**




War cry

### Never customize. Always personalize.

**No tickets. No code. No release cycles.**

What we shout riding into battle: merch, ads, booths, sign-offs.

# What we do, in plain words

### What we do

We give every customer the product experience they want. They personalize your app in plain language. Your team doesn't build a thing.

### Our category

**Product experience.** That's the category, said the way buyers already say it. No made-up category names, no jargon.

### What we are not

We're not a digital adoption platform. Those teach people to use a screen that never changes. We change the screen. Never call Usivity a DAP or an overlay.

Usivity handles real work, like calculations, analysis and data changes, not just cosmetic tweaks. Never call it "small stuff."

# 2

# Logo

One mark, two lockups, four color treatments. Use the files, never redraw it.

# Three versions

The horizontal lockup is the default. Reach for the others only when the space demands it.




### Horizontal, primary

Website header, email signatures, decks, documents, anything wider than it is tall.




### Vertical

Square or tall spaces: the orange tee, stickers, booth signage, social posts.

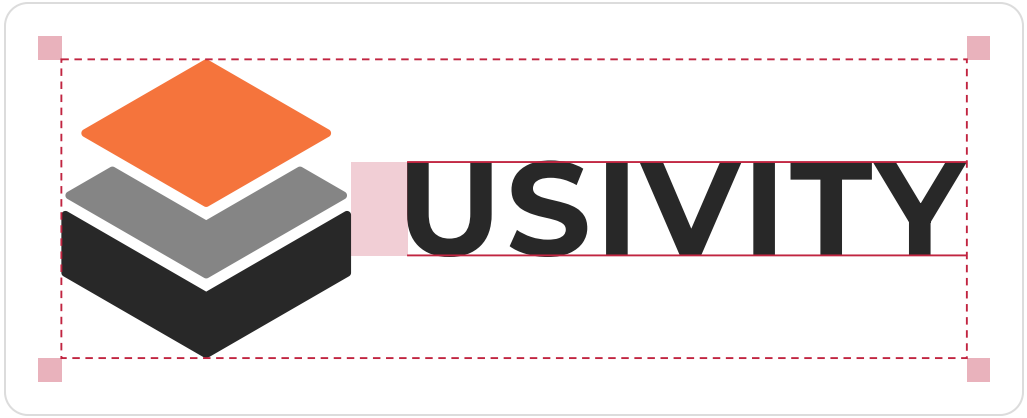


### Mark

Avatars, favicons, app icons, and places where the name already appears nearby.

# Construction and clear space

Go big. On banners, booths, signage and merch, run the logo as large as the space allows.




X is the cap height of the wordmark. Clear space is just a quarter of X, the red corners. Nothing else may enter it, but there is no need for more. The logo files ship with zero padding.

## The rules behind it

Mark height is 3.2X in the horizontal lockup, with 0.6X between mark and word.

In the vertical lockup the word is 1.5 times the width of the mark, with 0.75X between them.

All three layers share one gap and true 30° isometric angles.

The wordmark is Montserrat Bold, tracked +30 and converted to outlines. Never retype it.

## Minimum sizes

| | Screen | Print |
|---|---|---|
| Horizontal | 120px wide | 1.25 in |
| Vertical | 72px wide | 0.75 in |
| Mark | 24px | 0.25 in |

Below 32px, use the small-size mark. Its wider gaps keep the layers from merging.



# Four color treatments

Every version comes in all four. Pick by background, not by taste.




### Full color

The default. White or Paper backgrounds.

### Reverse

Charcoal and other dark backgrounds.

### All white

Orange, photography, single-color print.

### All Charcoal

Single-ink print and embroidery on light fabric.

# Please don't

Every one of these has happened to a real brand. None of them should happen to ours.




× Stretch or squash it




× Rotate it




× Recolor or reorder the layers




× Use old files or retired navy




× Add shadows or effects




× Put full color on orange




× Use it on Grey




× Retype the wordmark

# 3

# Color

Three colors, pulled straight from the mark.

# Primary colors

## Orange

#F5743C

| | |
|---|---|
| **RGB** | 245, 116, 60 |
| **CMYK** | 0 53 76 4 |
| **Pantone** | Match on press |

The signature. The mark, big fills, highlights, active states. Never used to show status.

## Grey

#858585

| | |
|---|---|
| **RGB** | 133, 133, 133 |
| **CMYK** | 0 0 0 48 |
| **Pantone** | Match on press |

The middle layer. Secondary icons, dividers, quiet shapes. Never used for text.

## Charcoal

#282828

| | |
|---|---|
| **RGB** | 40, 40, 40 |
| **CMYK** | 0 0 0 84 |
| **Pantone** | Match on press |

The dark. The wordmark, body text, dark backgrounds.

Pantone matches are picked by the printer from a physical swatch book, never converted on screen. Approve the match in person before any large run.

# Tints and shades

Four steps of orange, five of neutral. Each step has one job, so nobody has to wonder which one to use. No step is allowed to look brown. The outlined swatch is the primary.

**Orange**

**Tint**
#FFEBE4

**Soft**
#FFB294

**Orange**
#F5743C

**Blaze**
#D83C01

**Neutral**

**Paper**
#F5F5F5

**Line**
#DCDCDC

**Grey**
#858585

**Slate**
#555555

**Charcoal**
#282828

| Step | Job |
|---|---|
| **Tint** and **Paper** | Backgrounds: page fills, highlighted rows, callouts |
| **Soft** and **Line** | Borders, dividers, hover states, links on dark backgrounds |
| **Blaze** | Buttons with white text, orange text and links on white. Fully saturated, so it never turns brown. |
| **Slate** | Secondary text on white and Paper |

# Proportion and accents

Mostly neutral, confidently orange, accents only when they earn it.



**Neutrals, about 70%**
White, Paper and Charcoal

**Orange, about 20%**

**Under 10%**
Grey, accents

## Category colors

The website already sorts content by audience. These are the only colors used for it.

**Customer Success** #058277
Playbooks for CSMs

**Product** #2D6FCD
Resources for PMs and engineers

**Business** #F5743C
Frameworks for buyers and leaders

## Accents

Working colors for charts, tags and the occasional illustration. Never in the logo, headlines or calls to action.

**Cobalt** #2D6FCD
Info, documentation links, charts

**Teal** #058277
Customer Success, charts

**Amber** #F5AE39
Charts and highlights, never text

**Plum** #974391
Charts only

# Accessibility

Orange and Grey are shape colors, not small-text colors. Everything we publish meets WCAG AA contrast.

| | | |
|---|---|---|
| Aa Usivity<br>**White on Orange**<br>2.8:1 **Fail** | Aa Usivity<br>**Orange on white**<br>2.8:1 **Fail** | Aa Usivity<br>**Grey on white**<br>3.7:1 **Large text only** |
| Aa Usivity<br>**Charcoal on Orange**<br>5.2:1 **Pass** | Aa Usivity<br>**White on Blaze**<br>4.6:1 **Pass** | Aa Usivity<br>**Blaze on white**<br>4.6:1 **Pass** |
| Aa Usivity<br>**Orange on Charcoal**<br>5.2:1 **Pass** | Aa Usivity<br>**White on Charcoal**<br>14.7:1 **Pass** | Aa Usivity<br>**Soft on Charcoal**<br>8.5:1 **Pass** |

### Buttons

Buttons are Blaze with white text. The logo orange never carries white text.

### Orange text

On white, orange text uses Blaze. On Charcoal, use Orange for headlines and Soft for small text.

### Logos are exempt

The white logo on orange is fine. Contrast rules apply to text people need to read.

# 4

# Typography

Two families, clearly different jobs, and nothing small enough to squint at.

# Two typefaces

Aa

## Montserrat

The brand voice. Headlines, the wordmark, marketing, social graphics and merch.

**ExtraBold 800**
**Bold 700**
SemiBold 600

Aa

## Geist

The working face. Body copy, the website, the product, documents and data.

Regular 400
Medium 500
**SemiBold 600**

Both are free from Google Fonts. Where they aren't available, as in some email clients, fall back to Arial. Poppins is retired.

# Marketing scale

For the website, social, ads, print and anything else marketing ships.

| Style | Web | Print | Example |
|---|---|---|---|
| **Display**<br>Montserrat<br>800 | 64px | 40pt | **Never customize. Always personalize.** |
| **Headline**<br>Montserrat<br>800 | 48px | 30pt | **Customers are angry.** |
| **Subhead**<br>Montserrat 700 | 28px | 20pt | **Your roadmap is not a ticket queue.** |
| **Body**<br>Geist 400 | 18px | 12pt | Every customer wants a different product. You no longer have to build them all. |
| **Small**<br>Geist 400 | 16px | 10pt | Captions, footnotes and table text. This is the floor. |

**Nobody squints.** In marketing, text never goes below 16px on screen or 10pt in print. Other mediums have their own scales, on the next page. Headlines use sentence case. Never set body copy in all caps or tracked-out labels.

# Type by medium

A slide, a dashboard and a billboard can't share one scale. Pick the row for what you're making.

| Medium | Titles | Section heads | Body | Never below |
|---|---|---|---|---|
| **Website and marketing** | Montserrat 800, 48 to 64px | Montserrat 700, 28px | Geist 18px | **16px** |
| **Vendor portal** | Montserrat 700, 28px | Geist 600, 20px | Geist 14px | **12px** |
| **SDK panel** | Host font, 600, 16px | Host font, 600, 15px | Host font, 14px | **12px** |
| **Presentations (16:9)** | Montserrat 800, 40 to 54pt | Montserrat 700, 24 to 28pt | Geist 18 to 24pt | **14pt** |
| **Documents and print** | Montserrat 800, 24 to 28pt | Montserrat 700, 14 to 16pt | Geist 11pt | **9pt** |

### Vendor portal

Dense on purpose. Tables and labels can go to 12px, but nothing smaller. Sentence case, no tracked-out caps.

### SDK panel

Uses the host product's font by default so it feels native. Sizes stay fixed so the panel never breaks.

### Presentations

One idea per slide. If text has to drop below 18pt to fit, it belongs in the speaker notes.

# 5

# Voice

Simple, casual, pointed. We sound like a person who has done the job, because we have.

# Five principles

Drawn from *The Purpose Code* and *Control Your Customer*. These apply to everything from a homepage to a support reply.

| | | |
|---|---|---|
| 1 | **Keep it simple** | Simple, understandable language, every time. Short words, short sentences. No jargon, no buzzwords, no made-up category names. If one sentence does the job, send one sentence. |
| 2 | **Talk like a person** | Drop the "professional voice." Formal greetings and inflated vocabulary make people close up. Casual, direct language gets replies. |
| 3 | **Say the uncomfortable thing** | Name the real problem. Customers are angry. Roadmaps get hijacked. Most companies paint the purpose on the wall before they live it. Saying it plainly is how we earn attention. |
| 4 | **Prove it** | Specifics beat adjectives. Real numbers, real examples, things we have actually done. If we can't back a claim, we don't make it. |
| 5 | **Respect the customer's call** | Customers own their systems and their decisions. We give them the facts and the tradeoffs, never a lecture. No talking down, no fear tactics. |

# Words and mechanics

| We say | We avoid |
| --- | --- |
| Product experience | Agentic, AI-native, layer, platform-speak |
| Personalization, personalize | DAP, digital adoption, overlay |
| In plain language | Customize, customization, custom (for anything we do) |
| End users, the people using the product | Small tweaks, small stuff |
| Roadmap, backlog, renewals | Revolutionary, game-changing, seamless |
| Make it yours | Leverage AI to unlock synergies |
| | "Drop a comment below" |
| | "We're excited to announce" |

## Mechanics

No em dashes. Use a period, comma or colon.

Sentence case for headlines, buttons and titles.

Contractions are good. "We're," not "we are."

One exclamation point per year, maximum.

Numbers as numerals: 3 founders, 30 seconds.

Swearing belongs in founder content only, sparingly. Never in product, docs or legal.

# Customize is the problem. Personalize is the solution.

SaaS businesses hate customization. Usivity delivers personalization. It's also our war cry: **Never customize. Always personalize.**

| | Customization | Personalization |
|---|---|---|
| **Who does it** | Your engineers, for one account | The end user, for themselves |
| **How it happens** | Tickets, specs, sprints, releases | Plain language, in seconds |
| **What it costs** | Roadmap capacity, every single time | Zero engineering time |
| **Who it serves** | The loudest customer | Every individual user |
| **What it leaves behind** | Code you maintain forever | Nothing. Toggle it off any time |

### The rule

Use customize, customization and custom only when describing the pain SaaS businesses live with today. Never use them for anything Usivity does, in marketing, the product, docs or sales conversations.

### In practice

~~Create your first customization~~ → Create your first personalization
~~Customize this zone~~ → Personalize this zone
~~Custom logic~~ → Personal logic, or just logic

# Before and after

Same message, two voices. Only one gets read.

### Email to a customer

**✕ Not this**

Dear valued partner, we are excited to share that our team has been working diligently to deliver an innovative solution that will revolutionize your experience.

**✓ This**

Quick heads up: your team can now fix the deals table themselves. Want me to show you in 10 minutes?

### Homepage

**✕ Not this**

Usivity is a cutting-edge platform that leverages AI to seamlessly enhance the digital adoption journey.

**✓ This**

Your customers want a different product. Let them build it, without touching your roadmap.

### Social post

**✕ Not this**

We're thrilled to announce our new feature! 🚀
Drop a comment below if you want to learn more!

**✓ This**

Every enterprise customer thinks their feature request is the most important one. They're right. That's the problem.

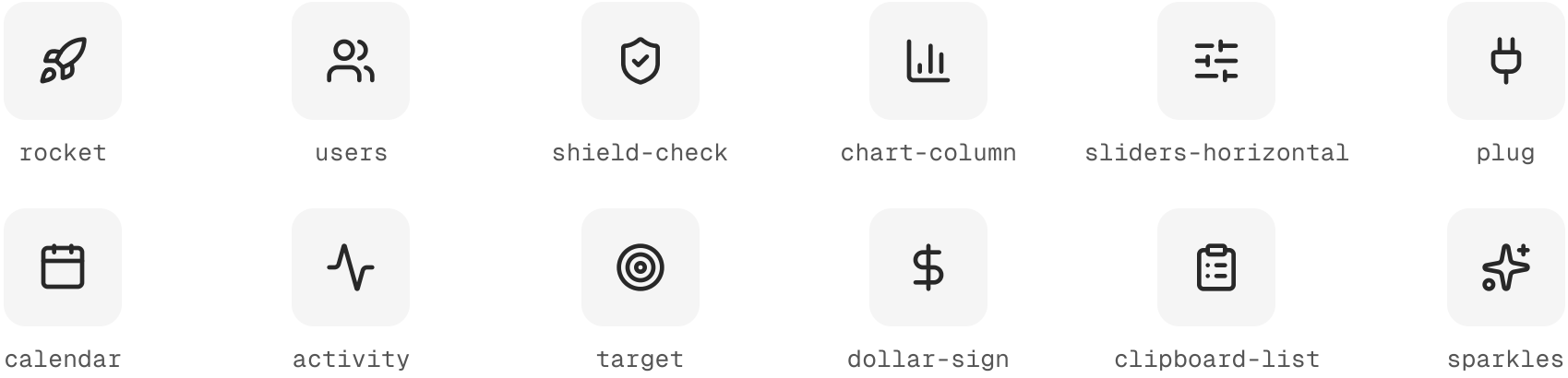
# 6

# Icons

One library, one stroke, no exceptions.

# Lucide, and only Lucide

The website and product already use Lucide (class names like `lucide lucide-rocket`).
Keep it that way. Mixing icon sets is the fastest way to look cobbled together.




### Stroke and size

Default 2px stroke, round caps. 20px inline with text, 24px on their own. Never fill or recolor parts of an icon.

### Color

Charcoal or Slate by default. On a colored tile, use the darker step of the same color.



### Meaning

Icons support a label, they don't replace it. If nobody would guess what an icon means, add words.

# 7

# Merch

The war cry is the hero. The logo signs it, small.

# War cry first, logo second

On anything people wear or carry, **Never customize. Always personalize.** is the headline. The logo sits small underneath, like a signature.




## The loud one

Conferences, demos, booth duty.

| | |
|---|---|
| **Garment** | Solid orange blank, closest to #F5743C |
| **War cry** | All white, Montserrat ExtraBold, two lines, 10 to 11 in wide, center chest, 3 in below the collar |
| **Logo** | White horizontal, 2.5 to 3 in wide, centered 1.5 in below the war cry |




## The everyday one

The one people wear on a Saturday.

| | |
|---|---|
| **Garment** | Charcoal or near-black blank |
| **War cry** | "Never customize." in white, "Always personalize." in Orange, same size and placement |
| **Logo** | Reverse horizontal, 2.5 to 3 in wide, 1.5 in below the war cry |

Screen print with an underbase under white. Proof on the actual garment before approving a run.

# Stickers

Two war cry stickers do the talking. The die-cut mark is the extra.




### Orange square

3 x 3 in, rounded corners. White war cry fills the width, small white logo underneath.




### Charcoal bar

3.5 x 1.5 in, rounded corners. War cry in white and Orange, small reverse logo underneath.



### Die-cut mark

Full-color mark, 2 in tall, contour cut with a 1/8 in white border. For laptops that already have the war cry.

| | |
|---|---|
| **Material** | Matte vinyl with UV laminate, outdoor and dishwasher rated |
| **Files** | Send SVG with 1/8 in bleed. Ask the printer for a digital proof showing the cut line. |

Merch

# Water bottles and everything else

Every bottle, hat and notebook is shaped differently, so these rules travel instead of templates.

### The war cry is the hero

Put "Never customize. Always personalize." front and center. The logo goes small, underneath or on the back. If there is only room for one, use the war cry on wearables and the logo on tiny items.

### Start with one color

White on dark or orange items, Charcoal on light ones. One-color printing is cheaper and holds up better on curves.

### Engraving means one color

Laser engraving on steel can't hold three tones. Engrave the war cry and use the mark only, at least 1 in tall.

### Keep it on the flat

Place art on the flattest part, opposite the handle or hinge. On a cylinder, keep it within the front third.

### Go big

Run the war cry as large as the surface allows. Clear space is only a quarter of the logo's cap height.

### Proof everything

Get a physical sample before ordering more than a box. It costs less than 200 bottles nobody wants to carry.

# Questions, files, approvals.

marketing@usivity.com

Logo files, color tokens and fonts are in the Usivity brand kit. If you are partnering with us, featuring us or printing anything with our name on it, send it over first. We reply fast.

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