

Core corporate identity



One brand. Website, documentation and administration.

The approved foundation for the use of the logo, colours and typography. This package includes production assets and technical exports for digital environments.

How to use this package

This version records the approved identity decisions. The logo artwork comes from the supplied Archiv.zip archive. Its shapes and proportions are preserved.

01

Manual

Rules and exact specifications.

02

Logos and exports

Ready-to-use assets for each application.

03

Fonts and tokens

Licences, CSS and JSON for developers.

Use the files in this package. When updating materials, replace the old octagonal logo and earlier inconsistent proposals with this identity.

Primary horizontal logo

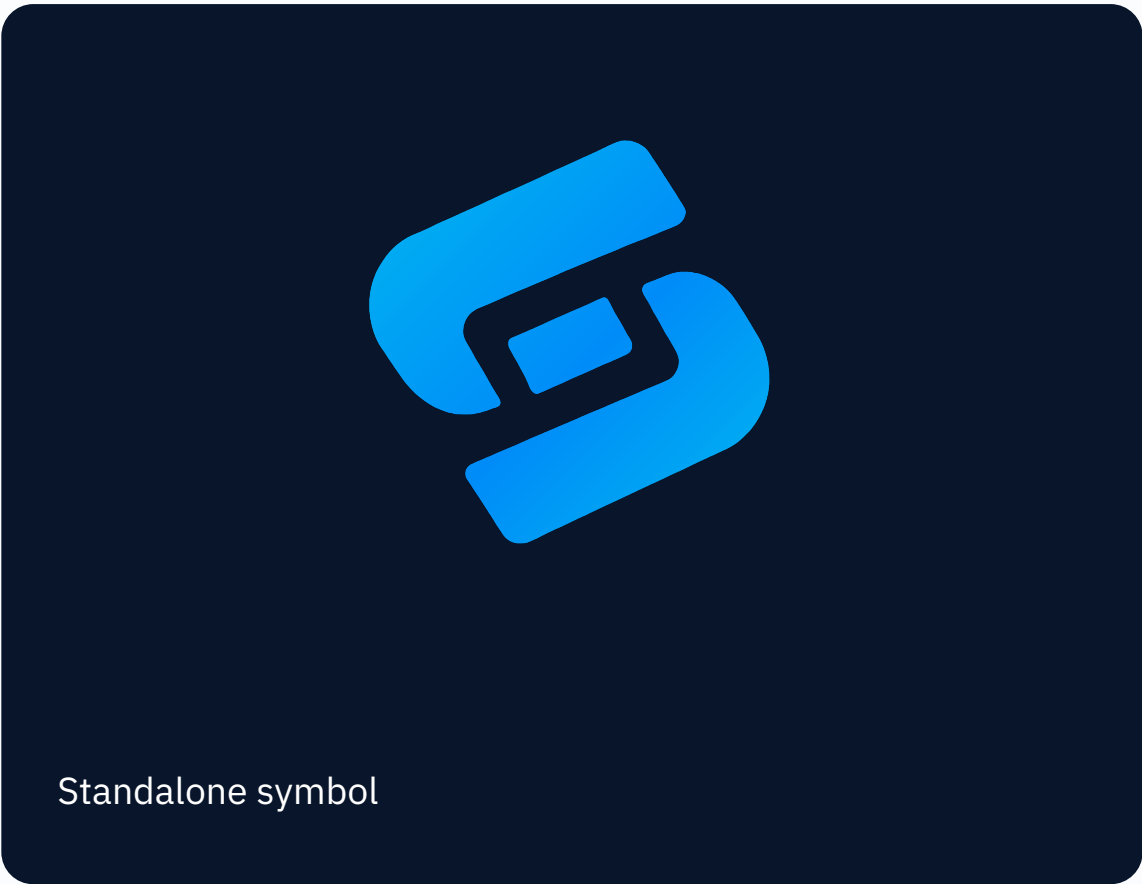
The default lockup for headers, administration, documentation and everyday corporate communications.



SCREEN is navy on light backgrounds and white on dark backgrounds. SOFT remains blue #0099F5. The symbol uses the approved gradient.

Vertical lockup and symbol

The supporting lockups use the same approved symbol and wordmark.



Use the vertical logo where a square composition is helpful, such as the login screen. Use the symbol for compact spaces, favicons and icons.

Colour and monochrome versions



Primary / gradient



Technical / solid blue



Monochrome / white



Monochrome / black

Solid blue #0099F5 replaces the symbol gradient when the output technology cannot reproduce it. The white and black versions are entirely monochrome.

Clear space

H is the height of the visible symbol. Measure clear space from the visible edges of the entire lockup.

Minimum clear space $H/4$



$H/4 = 0.25 H$

Recommended clear space $H/2$



$H/2 = 0.50 H$

The minimum is $H/4$ on every side. For prominent brand presentations, $H/2$ is recommended. Keep text, frames and other logos outside this area. This rule applies to every lockup.

Standard logo files already include $H/4$. To achieve $H/2$, add another $H/4$ outside the file. Do not confuse the file boundary with the edge of the visible artwork.

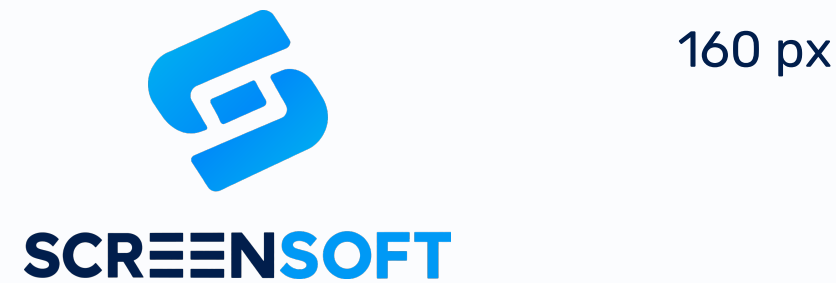
Minimum digital sizes

The width of the visible artwork in CSS pixels. Add clear space separately.

Horizontal logo



Vertical logo



Standalone symbol



Favicon: 16 × 16 px exception

The smallest icons use optically adjusted internal spacing. Do not reduce the full logo to 16 px.

A 2× export improves sharpness but does not change the minimum displayed size. Never stretch or compress the logo.

Core brand colours

Logo colours and interface colours serve different purposes.



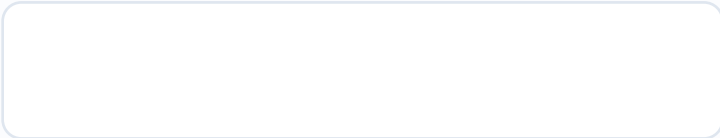
Brand blue
#0099F5

SOFT and the solid technical symbol.



Brand navy
#011E4C

SCREEN on light; icon background.



White
#FFFFFF

SCREEN on dark; reversed version.



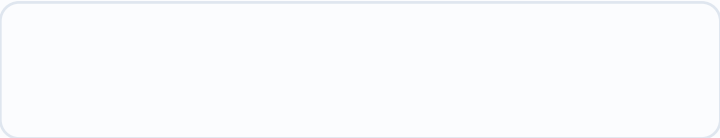
Symbol gradient: #00B8EF (0%) → #008CF8 (55%) → #00B8EF (100%)

Retain the original diagonal orientation in the supplied SVG. The strip above shows only the order of the colour stops. Do not apply the gradient to body text or buttons.

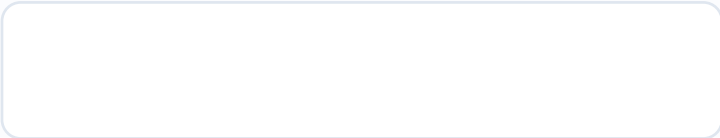
Digital colours are specified in sRGB / HEX. This version does not define Pantone or binding CMYK values.

Light environment

Default for the website and documentation. Approved fixed values, without automatic shade generation.



Background
#FBFCFE
The overall page.



Surface
#FFFFFF
Cards and content blocks.



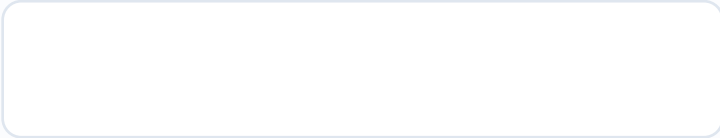
Headings
#011E4C
Hierarchy and main titles.



Body text
#3A4256
Paragraphs and controls.



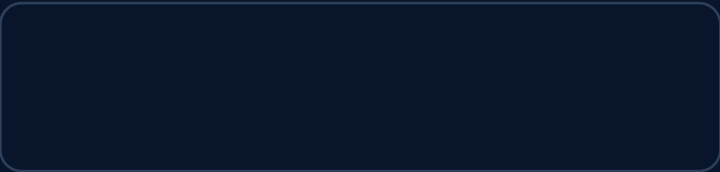
Action and link
#0073B8
Button with white text.



On-action text
#FFFFFF
Button text and icon.

Dark environment

Default for administration. The foundation is navy, replacing the earlier greenish graphite palette.



Background
#08152A



Cards and panels
#11243E



Headings
#FFFFFF



Body text
#C5D3E4



Action / white text
#0073B8



Links
#6BCFFF

Button: #0073B8 + #FFFFFF. Light blue #6BCFFF is used for links on dark backgrounds.

Typography

Rubik for headings. IBM Plex Sans for text, forms, navigation and controls.

Manage your screens

Rubik SemiBold 600 / main headings

Campaign and device overview

Rubik Medium 500 / supporting headings

The content you need, on the right screen. Clear navigation and readable controls connect the entire ScreenSoft system.

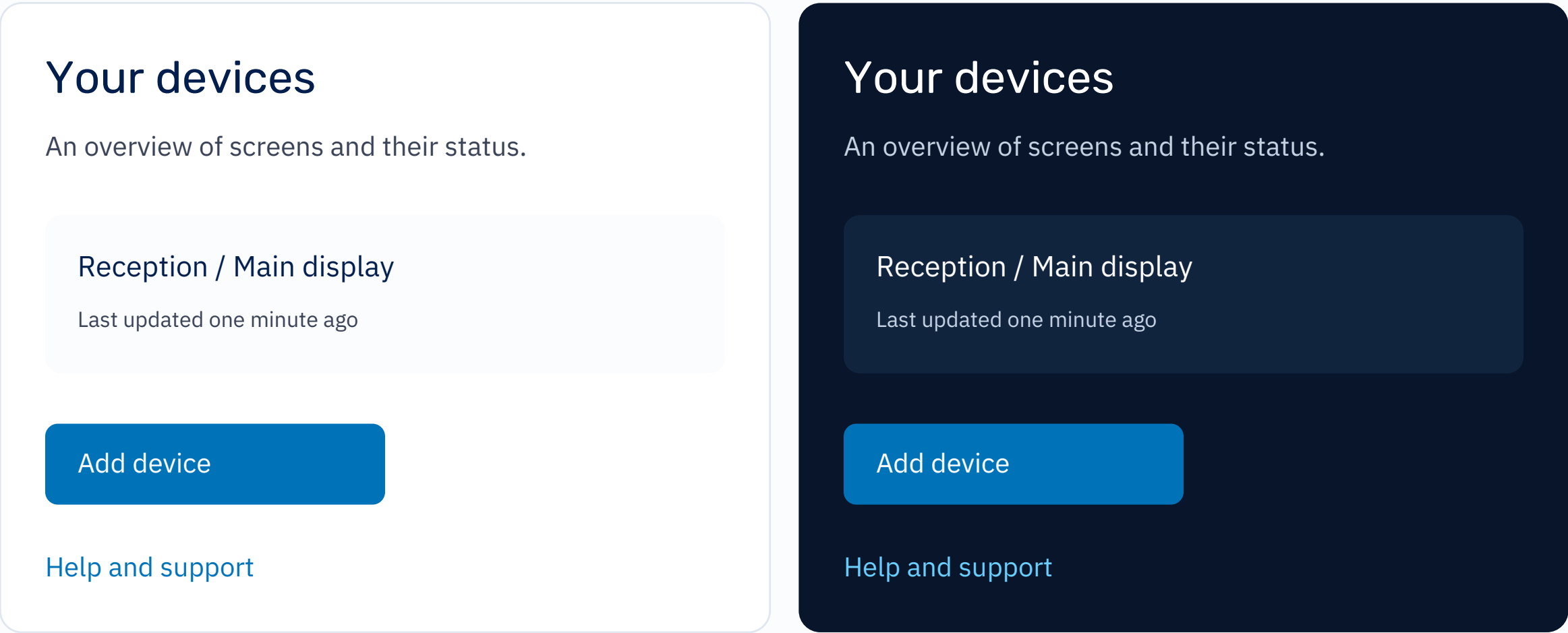
IBM Plex Sans Regular 400 / body text

Save changes Add device Help and support

Recommended weights: body 400, controls 500, emphasis and headings 600. The logo is artwork; never replace it with typeset text.

A shared interface language

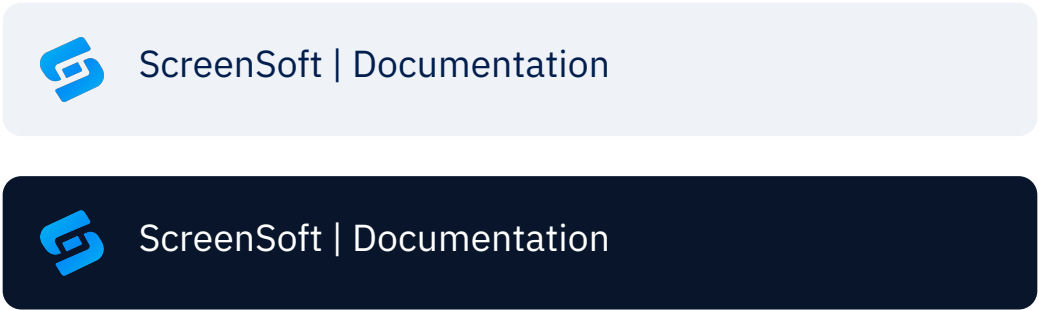
An example of the approved palette. The layout is illustrative, not an implemented system redesign.



Light and dark modes share the brand and the meaning of controls. Success, warning and error states retain their own semantic colours.

Favicon and application icons

Transparent favicon



Colour symbol without a fixed background. Shared by light and dark modes, administration and documentation.

PNG 16, 32, 48, 64, 128 and 256 px; SVG and ICO.

Application icon



Approved gradient symbol on a navy #011E4C background. The operating system may apply rounded corners.

180 px Apple; application 192, 512 and 1024 px.

The separate 512 px maskable export has a larger safe area. The manifest is a template for an existing PWA integration, not an instruction to enable a PWA.

Exports A, B and C

Dimensions refer to the complete PNG canvas. Logos are centred, undistorted and have transparent backgrounds.

<div>A / Login</div> <div>512 × 512 px</div>	<div>Vertical logo</div> <div>Login screen</div>	
<div>B / Panel</div> <div>1846 × 512 px</div>	<div>Horizontal logo</div> <div>Administration sidebar</div>	
<div>C / Docs</div> <div>560 × 111 px</div>	<div>Horizontal logo</div> <div>Documentation header</div>	

Light is for light backgrounds; Dark is for dark backgrounds. Dark does not mean an opaque dark PNG background. A/B/C are technical exports of one brand, not separate logo designs.

Correct and incorrect use

- Use the supplied SVG, PDF or PNG files. Preserve the relationship between the symbol and wordmark.
- Choose the light or dark variant for the surrounding background and respect the clear space.
- Do not change the aspect ratio, rotate the lockup or redraw the wordmark letters.
- Do not add shadows, outlines, glow, textures or a new gradient.
- On photographs, choose a quiet, contrasting area. Use a separate panel over busy imagery.
- The slogan is not part of the fixed lockups. Write ScreenSoft in text; state the legal company name separately when needed.

Developer hand-off

This package supplies values and assets. Integrate them into each project through its source code.

- The website and documentation default to light; administration defaults to dark. A theme switch must remember the user's choice, which overrides the default.
- First replace the logo, favicon and fonts. Select the logo variant for the actual background.
- Map the semantic colours in brand-tokens.json to surfaces, headings, text, actions and links.
- The CSS supplies variables and local fonts, not theme-switching logic or automatic component changes.
- Preserve error, warning and success semantics. Check hover, focus, disabled and selection states in both modes during integration.
- Partner palettes and shade generation from three inputs are a separate future task. This package does not implement them.

Readability, print and licences

White text on an action button	5.07 : 1
Body text in light mode	9.77 : 1
Body text in dark mode	12.00 : 1
Link in dark mode	10.42 : 1

These colour pairs exceed a 4.5:1 contrast ratio for body text. This is not a claim that the entire interface is accessible. Also check focus, component states and operation.

For print, use vector PDF, respect clear space and make a proof. CMYK conversions depend on the ICC profile, paper and process. Define Pantone, CMYK and minimum sizes in millimetres for the specific production job.

Rubik and IBM Plex Sans are included under the SIL Open Font License. Keep the OFL.txt files when redistributing them.

Quick reference and identity management

- Name in text: ScreenSoft. Logo: approved artwork without a fixed slogan.
- Lockups: primary horizontal, supporting vertical and standalone symbol.
- Primary version: gradient. Technical alternative: #0099F5. Monochrome versions: white and black.
- Clear space: H/4 minimum; H/2 recommended for prominent presentations.
- Minimum widths: horizontal 200 px, vertical 160 px, symbol 24 px; favicon canvas 16 px.
- Rubik headings; IBM Plex Sans text and controls. Website/docs light; administration dark.

This version defines ScreenSoft's digital identity, not a universal white-label manual for partners. Issue changes to the master artwork and palette as a new numbered package version.