colloquize

BRAND GUIDELINES · VERSION 1.0 · 30 SEPTEMBER 2026

Colloquize brand guidelines

Parent brand. How to use our logo, colour, type and voice consistently.

PART OF THE COLLOQUIZE GROUP · COLLOQUIZE.COM

01 Brand at a glance

Colloquize is an IT consultancy and specialist data security development house. It is the parent brand of the group and the voice of advice: calm, candid and technically deep.

Positioning line

Technology that talks straight, and keeps your data safe.

Working headline used on the website. Confirm before adopting it as a formal strapline.

Personality

Calm
We lower the temperature of security conversations.

Precise
We say exactly what we mean, and we can show our working.

Candid
We give straight advice, including the unwelcome kind.

Trusted
We handle sensitive information as if it were our own.

Audience

Organisations that handle sensitive data and need practical, senior advice: technology leaders, risk and compliance owners, and product teams.

02 The logo

The mark is a bold, open "C". The gap is a conversation left open (a *colloquy*: a serious discussion), and the teal dot is the voice inside it. It also reads as a data point sitting inside a protective ring. The wordmark is set in lowercase Inter Bold for a confident, approachable tone.



Primary logo (full colour)



The mark, for avatars, favicons and small spaces

Use the full logo wherever there is room. Use the mark alone only where the brand name is already clear from context or space is tight (below about 100 px wide).

03 Light and dark variants

Always choose the version made for the background it sits on. Never place a light-background logo on a dark background, or the reverse.

Full colour



Light backgrounds · colloquize-logo-light



Dark backgrounds · colloquize-logo-dark



Mark · colloquize-mark-light



Mark · colloquize-mark-dark

One colour

For single-colour print, embossing, stamps, fax-style documents and anywhere colour cannot be reproduced.



colloquize-logo-mono-dark



colloquize-logo-mono-white

On tinted and photographic backgrounds

- Tinted light backgrounds (e.g. #F5F8FB): use the light-background logo.
- Photography: place the logo over a calm, uncluttered area. Use the dark-background logo on dark images and the light-background logo on light images. If in doubt, put the logo on a solid panel.
- Brand-colour backgrounds: use the one-colour white logo.

04 Clear space and minimum size

Keep an exclusion zone around the logo equal to **half the height of the mark** (½ x, where x is the mark height) on every side. No text, image edges or other logos may enter it.



Clear space = ½ mark height, all sides

Minimum sizes

	SCREEN	PRINT
Full logo	height 24 px	height 8 mm
Mark	16 px	5 mm

Below these sizes use the mark, not the full logo; below the mark minimum, do not use the logo.



05 Logo misuse

Do not alter the logo. Always use the supplied files.



Don't stretch or squash



Don't rotate or skew



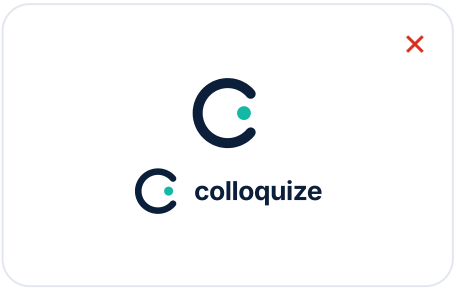
Don't recolour



Don't add shadows or effects



Don't use the wrong version for the background



Don't stack or duplicate elements

- Do not redraw, re-typeset or substitute fonts in the wordmark.
- Do not add outlines, gradients (other than the built-in ones), glows or 3D effects.
- Do not place the logo inside another shape or badge, or combine it with other marks, unless the guidelines allow it.
- Do not change the proportions between the mark and the wordmark.

06 Colour

Colour values are given as HEX and RGB for screens. CMYK figures are straight conversions for guidance only; for print, proof against a Pantone or press-calibrated reference before committing.

Colloquize Navy
#0B1F3A
RGB 11 31 58
CMYK 81 47 0 77
Primary. Logo, headings, dark backgrounds.

Voice Teal
#14B8A6
RGB 20 184 166
CMYK 89 0 10 28
Accent. The dot, buttons, highlights. Not for text on white.

Deep Teal
#0D9488
RGB 13 148 136
CMYK 91 0 8 42
Teal for text and links on light backgrounds.

Royal Navy
#12305A
RGB 18 48 90
CMYK 80 47 0 65
Secondary. Gradients and panels on dark.

Ink
#16202E
RGB 22 32 46
CMYK 52 30 0 82
Body text on light.

Slate Grey
#5B6878
RGB 91 104 120
CMYK 24 13 0 53
Secondary text and captions.

Mist
#F5F8FB
RGB 245 248 251
CMYK 2 1 0 2
Light section backgrounds.

White
#FFFFFF
RGB 255 255 255
CMYK 0 0 0 0
Page background; logo on dark.

Accessible colour pairings

Contrast ratios calculated to WCAG 2.x (logos themselves are exempt from these text requirements, but the guidance applies to all live text). Body text needs at least 4.5:1; large text (24 px, or 19 px bold) and UI graphics need at least 3:1.

PAIRING	SAMPLE	RATIO	VERDICT
Navy on white	Aa	16.52:1	**AAA**
White on navy	Aa	16.52:1	**AAA**
Teal on navy	Aa	6.64:1	**AA**
Teal on white	Aa	2.49:1	**Fail: do not use for text**
Deep Teal on white	Aa	3.74:1	AA large text / graphics only
Slate Grey on white	Aa	5.68:1	**AA**
Dark text on Teal button	Aa	6.80:1	**AA**

07 Typography

Both are free and open-source families, so they can be used on the web, in apps and in print without licence fees.

Aa

Inter

Primary typeface. Wordmark, headings, body and UI.

```
Inter, "Segoe UI", system-ui, Helvetica, Arial, sans-serif
```

Hierarchy

LEVEL	SAMPLE
Display / H1 Inter Bold, 40–64 px, tight tracking (-1 to -1.5 px)	**Technology that talks straight, and keeps your data safe.**
Heading / H2 Inter Bold, 28–40 px	**Clear, secure delivery**
Body Inter Regular, 16–18 px, line height 1.6	The quick brown fox jumps over the lazy dog. Body copy stays short, scannable and specific.
Eyebrow / label Inter Bold, 13 px, uppercase, +0.12 em tracking	SAMPLE LABEL 01

The wordmark is supplied as outlined artwork: never retype it. Where a brand typeface is not installed, fall back to Segoe UI, Helvetica or Arial.

08 Voice and tone

We write the way we want to be spoken to: clearly, respectfully and with a point.

Plain over clever

Say "we encrypt the data before it leaves your network", not "leverage best-in-class cryptographic paradigms".

Specific over vague

Name the risk, the control and the outcome. Avoid empty reassurance.

Honest about limits

Say what we do not know and what we would test. Never promise "unhackable".

Conversational, not casual

Contractions are fine. Slang, hype and fear-selling are not.

Avoid

Fear-based selling · jargon without explanation · claims of certifications or clients we cannot evidence.

09 Applications

Website header

colloquize Services About Contact

colloquize Services About Contact

Buttons

Start a conversation

Meet the group

Start a conversation

Meet the group

Avatar, favicon and app icon



Light avatar



Dark avatar



Favicon at 32 and 16 px

Use the mark for square and circular avatars with the mark centred and clear space kept. Use the supplied SVG as the favicon.

10 Digital implementation

Drop these variables into your stylesheet so the palette stays consistent.

```
:root {
  --colloquize-navy: #0B1F3A;
  --voice-teal: #14B8A6;
  --deep-teal: #0D9488;
  --royal-navy: #12305A;
  --ink: #16202E;
  --slate-grey: #5B6878;
  --mist: #F5F8FB;
  --white: #FFFFFF;
}

body {
  font-family: Inter, "Segoe UI", system-ui, Helvetica, Arial, sans-serif;
  color: var(--ink, #16202E);
}
```

11 Logo files

All files are in the `logos/` folder beside this document. Prefer SVG; use PNG (1024 px tall, transparent) where SVG is not supported.

FILE	USE
`colloquize-logo-light (.svg/.png)`	Full logo on light backgrounds
`colloquize-logo-dark (.svg/.png)`	Full logo on dark backgrounds
`colloquize-mark-light (.svg/.png)`	Mark on light backgrounds
`colloquize-mark-dark (.svg/.png)`	Mark on dark backgrounds
`colloquize-logo-mono-dark.svg`	One-colour full logo, dark ink
`colloquize-logo-mono-white.svg`	One-colour full logo, white
`colloquize-mark-mono-dark.svg`	One-colour mark, dark ink
`colloquize-mark-mono-white.svg`	One-colour mark, white

Questions or approvals: contact Colloquize.