dev-test.uk

BRAND GUIDELINES · VERSION 1.0 · 30 SEPTEMBER 2026

dev-test.uk brand guidelines

Software development arm of Colloquize. How to use our logo, colour, type and voice consistently.

PART OF THE COLLOQUIZE GROUP · COLLOQUIZE.COM

01 Brand at a glance

dev-test.uk is the software development arm of the Colloquize group. It builds web and mobile applications, APIs, integrations and internal tools with testing and security built into every release.

Positioning line

> **Software development that ships with proof.**

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

Personality

Rigorous
If it is not tested, it is not done.

Pragmatic
We pick the simplest thing that is secure and works.

Transparent
Clear estimates, open roadmaps, readable code.

Secure
Security is part of the definition of done.

Audience

Engineering leaders, product owners and technical founders who need a delivery partner they can inspect, not just trust.

02 The logo

The mark is a terminal prompt: a chevron (the command) and an underscore cursor (the next input), in a dark rounded square that doubles as an app icon. Sky blue is the command; green is the passing state. The wordmark is set in JetBrains Mono Bold, with ".uk" picked out in sky blue.



Primary logo (full colour)



The mark, for avatars, favicons and small spaces

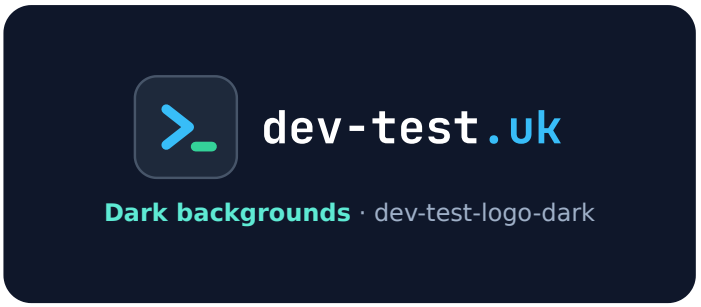
Use the full logo wherever there is room. Use the mark alone only where the brand name is already clear from context or space is tight (below about 100 px wide).

03 Light and dark variants

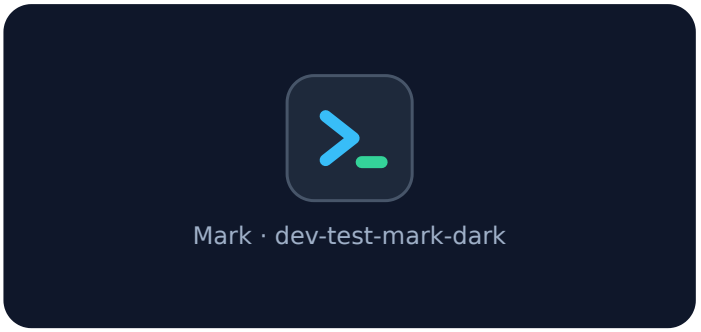
Always choose the version made for the background it sits on. Never place a light-background logo on a dark background, or the reverse.

Full colour









One colour

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





On tinted and photographic backgrounds

- Tinted light backgrounds (e.g. #F1F5F9): 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.



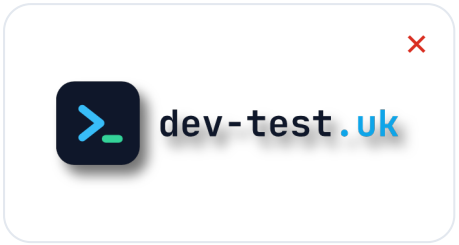
Don't stretch or squash



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.

Terminal Slate
#0F172A
RGB 15 23 42
CMYK 64 45 0 84
Primary. Logo tile, headings, dark backgrounds.

Slate 800
#1E293B
RGB 30 41 59
CMYK 49 31 0 77
Panels and the logo tile on dark backgrounds.

Command Sky
#0EA5E9
RGB 14 165 233
CMYK 94 29 0 9
Accent on light backgrounds (".uk" in the logo, buttons, graphics).

Deep Sky
#0369A1
RGB 3 105 161
CMYK 98 35 0 37
Sky for text and links on light backgrounds.

Bright Sky
#38BDF8
RGB 56 189 248
CMYK 77 24 0 3
Accent on dark backgrounds (chevron, links).

Pass Green
#34D399
RGB 52 211 153
CMYK 75 0 27 17
Success states and the cursor. Graphics only on light.

Slate Grey
#64748B
RGB 100 116 139
CMYK 28 17 0 45
Secondary text and captions.

Cloud
#F1F5F9
RGB 241 245 249
CMYK 3 2 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
Slate on white	Aa	17.85:1	AAA
White on slate	Aa	17.85:1	AAA
Bright Sky on slate	Aa	8.33:1	AAA
Green on slate	Aa	9.29:1	AAA
Command Sky on white	Aa	2.77:1	Fail: do not use for text
Deep Sky (#0369A1) on white	Aa	5.93:1	AA
Slate Grey on white	Aa	4.76:1	AA
Green on white	Aa	1.92:1	Fail: do not use for text

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

JetBrains Mono

Wordmark, code, labels and headline accents.

```
"JetBrains Mono", "Fira Code", Consolas, "Courier New", monospace
```

Aa

Inter

Body copy and UI.

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

Hierarchy

LEVEL	SAMPLE
Display / H1 JetBrains Mono Bold, 36–56 px	**Software development that ships with proof.**
Heading / H2 Inter Bold, 26–36 px	**Clear, secure delivery**
Body Inter Regular, 16 px, line height 1.6	The quick brown fox jumps over the lazy dog. Body copy stays short, scannable and specific.
Code / label JetBrains Mono Regular, 13–14 px	`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.

Show, don't claim
Prefer a pipeline output, test count or diff to an adjective.

Dry and direct
Short sentences. Light wit is welcome; sarcasm is not.

Explain trade-offs
Give options with costs, not a single "best practice".

Respect the reader's time
Lead with the answer, then the detail.

Avoid

Buzzwords ("rockstar", "10x") · unsupported speed or quality claims · vague estimates.

09 Applications

Website header

dev-test.uk Services About Contact

dev-test.uk Services About Contact

Buttons

Talk to an engineer

See how we work

Talk to an engineer

See how we work

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 {
  --terminal-slate: #0F172A;
  --slate-800: #1E293B;
  --command-sky: #0EA5E9;
  --deep-sky: #0369A1;
  --bright-sky: #38BDF8;
  --pass-green: #34D399;
  --slate-grey: #64748B;
  --cloud: #F1F5F9;
  --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
`dev-test-logo-light (.svg/.png)`	Full logo on light backgrounds
`dev-test-logo-dark (.svg/.png)`	Full logo on dark backgrounds
`dev-test-mark-light (.svg/.png)`	Mark on light backgrounds
`dev-test-mark-dark (.svg/.png)`	Mark on dark backgrounds
`dev-test-logo-mono-dark.svg`	One-colour full logo, dark ink
`dev-test-logo-mono-white.svg`	One-colour full logo, white
`dev-test-mark-mono-dark.svg`	One-colour mark, dark ink
`dev-test-mark-mono-white.svg`	One-colour mark, white

Questions or approvals: contact Colloquize.