

# Colors

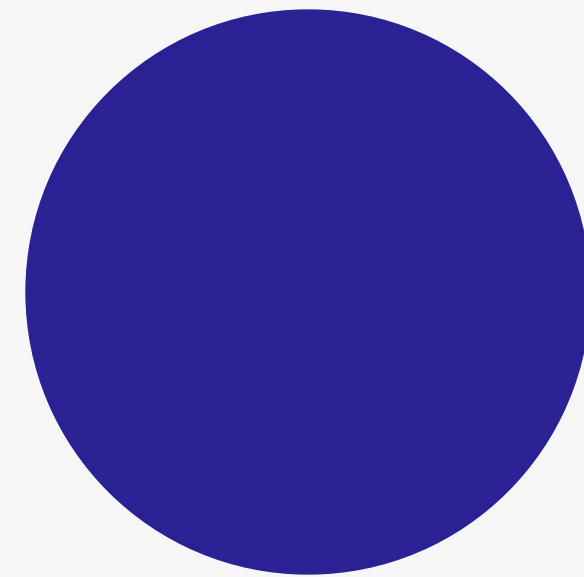
Color is a fundamental element of a brand's visual system, used to create hierarchy, guide attention, and establish emotional tone. It helps communicate meaning quickly and supports consistency across all touchpoints.



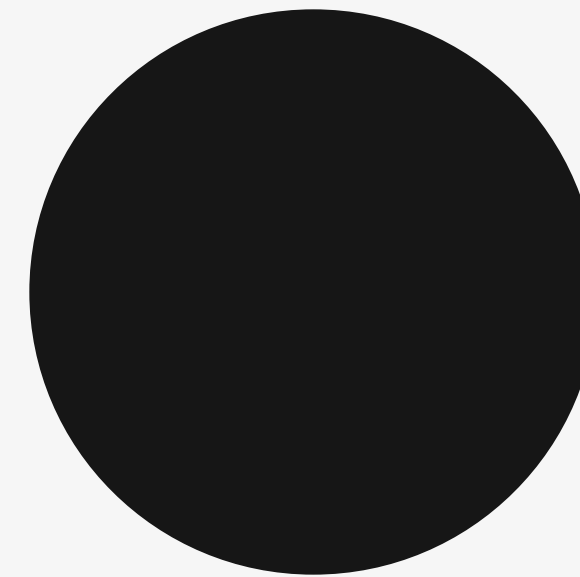
**Warm Grey - Light**  
HEX: E8E8E8  
RBG: 232, 232, 232



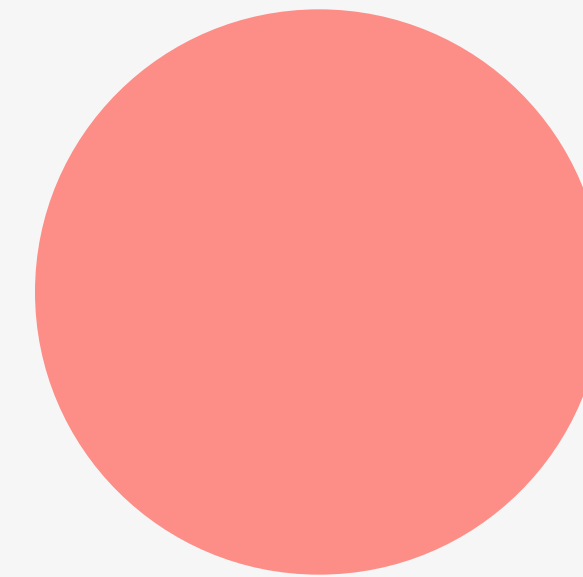
**Purple - Light**  
HEX: B5B1ED  
RBG: 181, 177, 237



**Purple - Dark**  
HEX: 2B2195  
RBG: 43, 33, 149



**Cool Grey - Dark**  
HEX: 171717  
RBG: 23, 23, 23



**Salmon**  
HEX: FE8F87  
RBG: 254, 143, 100

The PeakMetrics color palette is designed to balance clarity, contrast, and controlled emphasis. Neutral tones provide a stable foundation for content and interfaces, supporting readability and structure, while the purple range introduces depth and focus, reinforcing the brand's analytical and forward-looking character.

The accent color is used sparingly to highlight key elements and guide attention, ensuring that emphasis remains intentional and never overwhelming. Together, the palette creates a disciplined visual system that supports clarity within complexity.

# Colors / Primary Palette/ Expanded

**Salmon**



**Purple**



**Warm Grey**



**Cool Grey**



Expanded shades to better achieve accesibility and usability standards.

## Dark mode first

The PeakMetrics color system is built on a dominant dark foundation, ensuring clarity, focus, and visual stability across interfaces. Neutral tones provide structure and support, while the purple range is used selectively to introduce depth, hierarchy, and emphasis. Accent color is applied sparingly to highlight key moments and guide attention without disrupting the overall balance. This controlled distribution of color ensures a clear visual hierarchy, allowing important information to stand out while maintaining a calm and consistent user experience.

Cool Grey - Dark  
Dark mode Backgrounds

85–88%

#2B2195

1.5–2%

#FE8F87

2%

2%

#B5B1ED

4–5%

#FFFFFF

2.5–3%

#E8E8E8

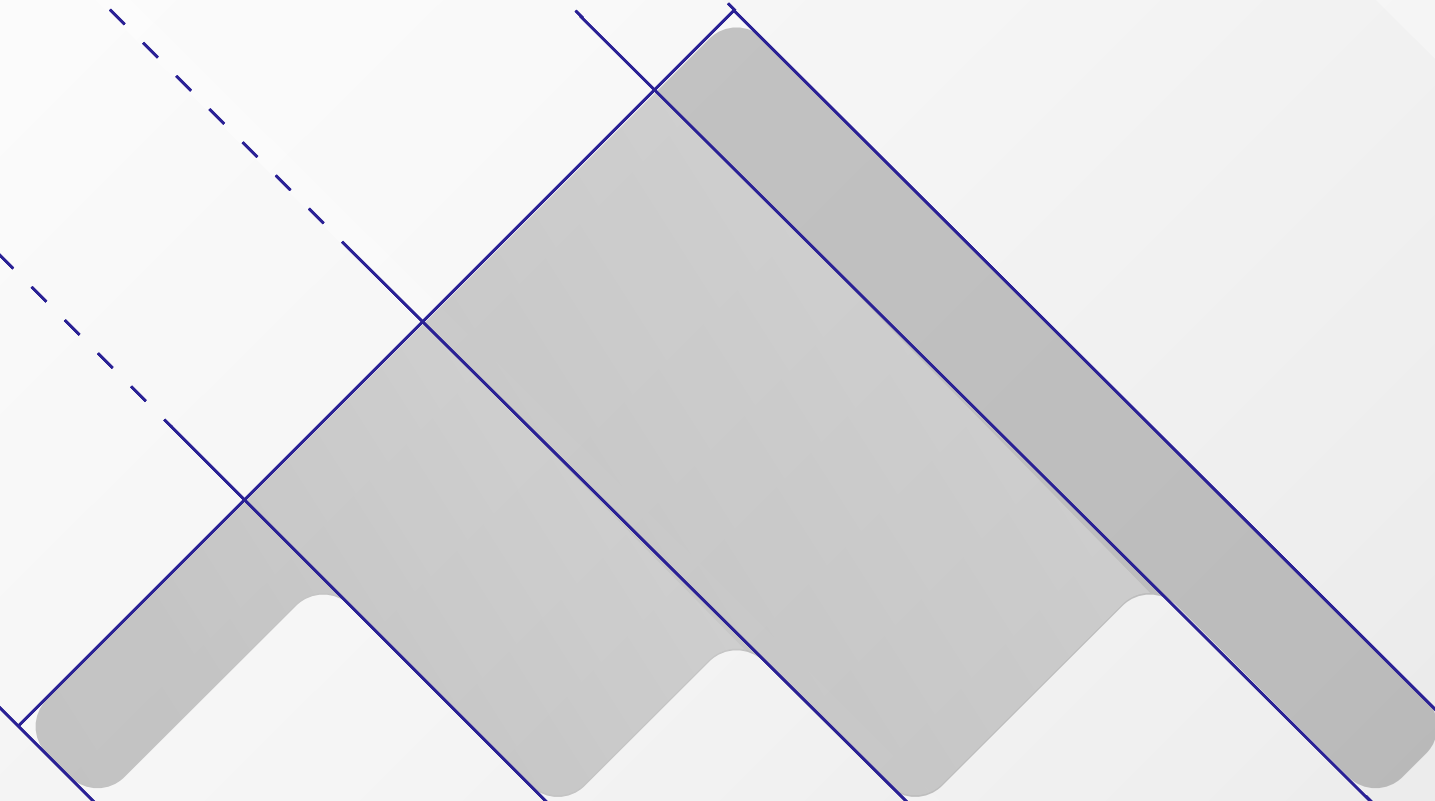
2–2.5%

#A4A0A0

1–1.5%

# Isotype

An isotype is a symbolic representation of a brand that functions independently from the logotype. It is designed to be recognizable at a glance and to communicate the essence of the brand through form alone.



## The Light that Reveals

Stylized mountains, reveal a greater peak illuminated from behind, symbolizing the ability to see beyond the surface and uncover what is intentionally obscured.

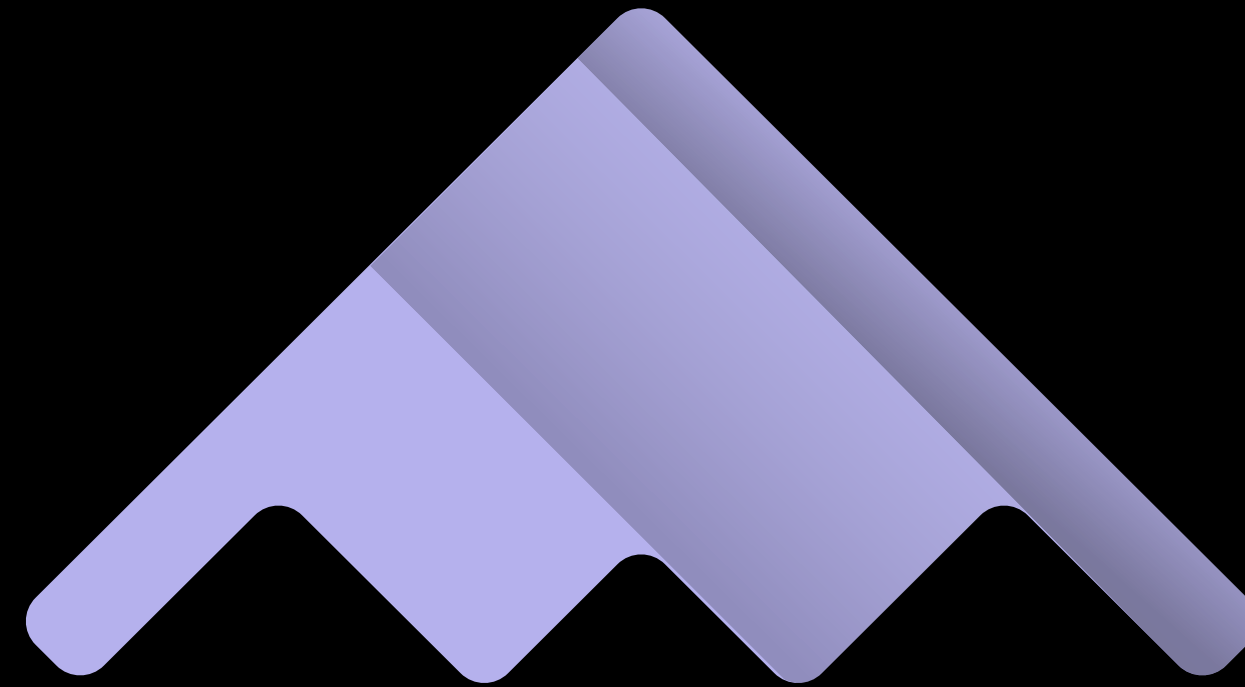
This visual metaphor speaks to PeakMetrics' role in navigating the noise of the modern internet, bringing hidden patterns and deeper truths into focus.

# Isotype



The Primary Isotype is for light surfaces

# Primary Isotype / Inverse



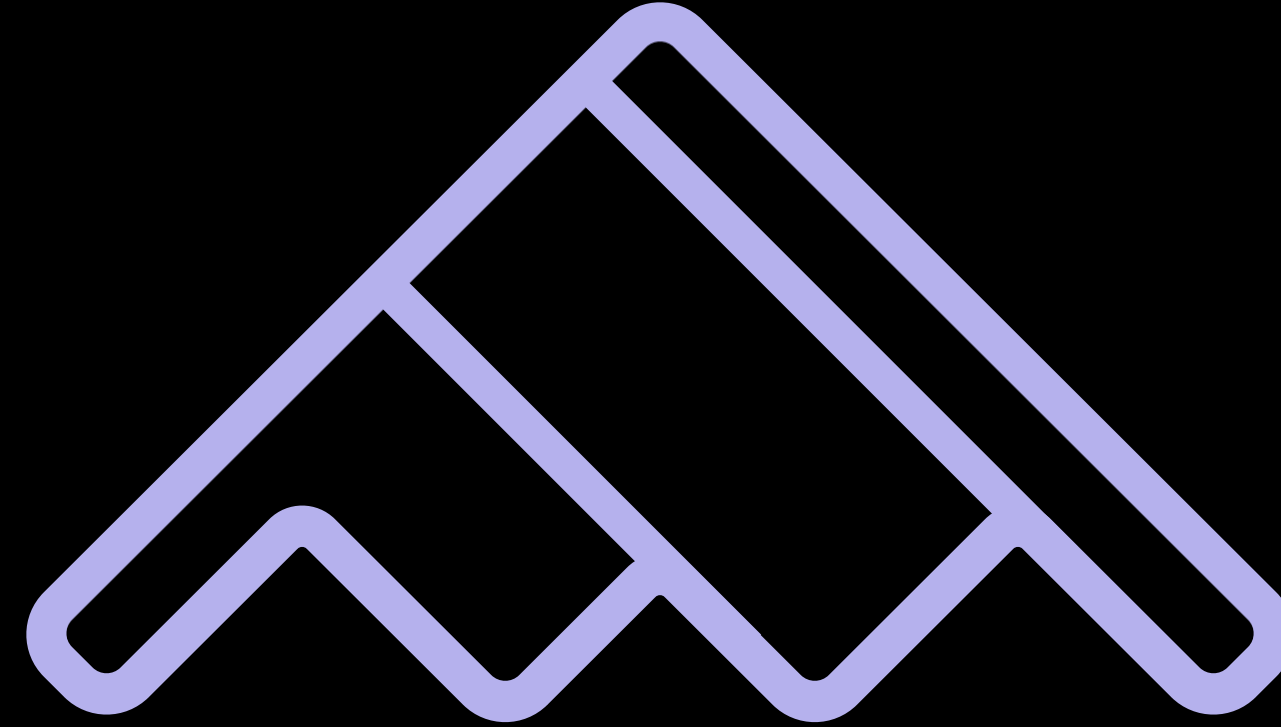
The Inverse Isotype is for dark surfaces

# Outlined Isotype



The Primary Isotype is for light surfaces

# Outlined Isotype / Inverse



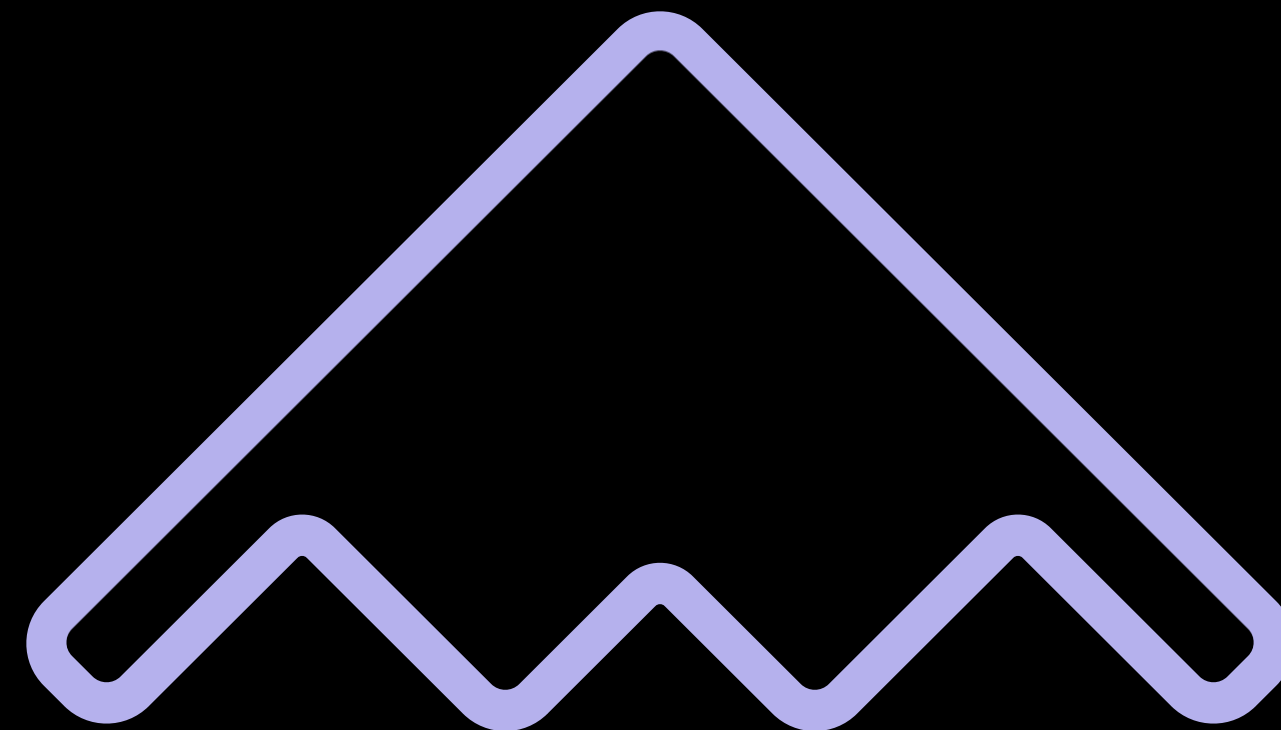
The Inverse Isotype is for dark surfaces

# Outlined Isotype v.2



The Primary Isotype is for light surfaces

# Outlined Isotype / Inverse v.2



The Inverse Isotype is for dark surfaces

# Logotype

A logotype is a typographic representation of a brand name, designed to function as a distinct and recognizable identifier. It relies on letterform, spacing, and proportion to convey personality and ensure clarity across applications.

# Primary Logotype



# Proportion

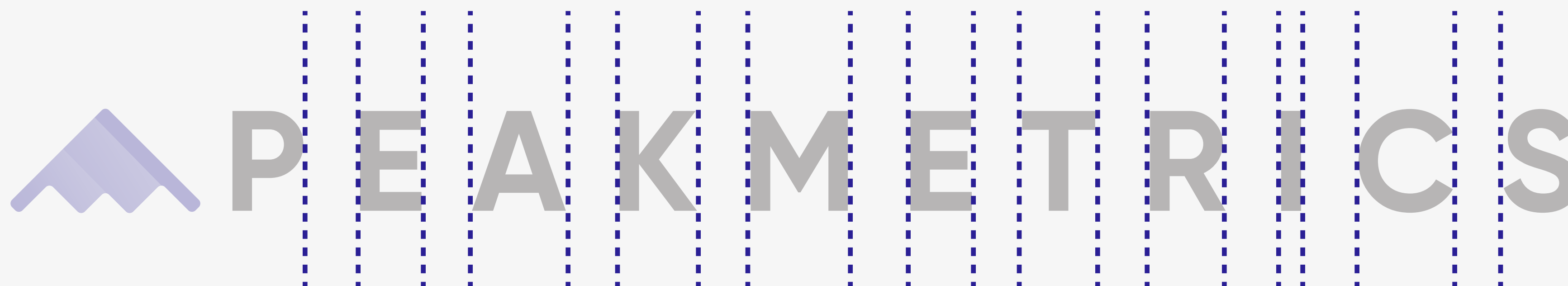


The Isotype height is an important element for the logotype. Every measurement is related to it. Half of that height is considered as 1x

# Exclusion zone



The exclusion zone refers to the area around the logo. Clear space or containing no other graphic text. Elements that infringe on this space will be breaking the brand guidelines. This area is of 2x



**The letters have a separation of 31%**, this tracking introduces openness and rhythm, allowing each letter to breathe and be read with ease.



The primary logotype is the default representation of the PeakMetrics brand and should be used in all standard applications. **It is designed for use on light backgrounds**, where it achieves optimal contrast and legibility while preserving the integrity of its form. Its structured composition and spacing reflect the brand's emphasis on clarity, precision, and controlled complexity.

The primary logotype should be applied consistently across digital and physical touchpoints, including interfaces, communications, and documentation. It functions as the core identifier of the brand and establishes a stable, authoritative presence. Consistent use of the primary logotype ensures visual coherence and reinforces recognition across all brand expressions.



**The inverse logotype is used on dark backgrounds** where the primary logotype does not provide sufficient contrast.

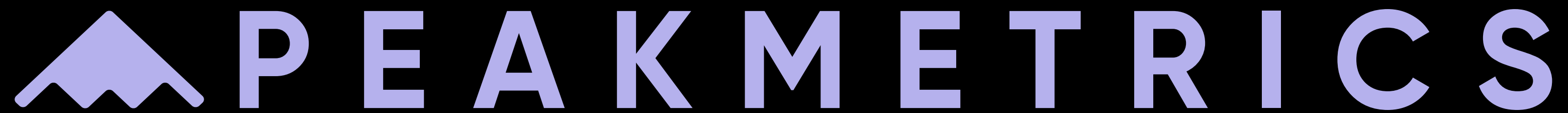
It maintains the same proportions, structure, and spacing as the primary version, ensuring consistency across all applications. This version is optimized for visibility in dark environments while preserving the clarity and integrity of the mark.

The inverse logotype should be applied across digital and physical contexts where dark surfaces are present, including interfaces, presentations, and branded materials. Consistent use of the inverse logotype ensures legibility and continuity across varying background conditions.



**The flat logotype is a simplified representation of the PeakMetrics mark, designed for applications where reduced visual complexity is required.** Should be used in contexts such as small-scale applications, technical implementations, or production scenarios where detail may be lost. Typical applications include favicons, mobile interfaces, data visualizations, internal dashboards, print production, and low-resolution or single-color outputs.

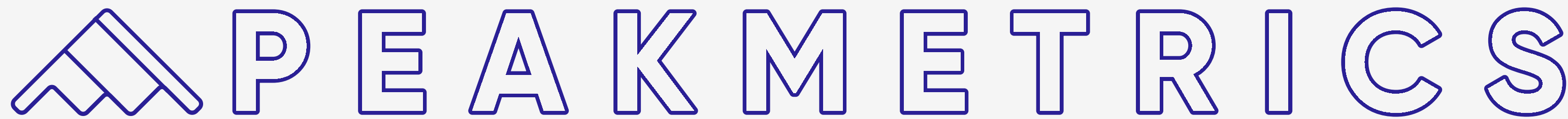
It preserves the core structure and proportions of the primary logotype while removing dimensional or tonal variation, ensuring clarity across a wide range of uses. This version is optimized for environments where consistency, scalability, and reproduction fidelity are critical. It ensures the brand remains clear, controlled, and recognizable regardless of medium or limitation.



**The flat inverse logotype is a simplified representation of the PeakMetrics mark for use on dark backgrounds.**

It retains the core structure and proportions of the primary logotype while removing tonal variation, ensuring consistent visibility and clarity in low-light or dark-surface environments. This version is optimized for situations where simplicity, contrast, and reliable reproduction are essential.

The flat inverse logotype should be used in small-scale applications, technical implementations, and production contexts on dark backgrounds. Typical applications include dark mode interfaces, dashboards, presentations, print materials, and single-color or low-resolution outputs. It ensures the brand remains legible, consistent, and recognizable across all dark-surface use cases.



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**PEAKMETRICS**



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To preserve the clarity and integrity of the PeakMetrics identity, the logotype must always be used as defined.

The following applications are not permitted.

- Do not stretch or compress the logotype
- Do not alter proportions or spacing
- Do not rotate or skew the logotype
- Do not change the logotype colors outside of approved versions
- Do not apply gradients, shadows, outlines, or effects



To preserve the clarity and integrity of the PeakMetrics identity, the logotype must always be used as defined. The following applications are not permitted.

- Do not place the logotype on visually busy or distracting imagery
- Do not recreate or modify the logotype
- Do not combine the logotype with other graphic elements or marks
- Do not use unapproved variations or outdated versions

# Typography

Typography defines how type is used to communicate clearly and consistently across all brand applications. It establishes hierarchy, structure, and rhythm through the controlled use of typefaces, spacing, and scale.

# Gilroy - Bold

31% letter spacing

ALL CAPS

PEAKMETRICS

Using all caps and extended letter spacing to reinforce clarity, structure, and confidence. The uppercase treatment establishes a strong, stable presence, removing ambiguity and emphasizing authority, while the 31% tracking introduces openness and rhythm, allowing each letter to breathe and be read with ease.

# AKKURAT PRO

Aa

Aa Bb Cc Dd Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz

1234567890

**Aa**

**Aa Bb Cc Dd Ff Gg Hh Ii Jj  
Kk Ll Mm Nn Oo Pp Qq Rr  
Ss Tt Uu Vv Ww Xx Yy Zz**

**1234567890**

Akkurat serves as the primary typeface, chosen for its neutrality, precision, and enduring clarity. Its design is rooted in functional modernism, allowing information to be communicated without distraction or stylistic excess. In regular weights, it supports readability and consistency across interfaces, reflecting a calm and methodical voice.

Akkurat Bold is used for titles and key moments of emphasis, introducing hierarchy with restraint rather than contrast. Together, they create a cohesive typographic system that feels disciplined, contemporary, and quietly confident, enabling complex ideas to be presented with clarity and purpose.

# Merchandising

Merchandising refers to the application of a brand across physical products and materials. It ensures that branded items consistently reflect the visual identity and maintain clarity, quality, and recognition in real-world contexts.

# Merchadising

