

Brand Guidelines

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Introduction

Welcome to the Inkress Brand Guidelines. This document serves as a comprehensive reference for maintaining consistency across all brand touchpoints, ensuring our visual identity and messaging remain cohesive and professional.

Inkress is a marketplace and payment platform designed to empower independent merchants and local businesses. Our brand reflects our commitment to simplicity, trust, and professionalism.

Our Mission

To provide secure payment infrastructure and e-commerce tools that enable businesses of all sizes to establish an online presence, manage inventory, and connect with customers in their communities.

Core Values

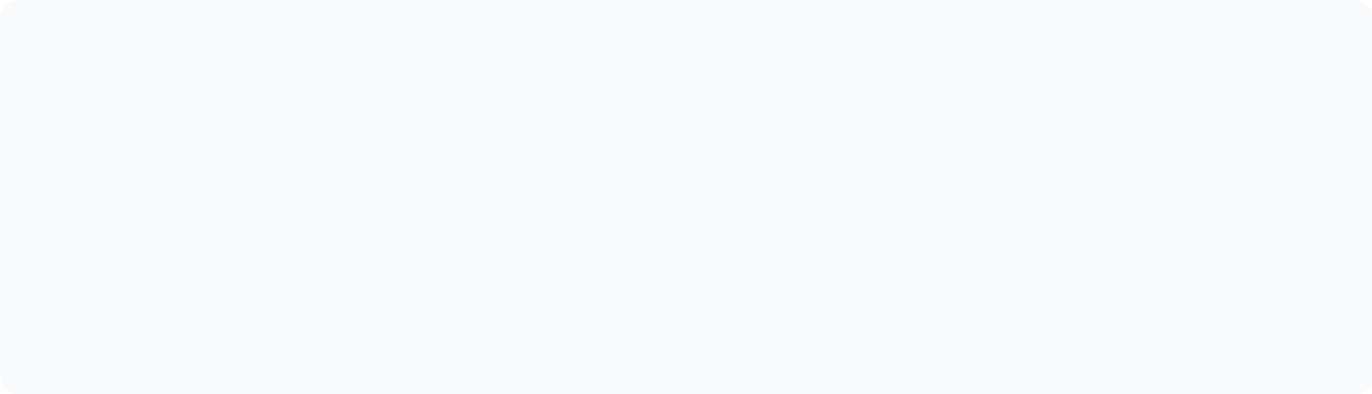
- Transparency
- Simplicity
- Trust
- Empowerment

Company Info

- Founded: 2024
- Type: SaaS / B2B
- Focus: Local Commerce
- Platform: Marketplace

Logo Usage

Primary Logo



Use on light backgrounds

Logo Variations



Light Version

For dark backgrounds



On Brand Colors

Use light version

Do This

- Maintain clear space
- Minimum size: 32px digital
- Use approved colors only

Don't Do This

- Never stretch or distort
- Don't use unauthorized colors
- Avoid adding effects

Color Palette

Our brand colors communicate trust, professionalism, and energy



Ink

HEX

#0f0f0f

RGB

15, 15, 15

CMYK

0, 0, 0, 94

Pantone

Black C

Usage: Primary text, headers, logo



Slate

HEX

#64748b

RGB

100, 116, 139

CMYK

28, 17, 0, 45

Pantone

431 C

Usage: Secondary text, metadata



Cream

HEX

#fafaf9

RGB

250, 250, 249

CMYK

0, 0, 0, 2

Pantone

Pastel Parchment

Usage: Background, light surfaces



Accent Purple

HEX

#667eea

RGB

102, 126, 234

CMYK

56, 46, 0, 8

Pantone

2726 C

Usage: Primary CTAs, links



Accent Indigo

HEX

#764ba2

RGB

118, 75, 162

CMYK

27, 54, 0, 36

Pantone

2665 C

Usage: Gradients, accents



Success Green

HEX

#10b981

RGB

16, 185, 129

CMYK

91, 0, 30, 27

Pantone

3395 C

Usage: Success states



Warning Orange

HEX

#f59e0b

RGB

245, 158, 11

CMYK

0, 36, 96, 4

Pantone

130 C

Usage: Warnings, alerts



Error Red

HEX

#ef4444

RGB

239, 68, 68

CMYK

0, 72, 72, 6

Pantone

1788 C

Usage: Errors, alerts

Typography

Inter is our primary typeface across all brand communications

Inter

Designed for optimal screen readability with excellent legibility at all sizes

Display

Weights: 700, 800 • Size: 48-96px • Line Height: 1.1

Usage: Hero headlines, landing pages

The quick brown fox

Headings

Weights: 600, 700 • Size: 24-48px • Line Height: 1.2

Usage: Page titles, section headers

The quick brown fox

Body Text

Weights: 400, 500 • Size: 14-16px • Line Height: 1.5

Usage: Paragraphs, descriptions, standard content

The quick brown fox jumps over the lazy dog

Design Principles

Core values that guide our visual and interaction design

Clean & Minimal

Embrace whitespace and simplicity. Let content breathe. Avoid clutter and unnecessary elements.

Professional Trust

Use consistent typography, proper alignment, and polished visuals to build credibility.

User-Centric

Prioritize clarity and usability. Make interactions intuitive and accessible to all users.

Purposeful Color

Use color intentionally. Accent colors should guide attention and communicate meaning.

Brand Voice & Tone

How we communicate with clarity, professionalism, and empathy

We Are

Professional & Clear

Business-focused communication that builds trust

Helpful & Supportive

Solution-oriented and empathetic

Transparent & Honest

Upfront about capabilities

We Avoid

Overpromising

Making exaggerated claims

Technical Jargon

Complex terminology that excludes users

Overly Casual Tone

Excessive informality

Writing Examples

Success Message

Don't

Yay! You did it! <3%

Do

Payment processed successfully. Customer will receive confirmation.

Error Message

Don't

Oops! Something went wrong =

Do

Unable to process payment. Verify card details and try again.

Contact Information

Media Contact

Press Inquiries

press@inkress.com

For media coverage, interviews, press releases

Partnerships

partnerships@inkress.com

Strategic partnerships and collaborations

Company Information

Legal Name	Inkress Ltd.	Type	SaaS / B2B
Industry	E-commerce	Focus	Local Commerce
Founded	2024	Website	inkress.com

Company Boilerplate

Inkress is a marketplace and payment platform designed to empower independent merchants and local businesses. Founded in 2024, Inkress provides secure payment infrastructure, e-commerce tools, and marketplace features that enable businesses of all sizes to establish an online presence.

The platform focuses on simplicity and transparency, removing technical barriers that prevent small businesses from selling online.