Archecura brand rules

The trademark register for brand owners.

Logo

Clear space: keep X clear on every side, where X is the height of the mark. Minimum size: wordmark 80 px wide, icon 16 px tall.
Don't stretch, rotate, recolor, crop, or add effects. Don't place it on a busy image or a low-contrast surface. Don't crowd it.
Never apply the Perizer gold-to-coral signature to this mark: each brand stands on its own.
Endorsement: "A Perizer Labs product", once, in the footer. Nothing more.

Color

Cobalt	#1F5EFF	RGB 31 94 255 CMYK 88 63 0 0
Cobalt Tint	#5C8BFF	RGB 92 139 255 CMYK 64 45 0 0
Ink	#1E1B4B	RGB 30 27 75 CMYK 60 64 0 71
Seal	#EAB308	RGB 234 179 8 CMYK 0 24 97 8



CMYK is computed from sRGB: proof it before print.

Type

Inter Tight: Display and the wordmark. Weights 500, 600. SIL Open Font License 1.1. https://fonts.google.com/specimen/Inter+Tight
Inter: Body and UI. Weights 400, 500, 600. SIL Open Font License 1.1. https://fonts.google.com/specimen/Inter

Voice

Written for brand owners and the attorneys they work with.
Says what it is and what it isn't: a tool for records and deadlines, not a law firm.

Say: register, mark, record, deadline, USPTO, serial number
Never: legal advice, we file for you, guaranteed protection, AI lawyer

Before: Archecura protects your brand with legal-grade AI.
After: Import a mark by USPTO serial number and keep the full record in one place.